

AN OLD PROGRAM REVITALIZED WITH A NEW FACE

Over the past 15 years, AAFPRS patients have donated more than \$200,000 to the AAFPRS Foundation.

"It's easy and painless," remarks one of the three chairs for the *FACE of Generosity: Friends of Facial Plastic Surgery*, David B. Rosenberg, MD. "I'm hoping all AAFPRS members will incorporate this program into their practices. We have many patients that want to thank us. What better way than with a tax-deductible donation to the AAFPRS Foundation."

The program is a win-win situation. Your patients will receive tax-deductions and you will be recognized as an 1887 member if your patient gifts (cash) total \$1,000 or more in a fiscal year.

The development office has created a list, *Questions and Answers*, to help you establish the *FACE of Generosity* in your practice. The second chair of the program, Gerald G. Edds, MD, states, "You can sign up to receive a tabletop poster that reads, 'Yes, it's true a tax-deduction awaits you. Just ask your facial plastic surgeon for more details.' While you are at it, request the brochure, *We Know You'll Want to Help*, for your waiting room. All are helpful tools when seeking a patient or colleague donation."

Dr. and Mrs. Harrison C. Putman, III, were talking about the AAFPRS Foundation and how there must be a way to support it beyond their own personal charitable donations. They decided to look into providing a way for patients to donate. They have raised more than \$55,000 for the AAFPRS Foundation. Dr. Putman envisions that "the AAFPRS Foundation would see a stunning growth if all AAFPRS members would participate each year."

Marc S. Zimble, MD, co-chair of the new *Face of Giving* program says, "I hope the young physicians that have supported the

Foundation will continue their support through this program. I have learned that it is much easier for me to ask a patient to give a \$1,000, than for me to donate it directly from my discretionary funds. By the time I give \$1,000 of my own money it means I have to earn \$4,000. Fifty percent goes to overhead and 50 percent goes to taxes. I am eager to incorporate this program on a much broader scale than I have done in the past."

Make sure your patients know the significance of the Academy.

- ◆ AAFPRS is the world's largest specialty association, representing over 2,700 facial plastic and reconstructive surgeons.

- ◆ Its purpose is to educate, research, and advance the field of facial plastic surgery.

- ◆ AAFPRS Foundation also offers outreach programs such as *FACE TO FACE*.

Keith A. LaFerriere, MD, a past president, states, "The cost of innovation is high. As members of the AAFPRS, we regularly seek much needed funds to support research and patient care programs. Not only do we make personal contributions to this annual effort, we also invite the support of our friends and patients."

The third chair of the *FACE of Generosity*, Samieh Rizk, MD, comments, "This is a perfect way for me to raise funds for an organization that has done so much for me and my patients. Also, by raising this money, we make our Academy much stronger. Fiscal strength allows us to expand both our services to our members and our visibility in the community."

Won't you consider participating in the *FACE of Generosity*, as the AAFPRS Foundation continues to make advancements on all fronts? You will play a vital role in revolutionary new procedures and programs that will shape the future of facial plastic surgery.

Please contact Ann H. Jenne,

director of development at aholton@aafprs.org or (703) 299-9291 ext. 229, if you would like copies of the *Questions and Answers*, tabletop poster, or brochure for your office. ■

A \$10,000 Challenge Grant

from Jessica Lattman, MD, and David B. Rosenberg, MD and Samieh Rizk, MD and Carolina Rizk

"My wife, Dr. Jessica Lattman and I are honored to be members of the Academy. We continue to talk with our patients about the AAFPRS Foundation, but we need to contribute as well. We wish to jump start the process by contributing \$10,000," says David B. Rosenberg, MD.

Samieh Rizk, MD, and his wife Carolina Rizk had similar feelings. "Our patients want to assist and to make a difference—what better way than to give to the AAFPRS Foundation. As doctors we should always give the option to our patients to donate to a worthwhile cause, but it is also time for AAFPRS members to step up to the plate and support an institution that has been there for us through the years. Carolina and I wish to donate \$10,000 to the operating funds of the Foundation. I would like to encourage other AAFPRS members to donate as well."

Make a commitment now to the Annual Fund. An envelope is included with this issue for your convenience.

The Development Office wishes to thank Dr. Lattman, Dr. Rosenberg, Dr. Rizk and Mrs. Rizk for stepping forward and raising the bar of giving for our Annual Fund as we begin this new decade.