

March 2007

Welcome to the AMA Alliance – AMA Foundation "Connection" e-newsletter, which you will receive monthly, after the Foundation posts the latest monthly [contribution report](#) online. The newsletter will inform you of the Foundation's latest activities and provide dates, deadlines, facts and ideas to help make your fundraising efforts successful.

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1. Untapped Resources

Somewhere within your community might be an untapped resource. It is easy to send solicitations to the same mailing list or invite the same cast of characters to a fundraising event. We fear breaking out of those circles. We are afraid that we might offend someone. If they are not expecting to be solicited, they might take it the wrong way. We fear an embarrassing rejection. In truth, the worst thing that could happen is for the person to say "no." I am sure that your e-mail inbox fills with many organizations asking you to open your wallet. Chances are that you make a choice to give or not to give, and then it is out of your mind. As long as you are tactful, there is nothing wrong with reaching outside your circle of connections. Start with your existing contact group. Use the degrees of separation (friend of a friend of a friend) to find new "targets." Look at successful individuals in your community and contact them. The internet has opened so many doors. Many times, the means for contacting someone is just a few clicks away. So, think beyond the standard fundraising resources that exist around you. Untapped resources might be closer than you think.

2. AMA Foundation Activities

Celebration of Giving

The AMA Foundation's *Celebration of Giving* will take place on June 22nd in Chicago. The event will be held from 6 to 8 p.m. in the International Ballroom of the Hilton Hotel & Towers, 720 South Michigan Avenue. The next day, Saturday, June 23rd, the AMA's Annual House of Delegates Meeting will officially open.

This year's celebration will include a silent auction and raffle. At the present time, the Foundation is seeking auction items from individuals or groups that can be bundled into experience packages. Last year's most popular and profitable items included:

- Timeshares
- Hotel Stays
- Airfare
- Event Tickets
- Spa Packages
- Resort Packages and,

Fundraising success stories

The North Carolina Medical Society Alliance (NCMSA) is tipping their hats to doctors for the second year in the row, or more accurately, straightening their ties. The Doctors' Day Tie was developed by NCMSA's Doctors' Day Committee Chair, Beverly Wright.

Developed in 2005, Beverly worked in conjunction with a vendor to design the tie.

The project has been extremely popular for NCMSA. The tie was initially available in red and expanded this year to a limited number of "scrub green" ties that were very well-received.

The ties are available through NCMSA for \$60, with half of that being tax-deductible donation. Ties can also be purchased through the vendor for about \$10 more a tie. The vendor gives NCMSA a royalty for direct purchases, but none of the purchase price is donated or tax-deductible. This simple, yet crafty, fundraiser has raised approximately \$9000 for North Carolina since 2005.

- Electronics

A complete list of the items received from generous donors will be published in the *Celebration Donor Booklet* as well as other Foundation materials.

In addition to actual items, the Foundation is offering individuals and companies the opportunity to sponsor a page in the *Donor Booklet* with sponsorship levels ranging from \$500/half page to \$1000/full page.

The silent auction will begin online at the end of April and close at the end of the *Celebration of Giving* event in Chicago on June 22.

If you would like to participate as a donor, please contact Anne Smith, AMA Foundation Fundraising Coordinator, by April 20th, at 312 464-4701. As always, your support is appreciated!

Scholars Fund

The AMA Foundation has created a special webpage for the Scholars Fund and can only be accessed by a specific html address. This webpage is targeted solely to medical school administrators, so they can easily check 2007 Scholars Fund account balances online and access the scholarship recipient form. To receive this link, please contact Dina Lindenberg at dina.lindenberg@ama-assn.org or 312-464-4193.

Fund for Better Health

The Fund for Better Health program provides \$2000 grants for community health initiatives. The topic areas have been determined for 2007:

- Healthy Lifestyles
To include programs such as nutrition and physical fitness, immunizations, HIV/AIDS education and prevention, skin and other cancer awareness/prevention, teen pregnancy, alcohol, tobacco and drug prevention/education; smoking cessation and the prevention of favorable depictions of smoking in the media.
- Public and Patient Safety
To include public safety programs such as anti-bullying, domestic violence, suicide prevention, teen dating violence and Internet safety. To include patient safety programs such as projects that aid an organization's ability to identify and report medical errors, implement proven practices to reduce errors and create provider and consumer awareness of the issue.
- Uninsured/Underinsured Projects
To include programs such as clinic projects, health fairs and health screenings that provide care and/or health education to the uninsured and/or underinsured. To include guidance and education to the uninsured and/or underinsured about insurance eligibility. Projects are encouraged

to have an emphasis on patient access to quality care.

To view the guidelines and download an application, visit www.amafoundation.org/go/fundforbetterhealth.

The deadline to submit applications is July 16, 2007.

Health Care Recovery Fund

The Health Care Recovery Fund is currently open in response to the severe storms and tornadoes that occurred on March 1-2, 2007 in Sumter County, Georgia. Grants of up to \$2,500 will only be made to physicians in active medical practice who are planning to restore/rebuild their damaged practices within Sumter County, Georgia. To be considered for a grant award, applications must be received before or on April 16, 2007. To download an application or to donate to this important fund, visit www.amafoundation.org/go/recovery.

Seed Grant Research Program

The Seed Grant Research Program encourages medical students, physician residents and fellows to enter the research field. The 2007 Seed Grant Program funded 40 individuals and granted a total of \$99,794 in the categories of Cardiovascular/Pulmonary Diseases, HIV/AIDS, Leukemia, Neoplastic Diseases and Secondhand Smoke. To view the recipient projects, visit <http://www.ama-assn.org/ama/pub/category/7785.html>.

DATES AND DEADLINES

March 2007	County award information forms (to determine 2006-2007 National AMA Foundation Award Winners) and AMA Foundation award certificates will be mailed to state chairs.
May 1, 2007	County chairs must submit all contributions to state chair.
May 15, 2007	Postmark deadline for all contributions sent to 2513 Paysphere Circle, Chicago, IL for 2006-07 year.
June 22, 2007	Save the Date for the AMA Foundation Celebration, 6-8 p.m. (immediately preceding the AMA Annual Meeting).

If you have any questions or needs, please contact [Harry Bauer](#) at 312.464.4470, or visit

www.amaalliance.org.

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