The University of Texas Medical Branch

Exceeding Expectations for Major Donor Recognition

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Overview: The Working Wonders Campaign

- Began on Sept. 1, 2011
- $450 million comprehensive campaign
- Largest in UTMB’s 125 year history
- Goal exceeded:
  - November 17, 2016
  - $450.9 million
Overview: The Working Wonders Campaign

- Major accomplishments:
  - $275 million for capital projects including a major new hospital
  - Over $54 million raised to create 153 new endowments
  - Over $35 million for specific critical clinical & research programs
  - 408 volunteers statewide
  - 13,512 donors
Challenges for Major Donor Recognition

• **Provide recognition that is both immediate and meaningful**
  • Our major campaign donors live in regions throughout Texas and beyond

• **Sustain recognition throughout the Campaign**
  • 5 year campaign 2011-2016
  • Many donors structured their gifts to be paid out over 3-5 years

• **Balance recognition for multi-million dollar donors with recognition for other major (but smaller) gifts**
  • Major donor gifts range from $170 million to $50,000
Exceeding Expectations for Major Donor Recognition

Examples from four campaign areas:

• Family Campaign
• Major Capital Project
• Regional Leadership Councils (Campaign Volunteers)
• Major Gala Event
Family Campaign – Working Together The Future is Ours
Family Campaign – Working Together The Future is Ours

Examples - exceeding donor expectations:

• Family Campaign Website
  • Day to day update on gifts
  • Donor scroll

• Custom designed Family Campaign lapel pin

• The promise to provide donor recognition for each $100+ donor in a very special way
Family Campaign – Working Together The Future is Ours

- 4,000+ donors
- $13.3 million in gifts
Capital Project: Jennie Sealy Hospital

OPENING 2016
Construction Milestone Events

Excellent opportunities for major donor recognition:

- Demolition of existing structure
- Groundbreaking
- Topping Out
- Dedication event
Demolition of Existing Structure – Event

October 19, 2011
Demolition of Existing Structure - Event
Demolition of Existing Structure - Event

An Event Celebrating the Jennie Sealy Hospital
October 19, 2011

The Jennie Sealy Hospital will advance health sciences education, research and patient care in Texas for generations to come.

It is being made possible by:

The legendary generosity of The Sealy & Smith Foundation of Galveston

The visionary support of the Texas Legislature and The University of Texas System Board of Regents

along with $100 million in additional philanthropy from individuals, foundations and corporations that provide meaningful gifts during the Working Wonders campaign.

utmb Health
Working Together to Work Wonders
Groundbreaking – Jennie Sealy Hospital

April 20, 2012
Topping Out – Jennie Sealy Hospital

Three Beams:

• Major donors
• Development Board Members
• UTMB Family Campaign

March 2014
Topping Out – Jennie Sealy Hospital

It’s an old Scandinavian custom.
It’s the symbol of growth and luck.
It’s a milestone in the construction of a new building.
It’s a builder’s rite of passage.
It’s a new era for UTMB.
It’s because of you.

This lapel pin commemorates the positioning of the final beam atop the new Jennie Sealy Hospital with the age-old tradition of placing an evergreen tree at the peak of a new structure.

We celebrate this milestone not only with you, but because of you.
Thank you for your loyalty, trust and support of UTMB.

Dr. Ben Raimer, Co-Chair  •  Mrs. Donna Sollenberger, Co-Chair
Dedication – Jennie Sealy Hospital

Dedication Events - focus for special recognition:

- Major donors
- UTMB Family Campaign donors
- Galveston County community
Dedication – Jennie Sealy Hospital
Dedication – Jennie Sealy Hospital

• Employee Preview Night
Jennie Sealy Hospital Lapel Pins

- Unique lapel pins for each event
- Strategic continuation throughout the campaign
- Very popular and became “collector” items
Donor Recognition in the Jennie Sealy Hospital
Jennie Sealy Hospital: Donor Recognition

- Celebrating donor recognition in the new hospital
  - Customized the experience
- Space Namings
  - Balancing recognition
    - namings started at $15,000
    - 230 total spaces named
- Honoring key supporters
Jennie Sealy Dedication – Guiding Our Donors

- Customize the experience
  - Private room for benefactors to gather
    - Over 60 donors with named spaces at the dedication
  - donor guides
    - Personalized tour
    - Photo taken with plaque
    - Escorted to multiple recognition locations
The UTMB Family Campaign Wall of Honor
Recognizing Key Supporters—Working Wonders Campaign Cabinet
Recognizing Key Supporters

In Special Recognition of the

Members of the 81st Legislature of the State of Texas

UTMB Leadership, Faculty, Students, Staff, Alumni and the Citizens of Galveston express our deepest gratitude for your dedication and commitment to providing generous resources to support UTMB’s mission of improving health for the people of Texas and beyond.

February 2016
Exceeding Donor Expectations for Gift Recognition
The Role of the Campaign Regional Leadership Councils
Regional Leadership Council Dinners
Regional Leadership Council Dinners

The University of Texas Medical Branch presents
a conversation with

Scott C. Weaver, MS, PhD
Scientific Director, Galveston National Laboratory
Director of the Institute for Human Infections and Immunity
John Sealy Distinguished University Chair in Human Infections & Immunity

Dr. Weaver is an internationally recognized virologist and vector biologist, with expertise in the epidemiology, genetics and ecology of mosquito-borne viruses, as well as their transmission by mosquitoes and the development of vaccines to control the diseases they cause. He also provides leadership to the extraordinary group of scientists at the Galveston National Laboratory and other unique UTMB research facilities who work on developing vaccines and diagnostics aimed at addressing today’s important emerging infectious diseases. Much of this research is carried out in high- and maximum-containment laboratories required for the safe handling of highly pathogenic organisms. Some of the research areas include West Nile encephalitis, avian influenza, anthrax, plague, chikungunya, malaria and tuberculosis.

Dr. Weaver earned his BS degree from The College of William and Mary, his MS degree in entomology from Cornell University, and a PhD degree in virology from the University of California, San Diego. Following a postdoctoral fellowship in the Department of Epidemiology and Public Health at Yale University School of Medicine, he joined the UTMB faculty in 1994 with the founding of the Center for Tropical Diseases. He is the recipient of numerous NIH and Department of Defense grants and holds leadership positions in a number of national and international scientific societies and professional organizations. He holds five patents in vaccine development.

James C. (Jim) Pritchard, Chair
and
J. Paul Sanders, MD, Vice Chair
Dallas Regional Leadership Council

cordially invite you for dinner and conversation with

Scott C. Weaver, MS, PhD

Tuesday, May 14, 2013
6:30–8:30 p.m.
Dallas Country Club
(Founders Room)
4155 Mockingbird Lane
Dallas, Texas

Business Attire

The favor of a reply is requested by May 2, 2013.
Phone (409) 747-6735 • Email: events.oua@utmb.edu
Health Education Center (HEC)
Innovations in Mind Initiative
Volunteer Structure

President
David L. Callender, MD

Development Board
Barbara J. Gibbs, MD – Chair
T. Lynn Warthan, MD – Vice Chair

Innovations in Mind Steering Committee
Co-Chairs
Steering Committee Members

Regional Leadership Councils (RLCs)
Chairs
Vice Chairs

“Family” Campaign

Provost/Deans
Co-Chairs

Student Campaign
Employee Campaign
• $3.7 million in gifts

• Established 27 new endowments

• Major donor recognition before and during event
Milestones Gala
Summary

Exceeding Donor Recognition
Because of You...
We reached the $450 million goal!
November 2016

Thank You!

UTMB Development Office
Questions?
Working Wonders
THE CAMPAIGN FOR UTMB HEALTH