

*American Medical Association Alliance*

# Project Bank



The Encyclopedia of Community Service,  
Fundraising and SAVE Projects  
2006-2007

## **CS1**

**Project:** Bee Active with Safety, Nutrition & Exercise

**Alliance:** Cameron Willacy County Medical Alliance, NC

**Project summary:** Bee Active Rio Grande Valley was held on January 27, 2007. With a \$7500.00 grant from the state medical foundation, we were able to not only educate our community parents and children on the prevention of diabetes, but also see them have fun while doing so. Our event started out with a word of welcome from the school principal which was then followed by a guest appearance by the "Greenghost". The owner of a local car dealership is our local superhero, and he is passionate about the prevention of diabetes. With the prevalence in our community, it is imperative that we educate our children to try and eradicate this deadly disease. After the Greenghost, we allowed the children to participate in everyday activities like jumping rope, hula hoops, basketball, bowling, and bike riding to emphasize the importance of staying active and healthy. One Alliance member, who is a dietician, provided information on good choices of food selections and portion control, and a fellow physician gave a interactive presentation to the children on the importance of staying healthy. We gave away over 200 Hard Hats for Little Heads, two bicycles, two pair roller skates, two skateboards, and two scooters. There were also volunteers from the community teaching bicycle safety as well as fitting helmets for the children. The school principal estimated 250 children were present with about 200 parents. A local pharmacy was also on hand performing diabetic screenings and information for the adults. Nutrition bars were donated by Clif Bar, and bottled water was donated by a BMW dealership. Our Alliance members were on hand for this event as well as for the many man hours required previous to January 27. The school was chosen for its' low socioeconomic status. We wanted to be able to give the safety helmets to children who could not afford them, and really teach the children who seem to never get chosen. Over all, it was a huge success, and the school principal wants to hold a health event every year. Plans are in the works for this fall, on diabetes awareness, but also throw in the Bee Wise Immunize portion of the medical association alliance. We are looking forward to working with many needy schools and children in the community, and this would not have been possible without the generous support of our state medical foundation! Our President Elect has been asked to speak at the monthly meeting of the Independent School District, to inform all the schools about our program, so that we can reach out all over our community.

## **CS2**

**Project:** Partners In Life

**Alliance:** Washington-Unicoi-Johnson County Medical Alliance

**Project summary:** The name of this project is Partners In Life. The focus of this project is promoting the health of the doctor with the alliance member as the health advocate: The Doctor and You as Partners In Life. This project involves using a Lifecard which serves as a reminder for those routine screens and exams for specific age groups and gender specific tests the partners need to have done.

The Doctor in your life is so busy caring for his patients, your family, and dealing with other matters that often his health and welfare takes second place to other concerns. This is not to say that you are not a caring partner for The Doctor in your life,

but having these Lifecards inform and remind us of the special role we hold for our Doctors: health advocate, facilitator, and most often enforcer.

If you knew it was time for your partner's colonoscopy for example, wouldn't you make sure it was scheduled, make sure he did the necessary prep, then drive him to the GI Center? Handholding is not needed, but you must get the test done. He knows it has to be done but often he will try and get out of it. For this reason, having a partner is helpful. Partners In Life is sort of a play in words. You are the doctor's partner in his life: you run his household, you do his laundry and you have his VISA card; you are also the partner in charge of his health so he can have his life. Budgeted for this project was \$200 from available funds to print the Lifecards. Actual printing cost was \$159.60 and no co-sponsors were involved.

### **CS3**

**Project:** "Save a Heart, Be AED Smart"

**Alliance:** Alliance to the Madison County Medical Society

**Project summary:** The AED project was created to benefit all citizens of our county. Sudden Cardiac Arrest (SCA) is one of the leading causes of death in the United States, resulting in a death every two minutes (900 lives a day). This life-threatening event can take the life of any victim, regardless of age or gender. The Alliance was committed to decreasing deaths due to SCA by increasing community awareness and availability of Automated External Defibrillators (AEDs) and found a collaborative partner in the American Red Cross. An Advisory Board, led by the Alliance, was created which included local business leaders, city and county leaders, school nurses, physicians and nurses, EMS representatives, County AMA members, and a SCA survivor. A needs assessment tool was utilized and we developed a list of schools, park and recreation areas and other community areas that needed an AED. The project had an annual general budget from the county alliance of \$500 which would be used for purchase of brochures, printing supplies, mailing costs, etc. All other funds were placed in a separate alliance account and designated for purchase of AEDs (Automated External Defibrillators) and any other additional AED related costs that the general county budget could not cover. In eighteen months, the AED project purchased and placed 62 AEDs and raised approximately \$108,000 in funding. Most importantly, several lives have been saved as a direct result of the use of these AEDs. The County Alliance, directly contributed in excess of \$45,000 and thousands of volunteer hours to the project. The Alliance sponsored a Community Education Day entitled "Save a Heart, Be AED Smart" at both area malls. Alliance members enlisted the help of representatives from both area hospitals, paramedics from the EMS and county sheriff department, and the American Red Cross to provide a number of demonstrations. Blood pressure checks were performed, CPR was demonstrated and participants had a "hands on" experience of using AEDs (trainer devices). Additionally, they were provided with literature about the AED project, CPR/AED training classes, and heart healthy living tips.

### **CS4**

**Project:** Health Literacy Awareness Project

**Alliance:** Alliance to the Medical Society of Mobile County

**Project summary:** Health Literacy is the ability to read, understand and act on health information. In 2006 the Alliance became aware of the impact low health literacy has on our health care system. We started a Health Literacy Awareness Project to expand awareness and educate both patients and health care providers. Our project included disseminating information about the affects of inadequate health literacy, and providing possible solutions to improve patient-provider communication using the AMA Health Literacy Kit. We created several presentations focusing on our diverse community using the kit video, national, state and local health literacy statistics and current research findings. We presented this information in combination with consumer information materials from the Partnership for Clear Communication's Ask Me Three Program.

We made formal presentations to the following Health Care Providers and consumers:

- Physician Assistant Students
- Local Pharmacy Society
- Nursing Students at a local college and university
- Local Department of Pediatric Residents and Faculty members
- Private Internal Medicine practice
- Local Community clinic for the working uninsured and medically underserved
- Local Charitable Pharmacy
- Private Pediatric practice
- The Medical Society's Board of Censors
- Area Health Literacy Summit
- Our own Alliance members
- Local Hospital Community Education venue for the public
- Local Residential Retirement Home

We provided a Health literacy booth at our Alliance's Rummage Sale, and at a local Goodwill/Easter Seals Health Fair where we distributed Ask Me Three Brochures. We provided Ask Me Three Brochures at a local community based clinic for the working uninsured and medically underserved as well as to a surgeon's office and at all of our presentations.

With the help of our Medical Society, we invited a Professor of Medicine and Health Literacy Expert from a local University Medical School and, to speak on the topic of Health Literacy to the Medical Society. In conjunction with this event, the Alliance sponsored a meeting for health care providers and community leaders entitled "Better Communication For Better Health: A Community Meeting", in which the speaker was the keynote speaker. As a direct result of this meeting, we formed the Health Literacy Network. Approximately 25 people from 18 area agencies have come together to build a community wide network that will coordinate efforts to develop better communication between patient and health care provider.

## **CS5**

**Project:** Kids on the Block Puppet Shows

**Alliance:** Reno County Medical Alliance, Nevada

**Project summary:** Kids On the Block is a puppet program designed to educate children about various disabilities and address medical differences and social concerns in our community. Alliance members perform skits with large 3 foot puppets and props to all third grade classrooms in our county. After each performance we facilitate an open discussion with the children and teachers directing the discussions to further explain our message. The children are often filled with interesting questions for the life size puppets. To enhance our message our alliance handed out "I can be the best me I can Be" booklets to each student and facilitated a billboard poster contest. Our poster contest collected more than 400 entries out the 700 we handed out. Our alliance then chose a winner and displayed the third graders drawing on a billboard for two months on a prominent road in our community. Each year we perform in 15 schools reaching over 700 third graders. Currently, performances focus on healthy eating, helping friends with disabilities and bullying. Our Alliance has been doing this project in our community for more than 10 years. In the past this has been funded by our alliance, grants, and community donations; however it is now solely funded by our alliance. This year we have spent about \$1000 purchasing a new puppet and new skits. We have invested more than \$15,000 in this project over the years. We will continue to invest in this project because it is truly making a lasting impression in the lives of the students we reach.

## **CS6**

**Project:** TIPS: Teens, Involved Parents & Sex

**Alliance:** South MS Medical Alliance-Hattiesburg

**Project summary:** The purpose of TIPS – Teens, Involved Parents and Sex – was to educate parents about current trends in teen sexuality and about their roles in shaping their children’s and teens’ sexual characters. We planned three parent/adult education events at different venues in the evening hours. We created a catchy name, “TIPS,” a term that became familiar to the public throughout the marketing campaign. We officially titled the project “Take TIPS from the Alliance about Current Trends in Teen Sexuality,” with Teens, Involved Parents and Sex being the focal words at the bottom of our flyers.

It took the efforts of about 65 Alliance members along with community support to achieve effectiveness with this project. Through media marketing, “boots-on-the-ground” efforts, online communications, and creative community promotion techniques, our goals were met. Attendees were exposed not only to a remarkable keynote speech, but were also able to participate in a question/answer panel discussion, as well as take home a wealth of valuable materials that the Alliance provided. With pre- and post-media coverage, the program reached hundreds of thousands with its message of “teens secretly want parents and adults to know them better – so get involved!”

## **F1**

**Project:** Casino Night

**Alliance:** Cameron Willacy County Medical Alliance, NC

**Project summary:**

August 19, 2006, the Medical Alliance held a fundraiser for their Nursing Scholarship Program which was entitled “Casino Night” and was a huge success! Total attendance was approximately 75 people, all having a wonderful evening out with

friends. \$3965.00 was raised for the Nursing Scholarship Fund, which the Medical Alliance sponsors each year. Betting with “play” money takes the heat off of winning and losing, therefore, people can just enjoy themselves. This event appealed to most everyone, due to it being a donation, not gambling. Items were provided by Alliance Members for the Silent Auction, along with merchandise from area merchants. At the end of the evening, everyone exchanged their “Play” money for tickets, which they put into a raffle for certain items that were on display throughout the evening. Prizes ranged from Obedience Classes to Day Spa Certificates. We even had a tricycle up for raffle! In short, everyone had a great time, and is looking forward to the next event! This event took approximately 200 hours of volunteer time, but it was worth it! The most time spent was teaching Alliance members to be “Dealers” for the tables. We had Roulette, Blackjack, Casino Texas Hold’em, and regular Texas Hold’em. We had so much fun learning to play and deal the games, we were sorry to see it end! One of our own physicians here in our community, graciously volunteered to teach us the games, we laughed so hard! He thought we would never get it! But we did, and our fundraiser night was a huge success! We are planning another one for this coming year, only bigger and better!

Items for the Silent Auction as well as the Raffle items were donated by Alliance members as well as area Merchants. This was the biggest, and hardest part of the whole event. We have found that it is hard to get people to solicit for donations, they simply do not like to do it. However, as most found out, it is not that hard, and most area Merchants were willing to contribute.

## **F2**

**Project:** Mystery Box Raffle

**Alliance:** Lake County Medical Alliance

**Project summary:** To provide entertainment and raise funds, the county medical alliance conducted a raffle at the annual medical society Holiday Dinner-Dance. Alliance members were invited to donate a mystery gift box adorned with festive holiday wrapping, with the value of each mystery gift being a minimum of \$25. Twelve members donated gifts. Raffle tickets for the twelve boxes were sold for \$5 each or 6 for \$25 to the 76 guests in attendance. The Alliance raised \$850 to donate to Suit Yourself.

## **F3**

**Project:** White Coat, White Elephant Tag Sale

**Alliance:** Spartanburg County Medical Society Alliance

**Project summary:** We chose a name that would promote a positive image of the medical community and the medical Alliance. Instead of a rummage sale, we had a tag sale. The name suggests higher quality goods. The name: White Coat represents our physicians and medical community. White Elephant is for the varied assortment of goods we are selling. We wanted our community to know they could get quality goods at bargain prices.

Our sale took place in an empty store in a strip shopping center. The donated space was available for our use for 3 months. One day a week was setup day, so anyone could stop by and help set up, price items, or drop off donations. Setup day also became office furniture sale day.

What made our sale so lucrative was the unique nature of many of our items. Several physicians in town moved to new offices and we asked them to donate things they did not take. Nice furniture, desks, office equipment, filing cabinets, x-ray machines, exam tables, and such were given to us to sell. This turned into a very lucrative presale, which we sold to business, charities, churches, and individuals. The key was contacting people we thought would be interested in those items.

The highlight of the sale was the Preview Party which coincided with Doctors' Day. A presale for hospital and office staff was held before the dinner party. We held a festive dinner party for our physicians along with the Preview Party and Silent Auction. High end items and antiques were sold at this time, thus increasing profits. Wonderful baskets were made from donated items. Good quality items were grouped in a theme basket and sold during the silent auction. Baskets not bought at auction sold during the sale.

Sale Day was a busy day. Food and baked items were also for sale at the Past Presidents Kitchen. Early in the morning, items are sold as priced. By noon, we sold bags for \$5. Due to the abundance of sale items, and to coincide with our local library's book sale next door, our sale was extended for another day. We worked with the library, sending customers to each other's sale. This was a great way of increasing the number of patrons for both sales. At the end of the sale, the remaining items were donated to many local charities, churches, shelters, or given to people who stopped by.

We raised over \$40,000 from this fundraiser. \$30,000 was given to local charities as well as donated items. The remainder will cover our scholarships, community and health related projects, and startup for our next fundraiser.

Funds were received from monetary donations and sale of donations of goods or services. We saved money by receiving donated or discounted items or services.

The White Coat, White Elephant Tag Sale was our most successful fundraiser.

#### **F4**

**Project:** A Tuscan Afternoon With Friends

**Alliance:** Santa Clara County Medical Association Alliance

**Project summary:** "A Tuscan Afternoon With Friends" was the Alliance's and the Association's joint fundraiser held May 20, 2006 at a lovely local vineyard. The target audience of this afternoon of wine-tasting, music and food included members of the Association, the Alliance and other local community members who are interested in and who support Alliance projects. Five wineries poured their wines to a sold out group of 200. Among the wineries represented were two local wineries owned and operated by physicians.

Tickets for the event were \$75.00 per person and \$25.00 for full time students. Children under 12 were free and attendees took advantage of the opportunity to bring their children with them. Members of the Medical Association staff were guests in thanks for their help and support throughout the year. Alliance and Association members contributed items for silent auction baskets and local vendors provided funding to help underwrite costs. Our generous hosts provided their vineyard free of charge and also poured their award winning wine. Since we knew that the event would be profitable, we didn't hold ourselves to a specific budget.

Proceeds from the event totaled over \$10,000 which exceeded our goals. The generosity of the attendees enabled the Alliance to provide a \$1,000.00 grant for the last 10 months to a local community project. Projects benefiting from the proceeds of this event include: Hospice of the Valley, Friends Outside (helping families with incarcerated family members), The Healing Arts Program at a local hospital (music, art and humor therapy), Gardner Family Health Network Health Fair (yearly health fair for Latino families), Clean Slate (tattoo removal), Celebrating Families (a substance abuse prevention program for families where at least one parent has a serious problem with alcohol or drugs), House on the Hill (a residential facility for recovering women and their children), CDAFP (The Coalition for Drug and Alcohol Free Pregnancies), and decorations for trees for the county hospital at Christmas time.

To our delight, the event was highlighted in a special glossy edition of the local paper which was distributed throughout the entire county.

## **F5**

**Project:** "Cooking for a Cause"

**Alliance:** Florence County Medical Society Alliance

**Project summary:** "Cooking for a Cause" is a series of gourmet events to raise money for the health organizations the Alliance supports. Some of the organizations include: the local coalition for the prevention of domestic violence; the local chapter of the American Red Cross; a medical "free" clinic that serves the indigent; local area literacy council.

The "Cooking for a Cause" fundraiser was begun in fall 2006, and continues through this year, and possibly later. The program plan initiated by the committee is very simple:

- Identify benevolent chefs, in your area, who are willing to donate their time to give a cooking demonstration while preparing a meal (lunch or dinner) in the home of an Alliance member.

- Find Alliance members willing to host the chef and guests. (Alliance and non-Alliance guests may attend.)

- Have the hostess invite guests who pay \$75, or more, to learn new cooking ideas, to enjoy the meal, and to raise money for a worthy cause.

- Obtain food and beverage donations whenever possible.

- Ask your medical society to help sponsor the program with a start up contribution. Solicit other sponsors or donations.

## **F6**

**Project:** Golf Tournament to Benefit School Nurse Program

**Alliance:** Cabarrus County Medical Society Alliance

**Project summary:** Our county Alliance organized a charity golf tournament to benefit the county Health Alliance School Nurse program. The School Nurse program reaches over 29,000 students in two school districts. Our system is unique within our state in that we have a "Nurse in Every School." As additional schools continue to be built each year, we sought to protect the status of having a full time nursing professional at each school by funding one nurse's salary.

The medical community, local businesses, corporations, and philanthropic individuals were targeted as donors, sponsors and golfers with an interest in keeping a nurse in

every school. The golf tournament was well received and supported by the community. We had intended to limit the field to 96 golfers, but expanded to include 103 players. Nine of the foursomes were representatives of the tournament sponsors.

Over \$28,000 in sponsorships were received including three silver sponsors at \$2500, six bronze sponsors at \$1500, dinner sponsors at \$1500, a hole in one sponsor, nine team prize sponsors ranging from \$200 to \$400, seven contest sponsors at \$250, 22 hole sponsors at \$250 and eight friends providing donations of under \$250. Goods and services were donated by 60 businesses and individuals which were used as door prizes, in goodie bags for golfers, in goodie bags for volunteers and in three baskets which were raffled off at the tournament.

Additional revenue came from golfer fees, raffle ticket sales, a limited silent auction, as well as mulligan sales and a putting contest at the tournament. A \$1000 holiday grant was also obtained from Wal-Mart and a \$500 grant was received from our state medical society alliance.

Over \$40,000 was received, with net proceeds after expenses of \$29,800. Using start-up funds from the previous year, a donation of \$30,000 was presented to the county Health Alliance to aid in the employment of a school nurse.

Three new schools are scheduled to open in 2007-08; with the continued growth and additional new schools, the role of the Alliance in maintaining a nurse at every school will continue to grow.

## **F7**

**Project:** Opening Night Gala, The Oregon Trail, the Musical

**Alliance:** St Clair County Medical Society Alliance

**Project summary:** A unique opportunity presented itself to our Alliance this year. One of our members as executive producer of a musical written and composed by her husband, a radiologist and past president of the Medical Society asked us to promote the musical by using the opening night festivities as a fundraiser for our community health projects.

The offer was exciting but also very risky. We were not sure how well the musical would be received in our community of 65,000 people. The project would require cooperation with the board of education for pre/ post performance gathering space, the University for Performance Space, a community theater group for the production, a bank for sponsorship, a high school alumni group, the newspaper for publicity, the Medical Society for ads and the public for ticket purchases in the 900-seat auditorium.

Until now, our Alliance had a history of internal fundraising that included the Society, the Alliance and close friends. We had never advertised our fundraising events or invited the public to participate. This was a big step outside our comfort zone. The physician/play write/composer is well known to the Medical Community for his passionate 12 year dedication to writing the Oregon Trail. The Alliance felt compelled, anxious and excited to participate in the first stage production.

Start up funds were minimal. Decoration expenses and postage for two mailings were donated by members. The wine was also donated by friends of the Alliance. Invitations were printed by the hospital. Our major expense was the food at \$7,011.

Our profit for the evening was \$24,489 the largest amount ever raised by our county alliance.

The highlights were the excitement generated in a community hard hit by the medical malpractice crisis. The evening was truly magical! The Medical Society came out in full support, the hospital community and general public joined together to celebrate the great things that can happen when all join together to promote our community. Every seat was sold. This fundraiser brought more physician and physician spouse participation than ever experienced in the history of the Alliance.

### **S1**

**Project:** Medicinal Ridge

**Alliance:** Cameron Willacy County Medical Alliance, NC

**Project summary:** Our Medical Alliance participated in a truly wonderful community event, which has been named for the medical community. It is called "Medicinal Ridge", and it is a section of a local Natural Trail. We met at the park on Saturday morning, February 17, 2007, to help transplant plants with medicinal properties. Our children had a wonderful time planting and learning about the various plants, as well as taking care of them. This event is sponsored by the state master naturalist organization of which our own alliance member is a coordinator. By planting plants that can actually do some good for us, we all learned that we can ensure our health with more than one means. This proved to be a very educational project, and one in which we hope to continue to participate in. This will be one of our gifts to the community in future years. Our Medical Alliance will continue to contribute to this park with a bench facing the nature trail, which will have our Medical Alliance name engraved on it. Wow, you just never know where or when you might read about our Alliance. So, in terms of the future, we are making a huge contribution to the health and welfare of our nature!

### **S2**

**Project:** Safeguarding Childhood

**Alliance:** Mecklenburg Medical Alliance and Endowment

**Project summary:** Safeguarding Childhood is a project designed in conjunction with the nationally successful radKIDS program to (1) promote public awareness in our city about the abduction/assault/bullying of children, (2) provide children and parents the tools to avoid these attacks and (3) empower children with a plan of what to do if solicited or attacked.

### **S3**

**Project:** Internet Safety -- Faux Paw Meets the Geek Squad

**Alliance:** Sangamon County Medical Society Alliance

**Project summary:** To commemorate SAVE Day, our county introduced Faux Paw the TechnoCat to the children of our community. We began by contacting our public school system; however, they imposed a lengthy timetable for approvals at several levels that would have made it difficult to proceed in a timely manner. Undaunted, we tried a different route – we decided to contact after-school programs.

We found a program at a local church that feeds 25-50 of the very poorest children every evening. Without the "Supper Hour" program, these children would go to

bed hungry. We learned that even the most disadvantaged children in our town can access the internet, and often without parental supervision of any kind.

We approached our local Best Buy and asked the General Manager if Best Buy would be willing to send the "Geek Squad" to help us teach children about internet safety. Who better, we thought, than technically savvy young men (and women) to teach children how to search the internet safely. Best Buy agreed to send two Geek Squad "Agents" to the supper program.

Alliance members led fun activities with the children:

We played the Faux Paw the TechnoCat video. Geek Squad agents set up the computer and projection equipment for us. They asked the children questions to make sure they understood the message. Every correct answer was rewarded with a "Kit Kat" candy bar. • We served a hot, heart-healthy meal and decorated sugar cookies; • We helped the children color "Hands are not for Hitting" placemats and coloring books; • Some members helped them with homework, some played board games and others did face painting.

We targeted the children of the "Supper Hour," ages 6 to 12, and all our members' children. We invited members of the county medical society, local hospitals and the press. 25 county Alliance members helped plan the event. The county Alliance donated about \$300 for food, games and face paint.

Although we started small, we have now reached over 300 children. Meanwhile, Best Buy suggested we talk with their corporate headquarters to build a partnership nationwide!

#### **S4**

**Project:** SAVE-Self Defense Techniques Can Save Your Life

**Alliance:** Greenville County Medical Society Alliance

**Project summary:** In the world of today, we must shoulder responsibility for our own security. It is becoming more and more likely that we or our loved ones may be the victims of a predator at some time. Our year's theme of "Mind, Body, Spirit" was carried out in learning some techniques from the ancient martial art of Tai Chi. Our target audience was our own Alliance, their families and people under their influence.

Master Tony Wei was born in China in a Shaolin temple. He taught the Chinese military, was captured by the Japanese and was forced to teach their soldiers. He escaped to Taiwan and finally came to America. Master Wei has appeared in over seventy movies. He embodies self control, physical fitness and meditational calm. He and his sparring partner taught five techniques to use in getting away from an attacker. One Alliance member was bitten to demonstrate an easy way to distract someone who has a victim in their grasp.

Members practiced in teams of two. It was reported that touching one another in an atmosphere of fun seemed to help the group to bond. Calmness in the face of an attack was shown to have observational benefits.

A handout of self defense tips was given out to all participants for other ideas to increase awareness. A DVD was available for purchase.

The wellness center which is a part of our hospital system contributed the aerobics room for the program. The kitchen area of the facility was provided to enjoy a healthy lunch after the program. A local bank sponsored the lunch. Signs were posted

to thank this bank for their sponsorship. The approximate donation for the lunch was \$88.00. Master Wei and his partner were provided by an anonymous member for \$150.00. The cost to our Alliance was nothing.