Wellbeing for All

The Campaign for the Earl E. Bakken Center for Spirituality & Healing
Center Campaign Priorities

- Transformational Learning
- Research and Discovery
- Strategic Innovation
- Growth and Sustainability

About the UMN Campaign

The University of Minnesota has embarked on a campaign to set a new course for students, the state, and the world. Through *Driven: The University of Minnesota Campaign*, we will join forces with our philanthropic partners and friends to raise $4 billion to strengthen Minnesota’s only land-grant research university, and fuel our quest to solve the world’s greatest challenges.
Advancing Wellbeing for All

I am excited to kick off the Wellbeing for All campaign for the Earl E. Bakken Center for Spirituality & Healing. The campaign comes at a time when we are poised to grow the Center in ways that will enable us to meet the increasing needs of those we serve.

Throughout the past 23 years, the Center has become known for helping hospitals and healthcare systems offer more person-centered, holistic care that includes integrative therapies and healing practices. Thousands of University of Minnesota students take courses at the Center each year to enrich their personal and professional lives, and to prepare them for future roles that demand new ways of thinking. NIH-funded research at the Center is paving new ground for ways we can improve patient outcomes and the quality of their lives. And, the Center is well-known for bringing provocative and informative speakers to the campus and the community. Our consumer website, Taking Charge of Your Health & Wellbeing, reaches millions each year around the globe. The Center’s impact touches individuals, families, organizations, and communities within Minnesota and beyond.

A hallmark of our success has been our capacity to innovate — whether in the classroom, laboratory, or community. The Center attracts brilliant scientists, scholars, faculty, and staff who are all dedicated to our mission of advancing wellbeing.

Our Wellbeing for All campaign is focused on four imperative priorities:

- Transformational Learning
- Research and Discovery
- Strategic Innovation
- Growth and Sustainability

As you learn more about our intentions in each of these areas, I hope you will become inspired, so that together, we may advance human flourishing and the work of the Earl E. Bakken Center for Spirituality & Healing.

Mary Jo Kreitzer, PhD, RN, FAAN
Director, Earl E. Bakken Center for Spirituality & Healing
Transformational Learning

It is estimated that 80% or more of a person's health and wellbeing can be attributed to lifestyle, including what we eat, how much we move, and how we manage emotions and sleep. Unfortunately, few people understand how to make necessary changes that can have a deep impact on their wellbeing. While our commitment to transforming the healthcare system and making integrative health and healing accessible is unwavering, there is so much more that can be done to improve the health and wellbeing of people, organizations, and communities. Our approach is always to engage and empower – to move people to take action – and provide the spark that ignites transformation.

Our Taking Charge of Your Health & Wellbeing website provides millions of people around the world with opportunities to explore wellbeing and self-care, learn how to better navigate the healthcare system, and make lifestyle changes with its evidence-based, ad-free information and tools. Through our informative community lectures, thought leaders like Brené Brown, Atul Gawande, and Michael Pollan provide inspiration, and help Minnesotans explore new ways of being in the world.

At the Bakken Center for Spirituality & Healing, we are a community of teachers, learners, scholars, and practitioners who are committed to transformational learning experiences. From experiential courses to online workshops and modules, we offer opportunities for people to acquire new knowledge and skills, and expand their worldviews.

Your charitable investments are needed so that the Center can support the brightest, most compassionate faculty, utilize innovative online learning platforms, and engage compelling thought-leaders in our lectures.
“Learning opportunities at the Bakken Center for Spirituality & Healing have transformed the way I think, act, lead, and interact with my patients. Not only have the courses opened my mind to innovative leadership strategies and mentors who lead by example, but the additional resources offered by the Center are transformative as well. As a clinician, I rely heavily on Taking Charge of Your Health & Wellbeing to provide reliable and evidence-based information to my patients. After taking courses at the Center and attending many of the Wellbeing Lectures, I am able to be with my patients and connect on a deeper level. This way of being, thinking, and doing has transformed my career by giving me new meaning and purpose.”

Megan Voss, DNP, RN
University of Minnesota
Masonic Children’s Hospital
Integrative Therapy Program Manager
Pediatric Blood and Marrow Transplant
Research and Discovery

At the Center, we are driven to improve health and wellbeing for all. Through groundbreaking awards by national funding agencies, as well as generous private support, our scientists are addressing health challenges like low-back pain, health provider burnout, lack of knowledge about healthy eating, mindfulness as a recovery intervention from cardiac events, and chronic stress. With our community partners, we are examining how gratitude impacts the healing process, and why mindful movement and a greater understanding of personal wellbeing may improve health and activity levels for people 50 years and older. As a nexus for wellbeing research, the Center helps translate key findings to healthcare practitioners and the general public. Our vibrant group of interdisciplinary researchers, health practitioners, and community partners are dedicated to exploring the science of wellbeing, publishing and sharing findings, and improving lives. Other areas of inquiry include:

- Exploring compelling questions related to the biological, psychological, social, environmental, and spiritual dimensions of wellbeing, and how integrative and self-management approaches can best facilitate optimal health and wellbeing
- Identifying safe and effective integrative practices and healing therapies that empower people with chronic pain and other health conditions to lead productive and meaningful lives
- Examining creative ways to foster wellbeing within culturally and economically diverse populations while promoting greater self-care to reduce health disparities

From pioneering research to mentoring aspiring scientists, the Center is committed to scholarly inquiry that informs health policy, programs, and practices.

Your contribution will sustain leadership in this essential area, support pilot studies, and develop the education and mentoring of the next generation of integrative health researchers.

Center faculty have had consistent federal funding since 2001.

$20 million secured in funding for research in integrative health and wellbeing in 2017

Recipient of largest integrative health research grant to study pain in the US ($14 million, more than 1000 patients)
The Earl E. Bakken Center for Spirituality & Healing is doing important work to advance the University’s mission by conducting research that makes a real difference in people’s lives. I know first hand from caring for children in the pediatric blood and marrow program how important integrative healing approaches are to our patients and their families. Integrative approaches improve symptom management as well as quality of life. The Center has been highly successful in garnering NIH funding for high profile research that brings together clinicians and scientists to conduct innovative research and identify safe, effective, and bold solutions that help improve the health and wellbeing of patients.

Jakub Tolar, MD, PhD
Dean of the University of Minnesota Medical School
Interim Vice President for Health Sciences
Strategic Innovation

Since our founding in 1995, the Center has served as a hub for health and wellbeing innovation, and is widely recognized as an incubator of new ideas and practices. From collaborating with teachers in local school districts to bring mindfulness to their classrooms, to creating the first master’s degree in integrative health coaching in the country, the Center has been at the forefront of change. Other initiatives have positioned us as a leading university setting for topics such as integrative health and healing, Tibetan Medicine, living well/dying well, and nature-based therapeutics. One of our newest efforts – Nourishing Minnesota - seeks to enhance the wellbeing of individuals and organizations by integrating culinary and nutritional literacy into clinical practice for healthcare providers, and advancing food knowledge within the Twin Cities community and beyond.

To advance innovation, we listen deeply to expressed needs within the University and communities, and respond by building innovative programs and initiatives. We develop sustainable business models and collaborate with strategic partners to strengthen their capacities for disseminating knowledge and taking each initiative to a larger scale.

Together, with your philanthropic contributions, our Strategic Innovation Fund will support Center teams as we move world-changing ideas into action in the most timely, sustainable manner.
“The benefits that resulted from the Mindfulness in Education program were quickly revealed. As I built my personal mindfulness practice, I became much more aware of my emotional states, allowing me to understand where I was when I entered the classroom each day. This emotional ‘barometer’ helped me understand myself in a much more objective manner, allowing me to keep my reactions in check. Considering the emotionally charged nature of teaching, having an ability to prevent the reactions that may be hurtful to students and classroom dynamics is an invaluable tool. Mindfulness has helped me to be a more whole and balanced person – the kind of person I want to show my students each day.

Despite the extra time dedicated to meetings and coursework required for the program, I can safely say that, in hindsight, the sacrifice was entirely worth it. As educators, we hear over and over how important emotional health is, but are very seldom, or perhaps never, given the tools to achieve it. I see a mindfulness practice as one extremely useful tool for the emotional health we want desperately to achieve, both for ourselves and our students.”

Craig Kleeberger
NABAD & ESL Services
Andersen United Community School
Growth and Sustainability

The University contributes only 4% of the Center’s annual operating budget. Additional sources of revenue include tuition, contracts, grants, and our partnerships with businesses and organizations.

With an entrepreneurial business model, we have been an example of fiscal responsibility, maintaining a lean infrastructure as we push boundaries in transformational learning, research and discovery, and strategic innovation. We know that new frontiers can be explored and larger impacts made; yet that degree of magnitude requires investments that will enable us to build a solid core for long-term growth and sustainability.

Providing the highest quality of support for our students, strategic partners, and the general public has long been one of our core Center values.

With your generosity, we can ensure that key Center functions such as leadership, student services, instructional design, communications, and business development can thrive while utilizing new resources to further advance wellbeing.

“We know that sustaining funds are imperative to the recipient organizations because their leaders tell us that solid infrastructure is a must when striving to carry out ambitious programs and initiatives. Staffing in key functional areas such as administration, finance, communications, and development is essential in high-performing organizations. Tangible expenses related to space, heat, light, computers, professional development, and insurance are basic – yet vital – to creating healthy workplaces. Unrestricted resources allow organizational or program leaders to focus on the impact of their work and actually do what is needed to achieve those outcomes.”

Gayle Ober
President
George Family Foundation
Together, We Can Create Wellbeing for All

“At the Center, we love to facilitate philanthropic moments — remarkable connections in settings where we can share our innovative approaches and aspirations with people who are eager to support our mission and vision. Many opportunities are available each year to become better acquainted with faculty, staff, students, and partners — lectures, workshops, topical briefings, classrooms, and personal visits. Our wish is that you learn with us, and then utilize your insights to take greater charge of your wellbeing and your life’s pathways.”

Dianne Lev
Development Director
Bakken Center for Spirituality & Healing

Mary Jo Kreitzer, PhD, RN, FAAN
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To become philanthropically involved in the Center’s *Wellbeing for All* campaign, please contact Dianne Lev, Director of Development, at dlev@umn.edu or 612-624-1121.