

National Trauma Institute Corporate Engagement Opportunities

The National Trauma Institute is seeking corporate partners who share in our mission to reduce death and disability due to traumatic injury and whose business objectives can be advanced through association with the only national organization dedicated to trauma research funding.

NTI MISSION

To reduce injury, death and disability by:

- Elevating trauma on the national research agenda
- Increasing scientific knowledge related to trauma
- Changing clinical practice throughout the state, nation and world

The Value Proposition

The value of advancing a cause as important as saving lives and limiting the impact of traumatic injury in our society cannot be underestimated. Every community is affected by traumatic injury—it is the leading cause of death for Americans under age 45, accounts for more than 30 percent of all life years lost and carries an economic burden of nearly \$700 million a year because trauma primarily affects people when they are young, healthy and productive.

Engaging with the National Trauma Institute in this effort can be an important part of a company's corporate social responsibility platform – signaling a serious commitment to building strong and healthy communities. Improving outcomes for victims of traumatic injury not only means saving lives, it means decreasing disabilities so that the injured can return to their jobs and continue to be productive citizens. The National Trauma Institute is the *only* organization in the United States that provides funding solely for *translational* research related to trauma – that is, later stage research that is likely to influence practice relatively soon. Thus, NTI's partner companies will be able to directly affect the disability and mortality associated with traumatic injury in a very short amount of time.

Having a relationship with the National Trauma Institute can also support a company's business goals, as corporate engagement in social causes has been shown to result in substantial bottom-line benefits to participating companies. Research conducted over the last decade shows that consumers are more likely to buy brands that are connected to a cause and that they have a more positive image of companies that support their cause.

It's long been known that women and younger adults are especially interested in purchasing products tied to causes, and they will even overlook a price premium to do so. And a new study conducted by PR Week and Barkley in November 2010 discovered that men are now on board, as well, with nearly 90 percent of those surveyed saying they would pay more for a brand or product that supported a cause they care about. What's more, "health and disease" is the second most named cause that all Americans say they would like companies to support. (Visit www.causemarketingforum.com to review the body of literature surrounding the cause marketing phenomenon).

Our corporate partners can expect to benefit from their association with NTI in terms of positive PR, increased sales and increased name recognition among NTI's audience of federal agencies, trauma care personnel and researchers, in addition to the general public.

BACKGROUND

The National Trauma Institute (NTI) is a 501 (C) (3) nonprofit organization. The organization was first established by trauma surgeons in 2003 as a coalition of military and civilian entities in San Antonio, Texas: Brooke Army Medical Center and Wilford Hall Medical Center—San Antonio's two Department of Defense Level 1 Trauma Centers now united as the San Antonio Military Medical Center—the US Army Institute of Surgical Research, and the University of Texas Health Science Center/University Hospital Trauma Center. Funded through a federal grant, the coalition conducted a feasibility study and a demonstration project for a joint military/civilian trauma institute.

The project's success led to a broader, nationwide focus on increasing funding for trauma research, as the trauma surgeons involved coalesced around their frustration with a chronic lack of money for important studies that could make a dent in the trauma epidemic. Thus, in January 2006, the National Trauma Institute was incorporated as an independent nonprofit to raise funds for research, advance clinical practice and raise awareness about the toll of trauma in our society. With a board of directors comprised of nationally and internationally known civilian and military trauma surgeons and researchers, NTI is uniquely positioned to set a comprehensive trauma research agenda and direct funding to the areas of greatest need and highest potential.

Within a few short years, NTI's influence within the trauma community has grown rapidly. To date, NTI has managed \$20.5 million in research funding, and since it began directly requesting federal funds in 2005, it has instituted a rigorous peer-review system and begun an annual funding cycle. Today, multiple high-potential studies are underway addressing issues such as hemorrhage, hospital-acquired infections and resuscitation.

There are many trade and professional societies that support trauma surgeons and advance trauma systems at both state and national levels, but none works to increase funding or set a national agenda for trauma research. NTI is the *only* national organization that provides funding solely for clinical research related to general trauma, as it tries to fill a gaping hole in the country's medical research paradigm. Despite overwhelming evidence of the human and economic toll of trauma—it is the leading cause of death for children and exceeds all other diseases in terms of productive life years lost—as a medical category, trauma remains poorly funded at all levels. There is no trauma center at the National Institutes of Health, and according to the Centers for Disease Control, NIH spends just 10 cents on trauma-related research for every \$3.51 spent on HIV and \$1.65 on cancer.

Please visit our website, www.nationaltraumainstitute.org for more information about our initiatives, current research priorities, active RFPs and awarded studies.

NTI OBJECTIVES

Development

- Diversify our funding sources to include private and corporate foundations as well as individuals
- Build our audience of friends/contacts
- Build our value proposition (increase and enhance our programs/offerings)

Marketing and Communications

- Increase awareness of NTI and its mission in order to further engage our target audience
- Increase awareness of the trauma problem in the United States
- Promote NTI as the leading solver of the trauma problem

OPPORTUNITIES FOR ENGAGEMENT

The National Trauma Institute has developed several high-value opportunities for corporate engagement that ultimately will advance trauma research and practice.

Cause Marketing Partnerships

- “Stop the Bleeding” Campaign or General Research Fund Partnerships allow companies to co-brand products with the NTI logo and dedicate a certain percentage (or a specified amount) of each sale of a particular product either to our “Stop the Bleeding” campaign fund or to our general fund, co-mingled with other donations going specifically to hemorrhage research (in the case of “Stop the Bleeding”) or to our annual research funding cycle.

Named Funds

- Company-named NTI Funds are exclusive opportunities that enable companies to connect their brands to high-impact studies and influential researchers. The company names the fund once a certain funding level is reached—either through direct donations or a percentage of sales—and the fund is awarded to a selected (peer-reviewed) study within NTI’s priority areas.

Endowments

- Endowments are asset donations made to NTI, designed to keep the principal amount intact while using the investment income from dividends for the stated purpose—in this case for a named fund awarded annually to a selected study within NTI’s priority areas. The establishment of an endowment signifies a long-term relationship that leads to ongoing name recognition and benefits over time.

Sponsorships

- Official sponsorship of NTI’s “Stop the Bleeding” campaign allows for exposure on NTI’s website and in publications, and signage at related events.
- Official sponsorship of an NTI event or educational program.

NTI GUARANTEES

- 85% of all corporate donations made to NTI will go directly to trauma studies.
- All partners will receive a report of research results.
- Throughout the course of the partnership, NTI will publicize each company’s engagement in:
 - o Marketing materials
 - o Annual Impact Statement
 - o Website listing on the NTI Partners page
 - o Signage and mention at events and activities
 - o A national press release at the launch of the partnership and a press release at achievement of the goal

To explore these or other partnering opportunities, please contact Sharon Smith, executive director of the National Trauma Institute, at 210-233-6162 x. 205 or Sharon.smith@nationaltraumainstitute.org