



## Sharing the Responsibility

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Approximately 1 year ago, the Osseointegration Foundation Board of Directors reached the decision to embark upon an ambitious capital fund-raising campaign to establish a Foundation endowment fund. The Board set a goal of accumulating \$2.5 million over a 5-year period to serve as an initial source for the funding of projects to be determined by a Board Liaison Committee consisting of representatives from both the Academy of Osseointegration and the Foundation. Funding priorities are to include research, education (peer, patient, and student), and charity/patient care.

In the early phase of fund solicitation, attention has been focused on corporate entities that have provided substantial support for Academy annual meetings and other activities sponsored in the past. Fragmented solicitation efforts for the support of specific individual projects, individuals, or events will now be coordinated through the Foundation in an effort to circumvent repetitious corporate contacts and to concentrate fund-raising efforts on enhanced funding in association with the endowment capital campaign.

The decision to create an Osseointegration Foundation was made by the Board of Directors of the Academy of Osseointegration, who realized that an organization of the Academy's purpose and stature must share in the responsibility for ensuring the future growth and development of the oral and maxillofacial implant field. In and of itself, the Academy is not currently organized to financially support such lofty goals, since its primary mission is the sponsorship of noteworthy annual scientific programs and ongoing projects related primarily to clinical practice and its advancement. Consequently, the Foundation has been designated as the vehicle providing for the adjunctive support of education and research.

To demonstrate Academy commitment to the success of a Foundation venture, the individual members of the Academy must share the support responsibility that has been assumed by its leadership. Individual member participation in giving provides evidence to outside corporate interests, institutions, and agencies that each shares in the dedication to the cause. Such ongoing involvement sends a positive signal that we will be willing partners to any and all extramural sources who may be attracted to participation in such a worthwhile endeavor. In 1995, Academy members were first provided with the opportunity to contribute to the fund through individual gifts accompanying the return of annual dues in response to billing. Unfortunately, the overall member response was most unremarkable, since only about 5% of the membership responded with direct donations, which in total amounted to some \$4,000. Again, with the 1996 dues billing statement, members will have the opportunity to provide tax-deductible donations. While substantial

contributions are always welcomed, it is recognized that all members have other charitable obligations, be they organizational, institutional, or special purpose. Thus, if 100% participation could be realized at a minimal level, no significant burden would fall on any one segment of the membership. Particularly important for sustaining ongoing support and funding is the commitment through pledging of regular donations over time. Thus, in the evolutionary process of endowment fund growth, income can be realized for underwriting the day-to-day expense of Foundation operations as well as the accumulation of funds for investment to sustain programs of merit.

As a minimum commitment, the annual sacrifice of an evening's dinner and/or entertainment is not too much to ask for the continuing support of the work of the Osseointegration Foundation. The individual Academy member, family member, or patient could one day be beneficiary to the education, research, and care provided by Foundation endowment funds. The assumption of responsibility for assuring Foundation commitment is most worthy of both intramural and extramural contributing parties.