

### SBM Proven Science—Better Health Giving Campaign

### 4 New Named Awards

**Elliot J. Coups Improving Health through Behavioral Medicine**  
• Congratulations Amy Yaroch, PhD (2021)

**Karen Calfas Physical Activity Student Research Excellence Award**  
• Congratulations Allyson Tabaczynski, MSc (2021)

**Redford Williams Health Equity Student Research Excellence Award**

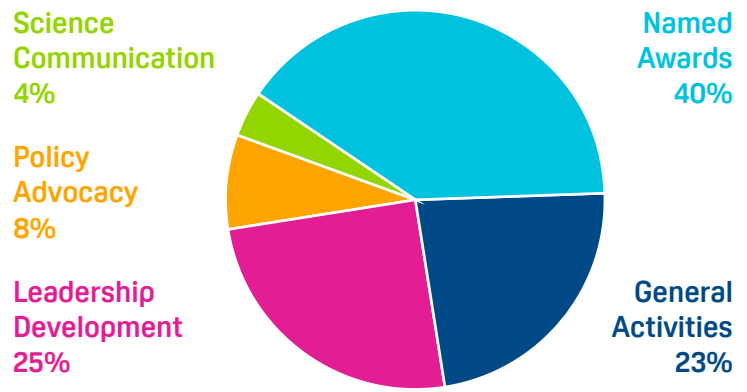
**Robert T. Croyle Behavioral Medicine Service Award**

## \$146,380

Total Contributions in 2020-21

Why fundraise when SBM is in good financial shape? [Learn more here](#)

### What You Helped Fund in 2020-21



### 16+ Mentors Celebrated during Thank Your Mentor Week

**Noelle Mastrili** @NoelleMastrili · 20m

Thank you @DrKrisSchneider for being an incredibly supportive and encouraging mentor. I am very fortunate that I get to learn from you every day! #ThankYourSBMMentor @BehavioralMed

### \$7,800 raised on GivingTuesday to support SBM Student Members

Special thanks to SBM Past President, Dr. Michael Follick, who matched \$3,000 in donations.

### 118 New Donors

### \$5,700 raised by Special Interest Groups

### 7.5% Membership Giving Rate

2020	5.1%
2019	2.2%

### 3 Healthy Living Articles with Corresponding Press Releases Published on WORLD SCIENCE DAY

### Campaign Launch at the Annual Meeting – \$14,447 Raised

Congrats to 2021 Battle of the SIGS Winner – **Physical Activity SIG**

Dozens of members planked across the nation during the **Planking Palooza**.  
Special thanks to SBM Past President, Dr. Sherry Pagoto, who matched \$1,000 in donations for the Science Communication Fund

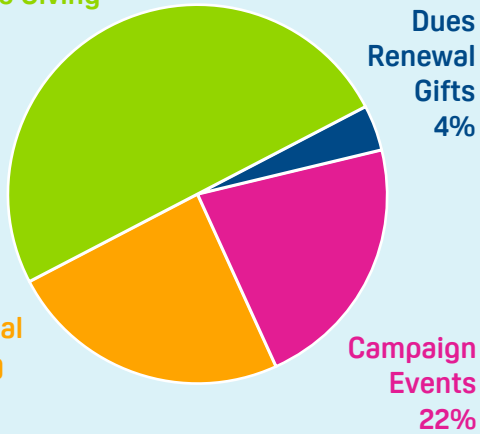


Congrats to our Virtual Hike Photo Contest Winner **Vilmarie Baez**

## How You Gave in 2020-21

**Named Giving**  
50%

**General Giving**  
24%



## Your 2021 Gift ▶ 2022 Impact

### General Fund

- Keeping membership dues low for student members
- Preparing SBM for unexpected challenges and changes in the world
- Additional support of SBM events

### Leadership Development Fund

- Assisting with Leadership Institute & Diversity Institute tuition
- Funding travel scholarships for underrepresented event attendees
- Supporting student awards

### Policy Advocacy Fund

- Creating policy position statements
- Sending policy ambassadors to DC to advocate for key issues
- Professional development for policy ambassadors (Rural Health Policy Summit)

### Science Communication Fund

- Creating the NEW Sci Comm toolkit
- Releasing public-facing Healthy Living articles
- Sending press releases on members' research

## THANK YOU 2020-21 GIVING CAMPAIGN DONORS

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