

For *Our* FUTURE

Talking Points for Remarks

- As you know, the Academy is in the process of constructing its headquarters for the future. Work on the facility is proceeding expeditiously and we are truly excited about the ways in which our new headquarters will support the AAP's work, and welcome in our members in new and fulfilling ways. While the vast majority of the project is being financed, we are in the midst of seeking \$4 million in philanthropic support for the building through a fundraising campaign: *For Our Future*.
- This campaign is about much more than a building. It's about building a better future for the children we care for. Groups meet at the Academy or a nearby hotel nearly every day. Their conversations ensure that children's health stays at the top of the agenda – at home and around the world....in crises and every day. This campaign ensures that we maximize the collaboration and leadership that has made it possible to advance the health and well-being of children everywhere.

Why do we need a new home for the Academy?

- In the 30-plus years since we broke ground on our current building, we've grown from 26,000 members to 66,000 and from 125 employees to 455, and we've launched over 200 children's health programs.
- Quite simply, the headquarters we built for the world of 30 years ago cannot support the organization we are becoming for tomorrow.

So what are we asking you for?

- As individuals, we're asking you to consider a commitment that is significant for you and acknowledges the role the Academy has played in your life and in the lives of the children and families we serve. A couple of points I'd like to emphasize:
 - Commitments can be paid over a period of up to 5 years
 - In our early phase of fundraising, we've received commitments of \$1,000 to \$100,000, and we are grateful for all of these commitments
 - The atrium of the building will feature a plaque including the names of donors giving at least \$10,000
- We also want to encourage you, after you've made your own commitment, to advocate amongst your colleagues to do the same.

Campaign at ALF

- Within your [sections, committees, councils] we want to encourage 100% participation amongst your membership.
- Within your Chapter – we want to consider taking on a monetary goal.
- A member of the Board, CODE or Steering Committee will be following up after ALF to further these plans.

Campaign FAQ

Has there been progress on the new building?

- Construction is well underway for the new building. We will be able to move in this fall.
- This space is going to help us meet the needs of our members, and the children they serve.

Why do we need a new home for the Academy?

- In the 30-plus years since we broke ground on our current building, we've grown from 26,000 members to 66,000 and from 125 employees to 455, and we've launched over 200 children's health programs.
- We need to accommodate increased specialization, more medical education, and more collaboration. We need to respond swiftly to epidemics and public health crises as they emerge, connecting and engaging with one another.

Why are we raising money for the new building?

- We are financing much of the cost of the building. Raising \$4M allows us to secure more favorable financing.
- If the Academy paid the \$4M from its reserves rather than continue to keep that amount invested, it would lose \$4.2M of investment returns over a period of 15 years; in addition, its reserves would be reduced by \$4M. Therefore, the Academy saves \$8.2M by raising these funds.
- Also, this campaign is an opportunity for our members to begin to think of the Academy in the same way as they think of their universities, places of worship, etc. when making philanthropic contributions. The Academy has successfully raised funds from corporations for many years, but there is opportunity to see our impact grow through greater funding from our members.

Why haven't I been asked to make a gift yet? OR Can I make a gift now?

- To-date we have focused on working with a small group of volunteer leaders, including our Board and CODE. We are proud to say that we have 100% participation in the campaign from these groups.
- During the ALF, you will hear more about what we are asking of our leadership:
 - As individuals, we're asking you to consider a commitment that is significant for you and acknowledges the role the Academy has played in your life and in the lives of the children and families we serve. While everyone's situation is different, we want as many of our leaders as possible to consider a commitment of \$10,000, which can be paid over a period of up to 5 years.
 - We also want to encourage you, after you've made your own commitment, to advocate amongst your colleagues to do the same.
 - Within your [Sections, Committees, Councils] we want to encourage 100% participation amongst your membership.
 - Within your Chapter – we want to consider taking on a monetary goal.

Campaign at ALF

- We are grateful for any contribution that you might consider, and every dollar matters. The greatest impact will come from members willing to consider a stretch commitment paid over a period of 3-5 years. Can I connect you with AAP staff to facilitate further conversation?
- Pledge forms are available at the philanthropy booth.

How does the campaign relate to FCF and TCE?

- FCF and TCE are vital for the Academy, and fund everything from EXAMPLE to EXAMPLE. The *For Our Future* will provide funds specifically for the building.
- It's very important that, as members consider gifts to the building, they also maintain their commitments to FCF and TCE.