



AMA Alliance–AMA Foundation Connection

December 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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For December, the AMA Alliance-AMA Foundation Connection explores another AMA Foundation fund (outside the standard Scholars Fund, Development Fund and Fund for Better Health), shares a new tip and brings exciting news from the Uniting for the Future of Medicine Campaign.

1. Healthy Communities, Healthy America

AMA Foundation Grants for Free Clinics

Because of the approximately 46.6 million Americans without health insurance, hundreds of communities nationwide have developed free clinics. These non-profit clinics bring together health care professionals and other community volunteers to offer free or low cost health care to low-income, uninsured and underinsured people. Funding is generally raised on the local level and there is little if any government funding or support.

To support these free clinics, the AMA Foundation has established the **Healthy Communities, Healthy America** grant program and is currently accepting applications. This program awards \$10,000-\$25,000 grants to physician-led clinics that provide free or low-cost medical care to the underinsured and uninsured. Grants are awarded to free clinics that are requesting funds for specific projects, have significant physician involvement, and regular and considerable hours of operation. Federally qualified health centers, and referral networks that coordinate care but do not provide direct care themselves, are ineligible to apply. Letters of inquiry are due on January 14, 2008. To learn more and apply, visit www.amafoundation.org/go/clinics.

Healthy Communities, Healthy America is sponsored by Pfizer Inc.

Did you know?

The Healthy Communities/Healthy America grant program launched this year and grants totaling \$225,000

Recipients of the 2007 Communities/Healthy America grants are:

- **Community Health Center, Inc.** Georgia
- **Volunteers in Action Clinic of Bartow County** Columbia, Georgia
- **Lafayette Community Health Care Center** Lafayette, Louisiana
- **Traverse Health and Coalition** City, Michigan
- **Parker Family Center** Red Bank, New Jersey
- **Volunteers in Action Clinic of the Clatsop** Bend, Oregon
- **The Free Clinic of Doylestown** Pennsylvania
- **Greenville Free Clinic** Greenville, North Carolina
- **Partners for Health** Tullahoma, Tennessee
- **West Virginia Right, Inc.** West Virginia

2. Healthy Communities, Healthy America Recipient Profile



Greenville Free Medical Clinic Greenville, S.C.

Founded in 1987, the Greenville Free Medical Clinic is the primary organization in Greenville County to provide basic health care without charge to low-income uninsured patients. They receive no direct payment for any patient visits, nor are they federally funded. In 2006, there were over 11,000 patient visits.

The clinic operates on a minimal budget due to the approximately 200 volunteer physicians, 75 dentists, 40 nurses, 20 pharmacists, and other health care professionals who donate their time. For every dollar it takes to operate their four locations, the Greenville Free Medical Clinic is able to multiply each donated dollar into nearly \$10 in care. Additionally, because of the tremendous volume of donated professional services and pharmaceutical supplies, the clinic is able to provide a year's worth of comprehensive care for approximately \$250 per patient per year.

The clinic was awarded a \$15,000 grant to expand their prevention-oriented health education activities, particularly around smoking cessation and weight reduction. Activities will include nutritional eating and cooking education, healthy weight loss, regular exercise workouts, and 'stop smoking' education, counseling, support, and treatment options. Funds will be used to support additional nurse hours to oversee the programming, pedometers, groceries for cooking classes and demonstrations, and patient education videos, booklets, and treatment models.

3. Fundraising Tip of the Month

Use your old cell phones to raise money! Through a web site called phoneraiser.com, you can do just that.

After registering with Phoneraiser, you can download a free fundraising guide which provides instructions and advice for conducting a successful fundraiser. The site will provide you with five prepaid FedEx labels to send used cell phones, with full instructions on packaging. Once received, Phoneraiser will issue a check to your charity in exchange for the phones. Monies for the used cell phones range from 25 cents to \$300 depending on the make and model of the phone.

Phoneraiser is one of many sites that are springing up to provide new avenues for fundraising. Another example is iGive, which raises money as people shop online. For any of these web sites, read all of the fine print carefully before using it as part of your campaign.

4. AMA Foundation Uniting for the Future of Medicine (UFM) Update

The UFM Campaign received an influx of donations in the fall, inching closer to the \$3 million mark. Recent activities that boosted the UFM Campaign include a fall volunteer calling campaign, the AMA Interim Meeting fundraising activities and a generous \$500,000 donation made by Pfizer Inc., to the Healthy Communities, Healthy America free clinic grant program.

Dr. Craig Anderson and Dr. Francis Van Houten were named AMA Foundation Fundraising Heroes this fall. They brought the opportunity to pledge to the UFM campaign to many physicians, inspired others to ask and shared the good work of the Foundation.

Thanks to the many volunteers who go above and beyond for the AMA Foundation! To find out more about the campaign or to donate, contact Anne Smith, AMA Foundation Fundraising Coordinator, at anne.smith@ama-assn.org or (312) 464-4701.

December 31st is approaching. Don't delay! Avoid holding onto your AMA Foundation donations until the last minute. Mail your checks and completed forms now. Everyone has a hectic holiday schedule, including your state chairs. By sending your funds early, you will give your state chair ample time to record all of the information and ship the funds to Chicago.

[Register online](#) for the **[AMA Alliance Capitol Conference](#)** at the AMA National Advocacy Conference in Washington, D.C. Be a part of the AMA Alliance's educational sessions and the AMA Foundation's Excellence in Medicine Awards dinner and ceremony. It's a rewarding weekend that should not be missed!

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

DATES AND DEADLINES

December 31, 2007	End of AMA Foundation's fiscal year. Contributions postmarked after this date will be distributed in 2009.
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If you have any questions or needs, please contact [Harry Bauer](#) at (312) 464-4470, or visit www.amaalliance.org.

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