

Sustaining Advancement at the University of Maryland School of Medicine

Established in 1807, the University of Maryland School of Medicine (UMSOM) is the first public and the fifth oldest medical school in the United States. With more than 2,800 faculty members (full-time, part-time and adjunct); 3,300 administrative, research and clinical staff; and a current enrollment of over 1,200 medical, graduate and allied health students, the UMSOM remains among the fastest growing research portfolio in the country. Total grants and contracts to the school of Medicine were \$429.9 million in FY12.

TRANSFORMING MEDICINE FOR THE FUTURE

University of Maryland School of Medicine Dean E. Albert Reece, M.D., Ph.D., M.B.A., is expanding the UMSOM's development offices as the school continues to achieve its mission as a top-tier research, patient care and educational institution. With the Office of Development at the forefront of these initiatives, an expanded staff will help to ensure that funds are available to advance research and academic scholarship.

While we receive some state support, it is the private giving that enables us to excel. Private dollars and a healthy endowment will fund our aspirations, allow us to reach beyond what our means allow and enable us to continue offering an excellent medical education to our students. To that end, the Dean has charged the Office of Development with broadening the UMSOM's donor base, strengthening relationships with existing donors and identifying areas of need within the institution by working closely with department chairs and the directors of programs, institutes and centers.

To ensure that the UMSOM has resources to fulfill its mission, the Office of Development is conducting the UMSOM's current capital campaign, "Transforming

Medicine Beyond Imagination," with a \$500 million goal. Campaign priorities include endowed professorships, student scholarships and funding for junior and senior investigators. Additionally, Development is leading fundraising for the UMSOM's Health Sciences Facility III Biomedical Research Building, a planned facility that will add much-needed laboratory and office space to the School of Medicine's West Baltimore campus.

To aid our advancement efforts and to follow the best practices in university development, the UMSOM will implement a 6% gift assessment effective July 1, 2013 on all new gifts and pledges. Gifts in kind and payments on pledges executed prior to July 1, 2013 will be excluded from the assessment.

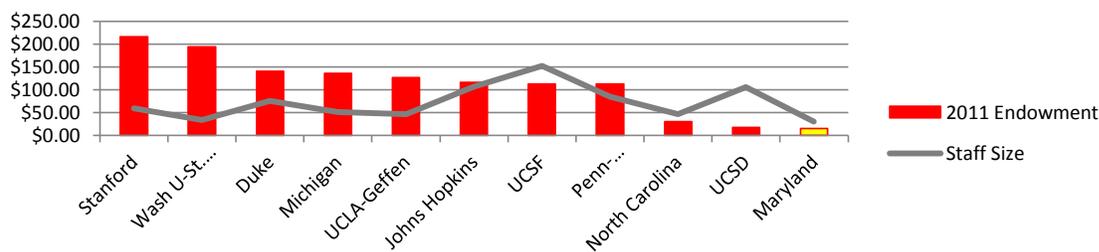
Implementation

The UMSOM has experienced tremendous success in achieving funding for research, likewise, it strives to realize success with raising philanthropic dollars for other mission areas. To accomplish this, we must increase the number of fundraisers for the UMSOM and improve development services, such as current donor recognition, special events, stewardship of existing gifts, donor outreach and marketing of philanthropy. The assessment will help make that possible.

Results

Increased philanthropic donations will allow us to engage and retain outstanding faculty with endowed positions; enhance research, and provide bridge funding to young investigators; recruit the best and brightest students with scholarships; and support growth, such as that planned with the new Health Sciences Facility III Research Building.

Endowment at Peer Institutions



based on American Association of Medical Colleges 2011 Development Survey, results are self-reported