

FEBRUARY 2021

UMB's Catalyst Campaign Surpasses \$600 Million Milestone

Office of Philanthropy Staff February 18, 2021 2 min read

A catalyst is defined as “a substance that allows something to proceed at a faster rate than otherwise possible” as well as “an agent of change.”

Embodying these two definitions, the University of Maryland, Baltimore’s (UMB) appropriately named Catalyst Campaign achieved a significant milestone in early 2021, surpassing \$600 million. This vital philanthropic endeavor **has now raised \$621 million, or 83 percent of its \$750 million goal.**

The Catalyst Campaign continues to educate and inspire alumni, faculty, staff, civic and community leaders, corporations, and friends as it supports the University’s crucial institutional priorities. These priorities include scholarships, clinical initiatives, faculty excellence, research, entrepreneurship, and community engagement. On a daily basis, more and more individuals, corporations, and foundations are becoming agents of change by giving selflessly of their time and financial resources to advance UMB’s important initiatives.

Recent examples of this philanthropic support include investments in the PATIENTS Professor Academy (School of Pharmacy), the Positive Schools Center (School of Social Work), and the Erin Levitas Initiative (Francis King Carey School of Law), as well as gifts to support our new Community Engagement Center, CURE Scholars Program, and scholarships for multiple schools.

To boost the Catalyst Campaign's efforts, the UMB Foundation (UMBF) Board of Trustees has graciously committed up to \$2 million in a matching campaign to further stimulate and inspire giving to the schools. Each school has been allocated up to \$250,000, with the remainder available for presidential initiatives. The matching program concludes Feb. 28, 2021.

UMB is fortunate to have ongoing and generous assistance from the state of Maryland, which provides approximately 20 percent of the University's overall funding. As UMB President Bruce E. Jarrell, MD, FACS, notes, "The remainder of our budget is generated through research grants and contracts, student tuition, auxiliary enterprises, and philanthropy. Philanthropy is absolutely the most elastic source of revenue available. We invite charitable investment in the numerous UMB programs and initiatives that impact the daily lives of Maryland citizens and many others well beyond our region."

The Catalyst Campaign is co-chaired by UMBF board members Ellen H. Yankellow, PharmD '96, president and CEO of Correct Rx Pharmacy Services, and Brian J. Gibbons, JD '87, chairman and CEO of Greenberg Gibbons Commercial.

For information and how you can be a catalyst for UMB, please contact Jim Hughes, interim chief philanthropy officer, at jhughes@umaryland.edu or by telephone at 410-706-1935.

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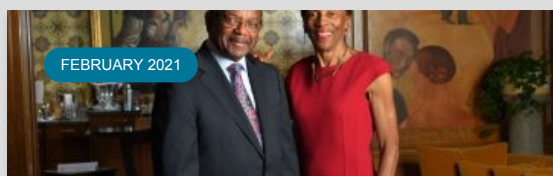
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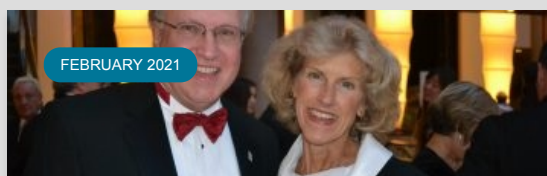
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The PATIENTS Program's Pandemic Pivot

C. Daniel Mullins, PhD February 18, 2021 6 min read



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COVID-19 patients were treated at the Baltimore Convention Center Field Hospital, a collaboration between the University of Maryland Medical System and Johns Hopkins Hospital. (Photo by Christopher Lewkovich, University of Maryland Medical System)

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Social Workers Step Up on the COVID-19 Front Lines

 Matt Conn  February 18, 2021  3 min read

A midst the COVID-19 pandemic, a University of Maryland School of Social Work (UMSSW) alumnus and student got a firsthand look at the racial components and mental health impacts of the virus on patients while working at the Baltimore Convention Center Field Hospital, a 250-bed site operated by the University of Maryland Medical System and Johns Hopkins Hospital.

“Being a social worker in this environment felt like a really important role in terms of navigating how to help the patients and their families process their situation and all the unknowns related to it,” said alumnus said Rachel Markus, MSW ’12. “We do the best we can to help people accept that there are just things we don’t yet know, and that we can only go by the latest research we have.

“We dealt with the stigma and fear surrounding the disease, including family members of patients being unsure of wanting their loved ones to come back home because of those anxieties. The importance of human connection became really apparent, especially when patients are already feeling isolated and even ‘contaminated.’ ”

Markus’ professional work with clients who experience mental health and substance abuse issues, mixed with the classroom learning and field training while she was a student at UMSSW, helped her navigate the tremendous uncertainty experienced by the patients and staff.

“Honestly, there really was no way to prepare for something like this, which really is what social work is all about,” she says. “I think all my prior experience, both in the classroom and in the field, built foundations for working with a variety of populations and issues, including homelessness, substance abuse, mental health, navigating community resources, and

communicating with outside providers. We learned as we went and helped each other when we didn't know what to do next."

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Early on, one factor became evident to Laura Helbling, who is pursuing an MSW degree at UMSSW.

"Observing the racial and ethnic identities of the patients I've seen, it's apparent that COVID, like many other health issues, disproportionately affects Black and Latinx community members," she says. "As a student and a scholar, I recognize the deeper influences at play that create what I'm observing, such as systemic racism, institutional racism in health care, intergenerational trauma, intergenerational transmission of poverty, and the social determinants of health. COVID is a racial and ethnic justice issue, and strategies for combating the virus need to be saturated with conversations about these disparities."

Helbling added that she was "extraordinarily lucky to be on a multidisciplinary team that is so passionate, flexible, and caring. Learning about a patient's experience through multiple lenses has challenged me to consider environmental and medical factors that I normally wouldn't, which in turn is helping me to grow in my social work practice."

Markus said the rewards of working in this environment outweighed the challenges, adding, "Some of the best memories I have are the whole staff clapping and high-fiving patients who got to go home after long stays."

Helbling said following an individual patient's progress from start to finish was the most rewarding part of the experience.

"Some people made miraculous progress, and it was such an honor to be a part of their journey," she says. "On the testing side, the best part is chatting with community members while they wait in line for their test. Seeing hundreds of people each day come out and get tested to protect themselves and their community makes me so proud to live in this city and gives me hope in the fight against COVID."

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Matt Conn

Matt Conn is assistant dean for communications and marketing at the University of Maryland School of Social Work.

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The PATIENTS Program shared health education materials with community members at St. Matthew's Community Long-Term Outreach Center on World AIDS Day in December 2019.

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The PATIENTS Program's Pandemic Pivot

C. Daniel Mullins, PhD February 18, 2021 6 min read

As the COVID-19 pandemic unfolded in early 2020, the PATIENTS Program at the University of Maryland School of Pharmacy (UMSOP) quickly pivoted its programming to continue its work in rebuilding trust and confidence in patient-centered medical research, particularly among African Americans and other underserved populations.

Keeping its mission alive to inform the local community about research during the pandemic, the PATIENTS Program launched a series of biweekly Facebook Live events — alternating between “Real Time with Rodney,” which addressed COVID-19 and research, and “BJ’s Corner” for seniors. These programs reached more than 1,500 people, with 78 percent of the viewers being from the Baltimore area.

University of Maryland, Baltimore (UMB) President Bruce E. Jarrell, MD, FACS, was one of the most popular guests on “Real Talk with Rodney,” which is hosted by Rodney Elliott, engagement specialist at UMSOP. Other guests included Randal Pinkett, PhD, MBA, from BCT Partners; Joseph Richardson, PhD, from the University of Maryland, College Park; and community partners such as HIV/AIDS activist Gail Graham.

In addition, while physical distancing limited the ability to conduct research, the PATIENTS Program worked with the UMB Human Research Protections Office to conduct virtual focus groups and interviews. This allowed critical research to continue that is supported by the U.S. Food and Drug Administration (FDA), the National Institute on Aging, the Patient-Centered Outcomes Research Institute, and other funders. Based on this success, C. Daniel Mullins,

PhD, executive director of the PATIENTS Program, and his postdoctoral fellows were invited by the FDA to present best practices for engaging patients in virtual focus groups.

Several of the PATIENTS Program's community partners have been collaborators for a decade or more, so the COVID-19 pandemic was not the first challenging time. Baltimore's civil unrest in 2015 after the death of Freddie Gray also altered the process of collaborative research and community engagement. In reflecting on the PATIENTS Program's successful pivot during times of crisis, Mullins believes Booker T. Washington said it best: "Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome."

Mullins credits the many community leaders of partnering organizations for supporting the PATIENTS Program's longstanding relationships with West Baltimore residents. These relationships are integral to why the program's community-engaged research remains authentic and successful. [Rev. Dr. Franklin Lance, senior pastor of Mount Lebanon Baptist Church in Baltimore, represents one such partner.](#)

"Our congregants and community face numerous health challenges, and we seek to be a resource of relevant information for our people," Lance said. "We have witnessed your sincere commitment to the diverse communities in which you conduct research, and, for this reason, we are delighted to partner with the PATIENTS Program."

The program started in 2013 as one of seven health services research institutions funded through a five-year infrastructure development grant from the Agency for Healthcare Research and Quality to develop capacity for patient-centered outcomes research. Now, the PATIENTS Program has generated approximately \$44.5 million in new grants and contracts — an 890 percent return on investment in just eight years.

National Impact

It's not just West Baltimore residents and community leaders who recognize the program's impactful work. Mullins and the PATIENTS Program have been asked to speak at meetings and conferences for the FDA, the Centers for Medicare and Medicaid Services, the National Academy of Medicine, and a long list of universities, patient advocacy organizations, insurers, and pharmaceutical manufacturers.

As the pandemic continued to stress communities around the country, the FDA's Center for Drug Evaluation and Research turned to the PATIENTS Program to conduct interviews with Baltimore-area residents to understand attitudes, beliefs, and values around testing for COVID-19 among six underrepresented populations. Mullins joined Michelle Tarver, MD, PhD, acting deputy director of the FDA's Office of Strategic Partnerships and Technology Innovation and director of its Patient Science and Engagement Program, in informing alumni and friends of UMSOP about the collaborative efforts between the PATIENTS Program and FDA staff to understand perspectives around COVID-19 testing.



Through the pandemic programming pivots, the PATIENTS Program has not lost sight of what makes it special. In addition to the research, outreach workers, staff, students, and postdoctoral fellows, it's the patients from the community who use their voices to help researchers understand what it's like to live with a disease who have transformed the way

research is conducted at UMB. In recognition of their impact on making research more patient-centered, they earn the honorary title “PATIENTS Professors.”

Many leading academic institutions; local, state, and federal government agencies; foundations; and private sector firms have asked Mullins and the PATIENTS Program to explain their “secret sauce” for such an authentic community-academic partnership, and it’s the PATIENTS Professors who are truly the backbone for building a supportive relationship.

Building a Bridge

Working with local residents to develop a bidirectional learning model for successful research partnerships takes time and money. However, building relationships is not something that funding agencies typically allow on grants and contracts, so the PATIENTS Program relies on individual philanthropy to cover those costs. The UMB Foundation recently supported the PATIENTS Bridge fundraising event, which described how the PATIENTS Program is a bridge between neighborhoods in West Baltimore and researchers at UMB.

The PATIENTS Bridge fundraiser kicked off with the voice of a patient describing her longstanding relationship with Mullins and the PATIENTS Program. She said that she felt her voice was heard and reflected on how research was conducted by the program. Not only do patients learn from UMB how to be healthy, but PATIENTS Professors also describe their challenges as patients to teach researchers how to make research more meaningful and accessible to patients. The event featured two panel discussions that addressed the four pillars of health: physical health, mental health, spiritual health, and financial health. These pillars support a bridge to holistic health for all people. For more information on the PATIENTS Bridge fundraiser, [click here](#).

The **PATIENTS** Program
at the University of Maryland
School of Pharmacy

WE LISTEN. WE BRIDGE. WE DELIVER.

PHYSICAL MENTAL SPIRITUAL FINANCIAL

The PATIENTS Program serves as a bridge between communities such as West Baltimore and UMB. It supports the four pillars of holistic health: physical health, mental health, spiritual health, and financial health.

The PATIENTS Program was deeply moved by the more than 50 Baltimore residents who made donations during the fundraiser, including patients who were involved in research studies supported by the program. Now, as we continue to navigate a pandemic, vaccine distribution, and rebuilding our way of life, we know the PATIENTS Program will be a pillar of connection and safety in the community.

To continue building on our successful model, the program hopes that people will be inspired and willing to offer monetary support. If you are willing to make a philanthropic investment to

ensure that the PATIENTS Program continues to support research that informs evidence-based decision-making by patients and their health care providers, please donate at [this link](#). If you are interested in learning more about the PATIENTS Program or how you can support the PATIENTS Academy to train more PATIENTS Professors, contact Dr. Mullins at Daniel.Mullins@rx.umaryland.edu.

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C. Daniel Mullins, PhD

C. Daniel Mullins is a professor and chair of the Department of Pharmaceutical Health Services Research at the University of Maryland School of Pharmacy.

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The charitable efforts of Eddie and Sylvia Brown aim to invest in the education of African American youths while also spurring support from Black philanthropists.

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Make a Match: Brown Family's Gift Challenge to Benefit UMB CURE Scholars

 Kate Ostrowski  February 18, 2021  4 min read

Eddie and Sylvia Brown, prominent Baltimore-based philanthropists, are passionate about fixing the underrepresentation of African Americans in a variety of fields. To that end, they have worked with the University of Maryland, Baltimore (UMB) to craft a matching gift challenge designed to stimulate broad-based philanthropic support for UMB's CURE Scholars Program from the African American community to help address the glaring lack of diversity in the cancer research and health care fields.

Education has always been a cornerstone of the Browns' philanthropy, having seen firsthand how it can change the trajectory of a life. After growing up poor in the segregated South, Eddie Brown's life was changed by a scholarship that allowed him to attend Howard University. He went on to become an engineer, designing computer circuits for IBM in the 1960s, and in 1973 became a top money manager and the first African American portfolio manager at T. Rowe Price. From there, he founded Brown Capital Management, which now employs predominantly African American professionals and manages more than \$14 billion in client assets, success achieved largely by identifying talent and value that other less-forward-thinking firms passed over.

Another key component of the Browns' philanthropy is focusing on organizations that serve and celebrate the contributions of the African American community. It is common for their philanthropic commitments to include a matching component to increase charitable giving from other African American-led organizations and individuals. After decades of giving, the Browns have become a philanthropic rock launched into a pool of possibilities, creating a ripple effect of significant and lasting change. This combined mission of investing in the

education of local African American youth while motivating the next generation of African American philanthropists made the UMB CURE Scholars Program an ideal pool to jump into next.

The UMB CURE Scholars Program, funded in part by the National Cancer Institute's Continuing Umbrella of Research Experiences (CURE), was launched in 2015 to build a comprehensive pipeline initiative that excites and exposes students to careers in health care, cancer research, and STEM (science, technology, engineering, and math). By beginning with students in sixth grade and mentoring them through high school as they prepare for college and beyond, UMB aims to support West Baltimore youth as they grow and become the next generation of cancer researchers, doctors, and health scientists.

The Browns have committed a maximum of \$500,000 over five years to match gifts dollar-for-dollar from local African American philanthropists. Over the same period, the UMB Foundation (UMBF) will provide another \$250,000 in matching funds. The matching incentive allows the program to build new relationships across the city and state, share the critical work CURE is doing, and leverage this funding into dollars that will have an even greater impact. This level of funding will provide a multitude of opportunities for our scholars — from college tours and preparatory classes to paid internships and connections with mentors. Our scholars are gaining the knowledge, experience, and self-confidence necessary to succeed.

Leveraging extra support from UMBF, via this challenge, CURE will be able to address some of the scholars' greatest needs outside the classroom. This includes, at times, providing basic needs such as bus tokens and school supplies, but also social work support, emergency funding to prevent eviction or utility termination, and alleviating other burdens or problems that can hold scholars back, allowing the students to focus on their education and personal well-being.

To be matched, gifts may come from individuals, foundations, or corporations and be paid over a period of up to five years. Matches will be applied as cash payments until the fund is exhausted. For more information, contact John Palinski at jpalinski@umaryland.edu.

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Kate Ostrowski

Kate Ostrowski, MPP, is the associate director, foundation operations and compliance, and board relations, in the Office of Philanthropy at the University of Maryland, Baltimore.

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Harry and Nora Knipp have provided philanthropic support for UMB scholarships, Davidge Hall preservation, community engagement efforts, and more.

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Spotlight on UMB Foundation Board Chair Harry C. Knipp, MD, FACR

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Harry C. Knipp, MD, FACR, has a long and distinguished history with the University of Maryland, Baltimore (UMB). A 1976 graduate of the University of Maryland School of Medicine (UMSOM), he is fourth in a line of five consecutive generations of his family who have graduated from UMSOM, dating back to his great-grandfather in the class of 1887 and through his son who graduated in 2014.

A diagnostic radiologist, Knipp is a founding member of Advanced Radiology, the largest provider of medical imaging in Maryland. He is a past president of the Medical Alumni Association and chairs the editorial board of the association's *Bulletin* magazine. After serving on the University of Maryland Baltimore Foundation (UMBF) Board of Trustees and the UMSOM Board of Visitors since 2009, he was appointed UMBF board chair in 2018.

During his membership on the UMBF and UMSOM boards, he and his wife Nora have committed philanthropic resources to provide scholarships, assist in the preservation of historic Davidge Hall, and support the University's community engagement initiatives.

"UMB has a rich history in higher education dating back to 1807," Knipp said. "We have since built on that foundation with superior scholarship, excellent teaching, stewardship of our city and community, and service to mankind worldwide, all the while developing a sense of family within ourselves for this diverse urban university."

Which causes at UMB do you feel have a special impact?

As we are first and foremost a health sciences and human services university, our major impact is in those areas, particularly with our current research and vaccine development efforts for the COVID-19 pandemic. That said, we have not forgotten our roots and are working with our neighbors by listening to their vision for a community of trust. UMB's role in this vision is to assist by providing access to the tools and opportunities to gain education, employment, and health.

What motivates you to give to UMB?

I feel an affinity to UMB because of our deep family heritage with the University going all the way back to the 1850s. Aside from our unique five straight generations of Knipp School of Medicine graduates mentioned above, I have two great-uncles and three cousins who are graduates of the School of Medicine and the School of Law going back as far as 1858. I'm also Baltimore City-born and entirely educated here, with my final nine years at UMB, and I feel responsible to do right by my hometown.

What is your hope for the \$750 million Catalyst Campaign?

I'd like to see us achieve the ambitious fundraising goal we've set, and we have wonderful campaign leaders and development team members who will take us there to the best of their abilities. Personally, I would like to see our campaign break out of its local confines and reach a larger audience throughout Maryland and the entire country. Our research and scholarship benefit people worldwide, and I would like to see us reach potential donors who recognize and want to support our efforts.

Do you have any advice for current students or recent alumni?

Never stop learning. Challenge yourself to take on new roles and duties that might expand your horizons. Remember that progress is best achieved when everyone's point of view is heard and respected, so that all have some ownership of the consensus moving forward. And don't forget to be generous to your alma mater, the University of Maryland, Baltimore!

UMBF serves as the fiscal agent for the University of Maryland, Baltimore (UMB), Maryland's only public health, law, and human services university. UMB is composed of six professional schools (dentistry, law, medicine, nursing, pharmacy, social work) and the interdisciplinary Graduate School. Its mission is to improve the human condition and serve the public good of Maryland and society at-large through education, research, clinical care, and service.

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Kate Ostrowski

Kate Ostrowski, MPP, is the associate director, foundation operations and compliance, and board relations, in the Office of Philanthropy at the University of Maryland, Baltimore.

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