2020-2021
BOARDs, COMMITTEES AND REPRESENTATIVES

ASC Foundation Board

Description: The ASC Foundation provides and expands financial support for the mission of the Society and its strategic goals of education, advocacy, and research.

Responsibilities

- Enhance awareness of the Foundation as the fundraising arm of the Society and serve as an advocate of its initiatives and activities.
- Develop and implement fundraising programs that bring in new sources of financial support for the ASC.
- Determine target fundraising goals yearly.
- Identify and reach out to potential donors (members, non-members, organizations, industry partners, foundations, individuals, patient advocacy groups) and cultivate them as donors.
- Review Foundation endeavors and modify or eliminate them based on their success in achieving the goals of the Foundation and satisfying the expectations of donors.
- Prepare an annual report on Foundation activities to be shared with members, donors, and friends of the ASC, including presentation at the Annual Scientific Meeting. This should also include follow-up on previously awarded research grants.
- Provide regular acknowledgment and thanks to donors.
- Work with the Society’s Budget and Finance Committee, Executive Director, and investment managers to assure the prudent investment of assets.
- Work with the Social Media Committee and the Research and Current Concepts Committee to encourage (through creative marketing) ASC Foundation Research Grant proposals. Consider targeting junior faculty less than five years out from fellowship.

2020-2021 Initiatives

- Determine annual fundraising goals and present to the Executive Board.
- Review Foundation funding activities (grants and scholarships) to determine if changes are needed.
- Cultivate funding sources through sufficient research, know what they want and how the ASC Foundation can help them and understand potential giving
- Increase Foundation contributions yearly through strategic planning and fundraising activities. Increase fundraising programs through:
  - Members:
    - Executive Board and other leaders (past and present),
    - personal approaches and strategies...
    - expand in concentric circles...
2020-2021

BOARDS, COMMITTEES AND REPRESENTATIVES

- proper announcement and presentation of plan at Annual Meeting...
- follow up with mail (email) to general membership

**Pathology VENDORS:**
- encourage support of events;
- prepare letter appropriate for vendors
- follow up with calls from Board members;

**Foundations:**
- conduct national research;
- research likely foundations to confirm proper “fit”,
- follow guidelines carefully and meet deadlines;
- stay in touch with program officer and build the relationship;

**Individual donors from non-pathology circles:** (Look into identifying other donor sources utilizing a patient centered video).

- Solicit new industry donors to support the Foundation.
- Review the year-end financial audit report and budget to determine Foundation programs that need to be adjusted.
- Creatively utilize the Social Media Committee resources to develop innovative strategies furthering the fund raising goals.
- Create a "cervical cancer" or other patient video, following the patient and talking with the pathologist. Use this video in asking for donations from the Foundations and individual donors in non-pathology circles
- Create an easy donate link for individuals (members etc.) entailing a link to be send via text on a special day (i.e. birthday, cyber Monday etc.) that takes the individual directly to a link where they can input the donation amount – and complete the transaction with ease via a smart phone (or any handheld device).
- Creat a Webinar/youtube session on the History of the Foundation
2020-2021

BOARDS, COMMITTEES AND REPRESENTATIVES

Foundation Board

Robert A Goulart MD, Co-Chair, 2022
Barbara E. McGahey Frain, MS, SCT(ASCP), Co-Chair, 2022
Diane D Davey MD, Vice Chair, 2021
Ronald Balassanian MD, 2021
Leigh Ann Cahill BS CT(ASCP)CMIAC, 2022
Tarik M Elsheikh MD, 2022
Beverly B Haigler-Daly BS CT(ASCP), 2022
Jenna LeBlanc MS CT(ASCP)CM, 2022
Zahra Maleki MD, 2022
Liron Pantanowitz MD, 2022
Maureen F Zakowski MD, 2022
Sharon Song MD MS, Junior Ad Hoc Member, 2021

Beth Jenkins, ASC Staff Liaison
Jaime Rice, ASC Staff Liaison