

Fund Raising Committee (FRC) Report for July 5, 2012 in San Francisco, California

The Foundation celebrated its 30th year of existence in Chicago, Illinois last July 21st, 2011. The event was successful and fruitful.

In spite of the tough economic times, the FRC conducted the 2nd \$100-raffle with the assistance of the UERMMMCM AAAAI- Alliance and Friends. Thank you for the extra efforts of Mr. Ernesto Suguitan and Mrs. Esther Quirubin. The raffle generated \$8,000 in ticket sales and, deducting \$800 (500 & 300 in cash prizes), the net revenue was \$7,200. There were 2 donated prizes: 1st prize was an all-expense paid one-week vacation, with roundtrip tickets for 2, at a Palace Resort destination donated by Drs. Rolando and Regina Puno valued at \$4,500; 2nd prize was one-week ski vacation in Massanutten, Virginia donated by Drs. Vincent and Isabelita Casibang valued at \$1,500.

The FRC spent a good part of this year remembering our recently departed and beloved past-chairman and foundation icon, Wilmer G. Heceta, M.D. It gave us a chance to focus and promote the Dr. Wilmer G. Heceta 333 Endowment Fund and to create the 333 Club as an incentive for donors to contribute to his Fund.

Let us be reminded that the Foundation's mission statement according to article II, section 1, is that UERMMMCM Alumni Foundation USA, Inc. exists to support quality medical education. The Medical Center needs to continue to accept highly-qualified students to enroll in our medical school. With so many medical schools competing for high-scholastic achieving students, Dean Alfaretta Luisa T. Reyes, M.D. is always wishing to have more scholarships for academically qualified and for financial-need students.

To provide incentives to potential sponsors/donors to support scholarships, the FRC proposes to modify the manner how scholarships are announced or named for the following reasons:

- Scholars want to know who their sponsors are early on their experience. One scholar, Leony Bernejo, M.D.'09, wrote on April 28, 2010-“About communicating with the scholars, I think it would help if the scholars knew their sponsor early on...I came to know my sponsors (class 1972) only during clerkship so I didn't start communicating until after graduation when Dr. Gotardo visited UE... I think that the scholars should find a way to communicate with their sponsors.”
- Rather than stating that gold/silver/bronze scholarships were awarded to “so and so” followed by the sponsor's name, FRC proposes that the sponsor's name be mentioned first, followed by the type of scholarship supported (gold, silver or bronze), then the recipient's name stated.

An example: Dr. Carlos Gotardo Gold Scholarship Award to Leony Bernejo, class 2009.

Having sponsor's name first may provide more incentive to support scholarships and to provide early communication with the scholars/recipients. The FRC recommends that the Board of Trustees seriously consider this proposal.

Submitted by the Fund Raising Committee