



AMA Alliance–AMA Foundation Connection

April 2008

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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1. Fund for Better Health

The philosophy of the AMA Foundation Fund for Better Health begins with the idea that local communities and organizations have great knowledge and insight into their community's health care issues. Based on the thought that local leaders can hold the best solutions to those problems, the AMA Foundation, in association with the AMA Alliance, created the Fund for Better Health in 2002.

Through this program, the AMA Foundation provides \$2,000 seed grants for grassroots, community public health projects. Over the years, the fund has provided grants in the areas of healthy lifestyles, domestic violence prevention, substance abuse prevention, health literacy and projects that aid the uninsured.

This grant program helps organizations initiate projects that improve the health of their community. A small seed grant can often jumpstart this process.

Individuals and organizations are eligible to apply for grants which further the charitable and educational purposes of the AMA Foundation. Grants made in 2008 will support programs addressing these public health issues:

Healthy Lifestyles

To include programs such as nutrition & physical fitness, alcohol, tobacco, & drug prevention/education, smoking cessation, the prevention of favorable depictions of smoking in the media, immunizations, HIV/AIDS education and prevention, skin & other cancer awareness/prevention and teen pregnancy.

Did you know?

- Since 2002, the AMA Foundation has awarded **165 grants** totaling **nearly a quarter of a million dollars**.
- **All AMA Foundation programs, including the Fund for Better Health, must be open to AMA members and non-members.** The AMA Foundation is a 501(c)(3) organization requiring all of our grant programs, such as the Fund for Better Health, to be available to all members of the eligible class of applicants (i.e. organizations and individuals). The AMA Foundation cannot discriminate against non-AMA or non-AMA Alliance members because it would be an unlawful private benefit as opposed to a public philanthropic benefit consistent with the corporate purposes of the AMA Foundation.

Caring for the Uninsured/Underinsured

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.

Public Safety

To include programs such as anti-bullying, domestic violence, suicide prevention, teen dating violence and internet safety.

Patient Safety & Health Literacy

To include programs such as health literacy projects and 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.

A maximum of \$2,000 will be distributed to each grant recipient. The number of recipients will be determined by the AMA Foundation after all applications have been received. An external panel of content experts will select the grant recipients in each category. None of the funds awarded are to pay for staff salary or overhead expenses.

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

To donate to the Fund for Better Health, visit: <http://www.ama-assn.org/ama/pub/category/7611.html>

2. Fund for Better Health Grant Examples

To view a profile of the University of Pittsburgh School of Medicine Healthy Lifestyles Fund for Better Health project, visit:

<http://www.ama-assn.org/ama/noindex/category/12672.html>

Other project examples include the following:

“*Girls on the Run* is a 12-week after school program that uses running and activity to build self-esteem and self confidence in girls ages 8-12. Due to this funding, we were able to provide this program to girls ages 8-12 in an underserved market at Wilburn Elementary School in Raleigh, NC.”

Kelly Hurter, Executive Director
Girls on the Run of the Triangle

“The grant funds provided direct assistance for prescription medications for Volunteers in Medicine patients who would otherwise be unable to pay for these drugs. The grant also allowed us to continue to pay for certified medical interpreters to be available for non-English speaking patients during patient-provider interactions.”

Howard Arkans, MD, Medical Director
Volunteers in Medicine Berkshires

“Our *Choose Wisely; Live Healthy* obesity prevention initiative, originally developed as a school based program, was expanded to senior citizen centers. A total of 155 seniors attended the two-part program, that included lessons on healthy food preparation and a presentation on mental, physical and spiritual health.”

Lisa B. Williams, Executive Director
Baltimore City Medical Society Foundation

[Read](#) about one Fund for Better Health grant recipient that was featured in the Los Angeles Times.

3. Fundraising Tip of the Month

April Showers... Shower the ones you love with a donation to the AMA Foundation this month. Within a flyer or a mailer, ask members to make a contribution "in honor of" someone that they care about by -

- going to www.amafoundation.org
- clicking *Donate Now* on the right hand side of page
- scrolling to the bottom of the page & clicking *AMA Foundation Online Donation Form*
- making sure you click the "Yes, I am a member of the AMA Alliance" box

Or, simply copy this direct link to the form: ["Donate Now"](#) Then, paste it directly into an e-mail solicitation.

4. Celebration of Giving

The AMA Foundation Annual Celebration of Giving will occur Friday, June 13th from 6:00 – 7:30 pm at the Hyatt Regency Chicago, prior to the 2008 AMA Annual Meeting of the House of Delegates. Mark your calendar and join us for a special evening celebrating both the joy and the impact of giving!

The Celebration of Giving event is currently fundraising through donor booklet ads. Are you considering taking out an ad to congratulate or honor a colleague, or your Alliance? Don't wait, call today to place your order! Contact: Anne Smith at (312) 464-4701 or Anne.Smith@ama-assn.org with contacts you think are promising or your own contribution through an ad.

Tribute: full page - \$1000

Grateful Acknowledgement: half page - \$500

Shout-Out: quarter page - \$250

The Deadline is April 30!

5. 2008 AMA Foundation Excellence in Medicine Awards

Did you miss the 2008 AMA Foundation Excellence in Medicine Awards ceremony in Washington DC on March 31st? You can feel like you were there by listening to a portion of the ceremony on ReachMD XM 157 Satellite Radio.

If you are NOT a registered user on ReachMD:

- Visit www.reachmd.com
- Enter Promotion Code AMAF1 in the upper right corner in the PROMOTION CODE box
- Complete your free registration on www.reachmd.com
- Go to the home page and enter AMA Foundation in the search box at the top of the home page
- Click on the event to listen and/or download

Wear your Alliance colors at your next fundraiser!



Visit the [AMA Alliance website](#) to purchase the new Alliance logo wear.

[DATES AND DEADLINES](#)

April 30	Deadline for purchasing a page in the Celebration of Giving donor book
May 1	County contributions due to state chair
May 15	Contributions must be postmarked and mailed by state chair

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

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