



**GlobeMed at MIT's  
Gala for Giving**

**Massachusetts Institute of Technology**  
GlobeMed at MIT

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## Mission

GlobeMed is a national organization that partners college students with grassroots organizations around the world to address health disparities together. GlobeMed members believe that long-term partnership with organizations already working to improve their own communities is the key to successfully engineering sustainable change. Such partnerships allow for stronger relationships, better communication, accountability, and ultimately the implementation of projects that are both necessary and practical. GlobeMed at MIT is partnered with Hope Through Health (HTH), a non-profit organization that strives to improve health care services with the belief that health is a human right and individuals should not be denied care because of inability to pay. Since 2004, HTH has supported an association of HIV clinics that serve over 1,700 patients and is the leading HIV health care provider in northern Togo, West Africa. These clinics provide community-based care that includes free antiretroviral therapy, subsidized medications, such as antibiotics and anti-malarial medicine, education about proper use of antiretroviral medication, care for orphans and vulnerable children, prevention of mother to child HIV transmission, and psychosocial support for patients.

Our long-term vision for this partnership is to work with HTH to establish an efficient data management strategy at the clinics, which would provide them with the time and the capacity to expand their child and maternal health services. Ultimately, we wish to help them become a successful, data-driven proof of concept that can convince the Togolese Ministry of Health to follow HTH's healthcare model, which values health as a human right, on a nationwide scale. To this end, we are requesting funding from the Sillerman Center in order to hold a philanthropic gala in October that will increase awareness about our partner clinic in Togo, raise money for Hope Through Health, and promote student giving via the purchase of event tickets. The night is centered around three themes: networking, education, and philanthropic giving. All of the proceeds from the event will go towards GlobeMed at MIT to enable us to provide essential technologies for us to carry out our data management strategy and support the clinics' growth.

## Organization

GlobeMed at MIT comprises 49 members. Our Executive Board includes two Co-Presidents, one Director of Operations, two Global Health Education (GHU) Co-Coordinators, two Co-Directors of Community Building, one Director of Marketing, Design, and Media, one Grassroots On-Site Work (GROW) Coordinator, two Campaigns Co-Coordinators, two Grant Writing Co-Coordinators, one Publicity Director, two Co-Directors of Corporate Sponsorships and Donor Development, one Advocacy Chair, and one Events Director. Each team has several staff members who work under their respective directors, with the exception of Co-Presidents, Operations, Community Building, and GROW.

### *Co-Presidents and Operations*

Both presidents facilitate executive board meetings, which are meant to be group discussions. All executive board members have an equal share in leading the meetings by presenting their progress and ideas. Staff meetings, which include both staff and executive board members, are mostly led by the Global Health University team (see below). The Co-Presidents work together to oversee all chapter functions and group's internal affairs. They also function as the group's liaisons to the GlobeMed National Office. Since GlobeMed is a national organization with chapters at many universities across the country, each chapter has an advisor from the national office that works to create connections and facilitate discussions and sharing of ideas between different chapters. Additionally, alongside the GROW Coordinator (see below), the Co-Presidents serve as liaisons to the chapter's partner organization. The Director of Operations assists the Co-Presidents by overseeing operational and logistical tasks, and is responsible for maintaining finances for the group.

### *Global Health University (GHU)*

The GHU team is responsible for distributing educational material about our partner organization and global health in general so that all our members are well-educated advocates for global health and social justice. The GHU team publishes blog posts, newsletters, and articles on campus and on our website. They are also responsible for leading the majority of each staff meeting by facilitating discussion about our partner, global health and international aid issues to educate the entire chapter. Additionally, they are

responsible for organizing any panels or guest lecturers that come to speak to the chapter or the entire MIT community for educational purposes.

### *GROW*

GROW refers to summer internships during which GlobeMed members design and execute projects with HTH at their clinic locations in Togo. The GROW Coordinator and team are responsible for maintaining contact and working out any project details with the partner organization. Additionally, the GROW coordinator is responsible for communicating and strengthening our long-term partnership with HTH. The GROW team is made up of chapter members from other teams who volunteer to participate in GROW in addition to their prior GlobeMed team commitment. This team changes each year, allowing many members of the chapter to participate in deepening the chapter's connection to our partner organization.

### *Finances*

The Campaigns team is responsible for organizing all fundraisers. All proceeds are given directly to HTH to address the current needs of the clinics and the community. No fundraising profits go towards GlobeMed's travel or chapter expenses. Therefore, the Grant Writing team is responsible for writing and submitting grants to obtain operational, event, and project funding for the chapter. This includes grants both inside and outside MIT. The team is also responsible for overseeing and aiding GROW team members in finding and writing travel grants. The Corporate Sponsorships and Donor Development team is responsible for finding, contacting, and maintaining good relationships with corporate sponsors that donate goods, services, or funds. They are also responsible for finding, developing, and maintaining relationships with donors in order to procure additional funding for the chapter.

### **Motivation**

As members of GlobeMed at MIT, we have worked closely with Hope Through Health since September 2012. Over the years, our partnership has grown to be one that is built on mutual trust and respect. In three separate trips, we have sent a total of nine members to Togo. Our teams worked directly with clinic staff to build the technological capacity of the clinics. Each time, HTH has been impressed by the work we have accomplished and each group has brought back lessons and stories that inspire the rest of the club to do as much for HTH and its patients as possible.

For example, during GlobeMed at MIT's most recent trip to Togo, members met an HIV+ woman who was unable to work due to her physical illness and the social stigma against HIV she experienced in her workplace. She faced the same discrimination at home, where her parents would throw food on the ground for her to eat. Throughout their trip, our team learned that these cases are not outlying incidents. In order to develop the next generation of global health advocates, we need to educate ourselves as well as the MIT student body, and to that end aim to hold events where stories like these can be shared.

Even at MIT, where students are knowledgeable about a broad range of subjects and areas, few students know of Togo's health equity and political struggles, and even fewer are able to point out the country on a map. One of GlobeMed's goals is to raise awareness about Togo, a country that has been largely abandoned by the Western world. Through our projects, fundraisers, speaker events, and use of media, we aim to inform the MIT community about Togo's current state and the need for basic health services. HTH's clinics are in constant need of clinical and office supplies and medicines for opportunistic infections. With student awareness and philanthropic involvement, we are able to raise money to support HTH in providing the best possible healthcare for Togo's HIV-positive population.

### **Strategy and Activities**

GlobeMed at MIT has held numerous fundraising and awareness campaigns in the two and a half years since our founding. Through these campaigns, we have donated more than \$15,000 to our partner organization, raised campus-wide awareness of HIV/AIDS and Togo's existence, and increased campus recognition and knowledge of our group. Our previous campaigns have included a Togolese art sale, Valentine's Day candy grams, Christmas candy cane sales, a campus-wide thrift store, a "Shades Against AIDS" sunglasses sale, and more. We strive to organize a wide variety of events that students are excited to participate in. However, none of the money that we raise goes towards our club's operations budget,

travel expenses, or project costs; all money raised through our campaigns on campus goes towards supplying HTH's clinics and keeps its pharmacy from running out of stock regularly. We do this because we believe that people's donations during these events should go directly towards saving people's lives in Togo, not towards our own chapter's needs. This strategy allows those who support our fundraisers to make a tangible contribution to the face of global health equity in Togo. However, this aspect of our chapter's strategy also means that all of the money we use for these purposes must be obtained through grants and outside sources, such as GenerousU.

Our projects with HTH focus on building the technological capacity of the clinics so they can better serve their patients. We have installed computers, Internet, and a preliminary patient database in HTH's main clinic. GlobeMed at MIT members have also held computer literacy trainings for clinic staff, allowing the clinic to transition from a paper-based records system to electronic files. Furthermore, our team has set up tracking of patients through geographic information systems so the clinic can map and analyze the patient population as a whole. Currently we are implementing Dimagi's CommCare, a mobile data collection application, in order to improve monitoring, evaluation, and quality of patient care and facilitate communication between staff across the five sites. We regularly reach out to companies in the greater Boston area for support in the form of monetary or product donations, like laptops and other computer equipment in order to carry out these projects.

Beyond our direct, project-based work with HTH, GlobeMed at MIT also strives to raise awareness about global health equity among members of the MIT community. Boston is home to numerous global health organizations, which we tap into by inviting professionals at these organizations to talk at MIT. These talks are usually very well attended by not only MIT students, but also members of the wider Boston community. Encouraged by our talks' successes, GlobeMed at MIT decided to host our first conference this past February. The day-long event featured prominent speakers in the field of global health, breakout sessions with presentations by both professionals who work at nonprofits and students fighting for healthcare equity, and a screening of *Pray the Devil Back to Hell*, accompanied by a discussion with the film's Oscar nominated director Gini Reticker. We received overwhelmingly positive feedback about this conference from both our attendees and the presenters. As one attendee noted afterwards, "The conference was exceptionally well run, well attended and offered a diverse and interesting group of speakers." Inspired by such support, we are already determining speakers for next year's conference and looking at ways to improve the event.

The conference's successes gave our chapter the momentum and drive to create more innovative ways to relay our message to the public. Therefore, we are now planning our first philanthropic gala for October. The gala's purpose is to bring MIT students and parents, students from other Boston and New England-area GlobeMed chapters, MIT staff members, HTH staff members, and healthcare professionals from around the Boston area together for a night of global health awareness and fun. We think that such an event would be an amazing opportunity for students who care about global health equity to meet and discuss current problems in healthcare with not only each other, but also with professionals who have dedicated their lives to the cause. By doing so, we hope that all of our guests, especially the students, will leave the gala inspired by the night and eager to contribute more to our events, our partner, and global health as a whole. The fundraising component the gala would work such that each MIT student would pay \$25 for a ticket, each non-MIT student \$30, and each non-student \$50. Given that events of this nature usually have tickets on the range of \$100, we hope that the discounted student price will help encourage students to attend. We also hope that our discounted price for non-MIT students will attract students from all across the Boston area, which would allow us to help spread philanthropic giving to students at other campuses and hopefully encourage student organizations at other schools to hold similar events.

## Results

To our knowledge, a philanthropic event like this has never been put on by an MIT student organization before, and if it is successful we will not only make it an annual event. GlobeMed at MIT strives to inspire other student groups on campus to up the ante and take risks for the sake of philanthropic giving. We have already done this with the many small fundraisers we hold throughout the year, and we believe that this gala will help us increase student philanthropy on a larger scale. Based on our conference's attendance, we have put in requests for venues that host at least 300 people.

**Budget**

<i>Expense</i>	<i>Description</i>	<i>Amount</i>
<b>Gala</b>		
Venue	The gala’s location has not been decided, given the fact that the event is in October and we are not sure how much money will be available to spend. However, the places that we have contacted and are considering range from \$5,000 to \$6,000.	\$5,000 – 6,000
Catering	At previous events, such as our conference, we have managed to get a lot of food donated to us from various grocery stores and restaurants around Boston. However, given the formality of the event and the number of people we are expecting, we anticipate needing a substantial amount of funds for dinner.	\$3,000
Decorations	We are requesting a small budget for decor in order to create a warm and sociable atmosphere. We are planning to purchase fabric from Togo to serve as table covers and hope to obtain other decorations from Togo during our trip this upcoming summer.	\$500
<b>Publicity</b>		
Posters	Traditionally, much of the publicity around campus for our campaigns is done by putting up posters in all of the major buildings and residence halls. However, given the scope of the event and the number of students we want to reach out to at other schools around the area, we need additional funding in order to put up posters at other campuses in Boston.	\$300
Mini-projector	<p>We plan on setting up both online and in-person means for buying tickets to the gala. For the in-person option, we plan on setting up a booth in MIT’s Student Center where students can buy their tickets. But seeing as we are MIT students and love to find new ways to integrate technology into our daily lives, in order to cut down on poster and banner costs, we would like to purchase the Aaxa KP-600-01 P300 mini projector.</p> <p>This projector would allow us to display information about the gala and play our video at the booth itself in order to attract students. This projector would also be useful at the gala by allowing us to project on any surface in the venue, thus eliminating banner costs. This would also be used for many of GlobeMed’s future events and campaigns.</p>	\$419
Total		\$9,219 - \$10,219

**Sustainability**

The model of GlobeMed ensures the work we do is sustainable. Our partnership with HTH lasts until they identify that they no longer need our support and that all our projects are fully completed. This sustainability and GlobeMed’s commitment to ensure that all projects address a critical need of our partner set GlobeMed apart from typical student groups. We truly ask ourselves how we can use our skills and knowledge as MIT students to benefit our partner organization. This focus on sustainability is also central to

how we function as a club here on campus. Over the past year each of the teams mentioned in the “Structure” section have been creating and compiling materials to assist with transitioning between team members at the end of the school year. Each team is responsible for ensuring that the team for the following year is equipped with all of the resources and training that they will need in order to be successful.

In addition, due to the success of our conference and the work that will go into planning this conference, we have officially created an Events Team that has started working as of this semester. This team is currently made up of three people who are in charge of coordinating the efforts of the entire organization to plan the conference and the gala every year. The team members are of all different grade levels so that we can continue holding these annual events in the future without having to train and educate an inexperienced group of people. Given this team structure and the importance we place on smooth end of the year transitioning, we are confident that if the gala is successful this year, it could be repeated for many years to come.

### **Lessons Learned**

Alison Murphy of Save a Child’s Heart, who organized a panel at our event, told us, “I was completely blown away by the organization of this event from start to finish--you all were amazing.” We took great pride in the fact that people were impressed with our conference, because the process of organizing it was a great learning experience for us about how to plan large scale events. After asking attendees for feedback on the conference we have found ways to optimize the gala. One of the most common comments that we got following our conference was that despite the fact that there were many young professionals in attendance, many of the speakers and events were focused towards undergraduate students. Seeing as this gala will target both undergraduate and graduate students at MIT and other schools in the New England area, we are going to select a keynote speaker who can deliver a powerful message that will appeal to people of all educational levels. However, because this gala will be largely student-focused, it is reassuring to know that we have a firm grasp on what appeals to undergraduate students. In addition, one of the speakers at the conference gave us advice that since GlobeMed at MIT has such a great focus on patient care and grassroots approaches to health care, we should try to involve individuals directly receiving and providing care, even if they are not as well-known. Therefore, while we will still try to host a keynote speaker from a prominent health care organization, we are also interested in having a speaker who is an HIV+ patient being treated in Boston or a healthcare provider on the frontlines to talk to the audience about their experiences.

Furthermore, we want this gala to allow more time for networking amongst attendees. Many of our conference attendees expressed the desire that they wished they had more time to simply talk to one another, informally exchange ideas and learn about each other's work. We believe that another event such as this gala would be an excellent opportunity for people to do so. One of the goals of our organization and this event is to get students more involved in global health and philanthropic efforts. We hope that providing students with the chance to talk to other attendees who may work at a nonprofit or who are patients that have been affected by HIV or other diseases of poverty will motivate more undergraduates around Boston to actively engage in the global health movement.