



Drs. Frederick S. Keller and Anne C. Roberts, Discovery Campaign Co-chairs

Help Us Reach \$2.5 million by 12/31/2008



Membership Phase Progress

Join the effort! Fill out your commitment form online by clicking "Commitment Form" at www.SIRFoundation.org/Discovery.

Greetings Potential Supporters,

Last issue, our attainment was just more than \$1.3 million. With the help of your colleagues in the past few months we are \$100,000 closer to reaching our \$2.5 million membership goal!

Join the cause by donating now at www.SIRFoundation.org/Discovery.

Discovery Campaign Recognition Levels

Innovator	\$100,000+	Voyager	\$10,000+
Pioneer	\$ 50,000+	Leader	\$ 5,000+
Explorer	\$ 25,000+	Sponsor	\$ 2,500+

In this issue, you will see why your colleagues chose to donate stock as described in the Donor Highlights portion of the last Discovery News. Also, you will find the next great opportunity to strengthen our field by asking your institution to match your donation. Look inside for more!

Frederick S. Keller, MD, FSIR
Co-chairs, SIR Foundation Discovery Campaign

Anne C. Roberts, MD, FSIR
Co-chairs, SIR Foundation Discovery Campaign

Last month you learned about the option to donate appreciated stock to the Discovery Campaign. Here is what two of your colleagues said about their donation of stock

“I chose to donate stock to the Discovery Campaign because I believe it was an effective way to support the Foundation. For me, this seemed to be a reasonable way to give as I was donating capital gains instead of writing a check drawn from my current finances. Making this decision also enabled me to receive tax advantages. In reality, donating appreciated stock to the campaign was beneficial to both the Foundation and my personal finances as the Foundation received the full amount of the appreciated stock value’s capital gains (greater in value than when I initially purchased stock), while I received a tax advantage. I recommend anyone giving a donation to consider this method.”

–Dr. Rilling, Leader Donor

“During my year-end portfolio review with my investment adviser, I mentioned to him that I had recently made a multi-year pledge to SIR Foundation. He asked me if I had considered fulfilling the pledge through a gift of appreciated stock. After a brief discussion, we determined that it made sense to pay off a substantial portion of my pledge in year one with one particular holding. And, by doing so, we were able to better balance my portfolio in the process.

An appreciated stock donation has the advantage of providing the Foundation with the full current value of the stock, and this amount was deductible as a donation. In this case, the holding was an investment made several years ago that had appreciated significantly. As a result, the initial investment was a mere fraction of its current value. In fact, the value of the tax deduction in this case was nearly equal to the initial investment. It is the best of both worlds: the Foundation gets the full current value of the donation, and the net cost to me was very modest, without any effect on my current finances.”

–Dr. Spies, past SIR Foundation Chair, Explorer Donor

Have Your Institution Match Your Donation!

Would you like to further support the Discovery Campaign's initiatives? One proven method is to formally ask your institution to contribute to the SIR Foundation with a "gift match."

What is gift matching?

In employer gift matching, a donor asks his or her employer to donate the same amount of funds that he or she personally gave to the Society of Interventional Radiology Foundation. Matching programs are usually set up to support employees' personal philanthropy by providing a dollar-for-dollar match. In today's economic climate, having your institution match your gift serves as an important element of the Foundation's portfolio. **Requesting a gift match benefits you, as well: it permits your employer to recognize that you are committed to furthering IR and that you are fully invested in your field's progress. The SIR Foundation benefits by receiving twice the funds—so it is like getting two donations for the price of one.** Note that having your institution match your gift does not satisfy your personal pledge (e.g., a personal pledge of \$5,000 cannot be satisfied by \$2,500 from the donor and a matching \$2,500 from the donor's employer) but it does amplify your personal commitment to the SIR Foundation's cause.

How do I get my employer to participate?

Several work places already offer a gift matching program, and your request may simply involve submitting an application. These forms can usually be found on an institution's Web site or with its human resources and administration staff. In many circumstances, you may ask SIR Foundation staff to write a formal request to coincide with your match application, by contacting donate@SIRweb.org.

For more information on encouraging your employer to match your personal donation, please contact your institution directly. You may also contact the SIR offices at (703) 691-1805 and ask for the Development Department.

By asking for a match gift from your institution, you are communicating the importance of the SIR Foundation's cause—supporting the future of medicine in direct relation to your career.

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& Development
Carissa R. Beach, Corporate
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Associate

Discovery Campaign Contributors

Below are the names of individuals and organizations that have completed commitment forms detailing their contribution plan. The Discovery Campaign leadership thanks them for their dedication to interventional radiology.

Please note: Names are listed as per preference stated on commitment form.

Karl S. Chiang
T. Lamar Teaford
George Erbacher, DO
Sandi and Terry Matalon
Josef Rösch, MD, FSIR
Phil and Sarah Wildenhain, MD
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Gordon & Carol McLennan
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Argosy Foundation c/o John Abele
Tenet Healthcare Foundation c/o
Tim Maroney
Aubrey Palestrant
Andrew R. Forauer
Nilesh (Niel) Patel
David Moore
Larry Kaplan
Mark Salerno
Peter T. Beatty
Carolyn Strain, MA, MS



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