

BUILDING ON EXCELLENCE CAPITAL CAMPAIGN





Background Information & Quick Facts

Building on Excellence Capital Campaign

Background Information

Emergency medicine is the only field of medicine that requires the participation of a complete team. The emergency care system is comprised of 911 Dispatchers, EMTs, Paramedics, Emergency Nurses, Emergency Physicians and Trauma Specialists. The knowledge base for emergency treatment changes every seven years, so continuing education is vitally important in educating emergency teams. As advances in emergency medicine are introduced, the Emergency Medicine Learning & Resource Center (EMLRC) plays a major role in educating our emergency responders to be successful in the field as well as in the Emergency Department.

Quick Facts

The Emergency Medicine Learning & Resource Center (EMLRC):

- is a non-profit organization dedicated to promoting and advancing emergency medicine;
- provides lifesaving education to lifesavers through educational and research programs in emergency medicine, disaster management, pre-hospital emergency care, and public health;
- is currently providing emergency medicine/services education through six national conferences that are held in Florida;
- is currently providing specialized emergency medicine education through its Mobile Simulation Lab;
- in concert with the UCF Medical School, Burnham Institute and VA Hospital, complements Central Florida's new medical cluster;
- will build its new 35,000 square foot facility on five acres of land in Orlando's promised Southport complex near Orlando International Airport;
- is in the process of raising \$6 million to construct the new EMLRC facility.

Did You Know?

One in three people require emergency care each year. You never know when you or a loved one will face a life-threatening emergency...

For More Information

For more information, visit www.emlrc.org or call (800) 766-6335.





Central Florida Impact Building on Excellence Capital Campaign

● The New EMLRC

The new Emergency Medicine Learning & Resource Center (EMLRC) will be the first building constructed in the city of Orlando's new 200-acre Southport mixed-use project just west of Orlando International Airport. The center is part of a medical cluster emerging in Central Florida that consists of the University of Central Florida Medical School, the Burnham Institute for Medical Research's Florida satellite lab and the Veterans Hospital. Each medical entity complements the other.

When completed, the EMLRC is expected to have \$10 million annual economic impact on Central Florida. This figure is based on the Orange County Convention and Visitors Bureau estimate that the average conference attendee spends nearly \$1,200 per person. The EMLRC estimates that over 8,000 emergency medical professionals will attend its conferences, seminars and symposiums in any given year.

● George A. Rodon



The new EMLRC center, combined with the planned University of Central Florida medical school and the Burnham Institute for Medical Research's Florida satellite lab, "enhances our region as a medical destination."

George A. Rodon
Director Orange County Economic,
Trade & Tourism Development Office

● Dr. John C. Hitt



Given Florida's booming population and the fact that one in three Floridians will require emergency care each year, the EMLRC is poised to handle the increased demand for more lifesavers. In late 2006, Dr. John C. Hitt, University of Central Florida President, was one of those three. After his successful recovery he said:

"Without the well-trained emergency medical team that responded to my heart attack, I wouldn't be here today."

Dr. John C. Hitt
University of Central Florida President





Frequently Asked Questions Building on Excellence Capital Campaign

General

What is the EMLRC?

The EMLRC is a non-profit 501(c)(3) education and research facility that offers state of the art emergency medicine, disaster response/management, and public health education and support to emergency medicine and disaster specialists nationwide.

Is the EMLRC related to a hospital, insurance company, pharmaceutical company or health group?

No, we are an independent, non-profit foundation.

Who does the EMLRC serve?

The EMLRC serves the full continuum of emergency medicine (EMTs, Paramedics, Emergency Nurses, Emergency Physicians and Firefighters) and disaster specialists (Planners, Disaster Medical Assistance Teams, Urban Search and Rescue Teams, and Counter-terrorism Responders) Ultimately, they serve the general public through their day-to-day activities and public safety education.

What makes an emergency care provider so different?

The emergency "continuum of care" used to look quite different. In most cases, a hearse was used to transport patients because it was the only vehicle equipped to handle a stretcher. When emergency rooms were originally founded, doctors did a rotation. There were no emergency care providers. Today, there is a unique and specialized group of EMT/Paramedics, firefighters, nurses, emergency physicians and other emergency care providers that work together to save lives. However, the roles of these professionals continue to change over the years. From the staggering numbers of those without healthcare and the subsequent overcrowding of emergency rooms, to dealing with the threat of bio-terrorism, the leadership provided by EMLRC will serve to help educate and equip those on the front lines.

How are the Florida College and the Foundation affiliated with the EMLRC and when was it formed?

The Florida College of Emergency Physicians was established in 1971.
The Florida Emergency Medicine Foundation was established in 1990.
Both organizations support the programs of the EMLRC.

How is the EMLRC governed?

The EMLRC is governed by an autonomous 15-member board of directors that is diverse and brings a variety of expertise to the EMLRC. They set policy and guide staff. Each board member is a volunteer.

Are there other facilities like this?

While some hospitals and colleges have educational resources, there are no other independent facilities like the EMLRC.





Frequently Asked Questions Building on Excellence Capital Campaign

Education & Research

Why does the EMLRC provide education?

Emergency medicine and disaster professionals need to continually update and expand their skills and understanding of all aspects of healthcare. The EMLRC provides this cutting-edge education through quality, affordable education programs so that these professionals can be better prepared to care for the public.

What kind of education does the EMLRC provide?

The EMLRC provides education for professional licensure/certification continuing education requirements, critical care medicine, specialized rescue and disaster response, leadership/management and public health response for emergency medicine, disaster response and public health professionals.

How can I participate in an EMLRC course?

Many courses are offered through conferences and seminars provided by the EMLRC. There are continuous programs offered and held at our current headquarters and in larger venues.

Is the EMLRC accredited?

EMLRC is accredited to provide physician continuing medical education (CMEs) through the Accreditation Council for Continuing Education, to provide Paramedic/EMT continuing education units (CEUs) through the Continuing Education Coordinating Board for Emergency Medical Services and the Florida Department of Health, Bureau of EMS, and to provide nursing (CEUs) through the Florida Board of Nursing.

What is the format for learning?

Individuals learn through opportunities including seminars, lectures, simulation labs, interactive DVD, CD-Rom, and Web-based activities.

How long has the EMLRC been providing education?

The Florida College of Emergency Physicians has been providing education since 1971. The EMLRC currently provides continuing education to thousands through programs such as the International Disaster Management Conference (held since 1983); Clinical Conference on Prehospital Emergency Care (held since 1984); and Sand Key EMS Summit for EMS administrators.

What does the EMLRC do with research?

The EMLRC is currently identifying ways to conduct and publish research on the latest and most advanced techniques of emergency medicine and serve as a "Think Tank" for the development and advancement of this important public service and essential care component of our society.





Frequently Asked Questions

Building on Excellence Capital Campaign

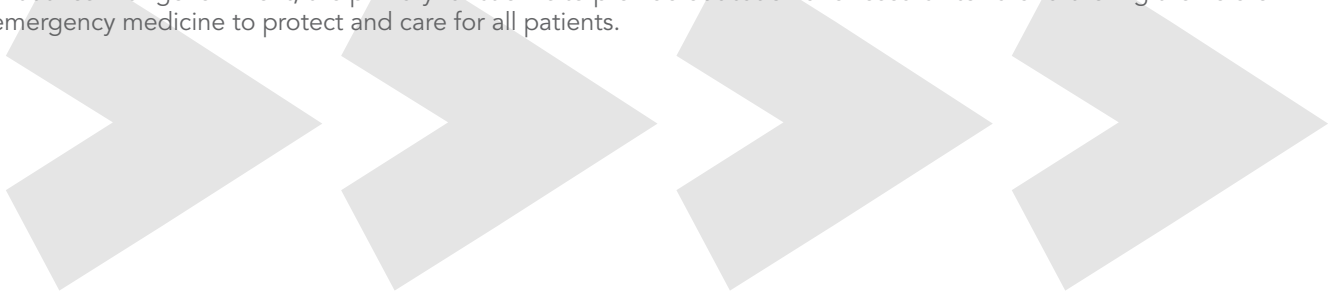
EMLRC & Government

How does the EMLRC work with FEMA, the Department of Homeland Security and other government entities?

As one of the nation's few combined providers of accredited continuing education for physicians, nurses, EMT/Paramedics, disaster and emergency preparedness personnel, the EMLRC works closely with these agencies to remain current on the latest educational needs for Emergency Disaster Response. The EMLRC serves in a capacity to contract with the Department of Health to address critical issues and initiatives to serve the citizens of Florida. The EMLRC is also the coordinating member of the University Alliance for Weapons of Mass Destruction Education and is integrated with the State Working Group for Disaster Preparedness. In addition, the EMLRC staff work with various local and state governmental leaders to promote the work being accomplished.

Why does the government not fund the EMLRC entirely?

The EMLRC is a non-profit organization rather than a government program. While the EMLRC collaborates on many initiatives with government, the primary function is to provide education and research toward furthering the field of emergency medicine to protect and care for all patients.





Frequently Asked Questions

Building on Excellence Capital Campaign

Funding & The New Center

How is the EMLRC supported?

While most support comes from those attending education and recertification programs, additional support is garnered from local, state, and federal funds, corporate and foundation gifts, and most importantly, individual contributions. In addition, sponsorships and in-kind gifts are given to support efforts of the EMLRC.

I/My Company doesn't support healthcare, so how can we help?

While a company or individual may not support healthcare groups directly, the EMLRC is a way to support the Emergency Care responders. A contribution to the EMLRC through the capital campaign, sustaining program or sponsorship is a way to ensure public safety through community readiness. Contributions of time are also needed. Please contact Beth Brunner, Chief Executive Officer at (407) 281-7396 x14 to explore ways you can help.

Why is a new building important?

This year, more than 106 million individuals, of which 30 million are children, will be seen and treated by emergency care providers. It is imperative that providers are afforded the opportunity to learn the most cutting-edge techniques and are adequately certified. By having the EMLRC, more providers can have the opportunity to learn through expanded programs and facilities. In addition, valuable research in the field can be made and the advances of tomorrow be started today. The EMLRC will also serve to produce educational materials/information distributed nationally and internationally.

What will the building cost and where are you to date?

Building costs are estimated at \$6 million. Combined public and private funds are being sought for the EMLRC. Nearly \$3 million has been raised to date. Commitments through the state and federal government are being secured. This project is the culmination of over four years of study into the educational and research needs of the many professionals who provide emergency care. The EMLRC will meet a demonstrated need as confirmed by a feasibility study conducted in 2002.

What special features will the new building offer?

It will be a one-story structure with approximately 32,000 square feet featuring an education center with break-out lab areas that feature simulation equipment and distance learning capabilities. Also housed at the EMLRC will be a walk-through museum dedicated to emergency responders and the history of their journey. There will be an auditorium that can accommodate approximately 200 people and will be used for EMLRC learning and community-wide functions.

How will the EMLRC be supported long-term?

Through continued conference and learning programs and the generosity of individuals, foundations, and companies.

I/My company isn't in Florida, why should I support EMLRC?

Because more than 3,000 participants from across the country choose EMLRC annually and they take their learning back to the communities in which they serve which may include you/your company.



What others are saying about the EMLRC Building on Excellence Capital Campaign

Dr. John C. Hitt



"Without the well-trained emergency medical team that responded to my heart attack, I wouldn't be here today."

Dr. John C. Hitt
University of Central Florida President

Richard Slevinski, MD, FACEP



"There are no other places like this. We train all the people on the first responder team. Individual brilliance won't save your life. It's the brilliance of the team – everyone has their part to play."

Richard Slevinski, MD, FACEP
EMLRC President and an Emergency Room Physician

George A. Rodon



The new EMLRC center, combined with the planned University of Central Florida medical school and the Burnham Institute for Medical Research's Florida satellite lab, "enhances our region as a medical destination."

George A. Rodon
Director Orange County Economic,
Trade & Tourism Development Office





Gifts Required to Achieve Goal of \$6,000,000 Building on Excellence Capital Campaign

Gift Table

#Gifts / #Prospects*	Amount**	Total	Cumulative Total
1/3	\$1,000,000	\$1,000,000	\$1,000,000
2/6	\$500,000	\$1,000,000	\$2,000,000
4/12	\$250,000	\$1,000,000	\$3,000,000
10/30	\$100,000	\$1,000,000	\$4,000,000
15/45	\$50,000	\$750,000	\$4,750,000
20/60	\$25,000	\$500,000	\$5,250,000
25/75	\$10,000	\$250,000	\$5,500,000
50/150	\$5,000	\$250,000	\$5,750,000
100/300	\$2,500	\$250,000	\$6,000,000

* A ratio of three prospects for each required gift is needed to sustain the campaign.

** Gifts payable over three to five years.





Donor Naming and Recognition Opportunities Building on Excellence Capital Campaign

Campus

Naming Opportunity
EMLRC Campus

Gift Required
\$3,000,000

Indoor (Places - Spaces)

Naming Opportunity

Gift Required

Main Building	\$2,000,000
Endowment for Building Maintenance	\$1,000,000
Endowed Program Sponsor	\$1,000,000
Endowment Guest Lecture Series	\$500,000
Lecture Hall/Auditorium	\$500,000
Lobby/Rotunda	\$250,000
Media Center Honor	\$250,000
Honor Wall of Donors	\$100,000
Conference Rooms (2) @	\$100,000
Executive Offices (2) @	\$100,000
Building Technology	\$100,000
Program Offices (6) @	\$100,000
Walking Museum Rooms (4) @	\$100,000
EM Pioneers Hall of Fame	\$100,000
Visitors Lounge	\$50,000
Kitchen	\$50,000
A/V Teaching Equipment	\$50,000
Past Presidents Photo Wall	\$25,000
Furnishing (5 sets) @	\$25,000
Other Places/Spaces	\$10,000

Outdoor (Places - Spaces)

Naming Opportunity

Gift Required

Courtyard	\$150,000
Parking Lot	\$100,000
Landscaping	\$50,000
Lighting	\$25,000
Signage	\$10,000
Flag Pole	\$5,000
Gathering Area with Benches	\$5,000

All donors of \$1,000 will be recognized on the Donor Wall, inside the EMLRC Center. Naming Opportunities subject to change. Donors will also be recognized in the Campaign Newsletter, in press releases, at special events and in the EMLRC Annual Report.
* Available unless indicated as subscribed



Individual Pledge Form

Building on Excellence Capital Campaign

Donor Information

Name _____
Address _____
City, State, Zip _____
Telephone (home) _____
Telephone (business) _____
Fax _____
E-Mail _____

Pledge Information

I (we) pledge a total of \$_____ to be paid: now monthly quarterly annually

Credit Card Number: _____

Credit Card Type: Visa Mastercard

Expiration Date: _____

Cardholder Name: _____

Cardholder Signature: _____

Gift will be matched by _____ (company/family/foundation).

form enclosed form will be forwarded

If paying by stock, please have your broker contact Beth Brunner at (407) 281-7396 x14.

Recognition Information

Please use the following name(s) _____

in all recognitions: _____

Signature(s) _____

Today's Date _____

I/We wish to have our gift remain anonymous.

Payment Information

Checks, corporate matches, or other gifts payable and mailed or faxed to:

Emergency Medicine Learning & Resource Center

3717 South Conway Road, Orlando, FL 32812

Facsimile: (407) 281-4407

****A portion of donation will be used for working capital purposes****

Contributions are tax deductible as provided by law. A copy of the original registration and financial information may be obtained from the Division of Consumer Services by calling toll free (800) 435-7352, within the state. Registration does not imply endorsement, approval or recommendation by the State.



Corporate Pledge Form

Building on Excellence Capital Campaign

Donor Information

Name of Company _____
Address _____
City, State, Zip _____
Telephone _____
Fax _____
Contact _____
E-Mail _____

Pledge Information

I (we) pledge a total of \$ _____ to be paid: [] now [] monthly [] quarterly [] annually
Credit Card Number: _____
Credit Card Type: [] Visa [] Mastercard
Expiration Date: _____
Cardholder Name: _____
Cardholder Signature: _____

Recognition Information

Please use the following in all recognitions: _____
Signature _____
Today's Date _____
[] Our company wishes to have our gift remain anonymous.

Payment Information

Checks, corporate matches, or other gifts payable and mailed or faxed to:
Emergency Medicine Learning & Resource Center
3717 South Conway Road, Orlando, FL 32812
Facsimile: (407) 281-4407

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