

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 was founded in 2007, school leaders embarked on a study to determine feasible goals for future fundraising efforts. Nearly 200 people were interviewed, locally and nationally, to gather insights 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 recognized 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 exhausted in 2020. Thus, it is critical to establish a substantial endowment to keep the school strong and vital far into the future.
- 75% were willing to make a gift to support the School of Nursing.
- 50% were willing to volunteer as part of School of Nursing fundraising campaign efforts.

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

Based on this high level of enthusiasm from the greater community, the School of Nursing plans to launch a significant fundraising campaign in the future. Before doing so, the school's leaders agreed that UC Davis Health System nurses—important internal health system constituents—should be provided with the opportunity to serve as volunteer leaders and be founding donors to the school. In late 2010 and early 2011, the school's team gathered feedback from UC Davis nurses through one-on-one interviews and an online survey. The results showed that, overall, UC Davis Health System nurses 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 school;
- 39% would consider volunteering for a health-system-wide nurses' campaign.

As a result of this positive feedback, a group of UC Davis Health System nurses formed a committee to launch the inaugural UC Davis Nurses' Campaign in April 2011. They also established two funds for nurses to consider supporting: the UC Davis Nurses' Scholarship Fund and the UC Davis Nurses' Research Fund. Altogether, the 2011 nurses' campaign raised more than \$250,000, exceeding the goal. The nurses' campaign committee launched a second nurses' campaign on March 6, 2012, seeking to expand UC Davis nurses' participation.

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

- UC Davis Health System leaders, including Dean and Vice Chancellor Claire Pomeroy, Associate Vice Chancellor and Founding Dean Heather M. Young, Carol A. Robinson, chief patient care services officer and director of nursing for UC Davis Medical Center, Debra Gage, director of clinical operations for the health system's primary care network and Administrative Nurse Nancy Badaracco.
- School of Nursing faculty and staff—through the School of Nursing Founding Team Scholarship.
- School of Nursing students—100 percent of the first two cohorts of students pledged their support to the Student and Alumni Scholarship Fund.
- UC Davis Health System nurses—through gifts made to scholarship, research and other funds as part of the nurses' campaign.

Visit nursing.ucdavis.edu or call (916) 734-7216 for more details about the campaign.