

Your Support Makes Lives Better

Philanthropy helps to improve patient care programs, expand critical research and train medical personnel. It enables Northwestern Medicine to provide the finest, most contemporary care to all patients, regardless of their ability to pay, and to conduct groundbreaking research and clinical trials.

Your philanthropy today can touch and improve the lives of those who will need us tomorrow and beyond.

We look forward to speaking with you.



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An Endowment to Support the Future of the Osher Center for Integrative Medicine

Ensuring the Future of Integrative Medicine

The Osher Center for Integrative Medicine at Northwestern Medicine is one of seven academic Centers funded by The Bernard Osher Foundation to study, teach and practice integrative medicine. Guided by the mission of establishing the Center as a widely recognized leader in integrative medicine-focused patient care, education and research, our specialists and staff members strive to optimize health, promote whole-person wellness and prevent chronic disease.

Over the past decade, the Osher Center has become one of the nation's leading sites for integrative medicine. Our expert physicians, trained in both conventional and complementary medicine, provide a broad spectrum of services, including acupuncture, massage, mind-body therapy, chiropractic services, naturopathic treatments and fitness/wellness education.



Establishing a Dedicated Endowment to Support the Osher Center Executive Directorship

To ensure that patients continue to benefit from our "whole person" approach -- *which is proven to produce better patient outcomes* -- we have established an endowment to support the Osher Center Executive Directorship. This dedicated endowment will:

- Ensure long-term funding to cover the program's vital leadership position, ultimately providing sustainability for the Center for years to come.
- Allow the Osher Center's previous endowment funds to be reallocated to the research and academic mission of the Osher Center, supporting studies that evaluate existing and developing integrative modalities.
- Generate funding for front-line initiatives that focus on innovation in medicine, as well as the lifelong learning of current and future physicians and practitioners.

Investing in Health and Wellness

While the principal amount is kept intact, investment income from the endowment can be used by the Osher Center every year, thus assuring a long and productive life for Northwestern Medicine's Integrative Medicine program. *Our goal for the endowment is \$3 million, and philanthropy will play a vital role in our progress and success.* Aided by your support of the endowment, the executive director of the Osher Center will:

- Develop a compelling vision and strategic direction for the Osher Center.
- Align the vision for the Osher Center with the values of Northwestern Medicine through a shared commitment to excellence in all aspects of daily operations and patient care.
- Provide leadership and supervision to fulfill the Center's goals and values in the areas of education, research and administrative service.

Will you join us in making a gift to the endowment? Gifts of all sizes will make a positive difference. Your contribution will enable others to benefit from integrative medicine therapies and to enjoy a greater quality of life.

