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UNFUNDED LIST

HONOREE:

Medical Research Charities

Honoree Proposal Description:

Medical Research Charities's mission is to support the discovery of successful treatments and cures for some of life's most dreaded diseases. MRC is a Federation of charities that are solely dedicated to research, prevention, education and advocacy.

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Organization Website:

<https://www.medicalresearchcharities.org/>

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We put our charities
under a microscope,
so you don't have to.™

Medical Research Charities Proposal March 15, 2017

I. Executive Summary

Medical Research Charities is a 501(c)(3) nonprofit federation of 24 national charities conducting medical research to find treatments and cures for over 30 of life's most dreaded diseases.

Medical Research Charities only accepts organizations that devote an overwhelming proportion of operating revenue to research and related program expenses. Medical Research Charities is seeking a \$75k sponsorship over the next three years to identify and recruit additional charities and in turn, increase the number of diseases being researched. We will also use funding to promote our integrity-driven charities.

Our ultimate goal is to redirect donor money to the very best charities conducting medical research, accelerating the development of treatments and cures. Success in our mission will produce a dramatic increase in funding for exemplary organizations and achieve life-saving medical discoveries.

II. Organizational History and Purpose

Medical Research Charities is a 501(c)(3) nonprofit organization in its 26th year of assisting charities. It was originally formed to support select charities participating in the Combined Federal Campaign, a workplace giving campaign for employees of the federal government, the US Postal Service, and members of the US military. In recent years, as participation by government employees in the Combined Federal Campaign has declined, Medical Research Charities has expanded its mission to assist charities in reaching a broader donor base through public relations opportunities, social media promotions and video production. We are constantly looking for innovative new ways to promote our charities and stay current in the ever-changing media market.

Our partner charities are carefully selected and include only national nonprofits dedicated to medical research, disease prevention, education and advocacy. They currently fund *more than 800 national and international medical researchers*, leading the way to discover cures for cancer, blindness, Alzheimer's, cerebral palsy, multiple sclerosis, and over 30 other diseases.

We take seriously our commitment to donors: "We put our charities under a microscope so you don't have to." Our small staff and volunteer board carefully review each charity annually. On average, our member charities dedicate over 80% of funding to program expenses. With a lean staff of three employees, MRC's own overhead rate is

below 2%.

III. Project Description

Our goal is to accelerate the discovery of medical treatments and cures by educating donors so they can correctly identify and support the most effective organizations engaged in medical research. With half a million nonprofit organizations in the US, it is challenging for donors to determine which charities are truly effective. In too many cases, it is even difficult to distinguish between legitimate charities and fraudulent ones.

Most donors don't spend the time investigating whether the "National Children's Leukemia Foundation" is more or less credible than the "Leukemia Research Foundation." The NYS Attorney General has now shut down the former as fraudulent after it misused the \$9.7 million raised from unsuspecting donors. The latter, a Medical Research Charities member, dedicates 80% of revenue to life-saving research and patient support programs.

We are essentially a "one-stop shop" for donors who need help choosing an integrity-driven charity; one donation to Medical Research Charities can support research into many diseases. If desired, donors can also select one or more charities to support individually.

The first objective of this project is to effectively promote Medical Research Charities, its charities and mission, to a much wider audience of donors. Our challenge is that generous people are too often misdirected.

To expand our impact, Medical Research Charities must attract more of the best charities engaged in medical research to our federation, with special emphasis on those covering diseases not presently represented in Medical Research Charities. Currently, a majority of our revenue comes from the fee we charge our member charities for services. Eliminating this required fee and gaining funding elsewhere can help us best recruit other excellent charities to our federation. Our charities, their donors and potential new partner charities would all benefit from such a structure, where the entirety of a donor's contribution supports program expenses rather than overhead.

Finally, we need to increase public awareness of the central issue of philanthropic integrity and the thorough screening process Medical Research Charities employs that distinguishes it from so many other organizations. Grant funding would allow us to expand our video production efforts and our social media outreach to increase public awareness. It would also give us the funds to begin new projects, such as lobbying for funding for our partner organizations and the research they conduct.

The staff at Medical Research Charities is largely devoted to promoting our charities and expanding our donor base. We accomplish this through social media campaigns, particularly on Twitter and Facebook, where we have over 58,000 followers. We also partner with health and wellness bloggers, whose exposure has been most effective in bringing more attention to Medical Research Charities and our charities. With additional funding, we could expand our social media campaigns and reach more

bloggers to share the important research our charities are conducting as well as our message of philanthropic integrity.

IV. Board of Directors & Staff

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Image Marketing, Inc.

Bowersville, GA

MRC Staff

Lawrence Cummings

CEO

Jody Schneider

Director of Communications

Robyn Murray

Communications and Public Relations Manager

V. Annual Budget

MRC's annual budget of \$350,000 supports a staff of two part-time employees and one full-time employee. We also contract with another nonprofit organization (\$100K of the \$350K budget), which cost-effectively assists our charities in the annual application process of the federal government's Combined Federal Campaign.

With an additional grant, we will look to move forward with our new charity recruitment, video production, social media campaigns and general promotion of our integrity-driven charities.



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