

March 1, 2022

Delegate Maggie McIntosh
Chair, Appropriations Committee
Taylor House Office Building, Room 121
Annapolis, Maryland 21401

Dear Chairperson McIntosh and Members of the Appropriations Committee:

As Dean of the University of Maryland's School of Medicine I am writing to respectfully ask for the committee's favorable consideration of ***HB907-University of Maryland, Baltimore Campus – Employees-Authorization to Fund-Raise.***

In 1984, the Maryland General Assembly passed legislation that created the University of Maryland Medical System Corporation as a separate entity from the University of Maryland, Baltimore, "while assuring a compatible and mutually beneficial relationship with the University." (Maryland Code, Education 13-302(7)). In particular, Maryland Code, Education 13-303 (j) requires that the UMMS "*Board of Directors will coordinate with University fundraising efforts all Medical System Corporation campaigns and solicitations for private gifts and proposals for private or federal grants.*"

The University of Maryland School of Medicine (UMSOM) and University of Maryland Medical Center (UMMC) are committed to transforming healthcare and to elevating our status as one of the nation's top academic medical centers. It has been a priority of mine to seek best practices to enhance this effort in the area of philanthropy for our joint mission. In order to achieve greater levels of fundraising success and secure larger gifts with greater impact on research, patient care, and education, UMSOM and UMMC must work together and shift the fundraising structure. This structure would focus on disease-based thematic efforts that integrate research and patient care priorities without regard to organizational structures.

This priority is also supported by the UMSOM Board of Visitors (BOV). In March 2021, a BOV task force engaged with a consulting firm and produced a Philanthropy Initiative Taskforce Report. This report recommended to UMSOM and UMMC to "Consolidate the advancement efforts for UM Medicine into a single organization under a chief development officer to create a unified advancement function with common goals and priorities."

This joint fundraising model is not a radical concept. Data from the American Association of Medicine Colleges (AAMC) identified over 25 public institutions with closely affiliated academic research hospitals that operate in a "joint" fundraising model. When comparing data for similar size institutions, the consultants identified that UMSOM and UMMC as an UM Medicine collective entity is leaving over \$25M on the table by not embracing a "joint" fundraising model.



Here are some examples:

Ohio State University College of Medicine	Ohio State University Wexner Medical Center
Oregon Health & Science University School of Medicine	OHSU Hospital
Robert Larner, M.D., College of Medicine at the University of Vermont	University of Vermont Medical Center
UCLA David Geffen School of Medicine	Ronald Reagan UCLA Medical Center
State University of New York Upstate Medical University	Upstate University Hospital
University of Arkansas for Medical Sciences College of Medicine	UAMS Medical Center
University of California, Irvine, School of Medicine	UCI Medical Center
University of Alabama School of Medicine	University of Alabama Hospital
University of California, Davis, School of Medicine	University of California, Davis Medical Center
University of California, San Francisco, School of Medicine	UCSF Medical Center
University of Cincinnati College of Medicine	University of Cincinnati Medical Center
University of Colorado School of Medicine	University of Colorado Hospital
University of Florida College of Medicine	UF Health Shands Hospital
University of Iowa Roy J. and Lucille A. Carver College of Medicine	University of Iowa Hospitals and Clinics
University of Kentucky College of Medicine	University of Kentucky Albert B. Chandler Hospital
University of Michigan Medical School	University of Michigan Hospital
University of Minnesota Medical School	University of Minnesota Medical Center, Fairview
University of Missouri-Columbia School of Medicine	University of Missouri Hospitals and Clinics
University of North Carolina at Chapel Hill School of Medicine	University of North Carolina Hospitals
University of Texas Medical Branch School of Medicine	University of Texas Medical Branch Hospitals at Galveston
University of Utah School of Medicine	University of Utah Hospital
University of Virginia School of Medicine	University of Virginia Medical Center
University of Washington School of Medicine	University of Washington Medical Center
Virginia Commonwealth University School of Medicine	VCU Medical Center

Currently, philanthropy staff from UMB and the University of Maryland School of Medicine are prohibited from soliciting gifts on behalf of the University of Maryland Medical Center. Under the General Provisions Article – Sections 5-505 and 5-506 of the State Ethics Law, UMB employees are not allowed to solicit private gifts and proposals on behalf of a private, non-profit entity such as UMMC.

HB907/SB589 seeks an exemption to Section 5-505 and 5-506 of the State Ethics Law in the General Provisions Article in order for UMB employees to work as fundraisers seeking support for projects of UMB and the Medical System Corporation. This would allow for a combined fund-raising office which will manage fundraising priorities for the UMMC and the UMB and UMSOM through a single coordinated approach for a seamless, integrated and uniform gift solicitation and acceptance policies.

This change would align with current best practices for grateful patient fundraising and position major gift officers to work more closely with interdisciplinary academic efforts. Through this integrated approach, development officers are able to present donors and prospects with an array of opportunities which include basic, translational, and clinical research, patient care facilities and projects, community outreach, and education. Finally, there will be guiding principles for efficient fund management policies and procedures that follow best practice financial guidelines; and integrated reporting systems and donor database management that follow industry best practices, State law and policies of the Board of Regents.

On behalf of UMB and SOM, I respectfully ask for the committee's favorable report of *HB907 - University of Maryland, Baltimore Campus – Employees-Authorization to Fund-Raise*.

Sincerely yours,

A handwritten signature in black ink that reads "E. Albert Reece". The signature is written in a cursive, flowing style.

E. Albert Reece, MD, PhD, MBA
Executive Vice President for Medical Affairs, UM Baltimore
John Z. and Akiko K. Bowers Distinguished Professor, and
Dean, University of Maryland School of Medicine