



Department of Family Medicine Fundraising Working Group Terms of Reference

Purpose:

The Fundraising Working Group is established to support the Department of Family Medicine by developing and implementing effective fundraising strategies based on fundraising best practices. These efforts will support the strategic direction and priorities of the Department of Family Medicine and its distributed sites.

The Working Group will work to secure financial support utilizing multiple fundraising approaches within the strategic plan of the University of Manitoba. This includes, but is not limited to, donor engagement, events, campaigns, and grant opportunities.

This Working Group will serve as an initial team to start planning the department's fundraising efforts for its first year. In the Spring of 2026, the group will be evaluated and restructured into a Committee to establish a stable, ongoing initiative within the Department.

Reports to:

Executive Management Committee and Department Head

Scope:

The Working Group will:

- Prioritize supporting the new Family Medicine distributed model and innovation, grounded in the core principles of diversity, social justice, anti-racism, and reconciliation. Our fundraising initiatives will focus on supporting projects and opportunities that promote innovative approaches to enhancing quality improvement.
- Operate within the strategic framework and budget of the Rady Faculty of Health Sciences (RFHS), Max Rady College of Medicine (MRCOM) and the University of Manitoba.
- Collaborate with distributed sites, programs, communities, education site leads, and other partners.
- Collaborate with learners, faculty, staff, and other committees.
- Work collaboratively in partnership with all DFM programs (Postgraduate and Undergraduate Medical Education, Master of Physician Assistant (MPAS), and the International Medical Graduate (MLP-IMG) and the Office of Research and QI.
- Make recommendations, within the fundraising scope, for the Executive Management Committee.

- Meet at least monthly at the call of the Chair(s).
- Work towards a goal of increasing Department engagement events for the 2025-2026 academic year. Fundraising targets TBD.

Functions:

The Working Group will:

- Utilize the fundraising plan developed by Georgine Van de Mosselaer as a guide to implement the 3-year fundraising campaign, [A Prescription for Health: Invest in Family Medicine](#). This document provides suggestions for annual goals and themes, deliverables, and timelines.
- Update and recommend a final ongoing comprehensive fundraising.
- Develop marketing and branding proposal(s) to engage university faculty, staff, and learners as well as donors.
- Establish a donor portal as part of its fundraising effort.
- Be responsible for monitoring and reporting on donated funds and work with the executive with department input on appropriate disbursements of the funds.
- Support the planning of and work with sites and faculty to implement fundraising events and campaigns.
- Identify and pursue potential funding sources (grants, sponsorships, donations, events).
- Identify and leverage existing department events as fundraising opportunities to partner with both medical and non-medical sponsorships.
- Cultivate relationships with potential donors, sponsors, and partners, including regular recognition and thanking of donors for their support.
- Build relationships with sites, learners, and the PGME, UGME, MPAS, and MLP-IMG programs.
- Create and develop short- and long-term deliverables and measures to monitor success.
- Monitor fundraising progress and report to the Executive Management Committee on at least a semiannual basis.

Membership:

- Voting members:
 - Associate Department Head, Administrative Affairs (Co-Chair)
 - Coordinator, Projects and Program Evaluation (Co-Chair)
 - Department Head
 - Associate Department Head, Distributed Education
 - Managing Director
 - Manager, Office of Research and Quality Improvement
 - Communications Coordinator
 - Confidential Administrative Assistant
- The Chair shall vote only to make or break a tie
- Other individuals (non-voting) may be invited to meetings at the discretion of the Chair, including other representatives from DFM Committees.
- **Diversity of Membership:** The Working Group ensures diverse membership on its Working Group that is reflective of its commitment to diversity and inclusion, and this will be considered in DFM Fundraising Working Group – TOR – June 2025

the appointment of its members. Additional members can be recruited and appointed at the discretion of the Chair to ensure diverse representation.

Meetings:

Meetings will be scheduled monthly.

An agenda will be circulated at least three (3) working days prior to the meeting.

Additional meetings may be held either at the call of the Chair with at least five (5) working days' notice, or upon a written request to the Department Head signed by at least three (3) committee members.

Any such requests must be received by the Chair at least five (5) working days prior to the meeting. The agenda for a special meeting must be sent to committee members at least three (3) working days prior to the meeting.

An entire meeting or a portion of a meeting may be held *in-camera* as determined by the Chair. In-camera sessions will be recorded by a designate of the Chair, and mention of the in-camera session will be recorded in the minutes that are available to department members.

Quorum:

Fifty per cent of voting members constitute a quorum.

Terms of reference:

Shall be reviewed every three (3) years and any revisions will be approved by the Executive Management Committee.