

In 2011, community leaders Johnny Danos and Connie Wimer initiated the concept of an “Advocate Circle” to help address Broadlawns Medical Center’s needs for advocacy and fundraising. The group is directly affiliated with the Broadlawns Medical Center Foundation.

An innovative effort, the Advocate Circle brings together a group of 17 emerging leaders (“mentees”) with a group of experienced community philanthropists experienced in both advocacy and fundraising (“mentors”). Through training, interaction, and guidance from the mentors, the mentees have been positioned to advocate and fundraise on behalf of the Broadlawns Medical Center Foundation using a comprehensive Advocacy and Fundraising Plan developed by the group.

The Advocate Circle is currently focused on their “Mental Health in Our Community Starts with Me” campaign, an effort to raise awareness of the current mental health care needs in Central Iowa. The Broadlawns Advocate Circle plans to address these needs by raising money to expand and modernize the mental health care facilities of Broadlawns Medical Center.

The Advocate Circle through these efforts has been able to develop a broader reach in collaboration with several National and Local Mental Healthcare organizations including NAMI, Orchard Place, Eyerly Ball and United Way.

## Advocate Circle

### Mentors

Kim Butler	Charlotte Hubbell
Johnny Danos	Bernie Mouw
Lynn Graves	Douglas Reichardt
Phyllis Hansell	Tom Urban
Cara Heiden	Connie Wimer
	Steven Zumbach (Honorary)

### Mentees

Desmund Adams	Hannah Inman
Jonathan Brendemuehl	Cristina Kuhn
David Chapman	Nichole Peckumn
Matt Connolly	Michael C. Richards
Elizabeth Coonan	Megan Ruble
Hans Erickson	Travis Rychnovsky
Ryan Hervey	Ashley Shafer
Rebecca Hughes	Ryan Wedemeyer
	Li Zhao Mandelbaum

## Accomplishments FY 2014

### Cakes and Cocktails Inaugural Community Awareness Event

- 150 attendees
- Raised over \$75,000

### Developed Web and Social Media platforms

- Broadlawns Advocate Circle Website  
[www.broadlawnsadvocatecircle.org](http://www.broadlawnsadvocatecircle.org)
- Facebook page  
[www.facebook.com/BroadlawnsFoundationAdvocateCircle](http://www.facebook.com/BroadlawnsFoundationAdvocateCircle)
- Twitter page  
[@BMC\\_Foundation](https://twitter.com/BMC_Foundation)

### ME Series – Mental Health Begins with ME

- Event to raising awareness of and funding for mental health in Central Iowa.
- Keynote Speaker was an Academy Award nominated actress, model, author and mental health activist Mariel Hemingway.
- A Petcha Kucha style presentation of 10 speakers of less than seven minutes each. Topics included: improved access, homelessness, workplace productivity, suicide, quality of care, etc. You can view these presentations on our website at [www.broadlawnsadvocatecircle.org](http://www.broadlawnsadvocatecircle.org)
- Exhibitor Expo of 26 community organizations for attendees to learn more about services available for individuals living with mental illness.
- Over 500 individuals attended the event

**Assisted with obtaining a \$5 Million Dollar Appropriation for the State of Iowa Infrastructure, Capitals and Transportation committee for Broadlawns Medical Center Mental Healthcare Facilities**