SUPPORT FOR A NURSES’ CAMPAIGN

WHAT DOES OUR COMMUNITY THINK ABOUT THE SCHOOL OF NURSING’S FUNDRAISING PLANS?

Soon after the Betty Irene Moore School of Nursing launched in 2007, school leaders embarked on a comprehensive fundraising campaign study to determine feasible goals. Nearly 200 people were interviewed, locally and nationally, from both in and out of the health-care field, to gather insight on the School of Nursing’s vision, plans and fund development ideas. The results were encouraging:

- 94% of those interviewed understood the School of Nursing’s need to raise funds. Participants understood the Gordon and Betty Moore Foundation’s historic $100 million commitment is dedicated to the school’s launch over an initial 10-year period. Grant funding gradually decreases until it is fully exhausted, thus, a significant endowment is a critical component of ensuring the school’s long-term success, sustainability and support of the next generation of nurse leaders.
- 83% indicated the goal of raising $125 million over a 5- to 7-year public campaign period is realistic.
- 75% were willing to make a gift to support the School of Nursing.
- 50% were willing to volunteer on the School of Nursing fundraising campaign efforts.

DO UC DAVIS HEALTH SYSTEM NURSES WANT TO BE FOUNDING DONORS OF THE SCHOOL?

Based on this high level of enthusiasm from the greater community, the School of Nursing plans to launch a $125 million public fundraising campaign. Before doing so, the school’s team agreed the contributions of UC Davis Health System nurses, the closest community members, needed to be recognized and provided with the opportunity to serve as founding donors. Feedback was gathered through one-on-one interviews and an online survey in late 2010 and early 2011. The results showed that UC Davis Health System nurses overall are excited about the opportunity to support the School of Nursing:

- 93% rated the reputation of UC Davis Health System as good or excellent.
- 69% indicated they would consider a five-year pledge in support of the campaign.
- 39% would consider volunteering for a campus-wide nurses’ campaign.

As a result of this positive feedback, UC Davis Health System nurses formed a committee to launch the UC Davis Nurses’ Founding Donors Campaign on April 7, 2011, with a $200,000 campaign goal. They also formed two funds for scholarship and research.

WHO IS TAKING THE LEAD IN SUPPORTING THE SCHOOL OF NURSING?

- Pomeroy Robertson Family Endowed Scholarship
- Quinby-Young Scholarship for Healthy Aging
- School of Nursing Founding Team Fund
- Inaugural Classes Scholarship Fund with 100% class participation
- Nurses’ Founding Donors Campaign Committee
- Carol and Dave Robinson gifts to the Founding Team Fund and the Caroline Dare Fund

Visit nursing.ucdavis.edu or call (916) 734-1820 for more details about the campaign

THANK YOU, UC DAVIS HEALTH SYSTEM NURSES, FOR SUPPORTING THE BETTY IRENE MOORE SCHOOL OF NURSING!