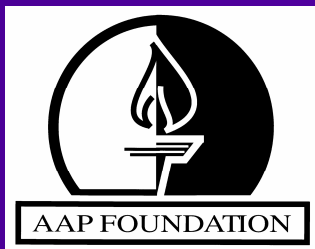


The Collaborative Approach

The American Academy
of Periodontology Foundation



Collaboration

- What prodigious power a large body of men can put forth when they all work at the same task and are greatly interested in it. They learn from each other and the skill is multiplied.
 - William Graham Sumner



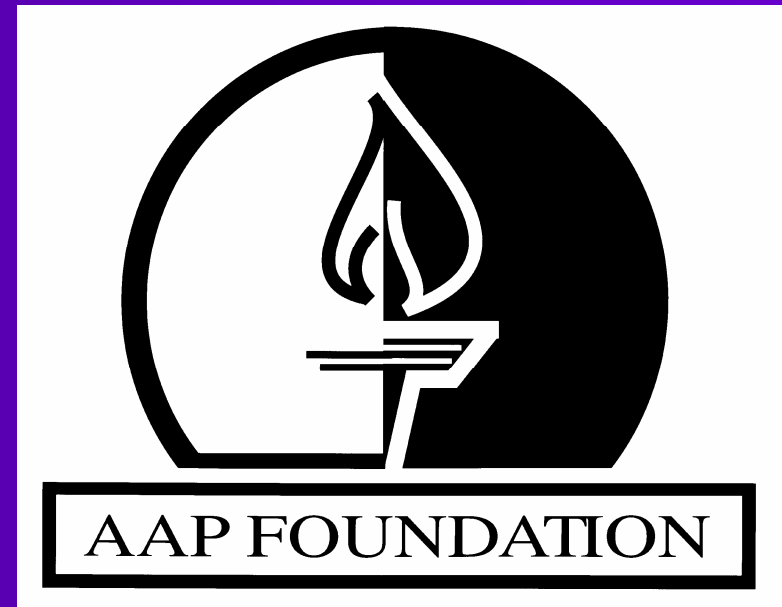
Dental Philanthropy



- I hope that this gift will encourage people to ask questions, identify needs in education and make their legacy gift to a dental education project that is important to them.
 - Robert Ferris, DDS, PhD

AAP Foundation

- American Academy of Periodontology arm
- Supports research and education
- First \$10,000 award in 1997; \$500,000 awards in 2007
- \$12 million donations
- 52% from companies, 48% from individuals



Florida Dental Health Foundation

- Established in 1980 by Florida Dental Association
- Mission: To generate and direct resources for charitable and educational oral health programs for Floridians
- Humanitarian efforts, disaster loans/grants, preventive programs, access for the underserved, continuing education, allied dental education

Bob Ferris and the AAPF

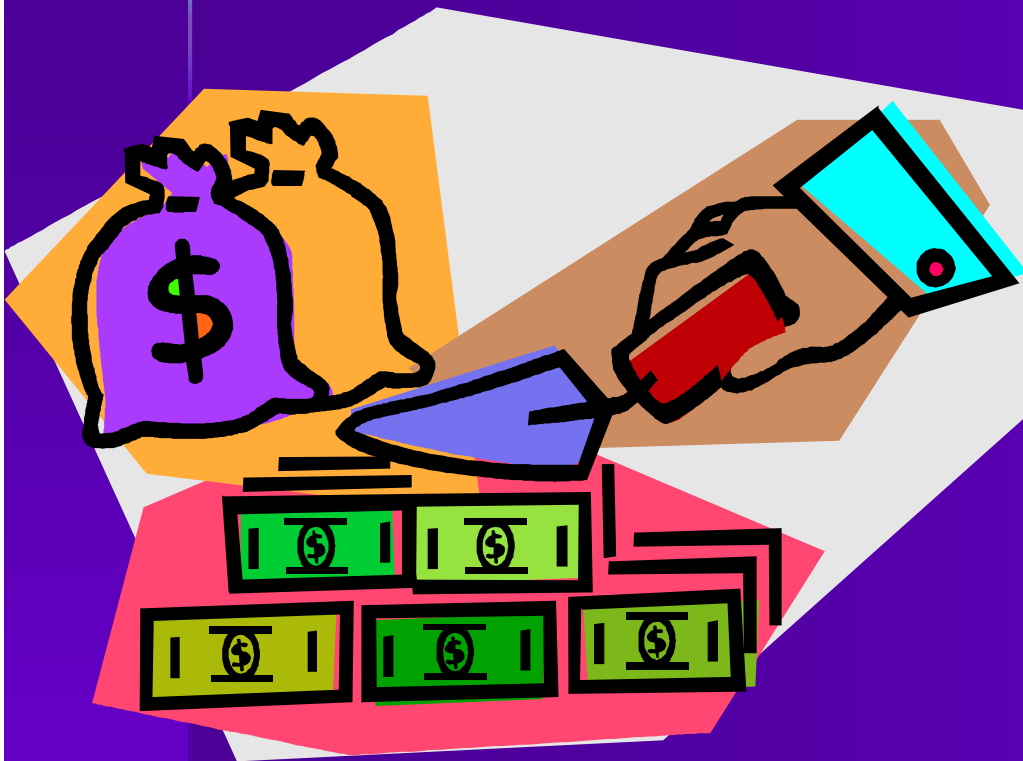
- Past president of AAP
- Founding officer of the AAP Foundation
- Currently serves on Foundation board
- Helped launch most recent campaign to support ABP with \$25,000 gift and \$250,000 planned gift of life insurance

AAPF Programs to Support Periodontal Education

- Scholarships for potential educators
- Fellowships for educators in first 3 years of teaching
- Fellowships to provide mature practitioners w/tools to teach



Education Initiative



- Education Endowment Fund
- Education Action Fund

Cultivation

- AAP/AAPF task force to develop programs
- Award selection committee
- Chair of Major Gifts Task Force



Result

- \$1 million gift to support dental education
- Charitable gift annuity
- FDHF maintains control of the assets
- AAPF a beneficiary of agreement

Reasons for Giving

- “When we give generously, we say that education is a high priority. Our membership understands that the underpinnings of a science-based specialty is education and scientific research. Benefits accrue not only to education, but also to the ultimate beneficiary—the public we serve.”—
Bob Ferris

Model for Giving

- Jerry Miller pledged \$1 million to pediatric dental education
- Influenced in part by Bob Ferris gift
- “We have to find solutions for the challenges facing our educational system. These are a few of the people who have responded to the urgency. That really rings my bell.” [Jerry Miller](#)

Success



■ Win

■ Win

■ Win