

## Fundraising Committee Report (FRC) of March 18, 2011 in Baltimore, Maryland

The major fundraising event of last year was the \$100-raffle during the Donor Appreciation Hour last July 1, 2010 at the Atrium of Newport Beach Marriott Hotel. Due to ongoing general economic difficulties, the result of the raffle was not as productive as anticipated. However, we were able to generate almost \$9,000 in raffle sales and netted at least \$5,000. Thank you for the extraordinary work done by Mr. Ernesto Suguitan and Mrs. Esther Querubin.

The Fundraising Committee hopes that this type of special raffle (or equivalent) will become part of Standard Operating Procedure (SOP) of UERM-AFUSA as a fundraiser. It could also be incorporated in the Donor Appreciation Hour.

Trying to fulfill our mission and commitment to generate revenues for the Foundation, the FRC will continue to follow the footprints of marathon approaches to fundraising. Rather than offering donors a variety of choices all at the same time, we would like to endorse and to highlight individual development funds one at a time. We would like potential donors to support more than one development fund.

Our primary focus at this time is to promote the Wilmer G. Heceta 333 Endowment Fund. Dr. Heceta and his classmates (of 1961) will be celebrating their 50<sup>th</sup> (Golden) Jubilee this July and this maybe the proper time to remind his classmates and friends to contribute to his Fund. With the consent of the foundation's BOT, the FRC will send letters of appeal to potential donors to contribute to the W-G-H 333 Fund.

With the assistance of our co-chairperson of FRC and current president of UERM-MAAAI, Dr. Susan Suntay, the FRC will continue to promote UERM Legacy Keepers' Funds such as Charity-Giving through Life Insurance and Lifetime Trust Funds.

We need tremendous sacrifices and extra efforts from everyone.

All for the benefit of UERMMMCM!

Submitted by the Fundraising Committee.