
“Now is the Time in History” Capital Campaign Advances Foundation

Text **Valerie Hunt**

A transformation has been quietly gathering steam at the NATA Research and Education Foundation, and it is destined to change lives – with your help.

It's called, simply, The Campaign for Research and Education. It's the first capital drive dedicated to endowing scholarships and grants, and it represents an important turning point in the Foundation's history, said Foundation President Mark Hoffman, PhD, ATC.

“This campaign will help us ensure the viability of the Foundation in the long run,” Hoffman said. “It lays the groundwork for us to still be around when our grandchildren want to enter the profession.”

The campaign bursts onto the public scene this year, in the home stretch to raise \$2 mil-

lion for endowed programs. Nearly \$1 million has already been pledged through private contributions, and now the public phase should put the initiative over the top.

“The finish line we're focused on is San Antonio,” Hoffman said. “We're in an all-out effort to reach our goal by the end of the NATA convention.”

The Campaign for Research and Education stems from years of careful planning, starting with Foundation Past President Mike Sitler, EdD, ATC. While term limits have changed the faces on the Foundation board, the group's devotion has remained resolute – with good reason, Hoffman said.

“It builds our endowments so we are no longer living and dying by our investments

and our annual contributions,” Hoffman explained. “It allows us to be more financially sound. In turn, that lets us continue to provide a high number of scholarships as well as support research that is critical to developing the clinical practice of athletic training.”

What's an Endowed Program?

The Campaign for Research and Education is separate from the Foundation's ongoing Annual Fund. Each initiative fulfills key

In June, the Foundation honored 16 individuals or groups who each contributed at least \$5,000 to become private benefactors to the capital campaign.



needs, but they are distinctly different.

The Annual Fund is for general contributions to support Foundation programs and yearly expenses, at the discretion of its leadership.

The Campaign for Research and Education, meanwhile, is to establish endowments, or accounts that generate interest, which is then used for annual awards while the principal remains intact – ensuring the awards can be offered in perpetuity.

Currently, 24+ endowed programs are either established or on track to becoming funded:

Endowments in Place

- Rebecca Payne Memorial District 1 Scholarship Endowment
- District 2 Doctoral Research Endowment
- District 2 Master's Research Endowment
- District 3 Research Endowment
- District 6 Research Endowment
- Frank George, AT Ret., Scholarship Endowment
- Richard Malacrea, AT Ret., Research Endowment
- John A. Mayes, MS, ATC, Scholarship
- Professional Football Athletic Trainers' Society Scholarship Endowments (Four endowed scholarships)

Endowments Being Created (ongoing list)

- James R. Andrews, MD, Excellence in Athletic Training Research Endowment
- ATSU AT Program Scholarship Endowment
- District 5 Scholarship Endowment
- District 7 Scholarship Endowment (Honoring Gary Delforge, AT Ret.)
- District 8 Scholarship Endowment
- Doctoral Dissertation Award Research Endowment (in the name of David H. Perrin, PhD, ATC)
- Ethnic Diversity Advisory Committee Scholarship Endowment
- Joe Gieck, EdD, AT Ret., PT, Challenge Doctoral Research Endowment
- Cantu-Guskiewicz Research Endowment for Sport Concussion
- New Investigator Award Research Endowment (in the name of Dr. Freddie and Mrs. Hilda Pang Fu)
- Louis R. Osternig, PhD, Research Endowment
- Edward J. Pillings Scholarship and Research Endowment
- Post-Doctoral Research Endowment
- Professional Rodeo Research Endowment
- Stephen E. Bair, MEd, ATC, Endowment for Foundation Excellence
- Ted Quedenfeld Research Endowment
- Unrestricted Endowment

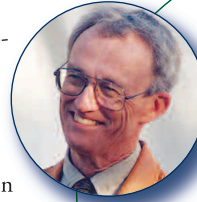
Support, plus a Challenge

The capital campaign has produced some surprises, organizers said. First, dozens of people virtually leaped at the chance to honor mentors by creating an endowment bearing their names. (Keep in mind, even the most modest endowments need \$25,000 in seed money.)

Second, the normally reticent, behind-the-scenes style of athletic trainers flew out the window.

"We've got people issuing challenges and not being shy about asking their coworkers and colleagues to donate," said John Honaman, NATA Capital Campaign manager. "We've discovered there's an enormous amount of passion in this profession."

Joe Gieck, EdD, AT Ret., PT, comes to mind. After learning of The Campaign for Research and Education's 16 original, private benefactors – individuals or groups that



"I feel this is the time in history to really step up and demonstrate to the health care community that we are a profession and not an occupation."

– Joe Gieck,
EdD, AT Ret., PT

"Everyone has a stake in the Foundation," he added. "If we're going to be looked upon as a medical profession and not fall behind, we need a healthy research and scholarship system, and endowments are the way to do that."

John Mayes, MS, ATC, LAT, offered the largest endowment contribution from an individual in the Foundation's history. His name graces an already-established \$50,000 scholarship endowment for ethnic minority students, and he's working to make sure the Ethnic Diversity Advisory Committee Scholarship becomes fully endowed. He's championing the EDAC's STAND initiative: Standing Together And Never Divided.

"It means I'm going to ask 100 people to stand with me for \$100 before March 1," Mayes said. "Our goal is another fully endowed scholarship to help minority students. People put their money where their heart is; we just need to give them an opportunity. We all have

"I was fortunate to receive two grants early in my career. I have no doubt this experience was instrumental in my future funding success with NIH."

– Sandra Shultz, PhD, ATC,
CSCS



have pledged at least \$5,000 – he threw his own hat in the ring for the public phase.

"All along I've had in the back of my mind to give back to NATA for the career I had," said Gieck, a Hall of Fame member and highly decorated educator and clinician. "This is a way to step up and help athletic trainers 10, 20 years down the road. You can pledge an amount over a period of years, and then it's not such a big expense at once."

Gieck is not all talk. Whatever you pledge, he's matching.

"I'll match dollar for dollar up to \$25,000," Gieck said. "Why? Because it's important. We *need* evidence-based research. We *need* research for the clinical practitioner.



"The New Investigator Award encourages our brightest young researchers. Endowing it in Dr. and Mrs. Fu's name acknowledges his vision."

– Scott Lephart, PhD, ATC

“Our athletic training club is proud to be a part of the capital campaign initiative. Our classmates have benefited from [Foundation] scholarships and grants and can now say they are helping others.”

– **Lauren Ziaks, Northeastern University**



training profession and our association his entire career,” Lephart said. “He appreciates the critical role of research and has supported the New Investigator Award with his own personal funds for numerous years. This endowment is an acknowledgement of his vision and contribution by those he has mentored and supported over the years.”

Why Now?

The Foundation has been doling out scholarships and research grants for more than 15 years. So why the push for endowments now? “It’s important to transition to the future,” said Foundation board member Steve Bair, ATC.

“Young people live what they see, so we need to set an example. I was always taught charity begins at home, and NATA is my home.”

– **John Mayes, MS, ATC**



to put our shoulders to the wheel and push to make sure this profession keeps rolling,” Mayes added.

The Professional Football Athletic Trainers’ Society Research and Education Foundation, led by Michael Ryan, ATC, PT, PES, is doing its part by endowing four scholarships.

“[We] are proud to support the campaign,” Ryan said. “Thanks to [the Foundation’s] efforts, the future of athletic training has never been brighter.”

For many years, Freddie Fu, MD, and his wife, Hilda, have built the Foundation into their household budget to support the New Investigator Award. Now it’s time for NATA members to share the Fus’ vision, said Scott Lephart, PhD, ATC, who is leading the drive to endow the award in their name.

“Dr. Fu has been an advocate of the athletic

“[The Cantu-Guskiewicz endowment] will eventually help bridge the gap between research and clinical practice for athletic trainers faced with tough decisions about concussions.”

– **Kevin Guskiewicz, PhD, ATC**



Be Part of the Capital Campaign!

To collaboratively shape the future of the athletic training profession, it is important for everyone to participate in the campaign to the greatest extent possible.

Make a pledge now, and pay it over one, two or three years.

All gifts of \$1,000 or more will be recognized on the Donor Honor Role for the campaign. All gifts of \$5,000 or more will also qualify the donor for a donor gift of either a personalized baseball bat from the Marucci Bat Company or a commemorative donor tile. Find additional details and contribute online at www.natafoundation.org/capitalcampaign.htm.

“We need to see what direction our profession is going and understand how we can support it.”

NATA President Marje Albohm, MS, ATC, was the second president of the Foundation; she’s delighted at the organization’s progress.

“The capital campaign is significant because it ensures a strong financial base for the Foundation to achieve its objectives and create a stronger and more aggressive vision for the future,” Albohm said. “It also engages the support of individual members, demonstrating their knowledge of the value and benefits of the Foundation and how it advances our profession.”

“Steve Bair has been passionate about the profession and the mission of the REF. This endowment gives so many of us, whom Steve has given to, a chance to honor him in a meaningful way.”

– **Jeff Ryan**



“Dr. Andrews recognizes that athletic trainers are on the front line and are key to any sports medicine team. It is only fitting that we name an endowment in his honor.”

– **R.T. Floyd, EdD, ATC**

