



## Entomological Foundation Challenge

The Entomological Foundation announces today a national fundraising campaign to establish an endowment to benefit the Entomological Foundation and an Entomological Society of America Branch. The goal is to raise \$400,000 by December 1, 2009 in partnership with the Branch.


The Entomological Foundation's (Foundation) ability to continue and to expand its programs relies on two revenue sources: endowment performance and fundraising. Its goal in 2009 is to ensure the long-term financial health of the Foundation without diminishing the quality of its programs and services. Therefore, the Foundation is launching a national fundraising campaign to establish the Entomological Foundation Education Fund.

The Education Fund will provide assets to work in perpetuity to meet future funding needs; to fund new programs, projects, and services; or to expand the reach of Foundation programs and services (see <http://www.entfdn.org> to find out about the Foundation's programs). A portion of the funds raised, \$40,000, will be given to an ESA Branch to establish an endowment of their own that will be used to help support educational activities of an ESA Branch including funding for educational outreach activities, workshops, scholarships and awards.

The fundraising campaign includes a competition between the ESA Branches and will end when the Foundation reaches \$400,000. The ESA Branch raising the largest level of donations by the end of the competition will be provided with \$40,000.



### Guidelines:

- Only ESA Branch "individual" members can participate. "No corporate/organization donations for this fundraiser".
  - Individuals who contribute to the fund need to identify which Branch they belong to.
  - There are two ways to donate to the fund:
    - 1) You can give a gift on-line using the Foundation's secure server: [http://www.entfdn.org/how\\_you\\_can\\_help.php](http://www.entfdn.org/how_you_can_help.php) Once at the site, designate the Branch you belong to in the *Comments Section* of the on-line donation form.
    - 2) Send a gift by check. When sending a gift by check, write on the memo section of your check which Branch you belong. Make your check payable to the Entomological Foundation and mail to the Foundation at 9332 Annapolis Rd., Suite 210, Lanham, MD 20706
  - The Campaign commences January 26, 2009, and concludes once the goal of \$400,000 is reached.
  - **The winning Branch will be determined by calculating the total amount raised by a Branch divided by the number of people in that Branch at the conclusion of this fundraising event.**
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Updates on Branch fundraising results will be posted on the Foundation's website. For more information contact the Entomological Foundation, (301) 459-9083.