

Funding Resources for AED Programs

AEDs For Your School



Many automated external defibrillator (AED) programs are funded through local agency or community budgets. The police chief, mayor or town council may simply decide to include AED program implementation costs in the budget because the need to improve early defibrillation capabilities is recognized as a top priority.

However, in some communities it is necessary to pursue additional funding sources.

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Local corporations and businesses

Corporations may donate to charitable causes through corporate giving programs, company-sponsored foundations or both. Corporate giving is often directed to programs that benefit employees and their families or the community. Businesses can be one of the best funding sources for AED programs.

When considering whom to approach for funding in your community, consider large retailers, insurance companies, public utilities, corporate headquarters, grocery stores, car dealerships, hospitals, cardiologists and others as potential sources of support.

Local Civic Organizations

Many civic organizations have funds available for community service initiatives and are very approachable. Often, a letter or presentation at a meeting may be all that is needed to help generate funds. Look in the phone book, do a web search or check with your local Chamber of Commerce for civic organizations in your community.

Local chapters of groups such as Rotary, Elks, Lions and Kiwanis Clubs, American Legions, VFWs (Veterans of Foreign Wars), and hospital foundations and auxiliaries are often seeking new ways to help local citizens.

Private Foundations

Private foundations are nongovernmental, nonprofit organizations with funds maintained to serve the common good, primarily by providing grants to other nonprofit organizations. Some libraries enable you to access the Foundation Center's Database. There are 70,000 to 100,000 foundations and numerous grant opportunities available nationwide.

Examples of foundations include the Otto Bremer Bank, Walmart, Subway, Bridgestone/Firestone, Ford, Allstate, Bank One, Wells Fargo, Blue Cross/Blue Shield.

Public Charities

Public charities receive their funds from the general public. Their goal is to enhance the quality of life in the local community. Look for community foundations in your area in the same ways recommended above for finding local civic organizations.

Examples of community foundations include the Minneapolis Community Foundation, Denver Community Foundation. Do some research in your area to learn what funding opportunities may exist.

Government Grants

The federal government spends about \$1 trillion a year on domestic programs. The money filters through state agencies for redistribution at the local level. Grant funds can be found both at the federal and state level.

Often, funding for emergency medical services (EMS) programs can be found in the following agencies: Department of Health, Department of Transportation, Department of Homeland Security, Department of Justice, Department of Public Safety, Office of EMS, Department of Education, and the Federal Emergency Management Agency. Check the Catalog of Domestic Assistance for grant opportunities at www.cfda.gov.

Fundraisers

Some groups raise money for AED programs by planning fundraising events. While such efforts can be time consuming, they can also be very effective as well as help bring people together and raise awareness about sudden cardiac arrest and AEDs.

Examples of fundraisers include marathons, golf tournaments, letter campaigns to area businesses, raffles of donated items, breakfast or dinner events, holiday events, a refreshment stand at local sports event, bake sales, and bingo games, among others.

Fundraising Tips

- Fundraising efforts are generally more successful if you ask for a specific sum of money, as you may receive less than you ask for but rarely will you receive more. You may want to identify several different donation levels at set ranges (\$25-99, \$100-199, \$200-299, etc.) and name each level (silver, gold, platinum, etc.)
- Offer to recognize donors' contributions. Some donors choose to remain anonymous, but most people like to see recognition of their gifts, whether their name is listed in a quarterly newsletter or on a plaque.
- Donors often want to know if their gifts are tax deductible. There may be an established charitable organization in your community through which donations can be made. Donors' tax advisors and those charitable organizations can help determine whether or not a gift is tax deductible.
- It may help with some donors to know where the AEDs will be placed after they are purchased. If you are fundraising for a school, you may plan to eventually have enough AEDs to reach anyone on your campus so that a shock may be given within the 3 to 5 minute window recommended by the American Heart Association. Keep in mind difficult-to-access, restricted or remote locations that may also need AED coverage.
- If you do not have a plan for where the devices will be placed, some donors may be reluctant to participate.



For further information, please contact your local Physio-Control representative at 800.442.1142 or visit our website at www.physio-control.com



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