



PENNY WAR FUNDRAISER

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INTRODUCTION

A goal of this year's EMBS Executive Committee has been to focus social activities and department gatherings on raising funds for a particular local charity. The fall of 2009 focused on the Food Bank, and this spring we would like to focus our efforts on Brenner Children's Hospital. Proceeds from this fundraiser not only allow us to help a cause close to home, but also increases department participation in activities within the hospital itself.

The most successful fundraising efforts have been shown to occur in lottery format (state lotteries, raffle, etc), generating a positive net revenue so long as the charity is adequately important to the contributors (Orzen 2008). The Penny War fundraiser offers the incentive of an increased chance of winning with greater donations, but also the ability to reduce another team's chances of winning. This additional level of competition will hopefully not only increase funds raised, but add to the excitement and camaraderie fostered by this activity.

The fundraiser planned for this semester is a Penny War (Americans for Common Cents 2009), in which coins are collected in jars corresponding to the three concentrations within Biomedical Engineering, with certain coins having a positive value and others negative. This competition was chosen for its ability to create some friendly competition within the BME department, as well as the abundance of loose change in society as a whole. It has been estimated that \$215,529,091 was lost in the form of spare

change in the year 2006 alone (Klein 2007). This fact, combined with the fact that the average penny lasts 25 years, makes a Penny War the ideal fundraiser to implement before time runs out (Lynnette 2006)!

Please join us for our kickoff meeting at noon, January 11, 2010 in the SBES Conference room. Lunch will be provided.

METHODS

Strategy

Pennies and quarters are positive points, while nickles, dimes and dollars are negative. The ideal strategy is to place positive coins in the bin of the team you would like to win, while placing coins with negative value in the bins of other teams.

Weekly Updates

Team points will be tallied weekly and totals will be written on team bins. Bins will be open from 9am Monday to 3pm Friday for donations. Points will be tallied Friday at 3pm, and distributed to SBES students, staff, and faculty members via email. The competition will run from Monday, January 11 to Friday, February 5, 2010.

The weekly information updates will allow teams to strategize where to place negative value coins in order to maximize their chances of winning.

Placement of Bins

One set of bins will be placed in the BME main office in the MRI building, while a second set will be placed

in the 4th floor break room at WFIRM. Each set of bins will have jars for each concentration and each jar will be clearly labeled with department and current funds raised at the beginning of each week. The honor system will be implemented to ensure participation by BME department individuals only.

Holiday Party Prize

Smitha Raghunathan, Melissa Daly, and Qawi Telesford, as the winners in the “2 Truths, 1 Lie” competition, will be able to place their winnings of \$10, \$5 and \$5, respectively, in whatever denominations and bins they choose. This placement will occur at week 3 (Monday, February 1, 2010) of the competition.

Department Normalization

The points in each bin will be normalized by the number of members in each department. This will ensure that larger departments do not have an advantage simply due to the number of participating members. Appendix A details the normalization equation and Appendix B defines the department affiliations and assignments.

RESULTS

The team with the greatest points at the end of the 4 week competition will win an ice cream social. Additionally, all funds raised will go towards a department volunteer activity at Brenner Children’s Hospital. We encourage participation in this upcoming event.

DISCUSSION & CONCLUSIONS

The purpose of this Penny War is not only to raise funds for a local organization, but to encourage team building and development of camaraderie within the department.

Limitations to this type of fundraiser include trusting the honor system to ensure department only participating in raising funds, and unequal distribution of faculty amongst the department concentrations as compared to the comparatively destitute students.

Overall, we anticipate great success with this event, and perhaps even some extra competition in the form of alliances, strategy and gamesmanship. May the best team win!

REFERENCES

1. [Klein, J. A Vending Machine for Crows. New York University Interactive Telecommunications Program. May 2007.](#)
2. [Lynnette. Ten Facts About Pennies ... \(Trust Me, This Is Worth Every Penny!\). TheFunTimesGuide.com. Jan 2006.](#)
3. [Orzen, H. Fundraising Through Competition: Evidence From the Lab. CeDEx Discussion Paper. October 2008.](#)
4. [Americans for Common Cents. Penny War.](#)

Appendix A:

$$\text{Normalized Total} = \frac{(\# \text{ pennies} \times 1) + (\# \text{ quarters} \times 25) - (\# \text{ nickles} \times 5) - (\# \text{ dimes} \times 10) - (\# \text{ dollars} \times 100)}{\# \text{ people in concentration}} = \frac{\$}{N}$$

Equation 1: Normalized total points for each department.

Appendix B:

Table 1: Anticipated participant enrollment.

Biomechanics	Imaging	Tissue Engineering
Ashley Weaver	Asim Upreti	Catherine Ward
Dan Moreno	Craig Hamilton	Christine Kowalczewski
Doug Evans	David Ahn	David Sullivan
Dustin Crouch	Haiyong Xu	Jillian Rouse
Felicia Amaechi	Huan Tan	John Scott
Jessica Sparks	Jennifer Jordan	Julie Steen
Joel Stitzel	Karen Joyce	Justin Saul
Katherine Holzbaur	Masood Machingal	Karen Watson*
Kathryn Loftis	Mingna Zheng	Lisa Canada*
Katie Kennedy	Pete Santago	Mitchell Ladd
Kerry Danelson	Qawi Telesford	Tabitha Rosenbalm
Meghan Vidt	Ricardo Peral	
Melissa Daly	Robert Kraft	
Philip Brown	Yaorong Ge	
Scott Gayzik		
Smitha Raghunathan		

*Staff placed in Tissue Engineering concentration in order to achieve more even team sizes