



BY RONALD L. MOY, M.D., AAD PRESIDENT

Success of Sustaining Fund vital to specialty's future

Most members of the Academy are aware that the AAD is a nonprofit organization, but you may not know what that really means. At the most basic level, it means that the Academy reinvests all of its revenue in the organization. This reinvestment allows for continued growth and expansion of programs critical to our mission and to our members. But that's not all — our nonprofit status also means that the Academy is a philanthropic organization — one that gives back to our community of members, patients, and the public through our programs and services.

I am proud of the Academy's commitment to philanthropy, and I am proud to be a Sustaining Fund donor. Through the Academy's Sustaining Fund, our members and others have banded together to make a difference through programs that protect the public, expand quality dermatologic care, and develop leaders in dermatology. These exceptional programs not only provide direct service and support to our patients and the public, but also provide our members with wonderful opportunities for rewarding volunteer experience. Sustaining Fund donations are making a difference today by:

- providing shade for outdoor play areas, protecting more than (558,500) individuals every day;
- recognizing outstanding young investigators with annual research grant awards;
- educating the public about the dangers of indoor tanning and the importance of sun safety, reaching more than 188 million with these important messages;
- Reaching out to local communities where the AAD holds its meetings through Dermatology in Action, providing hands-on service to those in need;
- expanding AAD Camp Discovery to six weeks with locations in Connecticut, Minnesota, Pennsylvania, Texas, and Washington, annually giving nearly 350 kids the summer of a lifetime;
- building strong leaders who will continue to advance the specialty at the community, state, and national level.

These philanthropic initiatives are vital to the Academy's mission of excellence in dermatology. I encourage each of you to become a Sustaining Fund donor today.

As a Sustaining Fund donor, you decide how your gifts will be used by designating your support to one of six areas: the AAD Shade Structure Program, the Leadership Institute, education and research, skin cancer prevention and public awareness, the AAD Camp Discovery Endowment, or the area of greatest need. Being a Sustaining Fund donor has been a personally fulfilling commitment for me and my family. Sustaining Fund gifts don't necessarily directly benefit my practice or even my own patients specifically, but they do help to build healthier communities and to ensure ongoing excellence in dermatology.

Join me, the members of the Board of Directors, and many of your colleagues as a Sustaining Fund donor and help make a difference today. Your contributions are tax-deductible according to IRS regulations. You'll have an opportunity to make your contribution for 2012 when you renew your membership dues; you'll receive an email about this in October and a printed form in November.

Can't wait to contribute? Visit www.AADdevelopment.org/SustainingFund.html or contact Jessica TenBusch at (847) 240-1409 or jtenbusch@aad.org for more information or to make a donation. Our 2011 Sustaining Fund Donor Recognition listing will appear in next month's issue of *Dermatology World*. **dw**