The quality of medical education and care is highest, and scientific activity most productive, when medical research, teaching, and patient care occur together.
A CALL TO ACTION

Rising to the Challenge: The Campaign for Johns Hopkins will raise unprecedented levels of support to attract, sustain, and further empower the people of Johns Hopkins—our students, faculty, and researchers—who through their work improve the lives of millions around the world. Together with our philanthropic partners we will:

ADVANCE DISCOVERY AND CREATIVITY through support of our exceptional faculty and researchers. Their innovative work drives the development of new knowledge, new forms of expression, and new ways to save lives and improve health, and furthers progress across our core disciplines in science and technology, the humanities and arts, and public health and medicine.

ENRICH THE STUDENT EXPERIENCE by investing in scholarships and fellowships, inspirational spaces for collaborative learning and social opportunities, and new programs that will enhance student-faculty interactions, ensure diversity on campus, link learning in the classroom to life after graduation, and strengthen connections between our students and our surrounding communities.

SOLVE GLOBAL PROBLEMS AS ONE UNIVERSITY by creating new cross-disciplinary solutions in crucial areas such as sustaining global water resources, revitalizing America’s cities, advancing individualized and population health, and understanding how we learn and teach. The Fund for Johns Hopkins, Medical Annual Giving is committed to playing a key role in the success of the campaign. Please join with us in this important mission.

THE 1889 OPENING OF THE JOHNS HOPKINS HOSPITAL, followed four years later by the opening of the Johns Hopkins University School of Medicine, introduced a novel concept: The quality of medical education and care is highest, and scientific activity most productive, when medical research, teaching, and patient care occur together. This is the Hopkins approach, which has served as a reference point for peer institutions for more than a century. As early as 1910, the Carnegie Endowment’s Flexner Report named Johns Hopkins as the model for medical education.1 With its international reputation for clinical excellence and scientific discovery, Johns Hopkins remains the standard bearer in medicine. Johns Hopkins Medicine is more than just a hospital, or even a health care system—it is a community of brilliant and dedicated people who come together to improve the health of individuals locally, nationally, and around the world. A pillar of this community is our donors, those individuals who choose to give of their personal resources, in any amount, to enable the Hopkins medical faculty and staff to pursue excellence in patient care, education, and research. Through their gifts, we are able to enhance the care we can offer our patients and their loved ones, and to advance the science underlying that care.

Academic medical centers rely on several sources of funding. Clinical revenues and tuition enable Johns Hopkins Medicine to maintain a basic level of patient care and teaching, while federal and private grants fund well-established research projects.

True innovation and progress only happen, however, with a strong additional source of funding: philanthropy. Many grateful patients, alumni, and community members contribute generously to Johns Hopkins Medicine, allowing our leadership and faculty to raise the level of operations from good to world-class.

Many philanthropists choose to contribute to specific causes, such as the construction of our recently completed Charlotte R. Bloomberg Children’s Center and Sheikh Zayed Tower or research into Alzheimer’s Disease. These instrumental gifts enable the institution to advance specific clinical and research purposes, and often fulfill a passionate and personal vision for the donor.

In parallel, a select group of donors understands the need to provide “unrestricted” support. This type of funding is used at the discretion of our leadership, meeting the most pressing needs of the institution at any given time.

Should federal funding fall short for research about to break new ground, or building costs rise due to an unstable economy, unrestricted gifts bridge the gap between the available resources and the need.

Clinical revenues, tuition, and grants alone would likely allow us to meet all three prongs of our core mission, articulated by Mr. Johns Hopkins in the late 19th century: research, teaching, and patient care. But with ample unrestricted funding, we can exceed these goals, achieving innovative research, masterful teaching, and the highest quality of patient care.

Unrestricted funding is essential to the infrastructure of Johns Hopkins Medicine, allowing critical purposes to be accomplished. A shortfall in unrestricted funds compromises our organizational effectiveness and the impact we can have on worldwide health. Sufficient funds help us meet the expectations of quality and of service which have come to be synonymous with the Hopkins name.

In a visionary sense, ample unrestricted funding can catalyze, or can provide the foundation for the achievement of ambitious goals.
USES OF UNRESTRICTED FUNDS
The generosity of our donors who provide unrestricted funds enables us to cover many essential needs—the lifeline of our institution. These funds also support expenses, such as scholarships for disadvantaged students, that may seem “nonessential” but that immeasurably enhance the Hopkins community.

Examples of needs which may be met through unrestricted funds are:
- Scholarships that enable the best of the best, and the most deserving, students to attend the School of Medicine, regardless of financial need;
- Functions that ensure the organization’s smooth operation, such as governance, communication, and fundraising;
- Modernization and maintenance of facilities including laboratories, state-of-the-art equipment, and classrooms that utilize sophisticated learning technologies;
- Research needs not fundable through other sources, such as shortfalls in government grants and promising fledgling research; and,
- Bridge funding to carry worthy projects across transitions between grants.

Unrestricted funds also provide a base of resources to use when unexpected challenges or opportunities arise. They allow Johns Hopkins Medicine to weather crises without losing momentum, and they enable innovative ideas to take shape. Thanks to this type of support, our leadership can be flexible and responsive to the ever-changing needs of society, patients, our institution, and its people.

THE NEED FOR PHILANTHROPY
In this time of economic instability, multiple factors are converging to financially squeeze health care. Reductions in the Medicare budget, reductions in state budgets, reduction or further flattening of the National Institutes of Health (NIH) budget, and reductions in budgets such as the Department of Defense indirectly but seriously impact research funding and patient care revenues, and increase operating costs.

Against this backdrop, many of the programs and services that make Hopkins exemplary may be called into question. For example, Johns Hopkins has always maintained a deep commitment to providing high-quality care to our community’s most needy and vulnerable individuals, including abused children, low-income and uninsured persons, pregnant teenagers, substance abusers, the frail elderly, and patients with the most severe, disabling, and deadly diagnoses. Often times other institutions have given up on these individuals. At Hopkins, we embrace all of our patients, frequently at great cost. We look to philanthropy to help sustain these and many other exceptional activities—and even, give our commitment to service, to expand and improve upon them.

WHY GIVE TO JOHNS HOPKINS?
WE ARE A NAME YOU CAN TRUST.
Johns Hopkins Medicine is equated with high-quality health care. In our local Maryland communities, along the mid-Atlantic region, across the United States, and increasingly around the globe, Johns Hopkins is one of the first names to come to mind when one thinks of top notch medical education and care.

WE ARE A WORLD LEADER.
The Johns Hopkins Hospital has been consistently ranked America’s top hospital by U.S. News & World Report; our medical school consistently ranks among the best three; and many of our departments come in at the top of the chart, year after year. The Nobel Committees have honored our faculty with Nobel Prizes in Chemistry, Physiology, and Medicine. The John D. and Catherine T. MacArthur Foundation has awarded its prized “genius grant” to nine of our faculty. Professional accolades and recognitions of service abound, providing testament to Hopkins’ widespread recognition as a leader in health care, biomedical sciences, and medical education.

WE PARTNER WITH CARING PEOPLE.
Johns Hopkins attracts the best and brightest minds from around the world. People choose Hopkins in order to advance their fields of science, their careers, and their passions. Once here, they become part of the Hopkins community. Our faculty, staff, leaders, and volunteers truly care about this institution, the achievements made here, the students who are educated, and the many lives touched by our services.

WE SUPPORT INNOVATIVE PEOPLE AND PROJECTS.
Among U.S. institutions, Johns Hopkins University receives the most funding from the National Institutes of Health (NIH). Large gifts are frequently received from private philanthropists and corporations. These contributions are typically restricted for very specific uses. Their impact can be amplified by unrestricted funds to support the people who will advance the science and who both provide and improve patient care, to create centralized resources that support multiple programs, and to enhance program funding. Unrestricted funding can work synergistically with our other sources to bring programs from “good to great,” and indeed, from great to outstanding.

I grew up in a single-parent household in an underserved area, and I know what it means to be uninsured, and how that affects a person’s health. This background inspires me every day to work harder to become the best physician I can be. It is also why I know I would never be able to complete medical school without the generosity of donors like you.”

Alison Berry
Scholarship recipient