



What Happened to the Annual Appeal?

By now, members of the College are probably used to seeing yearly requests for support of the ACP Education Foundation's Annual Appeal. Appeal information and materials are typically distributed every year to members via mail, e-mail and updates in ACP publications. You may also have received a personal call from a Foundation volunteer requesting your support. Gifts to the Appeal help provide for the Foundation's operational budget and underwrite core Foundation activities on an ongoing basis.

This year, things at the Foundation are a little different. We are currently engaged in a multi-million dollar campaign called ***Vision 2012: Brilliant Futures***. This campaign was launched to help fund priority objectives identified by the College as crucial to advancing prosthodontics, and to strengthen the Foundation's endowment. Member investment is critical to the ultimate success of this campaign. The Foundation recently launched the campaign's Member Track in hopes of securing your support, and that of your ACP member peers. With more than \$400,000 in personal pledge commitments, the Member Track is well on its way to an established member goal of \$1 million.

The Member Track plan calls for a very comprehensive approach with letters, brochures, e-mail announcements, Web site updates, and as much personal contact from ACP member volunteers as the Foundation can secure. Based on the time and resources being committed to this effort, two separate requests for the campaign and the annual appeal would have involved a duplication of effort and may have created confusion for many ACP donors. For this reason, the Member Track of the campaign will involve a combined request for your support of both the campaign, and the 2008 Annual Appeal. This will help avoid overlap in requests for funding this year, and hopefully allow us to clearly explain the needs of both the campaign and the Annual Appeal to members as they consider their gift to the Foundation in 2008. Active solicitation for ***Vision 2012*** is scheduled to conclude this year, and annual requests for support of the Foundation's Annual Appeal will begin again next year in 2009.

This is an important time for our specialty, the College, and the ACP Education Foundation. We are poised to enter what some in the College have described as a golden age for prosthodontics; but we can't do it without your help. I hope you will join me in building a brighter future for our specialty, our members, and our patients by investing in the campaign and this year's appeal with a meaningful combined gift.



Sincerely,

A handwritten signature in cursive script that reads "Leonard B. Kobren".

Leonard B. Kobren, D.D.S.
Vice Chair, ACP Education Foundation