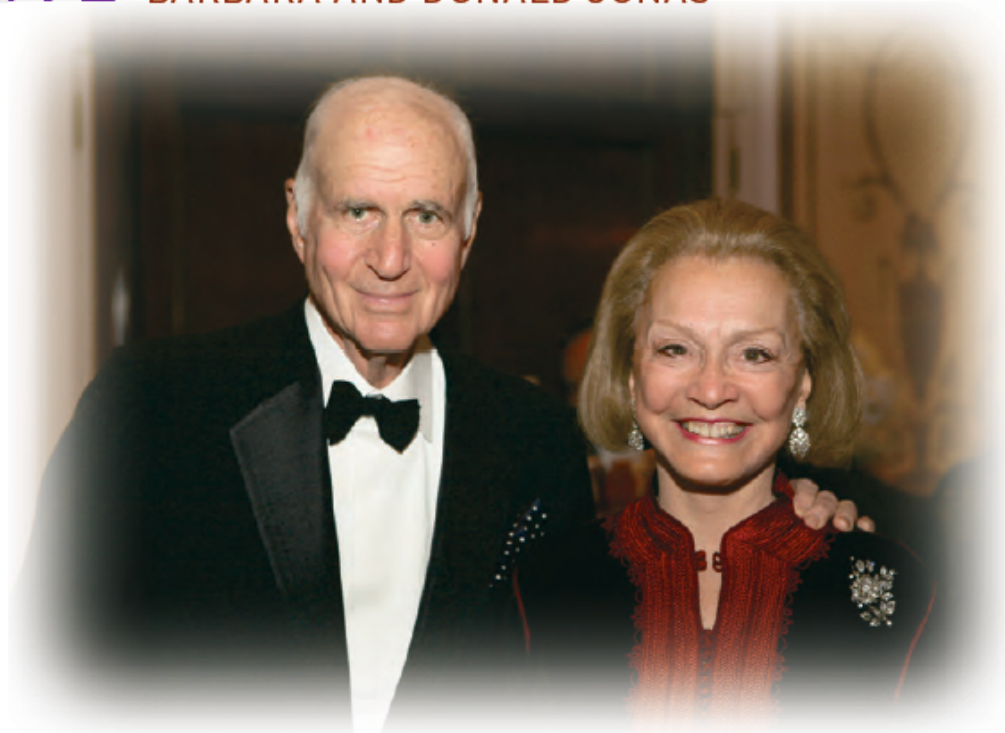


WHY WE GIVE BARBARA AND DONALD JONAS

In 2006, Barbara and Donald Jonas established the Jonas Center for Nursing Excellence, a model philanthropic program dedicated to advancing the nursing profession in New York City. Barbara, a psychiatric social worker, and Donald, a leader in retail, funded their vision through the sale of 15 abstract expressionist artworks. The Jonases transformed their treasured art collection into a meticulously researched program of philanthropy aimed at developing outstanding nursing faculty, advancing nursing scholarship, and supporting innovative nursing practices. Now, with an expanded mission, the Jonas Center has supported more than 250 scholars at 88 schools in all 50 states to date, with plans to add an additional 250 scholars in 2014. Most recently, the Jonases created a Veterans Healthcare Program providing scholarships for nurses trained at the doctoral level on veteran-specific health care needs.



When we made the decision to enter the world of philanthropic giving, we had no idea it would be such a tremendous ride! In the years since establishing the Jonas Center, we have met many fascinating and highly motivated people, have learned a great deal about the world of health care, and have experienced the joy of receiving a letter from a student that reads, “Thank you . . . you’ve made my dreams possible . . . your support will help me become a nurse leader who will work to improve patient care.”

We like to say that we don’t just write a check, we do our homework, we consult leaders and stakeholders, and we really get to know the people and institutions we support. Our friends think we are a bit of an anomaly for throwing ourselves into this work, but the rewards for us have been immeasurable.

A question we often are asked is, Why nursing? There are certainly so many worthy causes to support, but as we thought very deliberately about where to direct the majority of our giving, nursing as a profession was at the top of both of our lists. We feel that nurses are the

backbone of health care in America and that nurses do truly heroic work. At the same time, through our research, we found that there was a lot that needed to be done to address the growing shortage of nurses and nursing faculty, and that on a national scale there was a lack of resources to effectively promote leadership and exemplary practice in nursing.

We also have strong feelings about our city, New York City, and have been involved with New York University and its nursing programs for a number of years. We were delighted to see how Dr. Terry Fulmer elevated nursing at NYU to the much-deserved status of a College, and we are excited to see a new era beginning as Dean Eileen Sullivan-Marx takes over the reins with a top-notch faculty and a new state-of-the-art building. We give to NYU College of Nursing because we care deeply about the future of nursing in New York City, and because we see the College making an important difference—locally, nationally and globally—in the quality of nursing faculty, the diversity of students, and the continued movement toward excellence in the profession. ■