

Fundraising Committee Report of July 6, 2017
Orlando World Center Marriott Hotel

The Fundraising Committee (FRC) of UERMMMC AFUSA, INC. plans to generate more revenues to the Foundation by focusing and promoting the Dr. Wilmer G. Heceta 333 Endowment Fund. The Fund currently has about \$105,000+, which is still far from the goal set by Dr. Heceta when he established the fund-\$270,000. We are rather getting there very slowly.

The FRC believes that promoting this novel project will be appealing to donors and potential donors. We will therefore continue our efforts to promote and enhance donations to the Fund. As an incentive to contributors, the Committee recommends to the Board of Trustees that a "333" pin be created (rather than just paper acknowledgement/certificate) and given to donors who complete \$900+ contributions and become members of 333 Club. We will continue to find ways to entice alumni and friends to help fulfill Dr. Heceta's dream of having 300 individuals to donate \$333 a year for at least 3 years to complete a commitment.

The FRC is now working in tandem with Dr. Samuel Piga who brings ideas and extraordinary projects to enhance the Heceta 333 Fund. This July 6th, we will have a Charity Casino as well as live and silent auctions. On July 8th, a Matinee Musical (contributed by Ms. Cris Heceta) will be presented. We need everyone's support for these activities. Thank you to those who contributed to support these special projects.

The long-range plan of FRC is to have the Foundation get over the top as a million-dollar foundation. (Currently, AFUSA has \$840,000+ in total assets.) If we can get additional new 150 individuals committed to donate to the Heceta 333 Fund (\$333 for 3 years or more), then we can achieve our goal in about 3 or more years! We hope for the best!

Submitted by the Fundraising Committee