

*American Medical Association Alliance*

# Project Bank



The Encyclopedia of Community Service  
and Fundraising Projects  
2007-2008

## **CS1**

**Project:** "Think, Don't Drink"

**Alliance:** Alliance with the Medical Society of the County of Schenectady

**Project summary:** Our state president introduced our county to the "Think, Don't Drink" project as a way to bring awareness in the fight against underage drinking among teenagers. A simple project of printing up business size cards with the information on it: "Please be responsible... Think, Don't Drink. A reminder from the Alliance." These cards were originally meant to be brought to local florists before prom season. The florists would then place the cards in the packaging of prom flowers to remind the teenagers picking up the flowers to, "Think, Don't Drink."

Our county Medical Society saw the importance of this project and donated cards. A local printer donated cards.

After the first year of reaching local florists, the owner of a chain of supermarkets in our state requested enough cards for all his floral departments in 57 of his stores across our state. Our state Alliance and three other county Alliances helped with providing cards for stores outside our county. In April of 2007 our county sorted, bundled, stuffed, attached letters for the 57 floral departments in the chain of supermarkets across the state and delivered close to 10,000 cards. Our county also delivered the cards to county high schools in time for the cards to be placed with the prom/formal event invitations, contracts or at the place settings with the favors the night of the event.

This simple and inexpensive project, about \$200 for the cost of the cards has had a ripple effect, not only in our county but across the state in reminding teenagers to, Think, Don't Drink. From the first year we participated, florists and schools have helped getting the reminders out and a Community Action Program in our county has requested cards from us for their Drug and Alcohol Forum.

## **CS2**

**Project:** Health Literacy Awareness

**Alliance:** Newport News Medical Society Alliance

**Project summary:** Since 2004 our Alliance has been working with the AMA Foundation, the AMA Patient Safety, the Joint Commission, and the Partnership for Clear Health Communication, Pfizer, the local school of Health Careers and our local literacy program (READS), to promote health literacy awareness and the effect low health literacy has on patient health outcomes. Funding has been provided by the Alliance, through their annual fundraising activities, as well as Pfizer.

The highlights of this project have included:

- Lecture to the medical society and Alliance by Claudette Dalton, M.D. She presented information on the prevalence of health literacy problems and offered strategies for improving communication with patients.
- Distribution of the AMA Foundation video, "Health Literacy, Help your patient understand" to local medical practices and free clinics with follow-up questionnaires. Results were sent to Dr. Joanne Schwartzberg at the AMA in Chicago.

- Rewriting medical brochures and patient information sheets based on health literacy guidelines.
- Working with the local free health care clinics to improve their brochures and forms for their patients based on health literacy guidelines.
- Designing and producing a poster presentation titled 'What Should You Know About Health Literacy' and displaying it in the hospital physician's lounge and cafeteria with Alliance members present to discuss it.
- Power Point presentations to local medical office staffs on health literacy awareness to enable them to recognize and aid patients with low health literacy.
- Distributing buttons designed by Helen Osborne, M.D. during health literacy month – which stated "Health Literacy, Finding the Right Words for Better Health" (this quote was also displayed during the month on the hospital's public information marquee).
- Presentation of health literacy information and distribution of the AMA pamphlet 'Safe Communication Universal Precautions' to the hospital's general staff as well as at the quarterly orientation meetings for new staff physicians.
- Books on health literacy were donated to the local medical library.
- Wallet MED-CARDS and ASK ME 3 brochures were distributed to doctor's offices and the community.
- Budget: \$2,300 for Dr. Dalton's seminar and health literacy kits \$1,500 health literacy literature.

### **CS3**

**Project:** Be Wise/ICTC Immunizations - TCMSA

**Alliance:** Tarrant County Medical Society Alliance

**Project summary:** Our Alliance is very involved with the statewide health improvement initiative known as Be Wise----ImmunizeSM. Be Wise----ImmunizeSM has helped send a recognizable and consistent message at immunization events over the past several years. In Tarrant County, the Immunization Collaboration (IC) (a 501©(3) organization) has been operating since 1991, providing low cost immunization to families and children needing immunizations and or boosters. In 2004, the Alliance rejoined the IC to provide a new source of volunteers and funding for events. Alliance members serve on the IC and an Alliance member is the IC organizational chair. IC members now include our Alliance\*, city, county and state health departments, local schools and colleges, a children's medical center, a children's physician network, Rotary, senior volunteers, pharmaceutical companies, Junior League, the Fire Department, Ronald McDonald's "Immunize for Healthy Lives" and many other project partners.

### **CS4**

**Project:** "Vaccinate Before You Graduate"

**Alliance:** Taylor-Jones-Haskell County Medical Association Alliance

**Project summary:** Over the past few years, our alliance has formed a broad based coalition with other existing community health entities to provide free immunizations to the needy children of our area (through age 18) We identified a

particular need for adequate immunizations for teenagers before they leave high school. We initiated a "Vaccinate Before You Graduate" program. We offer all appropriate immunizations to these students including meningococcal vaccine and the Gardasil vaccine free of charge. (Our community has a large percentage of underprivileged children). The school district nurses and the State Department of Health nurses are most helpful since they can identify those students who are at particular risk.

In 2007 our free clinics provided over 3000 vaccinations to over 1000 children of all ages. In particular, we also gave meningococcal vaccine to 250 high school students.

Our program targets high school juniors and seniors who otherwise would not likely receive these important vaccines. Our actual budget is modest because of a large number of volunteers from our alliance as well as other organizations who faithfully attend the clinics.

Of the \$6,500.00 spent by our Alliance, \$5,000.00 was covered by a local medical association foundation\* grant. All other expenses were donated by the Care Van Program.

## **CS5**

**Project:** "What You Don't Know About Deep Vein Thrombosis (DVT) Could Kill You?"

**Alliance:** Mecklenburg Medical Alliance & Endowment

**Project summary:** "What You Don't Know About Deep Vein Thrombosis (DVT) Could Kill You" Our Alliance Community Health Project was to raise awareness of DVT in community and hopefully prevent its often fatal complication, Pulmonary Embolism (PE- blood clot in the lungs).

Motivation: Several Alliance members are DVT and PE survivors. combined DVT occurs across the population – young and old, male and female, sick and healthy Target Audience - the community at large— anyone is potentially at risk

Summary of the Project:

Lunchtime event -- \$20 for members and \$25 for non-members.

Keynote speaker Melanie Bloom, National Spokesperson for the Coalition to Prevent DVT, whose husband David died of a DVT/PE while covering the war in Iraq in 2003. Panel presentation and Q&A by four area physicians

Local NBC anchorwoman emceed and reported event

Funding: Both regional hospital systems supported our cause with a \$5000 sponsorship each. An additional \$4500 from two area foundations

Budget: (Note: the Coalition to Prevent DVT covered all of Mrs. Bloom's expenses) Actual Revenue \$14,843---Net \$4740. Expenses of catering (\$6443), printing and postage (\$1623), decorations (\$401), audio/visual support (\$350), \$6100 of revenue used to sponsor upcoming DVT program on local public television

## **CS6**

**Project:** Living to See Graduation and Beyond - Priceless; Alcohol Awareness Program

**Alliance:** Northeast Mississippi Medical Society Alliance

**Project summary:** Underage alcohol use is more likely to kill young people than all illegal drugs combined. In our state during the month of November 2006, 23% of 12-20 year olds reported alcohol consumption. On several occasions Dr. J. Edward Hill, Past President of the AMA, spoke about the dangers of underage drinking; therefore, our Alliance honored him by addressing this problem.

Lately the news has been filled with alarming headlines about our youth being involved in terrible or fatal accidents due to alcohol abuse. For that reason, our Alliance developed a plan to educate our youth about these dangers. The purpose of this project was to provide awareness to our youth, which spilled over into our adult community. We used billboard advertising, informational pocket cards and interactive talks at the local high school to expose and educate our community's youth about the dangers of alcohol abuse.

This project provided our high school seniors with the following:

- A first-hand testimonial from a recovering alcoholic.

- A computer program designed to simulate the effects of alcohol on their body.

- A physician discussion that displayed the physical effects of alcohol on the developing brain of an adolescent.

- An interactive discussion by the high school's safety resource officer about under aged drinking.

- Alliance members' personal experiences as victims of a drunken driver and sexual abuse.

- Demonstrations using "beer goggles" which simulates a state of drunkenness.

Our project began with the single idea of communicating the message about underage drinking and bloomed into a community wide effort. The following organizations helped to fund this project:

- Thrivent Financial for Lutherans provided a \$500 grant through National Join Hands Day Program, which is an event to encourage youth and adult volunteerism.

- The National Council on Alcoholism and Drug Dependence provided written information.

- Local Alliance members donated time and refreshments.

The Family Residency Center physicians provided medical expertise. The school's Safety Resource Officer provided a computer program entitled Blood Alcohol Content Educator and "beer goggles". Lamar Billboards Company provided two billboards at a reduced cost of \$300.

## **CS7**

**Project:** Helping Hearts Book and Health Promotions Fair

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

**Project summary:** Helping Hearts Book and Health Promotions Fair was created to address the need for reading materials in the Downtown Clinic waiting room, a free health clinic serving the homeless and uninsured. The kick off for the project was the February alliance meeting Valentine's Day week in the café of Barnes & Noble Booksellers. Barnes & Noble provided coffee and delicious pastries, and a staff bookseller presented a program "Naughty or Nice- Book and Gift Suggestions for Valentine's Day." Following the program a weeklong fundraising book fair began. For one week a percentage of all sales when "Helping Hearts", "The Medical Alliance" or "The Downtown Clinic" was mentioned to the cashier was given back to the alliance to purchase books for the Downtown Clinic. Event flyers and coupons, printed by a local print shop co-sponsor, were distributed in the alliance newsletter, via e-mail, placed in physician's offices, and other community locales. A news story and photograph of alliance members shopping for books was run in two areas newspapers. The climax of the project was an all day Health Promotions Fair held on Saturday which attracted shoppers to the bookstore. The Medical Alliance met its objective of educating and advocating for healthier communities and lifestyles, as well as involving many alliance members, both young and veteran, through this Health Promotion Fair. Medical Alliance members greeted shoppers at the front entrance and other members represented the alliance at various displays and activities set up throughout the store. Projects of the alliance displayed included the History of the Medical Alliance, Doctors' Day, The Downtown Clinic, The Children's Advocacy Center, Internet Safety and Faux Paw the Techno Cat, Screen Out, Partners for Life, Road Rage, National TV Turnoff Week, S.A.V.E., Hands are Not For Hitting, and our alliance's Good Nutrition and the Food Pyramid Preschool Program. The American Cancer Society, The American Heart Association, The Center for Cardiovascular Health, The Children's Hospital, The Health Resource Center, The Adventure Program of Frontier Health, The Eating Disorder Coalition, and Blue Lizard Sun Protection products were represented from the community. Hundreds of shoppers of all ages- our targeted audience- visited the informative displays and many purchased and donated English and Spanish children's books to the Downtown Clinic, becoming "Helping Hearts". In the end, the alliance earned \$1,569.00 to purchase new books, added to over 100 new and used books which were donated, all of which went to the Downtown Clinic.

## **CS8**

**Project:** ECHO Project (Encouraging Children to Healthy Options)

**Alliance:** Dallas County Medical Society Alliance

**Project summary:** Our Alliance\* embarked on the first year of a multi-year initiative called The ECHO Project: Encouraging Children to Healthy Options. Our initial focus is a public health awareness and education campaign on the increasing health risk of childhood obesity. The purpose is to educate and encourage families in the Dallas community to lead healthy lives through proper nutrition, exercise, immunizations and avoiding substance abuse and other dangers to their health and well-being. We employed a high-impact tactics for our campaign: a special supplement in our major metropolitan newspaper; a luncheon keynoted by an internationally-known doctor discussing childhood obesity; a speaking series in cooperation with the Miss Texas organization; a letter-writing campaigns targeted to at-risk children; and the employment of a part-time strategic communications consultant. The ECHO Project's initial childhood obesity campaign will be targeted to at-risk families and children in low income areas. Approximately \$75,000 was allocated for the first year of The ECHO Project. Over 20 organizations and individuals participated as co-sponsors of the project.

## **CS9**

**Project:** Screen Out Sensation

**Alliance:** Hillsborough County Medical Association

**Project summary:** It is a brilliant public health project designed by AMAA which intervenes at the root level to reduce the number of the teenagers who start to smoke.

On screen smoking is one of the factors which affect teenager's behavior towards smoking. Expert suggest that tobacco imagery influence more than one third (390,000) of all new teen smokers to start which is enough to replace number of smokers who dies due to smoking related illnesses. CDC has announced tobacco use as the leading cause of preventable deaths in U.S.

This projects aims at changing the rating system of the movies. Current rating system does not prevent children from seeing smoking in the movies as in fact more and more movies are made with some kind of smoking imagery are rated G, PG-13 and PG.

We do not have a definate budget but approximately we spent \$300 on it. We have applied for the grant money from the State to make copies of hundreds of the letters, posters and the display.

## **CS10**

**Project:** Throbbing Heart 5K Run/ Walk

**Alliance:** Jackson County Medical Society Alliance

**Project summary:** Our county alliance hosted the second annual Throbbing Heart 5K Walk/Run to benefit the American Heart Association on February 2, 2008. We targeted the local runners in the area and our high school track team.

We asked for donations from local physicians and businesses and collaborated with the American Heart Association for heart health information materials. Those donations helped provide the fee for renting the club house, medals and trophies, refreshments, and door prizes. Any left over money was donated to the American Heart Association. In addition to that money, a fee is charged to each participant. That money is divided in half, paying for t-shirts and donating to the AHA. We had about 70 runners this year and about 10 children ran the one mile fun run afterward. Each participant receives a race packet with heart health education provided by the American Heart Association. The pamphlets this year were on healthy eating and exercise. Also, along the race course, we have about one dozen signs posted with important heart health facts and figures. We received great support from the local tri-sport club and local track team. The community learned of the race through the local track team's website, area runner club websites, newspaper articles, and pamphlets at the local recreation center. Over 100 people attended the race by volunteering, supporting family members, or running. They all heard about heart disease prevention by healthy eating and exercising and they got to put a face to our county alliance name.

## **CS11**

**Project:** Elm Park Community School Pedometer Research Project

**Alliance:** Worcester Medical Society Alliance

### **Project summary:**

Due to the epidemic of childhood obesity, the District Medical Society Alliance (MSA) approached Dr. Ruthann Melancon, the principal at Elm Park Community School about a health promotions project back in 2005. For eight weeks students wear pedometers, complete questionnaires, record steps and write their experiences in journals. Based on their journal entries, the students' response to the ***Pedometer Research Project*** for the past two years has been overwhelmingly positive. We predict that the long term effect will encourage healthy and preventive measures to help combat the problem of overweight children. To collect student data, each year we received a grant from the District Public School System requesting permission to perform research.

For this academic year, 2007-2008, the Alliance has again initiated the ***Pedometer Research Project*** to promote healthy eating and exercise. We have increased the study to include one-hundred and forty-five 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> graders from the Elm Park Community School. This project is possible due to generous funding from the State Medical Society Alliance (SMSA) and American Medical Society Alliance (AMA Alliance) Health Promotions Policy Grant. We received \$1,600 from the SMSA and \$300 from the AMA Alliance.

This year the ***Pedometer Research Project*** was launched March 5, 2008 at a community dinner held at the school. In attendance were eighty-one 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> graders and their families, who are essential resources and mentors in learning about healthy nutrition and physical activity. For the second year, the MSA and the Junior League of the District co-hosted the community dinner. The Junior League of the District funded \$400.00 for this event.

This event included an economical and nutritiously catered meal, guest speakers who discussed reading nutrition labels and taught lessons from the food pyramid. There was a healthy dessert station with the Junior League's Kids in the Kitchen program which involved the students creating fruit and yogurt parfaits. The guests learned about calories, good and bad fats and even took home related recipes. Healthy lifestyle choices through exercise were emphasized in different stations that the children rotated through. There was an exercise and inspirational lesson from David Smith, third base coach of a minor league baseball team about being active. In addition, a Tae Kwan Do martial arts instructor offered demonstrations on exercise and self-defense. There was also a station to teach proper hand washing techniques as well as lessons for the parents on the how to perform the Heimlich maneuver. Finally, there was a station to introduce the students to the ***Pedometer Research Project***. The community dinner was televised on the District's Channel 3 station featuring the MSA President, speaking about this very exciting and successful event.

## **CS12**

**Project:** The Pill Pack Project

**Alliance:** Peachbelt Medical Alliance

### **Project summary:**

The Pill Pack Project focuses on helping patients, who have low literacy, and/or limited vision, take their medications correctly. This project is a health education program aimed at improving proper medication consumption in the senior population.

Rather than color-coding by day of the week like many popular pill boxes, the Pill Pack is color-coded for time of day using easy to differentiate colors: green – morning, yellow – lunch, red – dinner, and blue – bed. The words “MORNING, NOON, DINNER, and BED” are written in bold, black, capital letters across each flip top. The day of the week is written in slightly smaller print below the time of day (also in black ink). With the Pill Pack pills are easy to retrieve despite limited dexterity often associated with aging.

The Pill Pack is similar enough to other medicine trays so as to facilitate a comfortable feeling of familiarity among users. However, it is unique in that users can organize pills into days of the week, and time of day, which is important for our target population because most of them are multiple medication managers taking medicines anywhere from 2 – 4 times per day.

The Pill Pack also comes with a graphic organizer on which seniors, their nurse trainers, or their healthcare professionals can keep track of their medications. The graphic organizer is formatted and color-coded to coordinate with the Pill Pack, and medicine names are written in each box along with when they should be taken. Seniors will use the graphic organizer to ensure proper refilling of their Pill Packs each week.

When the hours and days start to blur, as they often do for less active seniors, it becomes more difficult to remember if a pill was consumed this morning or yesterday morning. With the Pill Pack, seniors can see whether or not they took the pill in question by simply looking in their Pill Pack.

## **F1**

**Project:** Martinis and Manicures

**Alliance:** Rock Island Medical Society Alliance

**Project summary:** One of our alliance members, had heard of a similar event that was done out east which her daughter attended. Our vision was to make it bigger and better. We approached our local salon with the idea. They agreed that their staff would provide the services and the facility. In exchange, we agreed to provide as much exposure and publicity for them. We set up a steering committee and agreed on some fundamental ideas. We would provide a martinis, manicures, mini massages and body massages, paraffin wax, skin analysis, hair cuts and brow waxing. We would charge \$15.00 for entry and a martini. Anything beyond that would be an extra charge at a significantly reduced rate. We would stagger the time slots into 15 minutes increments at each station so that we not have overcrowding. We knew someone who had knowledge on how to prepare martinis, so we hired her for the event. Committees were formed for appetizers, desserts, raffle items, invitations and alliance members who would assist in keeping the customers moving in and out. The Salon owner also provided a gift basket as a raffle prize. Unfortunately, we received a call that our Martini maker had been in a car accident that day and was unable to attend. She gave us the recipe for the martinis and we made our own--which turned out to be delicious! Our budget included the cost of the invitations, stamps and liquor. Cost of the liquor was the most expensive. Total estimates expenses was @ 1000.00. We sent out 500 invitations including our physician offices.

## **F2**

**Project:** Help Fill The Need

**Alliance:** Lancaster County Medical Alliance

**Project summary:** Each year our county alliance holds a fundraiser or public service event to raise funds for our county alliance foundation. For a number of years, our alliance held a spring kitchen tour, which involved many volunteers and committees. However, careful analysis showed most of the tickets to the event were purchased by alliance members, rather than the community. It was also suggested highlighting beautiful kitchens was not the image the alliance wanted to portray in the community. Projects for 3-4 years were more directly health related, with informational seminars on eating disorders and effective parenting techniques successful at projecting a positive image of the alliance, but less successful as a fund raiser, and involving fewer alliance members. So our alliance faced the problem of holding a successful fundraiser that involved many Alliance members that also positively portrayed the medical community.

A new project of the county medical society, the Medication Assistance Program (MAP), assists low income residents with the onerous paperwork of pharmaceutical assistance programs. The society Executive Director appealed to the alliance for financial assistance, and a new fund raising opportunity with direct connection to the medical community arose. Silent and live auction events

are common in our community, with businesses asked to contribute over and over, so the alliance brainstormed how a successful event might be held in addition to the many already in the community.

And so, Help Fill the Need was born. For this silent and live auction event with dinner and dancing, held March 3, 2007, auction items were solicited directly from the medical community. Physicians and their spouses were asked to consider their interests, hobbies, hidden talents and crafts, and donate an item that reflected their unique personality. Many unusual items, services, travel destinations, and ticket packages were donated, involving alliance members and physicians who had not been active in the past. All auction items were directly related to a business, interest, hobby or skill of a physician or alliance member, with no items solicited from the business community. Over \$33,000 was raised, with \$22,000 donated to the MAP program, and the remainder to other community health charities.

#### Budget Summary

Expenses	
Invitations and Mailings	\$1,616.87
Dinner (buffet)	4,970.00
Band	550.00
Decorations, misc. expenses	958.26
Income	
Direct donations	\$11,210.00
Auction items purchased	20,790.00
Ticket sales	9,630.00

#### Auction items donated:

Golf items; table setting for a party of 12; jewelry from Ellyne's Bridal; ¼ of a cow (freezer ready); hand turned wooden art bowl; hand knitted purse; condo in Mexico south of Cancun (1 week); mammogram and bone density scan; gift basket; gift certificate to Dish restaurant; Lied Center tickets; college basketball tickets and gift certificate to Lazlo's; a wreath for each season, handmade to match your décor; baby quilt; painting any room in your house; travel voucher -- \$1000; 6 Pilates lessons; painting made by Alliance member; gift basket; college football tickets; dog gift basket: gift certificate to kennel, dog toys and treats; time share for 1 week, many locations available; bridge basket—lessons for 5 weeks, bridge supplies and prizes; bird basket—bird house, feed, book, etc.; jewelry item; tree from physicians' tree farm with planting; guided turkey hunt at physicians' farm; College World Series baseball tickets; end table made by physician; woman's leather jacket; antique decorative items; handmade note cards; skin package including 4 chemical peels; stationary cards personalized with calligraphy; condo near Disneyworld, 1 week; music lessons; singing for wedding or event; ½ case of wine; women's purse; art item;

Breckenridge, CO 6-bedroom house, (2) 1-week stays; college volleyball ticket basket, 4 tickets plus T-shirts.

### **F3**

**Project:** Doctors in Recital

**Alliance:** Brown County Medical Society Alliance

**Project summary:** The Doctors in Recital event was a new venue of fund raising in the county. This event gathered local physicians as performers who had an interest in showcasing their remarkable musical talents. The physician performers and those who accompanied them did so to help raise funds for the Center for Childhood Safety. The performers ranged from pianists, violinists, vocalists and several other musicians as well as having a group band performance. The Center for Childhood Safety had in the past made great strides in the area of childhood injury prevention. Safety awareness has been introduced to young children, ages 4 – 6, in a safe, entertaining and educational environment. This center was losing a significant portion of its' funding when the hospital that it was housed in decided not to continue its' support. The center then was faced with closure. This program had historically been supported by this hospital with significant benefit to the community. Secondary to reported financial concerns this past year, the funding for this program was denied. The medical alliance recognized the need to keep this program going, then stepped in and pledged its' support. The target audience was for anyone who both desired to support this great cause but also valued musical talent. The county alliance felt that there was a need to find an interesting and entertaining venue that would increase attendance and translate into increased financial success for the event. The invitations went to the general public and the event was well received. There were over 200 in attendance. The budget for this event was set at \$6,000. This would allow a larger margin of return for the benefactor. Donations for the event ranged from in kind support (\$2,500) to outright corporate sponsorship (\$4,500) and individual financial donors (\$500). The actual amount utilized for the event was under budget at \$5,900. The co-sponsors and collaborators with the county medical alliance were Heid Music, Steinway & Sons and the Center for Childhood Safety.

### **F4**

**Project:** Meet Me at the Vineyard

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

**Project summary:** "Meet Me at the Vineyard" was the title of the Alliance's 3rd annual fundraiser held May 19,2007 at a lovely local vineyard. The target audience of this afternoon of wine-tasting and food included the members of the Association, the Alliance and other local community members who are supportive of Alliance projects. Five wineries poured their wines to a sold out group of 200.

Tickets for the event were \$100.00 per person and \$25.00 for full time students. Members of the Medical Association staff were our 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.

Proceeds from the event totaled over \$13,000 which exceeded our goals. The generosity of the attendees enabled the Alliance to provide a \$1,000.00 grant to community programs and project who applied. 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.

This event is our main source of revenue to fund our local projects.

#### **F5**

**Project:** Operation Smile/TTUHSC Alliance Bake Sale

**Alliance:** TTUHSC Medical Alliance

**Project summary:** The local University Health Sciences Center Student/Resident Alliance recently held a fundraiser to benefit our local Operation Smile chapter and help to fund cleft lip/palate surgeries here in the Lubbock area. We were fortunate enough to have a campus chapter for Operation Smile with plenty of willing participants. The fundraiser was held on Valentine's Day and was a HUGE success. We had close to 20 people bake and donate cookies, brownies, mini bread loaves and truffles. Our two tables were overflowing with goodies. In the end, we were able to raise \$285, enough to fund about half of a surgery. We are so pleased with the success and thank all those who had a part in helping us raise such an awesome amount of money for such a great cause!