

The Kezirian Fund

The Kezirian Fund was created with two specific purposes. The first was to promote the message of medicine beyond our Alliance membership and to educate the public. During Marilyn Kezirian's CMA Alliance presidency events were developed that focused on collaboration with other community organizations. The intent was to use the infrastructure of these other groups to deliver our message to more people. After her presidency, Marilyn and her sons established The Kezirian Fund to further the work she had begun.

The second purpose was to promote the participation of student and residents (and fellows) and their spouses in the CMA/AMA and the Alliance. This fund can be used to specifically target the involvement of PIT's, Fellows and their spouses in order for them to consider joining CMA and CMA-A. In considering your project understand that "free" events and "ticketed" events usually provide different outcomes.

The concept of hosting a free event is very different from offering to underwrite participation for a ticketed event. These two distinct event concepts send very diverse messages to the next generation of potential members. In the case of the latter, they are offered something of high value. In the case of the former, they are asked to support an event. I am not sure that this former framework would entice membership.

On the other hand, if the event were underwritten from other sources and a small nominal additional financial support from the Kezirian Fund was requested to enhance a well-attended event, then there would be value.