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Innovative Health Philanthropy is Focus of New Book on Strategic Giving and Organizational Effectiveness

The Bravewell Story published in May 2016

McLean, VA (May 6, 2016) – One of the nation’s most innovative and highly influential philanthropic health foundations, [The Bravewell Collaborative](#), is the focus of a new book, released today by the Academic Consortium for Integrative Medicine & Health. [The Bravewell Story: How a Small Community of Philanthropists Made a Big Difference in Healthcare](#), written by former executive director Bonnie Horrigan, traces the work of this unusual alliance through its 14-year history as a case study in effective, meaningful and strategic giving.

Studied as an example of excellence in philanthropy, The Bravewell Collaborative sought to shift the focus of our healthcare system to prevention, health maintenance, early intervention, and patient-centered care. While leveraging their combined resources to affect change, this union of more than 20 leading philanthropists and foundations helped to define the art of collaborative philanthropy and establish a playbook for this new model of giving. Led by Penny George (George Family Foundation), Christy Mack (Christy and John Mack Foundation), and others, Bravewell was funder-driven, with all members participating in the decision-making process.

“While this book is about the philosophy and organizational processes that The Bravewell Collaborative used in its philanthropic work, their approach can be applied by any organization wishing to build strong teams and get real results,” said Gen. Stanley A. McChrystal, former commander of the Joint Special Operations Command in Iraq, and author of *Team of Teams: New Rules of Engagement for a Complex World*.

The Bravewell Story chronicles the work of the organization, but also details the critical principles that guided the organization’s vision, mission and decision-making, such as:

- Collaborate: Working together, a group can accomplish more than any one individual could accomplish alone.
- Adopt and then remain dedicated to a shared vision.
- Agree on key values and principles.
- Define clear and achievable goals.
- Leave self-interest behind.

Having accomplished its mission, Bravewell chose to sunset in 2015. By then, it had left its mark on medicine as well as leaving a legacy that will continue to bolster the adoption of integrative principles and strategies throughout the nation’s healthcare system, such as the Leadership Program in Integrative Healthcare at Duke University and the Academic Consortium for Integrative Medicine & Health.

Secretary Hillary Clinton, former United States Secretary of State, noted, “How to improve both healthcare and the health of the American people is one of the most important issues facing our nation today. The Bravewell Collaborative’s role in establishing a new way to think about health and medicine, and in shining a light on all the possibilities therein, is an example of what philanthropy is capable of accomplishing at its very best. *The Bravewell Story* brings home how a diverse group of people who share a common purpose can join together with other like-

mindful individuals and institutions to do something for the common good. It is an inspirational story that is grounded in values, hard work, and the desire to create a more perfect world. And in that regard, it is very much an American story.”

Paperback and e-reader versions of the book are available from [Amazon.com](https://www.amazon.com). All proceeds from *The Bravewell Story* will support the [Academic Consortium for Integrative Medicine & Health](https://www.imconsortium.org).

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About the Bravewell Collaborative

Formed in 2002, The Bravewell Collaborative was a community of philanthropists in the United States dedicated to bringing about optimal health and healing for individuals and society. As an operating foundation, Bravewell developed and managed strategic initiatives that supported integrative approaches to health care. Embracing rigorous research and scientific approaches in the entirety of its work, The Bravewell Collaborative’s key initiatives included programs to educate the general public, change the way physicians are educated, develop leading clinical centers as models for change, acknowledge and support leaders in the field, and promote translational and outcomes-based research. For more information about The Bravewell Collaborative, please visit www.bravewell.org.

About the Academic Consortium for Integrative Medicine & Health

The Academic Consortium for Integrative Medicine & Health is the non-profit, organizational home for the major academic health centers and health systems in North America that have programs in integrative medicine and health. With more than 63 member organizations, the Consortium is committed to sharing information and ideas, meeting challenges in a process grounded by the values of integrative medicine, supporting member institutions, and providing a national voice for the advancement of integrative medicine and health. Visit www.imconsortium.org for more information about the Consortium.