



AMA Alliance–AMA Foundation Connection

April 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. The Final Stretch

The 2006-07 fundraising year is winding to a close, but it's not done yet! Alliances across the country have spent considerable time organizing fabulous fundraisers. These events can be very involved and labor intensive. With only weeks remaining, you may think you've run out of time but consider the simplest fundraiser of all, putting out a hand and asking for a check.

If you are having a state or county Alliance meeting before May 15th, request members to bring a checkbook. (Use page 2 of the handbook or the AMA Foundation Brochure to remind them of their donation options.) The plea for donations can be focused to all of those members who were on vacation during that big fundraiser or didn't have the opportunity to give. This last request can ask members to help surpass a total from last year. Medical students all across the country still need our help. Community health projects still need funding. We appreciate all of your diligent fundraising efforts, but don't close up shop yet. Those last few weeks can be precious ones, and perhaps yield unexpected results.

2. AMA Foundation Activities

2007 Celebration of Giving

The AMA Foundation's **Celebration of Giving** will take place on June 22nd in Chicago, preceding the AMA House of Delegates Meeting. The event will be held from 6:00 to 8:00 p.m. in the International Ballroom of the Hilton Hotel & Towers, 720 South Michigan Avenue.

Fundraising success stories

The Alliance with the Washoe County Medical Society delivers a one-two punch for fundraising. AWCMS pools proceeds from two annual fundraisers in order to financially support the University of Nevada Medical School Library (over \$48,000 has been donated through the AMA Foundation since 1990), endowments and scholarships at nursing schools and community health projects.



Their first fundraiser is a "Holiday Luncheon Opportunity Drawing." The event features creatively themed prize baskets, valued at up to \$1,000 each, tempting ticket buyers with such items as home and landscape design, spa pampering, and a wagon of toys. Prizes are donated by local merchants and expenses are minimal for wrapping and display signage.

The second fundraiser is an impressive 22,000 square foot Physicians' Spouses Rummage Sale. For 56 years, the sale has raised approximately \$50,000 annually. Corporate sponsors donate

Each year the Foundation uses this event to celebrate the generosity of its donors as well as to increase awareness of its good work and programs.

Central to this year's event is our *Celebration Donor Booklet* which will be distributed to the approximately 1,200 AMA delegates, physician leaders and medical student guests in attendance. We are in the process of gathering a host of congratulatory tributes from our many friends and supporters and would be delighted if we could include **your Alliance** among them. **Celebrate your fundraising efforts by telling everyone how much your Alliance has raised for the AMA Foundation!**

- *A Tribute*: full page - \$1000
- *A Grateful Acknowledgement*: half page - \$500
- *A Shout-Out*: quarter page - \$250

(Quarter page sponsorships are "fixed messages" that you drop your name into. A couple of messages will be provided to choose from. No logos/artwork will be included in the quarter page ads.)

If you would like to sponsor a page in the Celebration Donor Booklet, please contact Anne Smith, AMA Foundation Fundraising Coordinator at 312 464-4701. Deadline for booklet sponsorships is June 1st.

Your support is always appreciated!

The Fund for Better Health

Applications are now being accepted for the 2007 Fund for Better Health. Projects targeting the following topics are eligible: Healthy Lifestyles, Public & Patient Safety and the Uninsured/Underinsured. The application deadline is July 16. Visit www.amafoundation.org/go/fundforbetterhealth to view guidelines and download an application.

The National Student Research Forum

The National Student Research Forum is taking place April 26-27, 2007 in Galveston, TX. For decades, the AMA Foundation has funded the Regional and National Student Research Forums. These annual forums offer young investigators the opportunity to present their research, receive meaningful feedback and participate in scholarly discussions with peers and established scientists. For more information about the Forum, visit <http://www.utmb.edu/nsrf>.

Patient Safety Tip Cards

The *Safe Communication Universal Precautions Tip Card* is a laminated, pocket-sized card containing practical tips for providers on how to minimize communication-related adverse events.

More than 80% of medical errors are due to communication breakdowns. These breakdowns can occur not only between providers and patients, but also between all staff including physician-to-physician, nurse-to-physician, nurse-to-nurse, and

over \$20,000 each year to help with warehousing, facility rental, and other expenses. Over 100 volunteers including AWCMS members, their families and friends, the Washoe County Sheriff's Dept. and inmate workcrews, and students performing community service work six days from set up to clean up. Over 2,500 shoppers stand in line as long as four hours, waiting for the doors to open



and the start of the one day sale.

receptionist-to-medical assistant. This tip card can serve as a quick reminder for providers on how to prevent communication-related adverse events. Tip cards can be purchased in packets of 25 for \$15. For more information, visit www.amafoundation.org/go/healthliteracy and click Patient Safety Tip Cards.

AMA Foundation Scholarship Recipient Profile

Get to know April Inniss, a 2006 Minority Scholars Award recipient. View her profile at: <http://www.ama-assn.org/ama/pub/category/16978.html>.

Wear your Alliance colors at your next fundraiser! Visit the [AMA Alliance website](#) to purchase the new Alliance logo wear.

DATES AND DEADLINES

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).
June 24-26, 2007	AMA Alliance Annual Meeting, Drake Hotel, Chicago, IL

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

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