Be The Match on Campus (#2962) Student Service Fees Application

For the 2014/2015 Academic Year

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Section 1: Narrative

Be The Match on Campus (BTMOC) is a student-run affiliation of Be The Match/National Marrow Donor Program, a non-profit organization dedicated to ensuring patients diagnosed with leukemia, lymphoma, and 70 other life-threatening diseases get the marrow transplant they need to survive. 70% of patients do not have a matching marrow donor in their family; without Be The Match, they would not have any hope for a cure. The cornerstone of this work is the Be The Match Registry (the Registry), the world’s largest and most diverse registry of more than 10 million potential marrow donors, which has found more than 50,000 patients life-saving transplants over the last 25 years.

Student leaders, as a part of BTMOC, are engaged in health and global citizenship. As Be The Match ambassadors, student leaders engage and educate their peers and community members on the need for marrow donors and the donation process, with a focus on minority populations. They share the message that each and every person has the potential to “be the match” and save a life. Supported by Be The Match staff and educational materials, the students perform outreach and plan and implement campus-community efforts jointly with diverse student groups, associations and community organizations. These efforts develop students’ skills and add diverse, committed potential marrow donors aged 18-44 to the Registry, benefiting patients who urgently need a matching marrow donor. The focus is to raise awareness for the need for people to join the Registry, to register members of the University of Minnesota to become potential marrow donors, and to raise funds that will enable others to join the registry.

Be The Match on Campus began on other campuses as a grassroots effort by passionate students committed to saving the lives of patients who are in need of a bone marrow transplant. The University of Minnesota chapter of BTMOC was formed in September 2012. Bone marrow transplants are a relatively new procedure, the first successful bone marrow transplant occurred here at the university in 1968. The University of Minnesota continues in this rich tradition of discovery by providing a world class bone marrow transplant program. At BTMOC we strive to educate, and this helps supplement the health sciences curriculum by providing those outside of the bone marrow transplant program with a general knowledge about marrow transplants. This fulfills the guideline for decision making one.

BTMOC’s mission is to educate students, faculty, citizens on campus and within the Minneapolis community about the Registry and the need for willing potential donors, especially of multicultural backgrounds. We also strive to educate potential donors on the process of marrow transplantation (from both the donor’s and recipient’s perspective). BTMOC is committed to saving lives of those in need of bone marrow transplants. We do this by raising awareness about the cause, registering members of the University of Minnesota and the surrounding community for the Registry, and raising funds for Be The Match.

Patients are usually matched with a donor who shares their racial and ethnic heritage, so recruiting diverse citizens is a critical focus. The age of the donor is also importance. Younger donors produce more and higher-quality cells, so college campuses are ideal locations for recruiting citizens who can give patients the best possible chance for a cure. These drives take place at many different locations in order to offer a breadth of service and targeting throughout academic departments, academic units, and locations. This fulfills guideline for decision-making numbers four and five. These drives are consistent with our mission, and fulfill guideline for decision-making number two.

We also fundraise so that more members can be added to the Registry. It costs approximately $80-100 to add a new member to the Registry because their DNA must be
tested to determine their Human Leukocyte Antigen (HLA) type, a genetic characteristic that is used to match patients with their donors. We will not be using Student Service Fees for our fundraising effort for Be The Match. Student Service Fees will be used for operational expenses, registry drives, and informational/educational events.

Students are educated during drives as well as other events. Currently, we are planning an event where multiple people related to the cause will speak and tell their story. This will give anecdotal evidence as to the importance along with some scientific facts. Potential speakers include donors, recipients/patients, those waiting for a match, a bone marrow transplant doctor, and other people related to the cause.

BTMOC partners with several other student organizations. We work with Multicultural Pharmacy Student Organization as they are in the medical field. The Registry is 70 percent Caucasian, so people of different races and backgrounds will often not find a match since matches are based on common ancestry. Working with the Multicultural Pharmacy Student Organization provides us with the opportunity to diversify the bone marrow transplant list since diversity is important to them as well. BTMOC also works with the University of Minnesota Football Team. Coach Kill was directly affected by cancer himself and so it is very important to him and his team that they help in the fight to cure cancer. Bone marrow transplants facilitate that cure for many people. In March 2014, we will be running a registry drive with Beta Chi Theta Lambda, a multicultural fraternity that values philanthropy and understands the need to add diversity to the Registry. For the same reasons, we partner with many other student organizations for events including the Asian Student Union’s Student Week, the University Of Minnesota School Of Veterinary Medicine’s blood drive with the Memorial Blood Center, and the Pre-Pharmacy Club’s blood drive with the Memorial Blood Center.

Each year 10,000 patients with leukemia, lymphoma, and many other life-threatening diseases need a marrow transplant from an unrelated donor, but less than half will actually receive one. Since BTMOC adds more people to the Registry, it increases the likelihood that someone will find a match. Therefore, even if someone is not directly involved in the student group, there is a great possibility that they know someone who has either received or is in need of a bone marrow transplant. They themselves may be in need of one as well. Our group benefits so many because it helps save lives regardless of who participates. This fulfills guideline for decision-making number six. The more people on the Registry the more likely someone in need of a transplant will get the life-saving procedure. So anytime our organization successfully reaches out to someone and we either are able to sign someone up on the Registry or educate someone who can help get others to register, we are saving lives.

Students develop an in-depth knowledge of the bone marrow transplant process through participation in the group. This fulfills guideline for decision making number one by supplementing academic curriculum. The group also allows leadership and communication experience. While at events, students work to correct common misconceptions about the bone marrow transplant process in order to educate the entire student body. Movies and television shows have placed an incorrect image of the process in the minds of many students. These false images are the main deterrent for potential donors, and our student members are necessary to fix this.

Other students that are not directly involved in the group get to learn about bone marrow transplants when they stop by our drives or contact tables. Then, they are able to decide whether they would like to join the Registry. Even if a student does not go to these events, it is likely that one of their friends or classmates will tell them about it. This fosters a learning environment and fulfills guideline for decision-making numbers one and six.
Section 2: Organizational Chart

At the top of our organizational Structure is Be The Match, the non-profit organization that runs the National Marrow Donor Program. BTMOC is a student-run affiliate of that organization. Our group advisor, Kristine Reed, is an employee of Be The Match. She gives us recruitment and fundraising goals as directed by her supervisors. These goals are communicated to group president, Megan Feltz. Partnering student organizations contact the president to organize events. With the help of other officers, the president runs bi-weekly meetings and plans events to reach these goals. General group members report to and communicate with any of the officers. They assist with smaller details of events and offer volunteer support. If members are interested in one part of the organization, they are encouraged by the officers to work with what interests them. This can include jobs under any of the officer titles. Note: the president is also acting as the treasurer for this semester since there was group restructuring that occurred last semester.

Section 3: Performance Report

Last year, BTMOC signed up 763 people for the Registry. These people will be on the Registry until they reach the age of 61, and thus far twelve of them have become matches for patients in need of a bone marrow transplant. This was a substantial accomplishment during the student group’s first year at the University Of Minnesota- Twin Cities. We accomplished this by partnering with other student organizations for large-scale registry drive. These groups included the Multicultural Pharmacy Student Organization and
the Gophers Football Team. We have 154 likes on our Facebook page, and that number has been growing at a fast rate—over 65% since the beginning of this school year. It is expected to grow even more after the Spring Activities Fair. Through sharing of events, our posts reached a total of 618 people during our peak advertising season. Two past and/or current group officers have been marrow donors themselves and at least three have had a close family member in need of a transplant.

Section 4: Reserve Accounts

BTMOC does not currently have a bank account. There were no large-scale fundraisers that took place during the 2012/2013 school year, and event fees were mainly covered by Be The Match. No money actually exchanged the hands of group members. This emphasizes our fulfillment of guideline for decision-making number seven. We use an extensive amount of outside resources for our student group. We plan to set up a bank account by the end of this semester since a couple large-scale fundraisers are planned.

Section 5: Fees Request

Although BTMOC has accomplished a great deal during its brief time as a student organization, it could accomplish much more through the use of Student Service Fees funding. Our total requested amount is $5,000. The majority of the money will go towards the bone marrow drives themselves (programming expenses). A room rental in Coffman is $315 and if we do two drives per semester that equals $1260 for the academic year. An advertisement in the MN Daily Sudoku and Backtalk section is $125. This advertisement would reach a large number of students since many students get the paper for that section only. We would like to run an ad for three days leading up to a drive (or two days leading up to the drive and one the day of). If we do two drives per semester, that equals $1500 for the academic year.

On the operational expenses side, we’re requesting $200 to jump-start food purchases for our student meetings. Free food provides for a big incentive to prospecting members looking to join a student organization. As a newer student organization, many students do not have knowledge of us. We believe that this is necessary to attract new members and volunteers. We also want to have our own tablecloths made for contact tabling. We estimate this to cost around $500.

Section 6: External Funding

In addition to this Student Services Fee income request, we have been using a large amount of funding from outside sources. All registry drive materials are provided by Be The Match. This includes, donor swab kits and forms used to sign up potential registry members, large banners, table skirts, posters, pens, informational flyers and packets, informational signage, and bags and bins to contain these resources. When members are signed up, Be The Match covers the $100 fee to process donor kits. Be The Match also used its own funds to cover rental space fees for some of our large scale fundraisers. Partnering student organizations covered the rest of the rental space fees. Previously, we have applied for Student Unions and Activities Grants, but have not been approved. Also, we have applied for a grant specifically for chapters of BTMOC. We
are awaiting approval, but are hopeful that we will receive the maximum amount of $300. This will be used for our April drive with the Gophers Football Team.

Officers also use some of their own money to support group functioning. This year, the president purchased business cards for the group as a donation along with supplies for group meetings and bonding activities. This has totaled to around $50-$100. Clearly, our extensive use of outside resources fulfills guideline for decision-making number seven.

We have tried to remain as frugal as possible, but this has resulted in limited knowledge of the group throughout this large campus. Without additional funds, we have not been able to secure spaces to have additional drives throughout the semester. We also have not been able to use forms of advertising other than those through social media and free campus resources. Our advertising has consisted of Facebook, Twitter, the SUA page, our chapter group website, and a couple upcoming event announcements in the Minnesota Daily. Our chapter website was provided by Be The Match and allows for advertisement of upcoming events.

Greater funding will allow us to have more informational events that supplement academic curriculum since our current funding mainly supports registry drives. This way, there can be even greater fulfillment of guideline for decision-making number one. It is clear that our need is a good depiction of guideline for decision-making number eight.

With the Be The Match grants and all of the provided supplies, less than 50% of our budget comes from Student Services Fee income. Unfortunately, it is hard to quantify all of the supplies that are provided, but the large quantity is clear. If you take into account the processing fee of $100 for each new donor kit, that would put the Student Services Fee income at a mere 6% of income if the same number of students are put on the Registry as during the 2012/2013 academic year. This is a very conservative estimate.