Philanthropy can be an important part of the healing process for patients and their families. It is also critical to helping UW Medicine advance the clinical, research and educational breakthroughs that increase access to care and improve outcomes for all patients.

- **What are referral cards?**
  A small, folded card with an invitation to learn more about supporting UW Medicine, as well as information on how to contact the philanthropy team at UW Medicine Advancement. The cards also provide a space to insert a fundraiser’s business card, if preferred.

- **How are referral cards used?**
  Referral cards can be provided to grateful patients or others who express interest in supporting UW Medicine. An expression of gratitude might sound like, “I’m so grateful for the care I received from your team. I would love to give back” or “I can’t thank you enough. Is there something I can do to help?”

  We encourage you and your team to know what to do if a patient asks about philanthropy:
  1. Thank them for their interest in supporting UW Medicine.
  2. Connect them with UW Medicine Advancement in one of two ways: either hand them a referral card or send them to our website: .

  Your team can distribute these cards to interested patients at the front desk, waiting area or anywhere else in the clinic.

- **Why are referral cards an important tool?**
  When a patient or person asks about supporting a faculty/clinician’s work or a UW Medicine program, referral cards provide a clear handoff to the UW Medicine Advancement team. We can help the person learn more about our work and the potential impact of their philanthropy. We will keep the faculty/clinician informed about the person’s interests and invite their participation in the donor cultivation process.

- **Will my colleagues also be receiving referral cards?**
  Our UW Medicine Advancement team will be partnering with faculty/clinicians to develop a distribution plan that works best for your clinic or service area. More to come!

- **Where can I find more information? Can I request additional referral cards?**
  Reach out to your philanthropy partner to learn more or contact our team at or (206) 685-9432. You can also visit to request additional referral cards.