

Fund Raising Committee Report
New York City, July 2009

INTRODUCTION:

With rapid changes in life experiences, increasing rules and regulations, downturn in financial market, and facing stiff competition from other entities, the Fund Raising Committee of AFUSA should review and audit itself from time to time to be able to cope and adopt with the dynamic changes of the time. The Committee should not be rigid and static in its performance; on the contrary, it should be fluid and adoptive to the challenges of the times to be able to accomplish its mission. The Committee, however, should perform within the boundaries of the Foundation's mission, its objectives and goals.

I) Review of Mission Statement and Commitment—

Mission Statement:

The Fund Raising Committee of AFUSA aims to increase the funds of the Foundation in order for the foundation to accomplish its goals and objectives, and its projects for the betterment of our Medical Center - in its pursuit of excellence in medical education and clinical training for its students and faculty as a whole.

Commitment:

The Fund Raising Committee is committed to provide high-quality legal, ethical, and cost-effective fundraising measures to increase the funds of AFUSA.

II) Implementation of FRC Commitment to Fundraising—(Current Plans)

A) Generation of Funds: The Committee proposes 2-pronged approach to fundraising

- 1) Sprint Approach ~ Direct appeal for donations by (a) high-quality letter-writing -- appealing to alumni {practicing or non-practicing or retired}, volunteers, friends, businesses, organizations, and other foundations for donations (b) use of e-mail communications.

This approach should be done at least once a year or more frequently, depending on need or upon introduction of special or specific projects.

- 2) Marathon Approach ~ Implementation of Long-term and On-going projects:

- (a) Yearly Functions-

- = Silent Auctions sponsored by Alliance and Friends of MAAA.Inc.
- = Sale of Raffle Tickets also by Alliance and Friends
- = Dinner Dances in conjunction with alumni association chapters
- = Concerts preferably with Filipino artists and entertainers
- = Golf Tournaments, regional if not national, in the spring or fall

- (b) Development Funds-

- = Dr. Wilmer G. Heceta 333 Endowment Fund
- = Tree of Life (Gift-Giving)
- =Charitable Giving through Life Insurance (Farmers Life)
- = UERM Legacy Keepers

= Lifetime Trust Funds

- (B) Preservation of Funds: The Fund Raising Committee may assist the Finance, Budget and Investment Committee where to invest the funds of the Foundation.

PROPOSALS:

- 1) Improve Communication with Constituents and Donors

The Foundation has a website where interested individuals can log on to access to information. Unfortunately, some are not computer savvy or refuses to use computers for information and for donation.

There is a strong need to do better job of communicating or informing our constituents what the Foundation is doing, what programs or projects we are promoting or endorsing, and what are the needs of the Foundation and the Medical Center. Periodic dissemination of information by newsletter or by other means is recommended.

- 2) Expansion of Data Base of Alumni

In conjunction with the MAAA, Inc. we need to update and expand the list of alumni and friends here in the US and in other countries.

- 3) Consider Utilizing Professional Fundraising Company

As physicians, we don't have the expertise and time to devote to fundraising in an efficient and cost-effective manner. We need the advice and assistance of an outside professional fundraiser.