

PHILANTHROPY

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EMPLOYEES URGED TO HELP RECRUIT DONORS

The UMB community can play an active role in the University's \$750 million Catalyst Campaign. And it doesn't just involve pulling out a checkbook or making a pledge.

"Keep your eyes and ears open," Thomas J. Sullivan, CFRE, MS, chief philanthropy officer and vice president, said in the featured presentation at the President's Quarterly Q&A on Dec. 12. "Tell us your suggestions or when you encounter people who are philanthropic."

He gave the example of a UMB employee being at a dinner party and hearing that someone had just sold their business for \$100 million. "We'd like to know that," he said. "So, talk to your development people in the respective schools, talk to us [in the Office of Philanthropy]. There are ways we can reach out to these people and we will do it in a very dignified fashion."

Catalyst is the largest fundraising effort in the University's 210-year history. The effort encourages meaningful philanthropic support from alumni and friends toward resources that will support the University's collaborative work relative to five Big Ideas: conquering chronic pain, eliminating addiction, furthering critical disease research and care, embracing entrepreneurship, and advancing community engagement.

UMB President Jay A. Perman, MD, formally announced the campaign at UMB's Founders Week Gala on Oct. 14 and he preceded Sullivan's comments with some of his own to the staff, faculty, and students who gathered in the Health Sciences Facilities II Auditorium for the Q&A. He said the University sometimes hasn't bragged enough about its accomplishments in education, research, clinical care, and service. "But now, whether it's *U.S. News & World Report* rankings, anecdotal remarks, the confidence that the regents have in us, the legislature, the governor, we get that respect."

Perman said the money raised by the Catalyst Campaign not only helps the University make research breakthroughs and retain and attract a talented workforce, but it's also key to UMB's community engagement work. And those efforts are getting noticed, he said, offering an anecdote about a chance encounter with a former legislator over the summer.

"He said, 'Thank you for what you do for Baltimore,'" Perman said. "I pass this on because it's indicative of everybody's work here. That is a point of pride that you need to share in. So, if you feel that pride in where you work, then I'm assigning the whole UMB family to make this Catalyst Campaign a priority."

Sullivan, who quoted Winston Churchill ("We make a living by what we get. We make a life by what we give."), pointed out



THOMAS J. SULLIVAN

philanthropy's impact. It helps to fund student scholarships, faculty and research support, technology, community service initiatives such as the CURE Scholars Program, interprofessional education programs, and much more. He praised the state of Maryland's funding to higher education as generous but not likely to grow substantially, as is also the case with federal aid.

"Philanthropy is the only elastic source of revenue we have," Sullivan said. "There are billions of dollars out there to be had. There are many, many people looking for meaningful organizations and institutions through which to help humanity, to advance society. And they are looking to connect with institutions like us. This means we've got to do a good job of articulating what UMB is all about, where it's headed, what it aims to achieve, and, most importantly, how it's going to change the world."

UMB's last capital fundraising campaign, which ended in 2012, raised \$660 million, surpassing its goal by \$10 million, Perman said. The current Catalyst Campaign is nearly halfway to its goal, standing at \$346 million, and that \$750 million "is merely a minimum target," for when it concludes in December 2020.

In closing his presentation, Sullivan praised the Catalyst Campaign's co-chairs, UMB Foundation trustees Ellen H. Yankellow, PharmD '96, and Brian J. Gibbons, JD '87, as well as the 43-person cabinet, all of whom are volunteering their time to the effort.

"Philanthropy should be embraced by all of us in this University," Sullivan said. "It's really everyone's concern. It's going to give Dr. Perman, the deans, and the leadership cohort the flexibility to address a lot of challenges going forward. We are very optimistic that with the leadership, the momentum, and the velocity we are building at UMB, we will do great things through philanthropy."

— Lou Cortina and Chris Zang