

Associations and Non-Dues Revenue: Solving the Philanthropic Puzzle

ASSOCIATION FOUNDATION GROUP

AUGUST 21, 2024

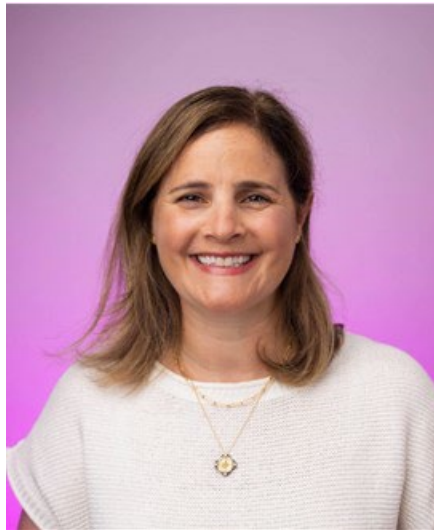


TODAY'S PRESENTERS



Christina Santos

Executive Director
AMGA Foundation



Brynne MacCann

Director of Philanthropic Giving
American College of Cardiology



Aly Mennuti

Senior Vice President
CCS Fundraising

ABOUT AMGA FOUNDATION

AMGA Foundation brings medical groups and integrated health systems together to tackle the nation's most pressing public health challenges.



FOUNDED IN 1966



SERVED 40 MILLION PATIENTS



ENABLING MEDICAL GROUPS TO CONSISTENTLY IMPROVE HEALTH AND HEALTHCARE

540,000+

Patients with Better Hypertension Control

1 million+

Patients with Improved Diabetes Care

10 million+

Vaccines

70,000+

Adolescent Patients with HPV Vaccination

ABOUT AMERICAN COLLEGE OF CARDIOLOGY

ACC is the professional home for cardiovascular clinicians seeking the latest science, research and education.



FOUNDED IN 1949



MORE THAN 56,000 MEMBERS



LEVERAGING A STRATEGIC PLAN AROUND 75th ANNIVERSARY

FUNDING PILLARS

Empower Future Leaders

Advance Health Equity

Improve Global Health

ABOUT CCS

At CCS, we are guided by a goal beyond raising dollars alone. We inspire donors, unite communities, build capacity, and instill a series of practices that ensure an enduring impact well beyond any single partnership.

OUR SERVICES

- Innovative Fundraising Campaigns
- Creative Data Analytics Systems and Research
- Growth Planning and Roadmap Development
- Coordinated Strategic Planning
- Formalized Training and Leadership Development
- Informed Feasibility Studies
- Comprehensive Assessments and Audits
- Interim Development Management

77 years

Association Experience

700 Partnerships Annually

500+ Professional Staff

90% Repeat or Referrals



Raise your hand if you represent a:

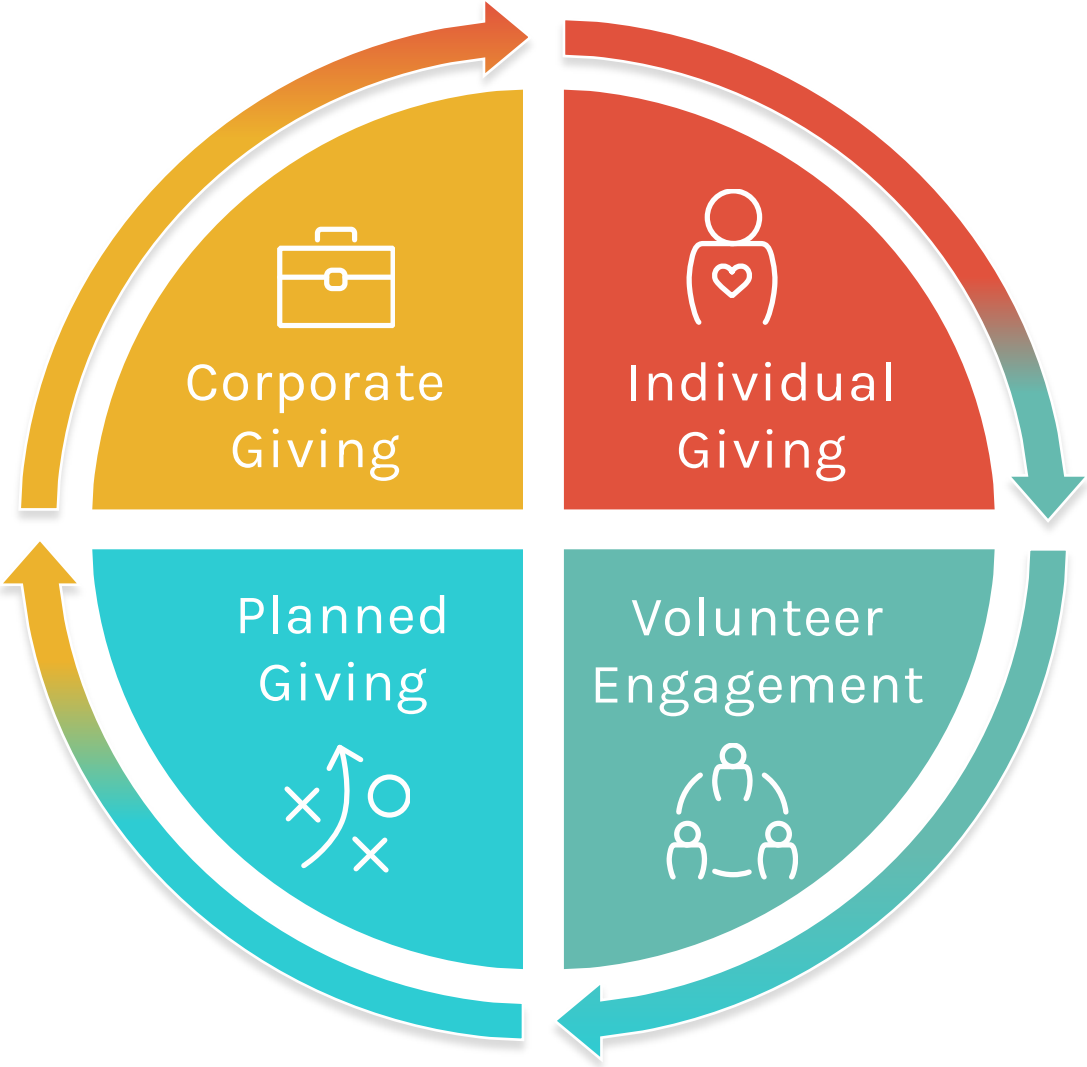
- MEDICAL SOCIETY
- PROFESSIONAL ASSOCIATION
- TRADE ASSOCIATION
- SCIENTIFIC / ENGINEERING



Solving the Philanthropic Puzzle with AMGA & ACC

DISCUSSION & ACTIVITY

FOUR PIECES OF THE PUZZLE



KEY TAKEAWAYS



Demonstrate impact
to encourage
philanthropic giving



Focus on awareness and
engagement to inspire
members to volunteer



Increase prospect and
donor education of legacy
giving options to your
association



Streamline
relationships with
corporate partners

THANK YOU!

Christina Santos

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