



AMA Alliance–AMA Foundation Connection

October 2007

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

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The AMA Alliance has typically promoted and raised money for three funds: the Scholars Fund, the Fund for Better Health, and the Development Fund. While those will remain our primary funds, Alliance donors may contribute to the other AMA Foundation funds. This option has been added to the new Excel form, a dropdown menu labeled "Select for Additional AMAF Programs." On the traditional paper form, simply write down the alternate option next to the dollar amount. In each issue, we will highlight one of those additional funds, beginning with the Health Care Recovery Fund.

1. Health Care Recovery Fund

Disasters strike anytime, anywhere. They take many forms and can build over days or weeks, or hit suddenly, without warning. Every year, millions of Americans face disaster and its terrifying consequences.

In October 2005, the AMA Foundation established the Health Care Recovery Fund as a response to Hurricanes Katrina, Rita, and Wilma. The Health Care Recovery Fund provides grants of up to \$2,500 to physicians in FEMA-declared disaster areas to help them rebuild or restore their damaged medical practices in that disaster area. It is an ongoing fund that will be re-activated and available to physicians as determined by the AMA Foundation.

Health Care Recovery Fund Personal Stories

“Everyone in the New Orleans area has lost something from this catastrophe. Our patients tell us daily they are grateful we have been able to maintain our office and keep most of our staff. Now, with your help, we can pay some bills and keep the doors open.”

- Edward M. Gaber, MD

“You never realize what you mean to your patients (or they mean to you) until something like this happens. There have been more tears and hugs in our office since I am back seeing them than I ever had in the 25 years prior to this disaster.”

- Merlin R. Wilson, MD

"I am reassured that the physicians of the AMA have not forgotten me, and in fact, have remembered that I need help. This is the sort of aid and comfort that I need as I fight the emotional battle to recover."

- Floyd A. Buras, MD

[Donate to the Health Care Recovery Fund](#), so the AMA Foundation can be prepared to help doctors help their patients when the next disaster strikes.

Click on "**accepting donations**" and don't forget to check the "**Alliance member**" box on the donation form.

2. New Health Literacy Resources Available

It is estimated that more than 89 million Americans lack adequate health literacy - that is, the ability to obtain, process, and understand basic health information and services needed to make appropriate health decisions and follow instructions for treatment.



New AMA Foundation health literacy products available to you include:

- An updated health literacy kit, which can be purchased for \$35
- A patient safety monograph, *Reducing the risk by designing a safer, shame-free health care environment*, which can be purchased for \$15

Visit www.amafoundation.org/go/healthliteracy to order these resources.

Note: If you are planning a health literacy presentation in your community, you may be eligible to receive one complimentary copy of the health literacy kit. Contact [Harry Bauer](#) to complete the Health Literacy Kit Request Form.

3. Fundraising Tip of the Month

Fundraising doesn't always take planning. It can be spontaneous. At your next meeting ask your attendees to count the number of keys on their key ring and give \$1 to the AMA Foundation for each key. You'd be surprised how much you can raise and what fun it can be!

4. AMA Foundation Activities

Are you going to Hawaii for the AMA Interim Meeting? Learn more about your foundation by visiting **the AMA Foundation booth**. Staff will be happy to update you on current initiatives. Find out how to apply for Healthy Communities/Healthy America grants for free clinics and how to nominate physicians for the Excellence in Medicine Awards.

Additionally, you are welcome to make a donation to the "**Uniting for the Future of Medicine**" (UFM) campaign that will help support the AMA Foundation's physician-led community health care programs and

medical student scholarships. If you are able to make a donation prior to Monday, Nov. 12th, you are welcome to attend a **Champagne Reception honoring all UFM donors**. The reception will take place from 6-7:30 p.m. on Monday, Nov. 12th, at the Village Green, Hilton Hawaiian Village. **Questions about the UFM Campaign?** Contact Anne Smith, AMA Foundation Fundraising Coordinator at (312) 464-4701, or anne.smith@ama-assn.org

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

If you have any questions or needs, please contact [Harry Bauer](#) at (312) 464-4470, or visit www.amaalliance.org.
