

## EDITORIAL

### **Endowment FMUSP: new visual ID and embedded technology to collect donations**

#### *Endowment FMUSP: nova identidade visual e tecnologia na captação de recursos*

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Leaving more than 500 thousand victims only in our country, the COVID-19 pandemic has put health systems in check, all around the globe. In this context, the efforts were redirected also to sustainability and philanthropy. Thus, alternative ways to finance health and medical education are needed more than ever.

Endowments are strategic tools in the traditional American culture of philanthropy. These models have become so relevant that are nowadays the main financial resource to Ivy League universities, such as Harvard, Yale and Stanford. In the last century, endowments have proved themselves to be a valuable way to invest money, especially those based in the Yale Model, proposed by David Swensen and born in the Yale Endowment. Such model seeks to allocate capital in asset classes with high historical return and low correlation between these classes. It is a model that makes sense for endowments, that have perpetual capital and can invest with a long-term vision.

The Faculty of Medicine of the University of São Paulo (FMUSP), guided by the principles of the consolidated Yale Model, and mirroring up in successful cases, created a pioneer Endowment among the Brazilian medical schools: the *Fundo Medicina*, an independent and non-profit association.

The consolidation of *Fundo Medicina* is lined up with the current Brazilian efforts to create Endowments nationwide, recently driven by the approval of a federal law regarding endowment

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funds (Lei 13.800/19). Several endowments were officialized, such as the Endowment of *Escola Politécnica da Universidade de São Paulo* (Amigos da Poli), the Endowment of UNICAMP and the Endowment of FGV (Fundação Getúlio Vargas) Law School. These associations share the big challenge of approaching the alumni to the alma-mater and also to encourage the philanthropy culture in Brazil.

The well known sustainability of an endowment is due to a universal principle of any association of this kind: the collected resources are never consumed, but applied in the financial market by experts of this sector. Therefore, only the interests of these investments return to FMUSP, ensuring the perennality of the main fund.

With this amazing philanthropic tool, the donors can leave a permanent legacy - even if they donate only once -, which will enable innovative projects of professors, graduation students and college guilds, directly contributing to the vanguardism of “*Casa de Arnaldo*”. The donations help in the implementation of new pedagogic tools, boost the prospect of new talents, improve the infrastructure of research labs, nurture the scientific production and innovation, and also help in the development of sport activities and volunteer work.

In the years of 2020 and 2021, the *Fundo Medicina* has undergone substantial legal reform, which will allow the intern processes of its administration to occur in a more transparent and less bureaucratic way. Now, the FMUSP Endowment has the collaboration of several people making up its administrative structure, from students to doctors, working voluntarily for the development of the philanthropy culture in the FMUSP ecosystem. After years of learning from the obstacles inherent to a pioneer project, *Fundo Medicina* presents itself to the public at a more mature stage, with a better founded legal framework and a valuable human resource engaged in the project.

Having the technology as an ally, the FMUSP Endowment developed a new website and a new Donation Portal to publish its activities and to enable the possibility for donors to contribute at the click of a button. These platforms are essential to the organization’s growth, because they expand its range to reach new potential donors. In the Donation Portal, the donor not only can donate any amount they wish, in several payment methods, but is also in total control of all the contributions made.

To donate to *Fundo Medicina* is the perfect opportunity to leave your mark and to generate shared value to society. The concept of give it back is the essence of the culture of academic philanthropy that we want to promote: return to the alma-mater a little of everything it had helped you to achieve in life with a free and excellent formation.