



Hospice

and Palliative Care of Greensboro

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**PAUL J. RUSS, MFA, CFRE, RECERTIFIED AS A
CERTIFIED FUND RAISING EXECUTIVE (CFRE)**

(GREENSBORO, NORTH CAROLINA)– CFRE International has named Paul J. Russ as a Certified Fund Raising Executive (CFRE). Russ, vice president of marketing and development for Hospice and Palliative Care of Greensboro (HPCG) joins more than 5,300 professionals around the world who hold the CFRE designation.

Individuals granted the CFRE credential have met a series of standards set forth by CFRE International, which include tenure in the profession, education, demonstrated fundraising achievement and a commitment to service for nonprofit organizations. They have also passed a rigorous written examination testing the knowledge, skills and abilities required of a fundraising executive and have agreed to uphold Accountability Standards and the Donor Bill of Rights.

“The CFRE credential was created to identify for the public and employers those individuals who possess the knowledge, skills and commitment to perform fundraising duties in an effective and ethical manner,” said Jim Caldarola, CFRE, immediate past chair of CFRE International.

“As the certification is a voluntary achievement, the CFRE credential demonstrates a high level of commitment on the part of Russ to himself, the fundraising profession and the donors who are served.”

CFRE recipients are awarded certification for a three-year period. In order to maintain certification status, certificate holders must demonstrate on-going fundraising employment and fundraising results and continue with their professional education. Employers and donors who work with CFRE’s know they are getting a professional who is committed to the best outcomes for their organization and has the requisite knowledge and skills.

“CFRE International congratulates Paul J. Russ for achieving the CFRE designation.” CFRE International is an independent organization dedicated to the certification of fundraising executives by setting standards in philanthropic practice. Governed by a volunteer board of directors and led by a small professional staff, CFRE International consistently meets the highest standards for certification excellence and is itself accredited by the National Commission of Certifying Agencies.

HPCG, a nonprofit organization serving Guilford County and surrounding areas since 1980, is situated on a 14.75 acre campus at 2500 Summit Avenue. HPCG provides physical, emotional and spiritual support for children and adults faced with a life-limiting illness, as well as their caregivers and families. For more information, contact HPCG at 336.621.2500 or www.hospicegso.org.

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