Charitable Giving:

A Message from CEO Bill Biebuyck

In this Season of Giving, an understanding of the dynamics of giving and the Think First philosophy of fundraising may be of interest to you.

Charitable organizations in the United States were given over $190 billion during 1999. Of that number:

- 84% was given by individuals and through bequests
- Corporations gave 6%
- Foundations gave 10%

During that same time frame, there were approximately 640,000 charitable organizations in the United States, competing for funding dollars, according to Guide Start: The Donor’s Guide to the Charitable Universe. Thus, the economic factors of supply and demand must be considered.

Think First National Injury Prevention Foundation has established a Fundraising Plan which provides the framework for our programs to succeed and flourish in an atmosphere where there are so many organizations who are worthy and deserving of support.

Six sources of support are identified, and provided here, along with comments for your consideration:

- **Neurosurgeons & Other Individuals**
  Think First is privileged to have an approximate 5,000 member constituent base—the envy of most other charitable organizations. The support of this group is essential for funding of operational expenses.

- **Foundations**
  Needed to fund major program initiatives and upgrades.

- **Corporations**
  Provides corporate public relations opportunities and operational and program support

- **Planned Giving**
  Provides long range financial security for Think First and tax benefits to the donor

- **Special Events**
  Provides funding, awareness of programs and associations that lead to new friendships and sources of support

- **Board of Directors**
  Support that confirms and acknowledges credibility and worthiness of Think First to external sources

There is a place for every friend and supporter within the Plan, and we encourage you to consider your place and allow our programs to challenge and engage your participation.

Think First Board of Directors:

A Profile

Ever wonder about the composition of the Think First Board of Directors? You have? Let me tell you more…

The By-Laws of Think First provide for 35 Board Members, of which 29 are currently filled. The Board seeks a well-balanced composition and has adopted four categories of preferred Board Member composition. Those categories are as follows:

- Category I: Neurosurgeons (12)
- Category II: Influential Individuals (12)
- Category III: Professional Expertise (6)
- Category IV: Program Related Personnel (5)

The Board meets twice per year in conjunction with the Annual Meetings of the AANS in the spring and the CNS in the fall. Each Board Member is expected to serve on two Committees.

Committees, you say, what Committees? There are 5 standing committees: Executive, Finance, Marketing & Public Relations, Program Advisory, and Resource Development. Special sub-committees are established as needed, such as the current Efficacy Sub-Committee.

And speaking of Board Members, we have five new ones: Think First welcomes Andrew J. Bala, Jr., ABS Med Inc; and four Think First State Chapter Directors—Debby Gerhardstein, RN; Nena Ray, LPN; Molly Terrano; and Dorothy Zirkle, RN, MSN. Our gratitude and best wishes to retiring Board Members Ann Burton; John Foster; Terry Henry; Jeffrey Lobosky, MD; Jennifer Mooney; and Sherry Owens.

A complete listing of Think First Board Members can be found on page 4.
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Special Events Update

While not a special event in the traditional sense, the on screen theater ad project had the look and feel of a “premiere” for many Think First chapters. Through the generosity of Peter Brown, CEO of AMC Entertainment and the National Cinema Network, an ad was developed and distributed for showing at AMC Theaters during a 3 week period in August and September. The ad was seen on over 600 AMC Theater screens throughout the United States and Canada. The project’s purpose was to enhance name recognition and generate interest in the injury prevention education programs. So, did it work? An increase in visitors to the Think First web site was indicated, and many Think First chapter personnel reported overhearing some interesting movie audience conversations.

In a related effort, the national office is currently working with the AANS to develop a PSA print ad for distribution to national family oriented publications. The ad will feature a helmet safety message and should begin being seen within the next six months.

Held on August 13, 2001, The First Annual Clubhouse Caron Charity Classic served to introduce Think First to many new friends and generate funds for the national injury prevention education effort. This golf tournament fundraiser was organized by Think First Board Chairman, Michael Caron, MD, his wife, Theresa Caron, Ed.D, and Michael Vai, Managing Partner of The Clubhouse Oakbrook in Oak Brook, Illinois. Twenty two foursomes teed off for injury prevention education at Willow Crest Golf Club at Oak Brook Hills Resort, and enjoyed a well deserved and delicious awards dinner at day’s end at The Clubhouse Oakbrook. No course records, but those Mulligans were in record demand! Thanks to all who participated as a foursome or as a sponsor!

Donor Spotlight:
The American Legion Child Welfare Foundation

Dedicated to the Betterment of Children, The American Legion Child Welfare Foundation (ALCWF) was created in 1954 to contribute to the physical, mental, emotional and spiritual welfare of children and youth through dissemination of knowledge. Through their support of Think First National Injury Prevention Foundation, that knowledge has resulted in injury prevention for thousands of girls and boys over the past several years. And, the ALCWF remains dedicated and committed to continued support of our efforts. A generous grant of $50,000, sponsored by the Sons of the American Legion, was recently awarded by The ALCWF to distribute the Think First for Kids curriculum in 2002.

The ALCWF first became involved with the injury prevention education efforts of Think First in 1997. William Pease, Executive Secretary, commented that child safety is a priority for the Foundation - Think First and The ALCWF are a real neat mix. According to Mr. Pease, the ALCWF Board was impressed with the outstanding quality of the materials as well as the distribution network available through the system of chapters.

It is our pleasure to recognize the generosity of The American Legion Child Welfare Foundation for their commitment to children.

I Will Sleep With My Helmet Every Single Night

Dear Think First,

Thank you for giving us helmets. We really needed helmets to ride our bikes. I was scared for us to get hurt. My mom was going to buy me one, but she had to buy a house with that money. We’re going to move on Friday. Thank you because my birthday is coming up. This is the first thing I wanted for my birthday. I will sleep with my helmet every single night. Thank you.

Brittany, age 6

Letters like this reinforce to all of us that injury prevention education does have an impact. Those of you on the “front lines”, chapter level personnel, neurosurgeons, are encouraged to share any personal observations, anecdotes, thank you letters, and success stories, resulting from program presentations with the national office. Our other readers would also enjoy hearing that Brittany and so many children just like her can look forward to many birthdays to come.
**State Chapter Directors Sub-Committee:**

**Think First Ambassadors & Mentors**

The State Chapter Directors Sub-Committee continues to organize and define their roles as both ambassadors for the Think First national office, and mentors for local chapters. Under the leadership of Chairperson, Dorothy Zirkle, the group has begun to inventory local Think First chapters throughout the United States and Canada to facilitate communication with the national office and among the chapters, to encourage an exchange of ideas among chapters for effective programming, and to lend assistance in development of new chapters.

The ultimate goal of the Sub-Committee is to insure that all states identify a State Chapter Director and that Think First programs are available in all schools. The Sub-Committee members are also available to provide presentations to national or regional organizations who share an interest and commitment to injury prevention. Finally, by a recently adopted resolution of the Council of State Neurosurgical Societies, the Sub-Committee has been assigned the responsibility of keeping neurosurgery informed about the Think First efforts via presentations to the individual state Neurosurgical Societies. To aid the Sub-Committee in their efforts, the Think First Board of Directors recently established a Board position to accommodate the membership of the Sub-Committee’s Chairperson.

There are 23 state chapters and 154 local chapters. If your local chapter has not yet been contacted by a State Chapter Director Sub-Committee member, we urge you to initiate that contact through Dorothy Zirkle, Sharp Healthcare, Grossmont Hospital, 5555 Grossmont Center Drive, La Mesa, CA 91942. Telephone: (619) 644-4661, e-mail: dorothy.zirkle@sharp.com

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**Chapter Spotlight**

Helmet Your Head, San Antonio is an innovative program designed to enlist community-wide support and raise awareness about the importance of wearing a helmet while bicycling, riding scooters, rollerblading, or skateboarding. The Think First Program at Methodist Children’s Hospital of South Texas, the Texas Neurosciences Institute, Humana, and Albertson’s grocery stores teamed up to develop this incentive program that rewards children for developing a “helmet habit.” In-store displays, publications, radio and TV ads encouraged children to pick up a packet of information at their local Albertson’s pharmacy. The packets included a pledge card and other informational materials. Once the child wore his helmet six times, the pledge card was signed by the parent and child and returned to Albertsons for a free cookie. The pledge card also served as an entry form for weekly, monthly, and grand prize drawings. With the help of Coca-Cola, McDonald’s, Southwest Airlines, six local Clear Channel Communications radio stations, and the San Antonio Automobile Association, Helmet Your Head, San Antonio targeted both adults and children, as it is essential for parents to understand their ability to model safety habits for their children.

Our helmets off (figuratively only, of course) to local neurosurgeon, Tom Kingman, MD and Think First Coordinator Jennifer Northway for their efforts in organizing the project and building a strong base of community support. Helmet Your Head—a simple but so very effective strategy for saving lives.

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**My Kind of Town**

**CHI-CA-GO Is My Kind of Town, CHI-CA-GO is...OK, it was Frank Sinatra’s kind of town, but if you are a Think First Chapter Director, CHI-CA-GO can be your kind of town, too. The Think First National Office looks forward to welcoming Directors to our “hometown” of Chicago in April 2002. The Chapter Directors Workshop promises to be one of our most dynamic Workshops ever!**

Exciting program content, a wealth of things to do and places to see! And here’s the best part—the State Chapter Directors Sub-Committee is planning the Workshop, so it is sure to be especially relevant and interesting. Details soon! Mark your calendars now for April 6-8, 2002. **THE BEST Is Yet TO COME, no wait, that’s yet another Frank Sinatra song.....What we meant to say, er,... sing, was**

**CHI-CA-GO Is Your Kind Of Town....**
Thought About Your Estate Planning?

Proper Estate Planning is critical to guide the distribution of assets that you have built during a lifetime of hard work. To insure that you have an effective estate plan, review it often with your advisor. Don’t have an estate plan? Do not delay! Plan for the ones you love and the charitable organizations you believe in. In many cases, including a charitable organization in your estate planning offers tax advantages that can maximize gifts to your family.

Develop a “Helmet Habit”

Photos courtesy of Helmet Your Head San Antonio

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