



Changing the Face of Cancer

through investments in research, education, outreach and care

Giving Guide

OHSU Knight Cancer Institute *We Will End Cancer As We Know It*



The OHSU Knight Cancer Institute is transforming how the world understands and fights cancer. The institute's revolutionary discoveries – including the world's first targeted cancer therapy – have proven that targeted, personalized cures for cancer are possible.

As leaders in personalized cancer medicine, the Knight's goal is to produce more targeted therapies for cancer and provide individually tailored care for every patient we treat to allow them to survive and thrive despite a diagnosis of cancer.

Philanthropic support is vital to advancing this progress. Gifts:

- Advance the studies of new cancer treatments
- Recruit and keep talented researchers and doctors through the Best & Brightest Fund and endowed faculty positions
- Build state-of-the-art laboratories
- Train the next generation of physician-scientists
- Provide patient support groups, wellness programs and counseling
- Foster outreach and prevention projects

We invite you to join our effort by making a gift to the OHSU Knight Cancer Institute. Your support will accelerate our ability to bring new hope to patients more quickly and help us end cancer as we know it.

Sincerely,

A handwritten signature in blue ink that reads "Brian Druker".

Brian Druker, M.D.

Director, OHSU Knight Cancer Institute

JELD-WEN Chair of Leukemia Research

Associate Dean for Oncology, OHSU School of Medicine



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“Philanthropy is the best tool for progress in science. There’s no question that advances in the years ahead will all come at the hands of dreamers and doers.”

– Joe Robertson,
M.D., M.B.A.
President, OHSU

Cancer Biology and Discovery *Answers to Cancer Begin with Research*

Investments in cancer biology and discovery foster research and innovation by helping recruit research teams focused on understanding key disease pathways and identifying targets for individual therapies.

Over the next five years, the Knight plans to recruit nine senior scientists and their research teams. Recruitments are already underway, and in 2011 renowned scientists Joe Gray, Ph.D., Lisa Coussens, Ph.D., and Paul Spellman, Ph.D., joined OHSU. Drs. Gray and Coussens are known for groundbreaking contributions to breast cancer research.

Recruiting a research team is like bringing a business to OHSU as senior scientists bring with them research and lab staff and require specialized space, equipment and technologies to operate (see diagram on right). The cost over a 5-year period to recruit a single research team led by a senior scientist can be \$20 million or more to fund salaries, laboratory space, new technologies and tech transfer.

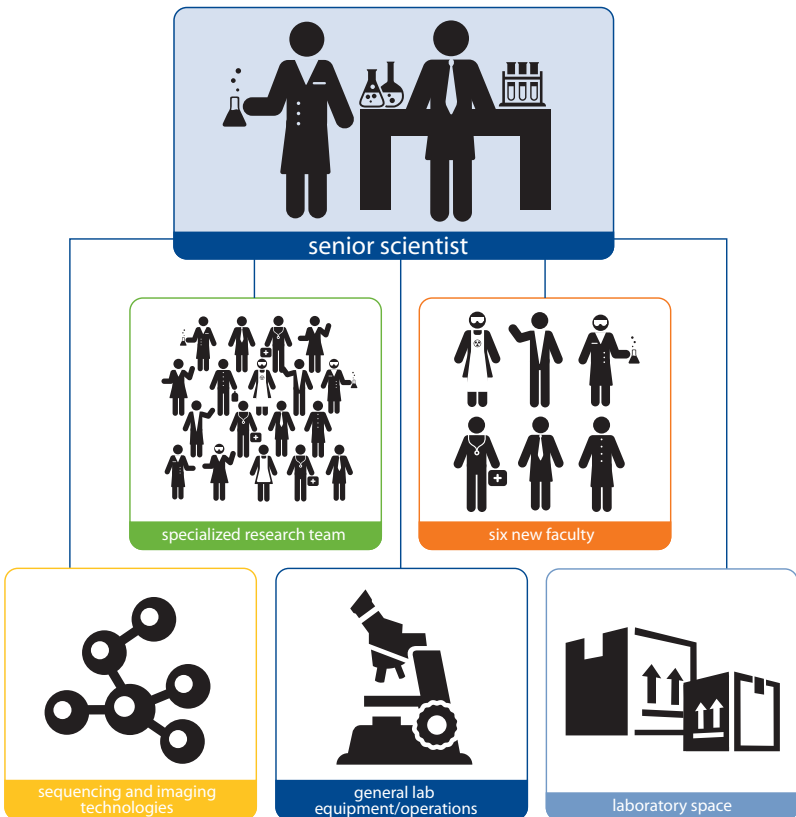
Your investment in these core teams will give OHSU an unprecedented opportunity to change the way cancer is diagnosed and treated in the future.

A Sample of Giving Opportunities

- **Best and Brightest Fund.** Gifts of all sizes provide immediate resources for faculty, such as start-up packages for top scientists, which includes funds for research, support staff, equipment and laboratory supplies.

- **New sequencing technologies and specialized equipment.** Naming opportunities are available for gifts of \$50,000 or more.
- **Endowed Faculty Positions.** (see page 5)
- **OHSU Center for Spatial Systems Biomedicine (OCSSB).** This innovative center, which will occupy 20,000 square feet of sophisticated laboratory space, will bring together biology, chemistry, engineering and physics to understand how cancer cells grow in three dimensions and time. For a detailed overview, call 503 494-3607 or email supporttheknight@ohsu.edu.

Building World Class Scientific Research Teams



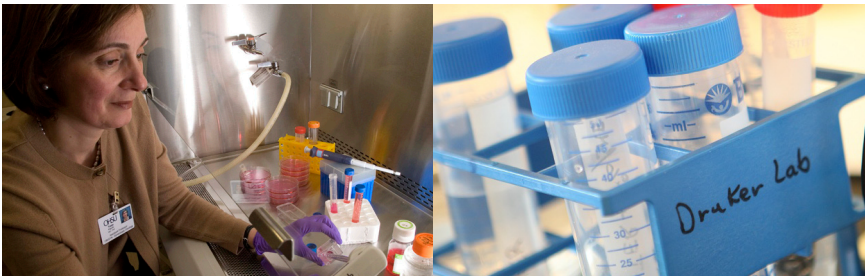
Translational Cancer Research and Care Programs

Accelerating the pace of discovery

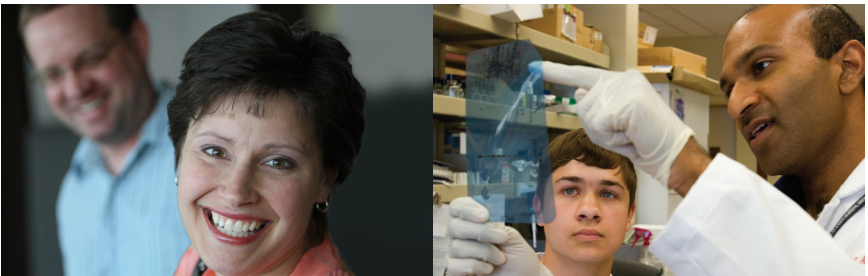
In the future, cures for cancer are possible. The pace of discovery is accelerating as new tools and technologies enable unprecedented opportunities to find better ways to treat, diagnose and prevent cancer. Philanthropic support provides critical resources to advance new discoveries and enable our best scientists to explore their brightest ideas and pursue their boldest vision.

Giving Opportunities

- **OHSU Knight Cancer Institute Research Fund.** Gifts of all sizes provide resources to support the most promising research studies. Gifts may also be designated to specific areas of cancer research and care.
- **Career Development Awards.** These awards support the work of promising investigators in the early stages of their career. The purpose is to cultivate outstanding cancer research by helping generate preliminary data for peer-reviewed national funding. A gift of **\$10,000** and above can name and fund a career development award.
- **Pilot Projects.** The Knight awards pilot grants for research projects that show the greatest potential to identify new targets for cancer therapy or yield improvements in cancer therapy, early diagnosis, or prevention. Scientific excellence is the key review element and interdisciplinary and collaborative research is encouraged. Gifts of **\$50,000** and above can name and fund a pilot project award.



- **Named Cancer Research Funds.** Gifts of **\$100,000** and above can name and fund a variety of research projects and priorities for translational cancer research and care programs throughout the Knight Cancer Institute. To learn more, call 503 494-3607.
- **Endowed Faculty Positions.** An endowed faculty position is OHSU's most prestigious academic distinction, usually named by a donor and held by a senior faculty member who is acclaimed in his or her field. Perpetual endowed support provides leaders with professional stature, financial sustainability, and the ability to focus their time on research and clinical activities instead of pursuing funding or other time-consuming secondary work. Income from such endowments often provides salary support, start-up funds, support for Ph.D. student researchers, and resources to maximize potential and productivity. To name and endow a professorship is **\$1,000,000** and to name and endow a chair is **\$2,500,000**.
- **Named Investigators Fund.** A gift of **\$10,000,000** will name and endow a fund to provide program support in perpetuity to enable the Knight Cancer Institute to attract and retain promising investigators in personalized cancer medicine and enable them to build and enhance their respective research programs. This investment will support activities needed to translate basic scientific knowledge into new, more effective clinical treatments. This long-term investment will transform lives for patients today and for generations to come.



Supporting the following core resources will also advance cancer research:

- **Biolibrary.** The Knight seeks to advance how we understand and treat cancer through the continuing development and growth of its biolibrary. This is a key step in developing targeted cancer drugs. The biolibrary is a collection of clinically annotated tissue and blood specimens that includes both tumors and healthy tissues associated with tumors. Researchers can use these specimens to study the cell's genetic and structural composition to better understand mutations that medications treat. Gifts from **\$5,000 to \$50,000** will help equip the biolibrary with state-of-the art equipment to maintain and expand its operations. Naming opportunities are available.
- **Knight Diagnostic Laboratories.** The Knight Diagnostic Labs offer some of the world's most sophisticated DNA tests to detect mutations that enable cancerous tumors to grow. These tests are crucial to making personalized cancer medicine a reality for more patients. Physicians need to be able to profile the abnormalities in each patient's tumor to determine which cancer treatments will be most effective to stop their particular form of the disease. This information is also important in matching patients to clinical trials and advancing research to develop targeted cancer therapies. Gifts of **\$1,000 to \$5,000** will help purchase compounds used in cancer diagnostic tests.
- **Phase I Clinical Trial Facility.** One of the Knight's top priorities is to develop a dedicated Phase I program. Phase I clinical trials test new treatments or medical devices in people, offering patients access to therapies that are on the cusp of cancer research and have shown promise in laboratory testing. Phase I facilities require specialized nurses and monitoring facilities with specialized equipment. To support the development of a dedicated Phase I program, the Knight has received \$1,000,000 from the American Recovery and Reinvestment Act to recruit an investigator. We must match this support and seek philanthropic support totaling **\$1,000,000** over the next three years.

Patient and Family Support Services

Enhancing the well-being and quality of life for people with cancer



photo by Stuart Allen Levy

“For me, (patient support services) have been a refuge, a place to feel safe and comfortable in the midst of other cancer survivors. I started last fall when I had finished treatment.

I was experiencing extreme anxiety and depression commonly felt at treatment’s end. Yoga, the stress reduction classes, lots of exercise, meds, reading a terrific book on survivorship, therapy, and TIME have helped me to feel better.”

– Deborah W. (patient)

The OHSU Knight Cancer Institute offers a range of patient- and family-centered services from the moment of diagnosis through all phases of treatment, and beyond treatment into cancer-free survival. Popular programs include Mindfulness Based Stress Reduction classes, Gentle Yoga for Women Healing from Cancer, massage therapy, art therapy, and support groups and individual counseling for patients and caregivers. A patient and family resource center offers a helpful selection of materials about all aspects of cancer treatment.

We are able to offer these programs because of the generosity of donors who support the Patient and Family Support Services Fund.

But we want to do more and need your help. Your gifts to the Patient and Family Support Services Fund will not only help fund these core programs but also will help expand survivorship programs, and opportunities for complementary therapies and temporary housing.

Read more on the following pages about how your support can help.

Patient and Family Support Services Giving Opportunities

- **Patient and Family Support Services Fund.** Gifts of all sizes will help support and expand our ability to offer wellness programs, art therapy, survivorship programs and support services for patients.
- **Supportive Oncology and Palliative Care.** Gifts of all sizes provide resources for the supportive oncology and palliative care team to help patients and their families address the physical, mental, emotional and spiritual questions that often come with cancer and cancer treatment.
- **Art Therapy.** Art therapy provides patients with creative activities to express emotions, increase self-awareness and explore feelings about their cancer. Among the Knight's most popular programs are art and journaling classes. Gifts of \$7,000 and more can fund one of these programs for a year. A gift of \$100,000 will establish and name an endowed fund for art therapy to benefit patients in perpetuity.
- **Wellness Programs.** Philanthropic contributions make possible programs and classes that enhance patients' quality of life and well-being, including yoga, mindfulness-based stress reduction, nutrition, wellness and exercise programs, and massage therapy. Gifts of \$10,000 and more will fund one of these programs for a year. A gift of \$500,000 will establish and name an endowed fund for wellness programs to benefit patients in perpetuity.
- **Patient and Family Housing.** For patients traveling to OHSU who need overnight or extended-stay accommodations, housing options can be limited. A gift of \$100,000 will provide seed funding for the Knight to launch a program with an on-call patient and family housing coordinator to help manage a network of available patient and family housing opportunities and assist with arrangements. The Knight is also exploring opportunities to provide a newly constructed or renovated space designated for Knight cancer patients, designed for optimal comfort and care for medically fragile and vulnerable patients.

- **Naturopath/Acupuncturist.** The Knight wants to introduce a naturopath/acupuncturist to support cancer patients as part of the complementary care continuum. To pilot this program for two years will cost **\$150,000**, which includes funds for a part-time employee and program support. After two years the position would be self sustaining.
- **Comfort Care Massage Therapy Program.** A gift of **\$200,000** will establish a cancer-focused Comfort Care Massage Therapy Program, an innovative, simple and highly effective means to reduce the physical and emotional pain that can accompany cancer treatment. The Knight would like to provide free inpatient massage for all cancer patients who wish to take part. Currently massage therapists provide these services largely on a volunteer basis. This philanthropic investment would support implementation of the Comfort Care Massage Therapy Program and sustain the program for five years.
- **Endowed Fund for Patient Support Services.** A gift of **\$1,000,000** will establish and name an endowed fund to support the program's highest priorities, including wellness programs, coordination of complementary therapies, lectureships and survivorship programs.

Helping Patients in Need

Patient assistance funds help patients with demonstrated financial need cover costs associated with their care such as temporary lodging, transportation and emergency medication assistance. Gifts of all sizes provide an immediate impact to patients facing financial emergencies during their treatment. Gifts may be directed to established funds in the Center for Hematologic Malignancies (CHM Patient Assistance Fund) or the Center for Health and Healing Medical Oncology (Family Aid Fund). We also seek a philanthropic partner who is interested in establishing an endowed fund of \$500,000 or more to provide support to benefit patients in need in perpetuity.

Education: Hematology/Oncology Fellowships

Training tomorrow's physician-scientists

As part of Oregon's only academic health and sciences university, the Knight Cancer Institute is committed to educating the next generation of physicians and scientists. Our Hematology/Oncology Fellowship Program is a three-year research and clinical care training program designed to produce outstanding hematologists and oncologists who have a lifelong commitment to state-of-the-art patient care, scholarship and research.

Our highly competitive fellowship program attracts top physicians – annually receiving more than 250 applications for only three positions – and is the only training program in Oregon. Physicians enter the program after completing their residency. Many of our trainees have gone on to build their careers at OHSU and pursue careers in academic medicine at other prestigious institutions.

The cost to train hematologists and oncologists has risen dramatically in today's challenging economic times. It is more expensive than ever to train fellows and it is increasingly difficult to attract the top medical minds into academia because of debts incurred during training and the fact that larger salaries are made in private practice.

The future of the Hematology/Medical Oncology Fellowship Program depends on the generosity of donors who understand the importance of specialty training and medical education. Your support will help create the next generation of specialists and advance the state of cancer research in Oregon, the nation and the around the world.

Giving Opportunities

- Gifts of all sizes will help provide fellows with support for educational conferences, research and learning opportunities.
- A gift of \$100,000 will name and endow a fellowship fund.
- A gift of \$10,000,000 will name and endow the fellowship program and will provide support six to eight fellows annually.

Outreach Initiatives

Collaborating with communities throughout Oregon and beyond to reduce cancer's impact

Through collaborations with community cancer agencies, researchers, medical providers, and business and civic leaders throughout the state and beyond, the Knight Cancer Institute is committed to reducing Oregon's death rate from cancer to the lowest in the country and ensuring that people in our region will have access to the expert care that they need.

Philanthropy provides crucial funding for education and awareness programs, screenings and other activities to move research findings more quickly into prevention and control practices, improve early detection, and promote healthy lifestyle choices.

Giving Opportunities

- Gifts of all sizes to the Knight's Outreach and Education Fund provide important funds to conduct screenings, enhance community education and foster collaborations that benefit communities across the state.
- The Knight seeks to equip its main conference room with state-of-the-art video-conferencing technology to enhance our ability to collaborate with cancer experts and researchers throughout the state and beyond. A gift of \$250,000 will equip the conference room with this technology. A gift of \$500,000 will name the conference room and provide a seed fund for outreach and education initiatives.



The OHSU School of Medicine ranks No. 3 in the nation for its primary care program, No. 2 in family medicine, and No. 5 in rural health in *U.S. News and World Report* 2011 rankings.

As the state's only academic health center, OHSU is committed to improving the health care and well-being of all Oregonians.

OHSU Knight faculty members serve the community, the state and our region and are committed to helping cancer patients receive care in the communities where they live.



Changing the Face of Cancer Fund

Gifts to the Knight's Changing the Face of Cancer Fund support the highest and most urgent research and care priorities – helping bring new hope to patients more quickly. Your unrestricted gifts provide the Knight with the flexibility to determine how to use these critical resources in a way that will make the most impact on our mission to defeat cancer.

When I think about all we've put into OHSU and the relationships we've built over the years, I can only conclude that Deanne and I are the big winners. We've received so much more than we've given. It just keeps getting better.

– Dick Rubinstein

Our researchers and care providers are committed to fundamentally altering what it means to have, survive and prevent cancer. Your philanthropic investments will make a difference in the lives of patients today and for generations to come. We are grateful for your support.

How to Make a Gift

Thank you for making a gift to the OHSU Knight Cancer Institute. See below for several ways you can give. You may also designate your gift in memory or honor of someone.

Mail: Mail your gift payable by check, credit card or donation to OHSU Foundation, 1121 S.W. Salmon St, Suite 100, Portland, OR 97205-2021. Please call or visit our web site www.ohsu.edu/cancer for a donation form.

Online: Make a secure online gift through at www.cancer.ohsufoundation.org. Remember to designate your gift for the Knight Cancer Institute.

Telephone: To speak to a development officer, call 503 494-3607. We can take your credit card gifts by phone.

Email: For inquiries email supporttheknight@ohsu.edu.

To make a gift through your will, trust or retirement plan, call the OHSU Foundation's gift planning office at 503 228-1730 or 800 462-6608.

OHSU Knight Cancer Institute Council

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CANCER BY THE NUMBERS

Oregon

Oregonians newly diagnosed with cancer each year: **18,630**

Oregonians diagnosed with cancer each day: **51**

Oregonians who die from cancer each year: **7,299**

Oregon's rank among states in incidence of breast cancer: **6**

Top cause of death in Oregon: **Cancer**

Nationally

Estimated new U.S. cancer diagnoses in 2010: **1.5 million**

Cancer is the second leading cause of death in the U.S., accounting for almost **1 in every 4 deaths**.

Dollars estimated to cover overall costs of cancer in 2010:
\$263.8 billion

Globally

Approximate number of people living with cancer: **20 million**

Cancer deaths in 2008: **7.6 million**

Projected deaths from cancer in 2030: **11 million-plus**

More than 30% of cancer deaths can be prevented

Help end cancer as we know it.

Make a gift today.

Together we can change the world.



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