### 2012 Committee Report

**Development Committee**

<table>
<thead>
<tr>
<th>NAME</th>
<th>Position</th>
<th>Start Date</th>
<th>End Date</th>
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<tbody>
<tr>
<td>HENDREN, ROBERT</td>
<td>Member</td>
<td>10/23/2011</td>
<td>10/27/2013</td>
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<tr>
<td>HERZOG, DAVID</td>
<td>Co-Chair</td>
<td>11/1/2009</td>
<td>10/27/2013</td>
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<td>KRATOCHVIL, CHRISTOPHER</td>
<td>Co-Chair</td>
<td>11/1/2009</td>
<td>10/27/2013</td>
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<td>LEVENTHAL, BENNETT</td>
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<td>11/1/2009</td>
<td>10/28/2012</td>
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<td>MAO, ALICE</td>
<td>Member</td>
<td>11/1/2009</td>
<td>10/28/2012</td>
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<td>SCHOWALTER, JOHN</td>
<td>Member</td>
<td>11/1/2009</td>
<td>10/28/2012</td>
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<td>SHAPIRO, GABRIELLE</td>
<td>Member</td>
<td>10/23/2011</td>
<td>10/27/2013</td>
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<td>SMITH, HANNA</td>
<td>Staff Liaison</td>
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<td>FORDI, HEIDI</td>
<td>Staff Liaison</td>
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**Charge:**

1. Educate AACAP membership and leadership about AACAP’s development activities and funding sources;
2. Guide the process of donor cultivation and recognition;
3. Propose new funding strategies;
4. Make recommendations to the Executive Committee and Council about the use of existing and future AACAP funds raised for the Campaign for America’s Kids (CFAK) and Abramson Fund (when funds available);
5. Gathering nominations and make recommendations to the Executive Committee regarding selection of the Humanitarian of the Year Award starting in 2012; and
6. Bolster AACAP Life Members through the activities of the Life Members Subcommittee.

September 2011
The Development Committee continues to educate the AACAP membership and leadership about AACAP's development activities and funding sources, guide the process of donor cultivation and recognition, propose new funding strategies, and make recommendations to the Executive Committee and Council about the use of existing and future AACAP funds raised for the Campaign for America's Kids (CFAK). Additionally, the Development Committee is also working to bolster AACAP Life Members through the activities of the Life Members Subcommittee.

Twice a year AACAP's Campaign for America's Kids (CFAK) has an open application process for AACAP staff to submit applications for projects that meet CFAK's goal to improve treatments and access to quality mental healthcare for all children and adolescents with a mental illness. CFAK is particularly interested in providing seed money to new projects so that these ideas can be realized and make an impact. The Development Committee received no applications for the Spring 2012 CFAK deadline of April 30th but will open the application process for Fall 2012.

The Development Committee reviews all previous CFAK funded project reports to evaluate the success of these programs. In 2012 the Development Committee reviewed the 2011 Summer Medical Student Fellowships ($57,160), 2011 Program Committee Awards ($15,152), and Medical Student Networking Video (CAP-tivated video for $14,290) reports.

The Development Committee also created two subcommittees in November 2011: the CFAK Subcommittee and the Humanitarian Award Subcommittee to address respective activities. Each Subcommittee meets to discuss their activities and brings action items to the Development Committee for approval. All subcommittee projects are described below in the subcommittees section.

The Development Committee has worked to increase donor recognition. In 2011 donor recognition efforts included “Hug Me, I'm an AACAP Donor” ribbons, Life Member owl pins, and VIP donor gift baskets at the Annual Meeting. The Development Committee will renew these efforts in San Francisco.

The Development Committee and Life Members Subcommittee members continue to make thank you calls to AACAP donors whose donation is $250 or greater. In 2012 the list expanded to include first time AACAP donors. These calls have been very positive and donors have had the opportunity to learn about AACAP’s programs and feel more connected to the organization.

Since February the Development Committee has been collaborating with the Executive Committee to honor Executive Director Ginger Anthony pending her retirement in 2012.
Life Members Subcommittee
LIFE MEMBERS FUND
Giving to the Life Members Fund continues to grow. Between October 1, 2011 and May 18, 2012, 107 Life Members have donated to the Life Members Fund, with 64 donating the equivalent of their dues or more. The total for this time period is $35,759.

Starting in 2012, Life Members will be able to annually donate their dues through an automatic annual donation process which will be implemented in 2012.

The Life Members Subcommittee has also focused on recognizing the 100 oldest AACAP members which has received a warm response.

ANNUAL MEETING EVENTS
The Life Members Subcommittee is currently looking into ways to improve the Life Members Dinner in 2012. Subcommittee member, Jackie Etemad, M.D. is a member of the Local Arrangements Committee in 2012 and is developing ways to engage Life Members who are local or attending the 2012 Annual Meeting in San Francisco.

The Life Members have begun preparing for their events during the 59th Annual Meeting in San Francisco. Jack McDermott, M.D. is the Life Members Subcommittee chair of the 3rd Annual Life Members Wisdom Clinical Perspectives entitled Early Contributions to Scientific Evolution in Child and Adolescent Psychiatry: Two Key Concepts. The speakers include E. James Anthony, M.D., Stacy Drury, M.D., Bryan King, M.D., and Peter Tanguay, M.D. The format is two Life Member colleagues and their mentees examine two key concepts developed early in the history of child psychiatry and how they have contributed to the present scientific framework of child and adolescent psychiatry. The two concepts are Vulnerability and Resilience by Drs. Anthony and Drury and Social Communication Deficits in Autism (ASD) by Drs. Tanguay and King.

The Life Members Subcommittee decided to increase the number of awards they will give out this year. The Life Members Fund will fund 10 medical students (an increase from 7 in 2011) through the Life Members Mentorship Grants for Medical Student and 12 CAP residents (an increase from 8 in 2011) through the Education Outreach Program in 2012. The awards stipend is $1,000 for both programs.

Through an online survey sent to all Life Members in February 2012, 111 Life Members completed the poll and voted on ‘Sage’ as the owl’s name.

E-NEWSLETTER
The Life Members sent out their quarterly e-newsletter in December, March, and an upcoming issue is slated to go out in June. Lifer Reports have become the new center of the e-newsletter, it is a place where Life Members can submit updates on their lives, trips they have taken, and personal events that are important to them. The March e-newsletter boasts one of the highest open rates of AACAP all member emails in 2012 with 37.14% unique viewers.
**Humanitarian Award Subcommittee**

The Humanitarian Award Subcommittee developed a 2012 Humanitarian Award selection process. This process consisted of reviewing the description and requirements of the award, creating an open nomination process for all members to submit nominations, reading and ranking the nominations, and recommending a nomination to the Executive Committee for approval.

The Executive Committee approved the Development Committee’s recommendation to name Lynne and Marc Benioff as the 2012 AACAP Catchers in the Rye Humanitarian Award. In June 2010, the Benioffs announced a $100 Million Gift to UCSF Children’s Hospital with the twin goals of building a new hospital in one of San Francisco’s most underserved communities, and significantly advancing children’s health worldwide. That same year, the Benioffs were named one of the Top 25 Most Effective Philanthropists by Barron’s. The Benioff Children’s Hospital will have a direct impact on the mental health of children in the San Francisco Bay Area and throughout the world by reducing the psychological distress and trauma associated with hospital visits and disease. The Benioffs were informed of their selection for this award in May 2012 and the Subcommittee is awaiting an acceptance. If they accept, the Subcommittee may plan a small reception to honor them after the Karl Menninger Plenary at the 59th Annual Meeting.

**CFAK Subcommittee**

The CFAK Subcommittee has discussed whether to open the CFAK application process to committee members and not just staff. The CFAK Subcommittee met earlier in January and decided to not open the CFAK application process to AACAP committees at this time. The goal is to first prioritize CFAK and understand AACAP’s goals before moving forward. The CFAK Subcommittee needs to gauge our financial capability before expanding the scope of what CFAK funds.

The CFAK Subcommittee reviewed CFAK funds and determined the most recent CFAK project funding is not sustainable, given that CFAK typically spends about $130,000 a year in program funding, while its donations were $65,000 in 2011. As of February 29, 2012 CFAK account balance totaled $289,000. Two CFAK Projects, Advocacy Day Outreach and Summer Medical Student Fellowships, have been funded each year since 2008. Average annual funding for these projects are $47,500 for Advocacy Day Outreach and $57,160 for the Summer Medical Student Fellowships.

The CFAK Subcommittee recommended and the Development Committee approved to reduce funding of Advocacy Day Outreach and the Summer Medical Student Fellowships by a total of 1/3 from their 2012 funding amounts for year 2013. This would be result in funding of roughly $38,106 for the Summer Medical Student Fellowships and $31,666 for Advocacy Day. This amount would be reviewed annually depending on CFAK’s financial situation and continued strength of these programs.

The CFAK Subcommittee is working to create a tagline for CFAK. AACAP staff and Development Committee members submitted tagline ideas. The submissions have been reviewed and the Development Committee plans to create a tagline by August 2012 in preparation for the fall appeals.
The Development Committee decided to not host a CFAK fundraiser at the 2012 Annual Meeting in light of the other development committee activities scheduled at the meeting.

**Are you collaborating with other AACAP committees? If so, how?:**

The Development Committee chairs serve as a liaison to the Gifts and Endowments Oversight Committee.

**How many face-to-face meetings have you had in Current Year? When?:**

The Development Committee has not met in 2012 but will meet face-to-face in October at the AACAP Annual Meeting.

**How many conference calls have you had in Current Year? When?:**

The Development Committee has monthly conference calls and thus far has met:

- January 24th
- February 14th
- March 13th
- April 10th
- May 15th

The committee’s co-chairs and AACAP staff have met by phone 1-2 times per month in addition to the committee calls, and subcommittee calls have been held on an ad hoc basis.

| Submitted By: | Drs. David Herzog and Chris Kratochvil | Date: | May 24, 2012 |