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In March 2000 leaders of Oregon Health & Science University asked the people of our region to help OHSU prepare for the opportunities and challenges ahead in the new century. Six years later, the Oregon Opportunity campaign is now a part of OHSU history.

OHSU has been strengthened by well over a half-billion dollars in support for its broad missions of healing, teaching, discovery and outreach. While Oregon voters approved a $200 million public investment, private giving during the six-year campaign totaled nearly $378 million – significantly above the original $300 million goal. In the end, more than 78,000 individual donors from every part of Oregon and every walk of life – more than half of them giving to OHSU for the very first time – participated in the campaign.

This publication reports on this landmark achievement, depicting in photographs the profound impact of private support. That support has expanded our capacity to treat patients, accelerated our search for new treatments and cures, enabled us to educate new health and science professionals for Oregon, sustained vital outreach programs and much more. Thank you for enabling OHSU to serve our communities in so many vital ways.

Far too many individuals contributed to the success of the Oregon Opportunity to acknowledge here. A few, however, must be thanked by name. OHSU President Emeritus Peter O. Kohler, M.D., played a seminal role in shaping the campaign and is the architect of OHSU’s dramatic transformation during the past decade. The chairs of the Oregon Opportunity Campaign Cabinet – Richard Geary, Robert Kraus and James Rudd – also deserve special recognition and gratitude for their volunteer leadership. The full Campaign Cabinet roster and a listing of the other volunteer committees appear on pages 40-41 of this report.

OHSU is growing in every direction, but it is united by a strong vision to improve human health and well-being in Oregon and the world beyond. I thank you for helping realize this vision as OHSU’s exciting future unfolds.

Joseph E. Robertson Jr., M.D., M.B.A.
President, Oregon Health & Science University
IT’S A NEW DAY
AT OREGON HEALTH & SCIENCE UNIVERSITY

6:25 a.m., September 20, 2006
Dawn on Marquam Hill.
When the sun rose on OHSU on September 20, 2006, it illuminated an institution transformed. Just weeks before, OHSU had concluded an historic, six-year campaign – the Oregon Opportunity – raising well over a half-billion dollars in both public and private funds. The results? Three stunning new buildings. The debut of OHSU’s new waterfront home. New and enriched funds sustaining faculty members and their work. An infusion of support for research, scholarships, outreach and clinical services. Simply stated, the Oregon Opportunity reinvented OHSU as an institution capable of contributing far more than ever before to more people than ever imagined.

To celebrate the success of the Oregon Opportunity campaign, OHSU dispatched some of Oregon’s best photographers to document a single day in the life of the institution. Almost every photograph in this campaign report was captured on that one day – September 20, 2006 – at OHSU locations across the state and around the world. They are organized in chapters devoted to campaign highlights in each of OHSU’s principal mission areas. The report concludes with a campaign financial summary and fund-raising statistics.

Your support helped make this day possible. Thank you.
OREGON OPPORTUNITY SUPPORT FOR
CAPITAL PROJECTS
As the 1990s drew to a close, OHSU realized that its future hinged on the ability to create new opportunities in science, medicine, education and technology. But to do more, it first had to build more.

Six years and more than a half-billion dollars of public and private investment later, OHSU has been transformed – with state-of-the-art facilities that are already attracting the talent and driving the growth that will ensure a new century of excellence.

At the end of the Oregon Opportunity campaign, the sun rose on an institution with a dramatically expanded capital infrastructure. The following pages demonstrate what campaign contributions have helped construct on OHSU’s Marquam Hill campus and beyond.
STATE-OF-THE-ART ADULT CARE FACILITIES ON MARQUAM HILL

- The new Peter O. Kohler Pavilion dominates the eastern slope of OHSU’s Marquam Hill, adding 335,000 square feet of clinical space that will enable OHSU to serve its expanding patient base. Donors contributed millions to support key pavilion clinics, including the spectacular new OHSU Center for Women’s Health.

  The 2006 grand opening of this multidisciplinary center – recently designated a National Center of Excellence by the U.S. Department of Health and Human Services – marked the culmination of an unprecedented philanthropic undertaking by the women of our community. (For more on the role of volunteer campaign leaders, see page 42.)

- Broad donor support contributed to construction of the Hatfield Oral Surgery Clinic, a pioneering partnership between OHSU Hospital and the OHSU School of Dentistry.

THE OREGON OPPORTUNITY BUILT A BRIGHT FUTURE FOR OHSU
OHSU’s capital evolution would not have been possible without strong community and philanthropic support.
THE OREGON OPPORTUNITY CAMPAIGN: 2000-2006

The Opportunity Gain

NEW AND EXPANDED CLINICS TO SERVE THE REGION’S CHILDREN

As part of the Oregon Opportunity campaign, two significant fund-raising efforts focused on expanding clinical facilities for children:

• Thousands of donors from across the region contributed $15.2 million – in gifts ranging from one dollar to $2 million – to expand the Kenneth W. Ford Northwest Children’s Cancer Center, where Doernbecher physicians care for more than 80 percent of Oregon’s children with cancer. This critical expansion included new inpatient and outpatient facilities and much-needed additional pediatric intensive care space.

• More than $2 million was raised, including $1 million from longtime Casey Eye Institute champions The Oregon State Elks Association, to support expansion of the Elks Children’s Eye Clinic. The Elks have supported pediatric ophthalmology at OHSU since 1949.

Above: Patient Autumn Boynton (with dad Billy Boynton) is one of thousands of the region’s children to be served at expanded OHSU facilities.
OHSU’s new Biomedical Research Building is an exceptionally sophisticated translational research facility housing scientific equipment considered among the most powerful in the world. Its occupants include some of OHSU’s brightest minds in the search for better treatments and cures for devastating human diseases.

- Donors contributed $25 million to construct and equip the Biomedical Research Building (BRB), one of the West Coast’s most advanced laboratories.
- The Papé family made a $5 million gift to name the Papé Family Pediatric Research Institute, a BRB research center dedicated to uncovering the genetic causes of diseases that primarily affect children.
- The W. M. Keck Foundation gave $1.75 million and Richard and Janet Geary gave $1 million to purchase world-class advanced magnetic resonance imaging systems – including one of only two 12-Tesla instruments of its size in the world – to enable breakthrough medical research and diagnosis in multiple disciplines.
- Lead gifts from the Paul H. Casey family ($1 million) and the Maybelle Clark Macdonald Fund ($2 million) helped construct and equip BRB laboratories focused on inflammatory eye disease and macular degeneration.
The Opportunity Gain

AN EXCITING NEW DIRECTION FOR OHSU AT SOUTH WATERFRONT

Linked by aerial tram to OHSU’s Marquam Hill campus, South Waterfront is the vibrant riverfront neighborhood where OHSU will build its future. Already philanthropic support is helping define what’s next.

- A landmark gift of nearly 20 South Waterfront acres donated by Schnitzer Investment Corp. provided OHSU with a future home for a brand new multidisciplinary academic campus. In the decades ahead, the riverfront Schnitzer Campus will take shape, incorporating all of OHSU’s schools of health and science. This ambitious undertaking will involve an unprecedented public-private partnership.
- Donors contributed $1.3 million to equip adult ophthalmology clinics at the newly opened Center for Health & Healing, the first OHSU building to debut at South Waterfront.
- Ken and Joan Austin pledged $1 million to seed construction of a new School of Dentistry on the future Schnitzer Campus.

A CAPITAL TRANSFORMATION

by the numbers

274,000
Total square footage of new laboratory space

785,000
Total square footage of new clinical space

$33.9 million
Value of 20-acre land gift on Portland’s South Waterfront from Schnitzer Investment Corp.

$54.9 million*
Total private Oregon Opportunity dollars raised for capital projects

* excludes value of 20-acre land gift
OREGON OPPORTUNITY SUPPORT FOR
HEALTH & HEALING
The Heart of the Mission

OHSU is more than a hospital – it’s an academic health center. Academic health centers are where the most advanced clinical care in the country happens. They are where world-class physicians, nurses, scientists, dentists and engineers work together – and where patients benefit first from research breakthroughs and exceptional expertise. They are also where the next generation of caregivers learns how to heal.

Each year more than 188,000 patients receive both everyday and extraordinary care at OHSU. For these patients, and for their families and friends, that care is highly valued. During the Oregon Opportunity campaign, thousands showed their support through gifts that have helped transform the art and science of healing at OHSU. The following pages illustrate this opportunity gain.
The Opportunity Gain in Health and Healing

THE OREGON OPPORTUNITY ADVANCED THE GOOD HEALTH OF THE REGION’S CITIZENS
Donor support transformed the art and science of healing at Oregon’s only academic health center.

The Opportunity Gain

EXCEPTIONAL RESOURCES FOR HEALTHIER KIDS

During the Oregon Opportunity campaign, pediatric units across OHSU benefited from new resources to make equipment purchases, underwrite special program infrastructure, and support sick children throughout the region:

- Donors contributed more than $1 million to purchase critical tools, including highly specialized surgical equipment for pediatric cardiac surgeon Ross Ungerleider, M.D., whose world-class team works on hearts as small as a walnut, and for pediatric neurosurgeon Daniel Guillaume, M.D., one of a few surgeons in the world trained in the delicate removal of brain tumors through minimally invasive techniques.
- Through exceptional grassroots efforts, the 11 regional chapters of Friends of Doernbecher raised more than $1 million to support children whose families can’t afford to pay for care.
- Philanthropic support allowed the Child Development and Rehabilitation Center (CDRC) to provide a range of expanded services to more than 8,000 children, youth and adults with physical and developmental challenges.
- Kiwanis International Foundation, the Lematta Foundation and other private donors contributed more than $150,000 to help support infrastructure allowing Doernbecher to conduct the first tests of new anti-cancer medications in children.
- Philanthropic support helped create a clinical fund to provide medications and care for children with diabetes.
- Bradley and Beatrice Barclay gave $20,000 to purchase specialized equipment to help Casey ophthalmologists diagnose visual acuity in young patients.

Above: In Doernbecher’s hallways - and throughout OHSU - nurses are both vital and vigilant.
The Opportunity Gain

NEW ENDOWED POSITIONS BRING CLINICAL LEADERS TO OHSU

During the Oregon Opportunity campaign, numerous new endowed chairs and professorships were created and awarded to outstanding physicians and leaders:

- The Alice Fax Endowed Professor in Pediatric Critical Care awarded to Dana Braner, M.D., Ph.D.
- The Cornelia Hayes Stevens Chair of Ethics in Health Care awarded to Susan Tolle, M.D.
- The Elizabeth N. Gray Professorship in Pediatric Cardiology awarded to Mark Reller, M.D.
- The Credit Union for Kids Chair for the Department of Pediatrics awarded to H. Stacy Nicholson, M.D., M.P.H.
- The Elks of Oregon Pediatric Ophthalmology Professorship awarded to Earl Palmer, M.D.
- The JELD-WEN Chair of Leukemia Research awarded to Brian Druker, M.D.
- The Julie Neupert Stott Director for the Center for Women’s Health awarded to Joanna Cain, M.D.
- The M. Lowell Edwards Chair for Research in Clinical Cardiology awarded to Kent Thornburg, Ph.D.
- The Kaiser Permanente Professorship in Evidence-based Medicine awarded to Richard Deyo, M.D., M.P.H.
- The Miles J. Edwards Chair in Professionalism and Comfort Care (not yet named).
- The John C. Hursh Chair in Pediatric Cardiac Surgery awarded to Ross Ungerleider, M.D.
- The Rocky and Julie Dixon Professor in Neurosciences (not yet named).
- The Sada and Rebecca Tarshis Professorship in Pediatric Hematology/Oncology (not yet named).

Above: Patient Michael Ross takes a wild ride in a Doernbecher red wagon.

Below: Child Development and Rehabilitation Center patient Corwin Carr with therapist Kerry Haugh.

Left: Joanna Cain, M.D., (far left) director of the OHSU Center for Women's Health, holds an endowed directorship created during the Oregon Opportunity campaign.
Each year, OHSU serves more than 188,000 adults. From disease prevention to highly sophisticated care, many services are offered nowhere else in Oregon. Oregon Opportunity contributions helped bring patients the best possible healthcare experience:

• A grant of more than $540,000 from the Lance Armstrong Foundation enabled the OHSU Cancer Institute to establish an Adolescent and Young Adult Oncology Program, one of the few programs in the nation to address the unique and often unmet needs of young adults with cancer.

• Deborah Coleman made a gift of $275,000 to support healthcare services for underserved women, including access to advanced screening for cervical cancer.

• The Evelyn L. Jones Fund of The Oregon Community Foundation provided significant ongoing support to improve access to Casey’s Low Vision Rehabilitation Center.

• Through a program allowing citizens to donate a portion of their state tax refund to charitable causes, more than $580,000 was contributed by Oregon taxpayers to support Alzheimer’s disease diagnosis and care.

• A significant number of gifts during the campaign supported clinical trial studies. OHSU is the region’s hub for clinical trials, offering hundreds at any given time. These trials have led to important medical advances and helped set new standards of care. (For more on support for clinical research, see page 29.)
HEALTH & HEALING
by the numbers

1
Number of academic health centers in Oregon – OHSU

8
Number of consecutive years OHSU Hospital received the Consumer Choice Award for the Portland metro area

132
Number of OHSU faculty physicians appearing on Portland Monthly magazine’s 2007 “top doctors” list

188,800
Total number of patients treated each year at OHSU

The Opportunity Gain
NEW RESOURCES FOR HEALTHY AGING & END-OF-LIFE CARE

The U.S. Census predicts that Oregon will have the fourth highest percentage of elderly citizens per capita in the nation by 2025. Donors recognized the need to support aging-related initiatives with key contributions:

- Rex and Ruth Layton gave $3 million to establish the Layton Aging and Alzheimer’s Disease Center, a multidisciplinary center for Alzheimer’s research, care and family support.
- The John A. Hartford Foundation committed $2.4 million to launch and sustain OHSU’s John A. Hartford Center of Geriatric Nursing Excellence in an effort to improve nursing care for older persons.
- The Wendt Center for Educational Enhancement, Bill and Karen Early, The Swigert Foundation and other donors provided major support for a groundbreaking initiative of the OHSU Center for Ethics in Health Care to help patients communicate their wishes regarding care when moving between healthcare settings.
- Broad-based annual giving helped support special patient and family educational programs at OHSU’s Parkinson Center of Oregon.

Below: Shawn Blanchard, M.D., assistant professor of family medicine, and resident Caroline Orsini, M.D., with patient Marilyn Benedict.
Oregon’s population is aging, and its healthcare workforce is shrinking. What stands between our region and an all-out public health crisis? An investment in education.

There is only one institution in the region – OHSU – that can produce the leaders we need to meet the challenges ahead. As Oregon’s only health and science university, OHSU includes nationally ranked schools of dentistry, medicine, nursing, and science and engineering. It is the state’s sole educator of physicians and dentists, and its primary educator of nurses. Many pharmacists and allied health professionals are also trained at OHSU.

For donors, the critical need to educate new health and science professionals was a compelling reason to support OHSU during the Oregon Opportunity campaign. The following pages highlight this opportunity gain in teaching and training.
The Opportunity Gain in Teaching and Training

THE OREGON OPPORTUNITY IS HELPING TRAIN TOMORROW’S HEALTH AND SCIENCE PROFESSIONALS

Without private philanthropic support, Oregon could not face the coming crisis in public health.

The healthcare workforce in Oregon, already one of the smallest per capita in the nation, is shrinking rapidly while our population’s demand for care is increasing. Through initiatives and partnerships launched throughout the state – many involving significant philanthropic support – OHSU is creating educational opportunities that will help meet tomorrow’s critical need for healthcare providers.

• With major support from private donors, The William Randolph Hearst Foundations, Kaiser Permanente and the Northwest Health Foundation, the School of Nursing worked with community college partners across the state to create the Oregon Consortium for Nursing Education, a program enabling nursing students to earn OHSU bachelor’s degrees without leaving their communities. Through the years this landmark partnership will help educate hundreds of new nurses for Oregon.

• The James F. and Marion L. Miller Foundation provided $1.5 million to support initial planning and implementation of a collaborative to establish an OHSU medical education program in Eugene. The program will expand into Corvallis, Bend and other Oregon cities in an effort to increase accessibility to medical education for students throughout Oregon.

Top: Nurse-midwifery student Laura Bartko and teacher Patti Hanson, C.N.M., examine a patient.

Center: First-year OHSU medical students Leah Werner and Hillary Foster practice using stethoscopes for the first time.

Bottom: Medical student Denise Weil with mentor Ron Vail, M.D., during a rotation in Reedsport, Oregon.
Top: Nursing student Tim Johnson on the steps of the OHSU School of Nursing’s Portland campus before his first class of the day.

Left: OHSU students on the way to morning classes.
Health and science education at OHSU is a high-tech endeavor involving hands-on curriculum and sophisticated training tools. These advances are critical to equip students for the complex environment in which they will practice.

- Private gifts supported development of simulation laboratories at each of OHSU’s campuses. High-tech simulation (which allows students to realistically role-play clinical situations in a controlled environment) is one of the most groundbreaking developments in health education and training.
- A donation of specialized equipment valued at more than $241,000 from A-dec, Inc. equipped the School of Dentistry’s training facilities, allowing students to learn clinical techniques using the same equipment they will encounter in practice.
- A gift of $245,000 from the Collins Foundation helped support a new comprehensive clinical communications curriculum in ethics and patient-centered care for medical students.
The rapid convergence of advanced computing, engineering and the life sciences is a defining phenomenon of our times. From the marriage of these disciplines will come far-reaching discoveries. When the Oregon Graduate Institute, a premier regional engineering school, became OHSU’s OGI School of Science & Engineering in 2001, donors supported the outstanding promise of the merger:

- More than $2.3 million from Keith and Julie Thomson provided exceptional support as the school refined its mission to focus on the intersection of health and technology.
- A $2 million gift from Sue Cooley established an advancement fund named for her late husband, Edward H. Cooley, a longtime OGI advocate.
- A $4 million grant from the M.J. Murdock Charitable Trust helped launch a new Department of Biomedical Engineering by facilitating recruitment of key faculty.

Top: Lunch break during an all-day orientation for new OHSU science and engineering students.

Left: In an OHSU simulation laboratory, senior nursing student Jenn Myers practices procedures on a model infant with laboratory co-director Michael Seropian, M.D., and simulation specialist Anne Ramey, R.N., M.N.
Support for student financial aid totaling more than $10 million has helped create scholarships supporting exceptional students at OHSU’s schools of health and science. Numerous scholarships and enriched educational activities have been created during the campaign period, including the following:

- Private gifts more than doubled the total number of School of Nursing scholarships now available to eligible students, bringing the total number to 14.
- A wide range of private gifts established the Robert L. Bacon Fund for Medical Education Enrichment, named for a much admired OHSU educator. This program supports projects that create supplemental educational or clinical exposure beyond the core medical curriculum.
- A similar endowed fund established by John and Diane Howieson created an educational enhancement fund to support neurology residents.

- June F. Dickson created the Toivo S. Johnson North Pacific Dental Scholarship Endowment to provide scholarship support for outstanding dental students.
- Broad donor support sustained the OGI School of Science & Engineering’s primary student financial aid program, the Paul Clayton Student Achievement Awards. The awards are presented annually to Ph.D. students demonstrating outstanding scholarship, research, leadership and service.
- Regan Carter gave $50,000 toward a new fellowship supporting an exceptional graduate student with a research interest in neurodegenerative diseases. Additional donor support established new fellowships in pediatric neurobiology and multiple sclerosis.
The Opportunity Gain

ATTRACTING AND RETAINING EXCEPTIONAL FACULTY

Recruiting and retaining world-class educators is difficult in an increasingly competitive contemporary marketplace. Endowment gifts have helped acknowledge outstanding educators.

- Establishment of two new endowed professorship funds in the School of Nursing and 19 new endowed professorship funds in the School of Medicine make the schools leaders in endowed professorships.
- A key endowed position at the OGI School of Science & Engineering, the Gordon and Betty Moore Endowed Chair, received a wide array of new philanthropic support.
- More than $1.5 million was committed by alumni and friends of the OHSU School of Dentistry during the Oregon Opportunity campaign to support specific endowments created to recruit outstanding educators in both endodontics and operative dentistry.
- Broad philanthropic support helped establish 13 new lectureships, bringing distinguished visiting faculty to OHSU to share their expertise.

Above: After a three-hour clinical lecture, nursing students ask questions during a small group session with their professor, Roberta Erickson, R.N., Ph.D.
OREGON OPPORTUNITY SUPPORT FOR
RESEARCH & DISCOVERY
Seeing a Bright Future

With millions committed in support of research programs, faculty and equipment, Oregon Opportunity donors have positioned OHSU for a future of exciting discovery and expanded service to Oregonians. This remarkable investment has enriched OHSU’s capacity for research in an environment of limitless innovation, inspiration and interdisciplinary collaboration.

At OHSU, a new era of cure-focused research began with Gleevec. Developed largely at OHSU (in conjunction with Novartis Pharmaceuticals), this first-of-its-kind anti-cancer pill targets the molecular defect in a form of leukemia without causing debilitating side effects. As a result, scientists now envision a day when cancer is regarded as a manageable condition. Targeted therapies for virtually every disease await discovery.

Thanks to Oregon Opportunity contributions – such as those highlighted on the following pages – OHSU’s capacity for research has never been greater, nor has its ability to give new hope to patients awaiting cures.
The Opportunity Gain in Research and Discovery

THE OREGON OPPORTUNITY CREATED HOPE FOR BETTER TREATMENTS AND NEW CURES

Exceptional donor support for OHSU research has transformed our idea of what is possible both today and tomorrow.

The Opportunity Gain

SUPPORT FOR INNOVATIVE RESEARCH INTO NEW CURES AND TREATMENTS

The future of discovery at OHSU hinges on our ability to give scientists the freedom and resources they need to pursue their most promising ideas. The following gifts show how donors enabled OHSU scientists to explore areas where federal funding is scarce – and to create new hope.

- The Leukemia & Lymphoma Society granted more than $4 million over a six-year period to Brian Druker, M.D., and colleagues to support world-leading research in chronic and acute myeloid leukemia.
- Jack and Becky Benaroya gave $1.25 million to create the Benaroya Parkinson’s Disease Discovery Fund, recruit a clinical researcher and promote translational research in the field.
- A $1 million pledge from the Wieden family created The Laura Fund, a research innovation fund supporting early-stage multiple sclerosis research and promising “new idea” fellowships.
- The Oregon Grand Chapter, Order of the Eastern Star, gave more than $300,000 to support new tools, technologies and studies in cancer research.
- Geri and Jerry Bidwell pledged $250,000 (part of a total campaign gift of more than $1 million) to support ovarian tissue preservation at OHSU - research that may keep the dream of motherhood alive for women facing treatment for breast or ovarian cancer.

Right: In research laboratories throughout OHSU, graduate students such as Ted Benice (left) play an important role. Benice is working with Associate Professor Jacob Raber, Ph.D. (right), in the Department of Behavioral Neurosciences.
Left: Patient Joseph Borsch participates in a clinical nursing study with Senior Research Assistant Elizabeth Dawn Creach, M.S., to test the effectiveness of exercise on his treatment for prostate cancer.

Right: Strong public and private support through the Oregon Opportunity was a factor in OHSU’s receiving one of the nation’s first Clinical and Translational Science Awards from the National Institutes of Health. Here Eric Orwoll, M.D., assistant vice president for research, confers with Dan Dorsa, Ph.D., vice president for research, on the implementation of this $55 million grant.

The Opportunity Gain
NEW TREATMENTS REACH PATIENTS FASTER

Through clinical trials and other patient-focused research programs, OHSU patients enjoy unique access to the most promising new therapies and treatments. Donor support has helped make OHSU the regional leader in clinical research.

• Campaign-period support exceeding $3.5 million from the Cook Group Incorporated enabled the Dotter Interventional Institute to conduct groundbreaking clinical trials such as the 2002 investigation of a less-invasive brain aneurysm treatment.
• Campaign pledges and major grants from 3M Dental to the School of Dentistry established a Practice-based Research in Oral Health Network, staging clinical trials at dental practices throughout the region to add real-world perspective to dentistry.
• The Lance Armstrong Foundation, the American Cancer Society and the Susan G. Komen Breast Cancer Foundation gave more than $600,000 to fund three clinical studies on the impact of exercise before and after prostate and breast cancer treatment.
• The Tykeson Family Charitable Trust pledged $250,000 in 2003 to establish the Tykeson Multiple Sclerosis Research Endowment Fund, providing ongoing operational support for research into new drugs and treatments for MS.
• Ron and Ivy Timpe made a $100,000 gift to support a landmark clinical study comparing and cataloguing the brain scans of both healthy patients and patients with Alzheimer’s disease.
• The Collins Medical Trust awarded $30,000 to support a 2005 study by OHSU’s Child Development and Rehabilitation Center to investigate the links between abnormal cholesterol metabolism and autism.
In a world in which cures lie just beyond our grasp, scientists must work together to advance medical knowledge. But today’s researchers need support to cross boundaries. OHSU’s fertile environment for interdisciplinary research was enriched by Oregon Opportunity gifts such as these:

- Frank and Julie Jungers made a gift of $5 million to create the Jungers Center, where OHSU neuroscientists will focus on neuroregeneration and neuroprotection, the two most promising areas of scientific collaboration in the neurosciences.
- A $2.5 million gift from Ray Hickey established a chair for the director of the Papé Family Pediatric Research Institute, where scientists from diverse backgrounds will collaborate to cure childhood diseases.
- Contributions from the Columbia River Yacht Club, Dick and Deanne Rubinstein, the Kenneth Jonsson Family Foundation, the Sherie Hildreth Ovarian Cancer Foundation and others helped to establish the Center for Reproductive Malignancies, an interdisciplinary center focused on identifying the underlying molecular and genetic causes of breast, ovarian and testicular cancers.
- The HEDCO Foundation gave the OHSU Cancer Institute more than $900,000 to purchase sophisticated resources in gene microarray technology and proteomics to help advance multidisciplinary research.
- A $150,000 gift from Georges C. St. Laurent Jr. provided advanced microscopy equipment for an interdisciplinary team of neuroscientists exploring new treatment strategies for neurodegenerative disease.
The Opportunity Gain

ENGINEERING A HEALTHIER FUTURE THROUGH TECHNOLOGY

Advanced technology will help prevent and predict human diseases, diagnose them faster and treat them more effectively. Oregon Opportunity gifts have helped advance this brave new world:

- Sue Cooley established the Cooley Family Fund to support the use of advanced instrumentation at the OGI School of Science & Engineering to measure the percentages of nicotine and chemical additives in tobacco smoke.

- Steven and Patricia Sharp gave $500,000 to support interdisciplinary research into new technologies for the diagnosis and treatment of attention deficit disorder.

- OGI’s Department of Biomedical Engineering and the Layton Aging and Alzheimer’s Disease Center have partnered with Intel to explore new technologies to monitor dementia and promote independent living for aging Americans.
Reaching Out Across Oregon and Beyond

Though only three percent of OHSU’s operating budget comes from public dollars, hundreds of its programs support the public good. These include programs that deliver clinical care and physician-consult services to rural areas, provide free or low-cost care to underserved populations, help patients overcome language and cultural challenges, expose teens to the excitement of science and much more.

This commitment to outreach goes far beyond a legislative mandate – it is an essential part of OHSU’s mission. In turn, the lessons learned through public service enrich every aspect of OH SU.

Donor support during the Oregon Opportunity campaign – including gifts highlighted on the following pages – has made good healthcare more accessible, supported clinical research programs shaped by the health needs of rural populations, and helped launch global health initiatives that export OH SU expertise to the world.
OHSU outreach doesn’t stop at the base of Marquam Hill. The institution provides vital health care services to residents of the Portland metropolitan area. Donor generosity has made possible local outreach services:

• Donors supported the OHSU School of Nursing’s collaboration with the Salvation Army to operate an infirmary for the homeless in Portland’s Old Town district. The clinic gives patients a safe place to recover from illnesses that are not serious enough to require hospitalization.
• Thanks to the Northwest Health Foundation and other private donors, the OHSU Department of Family Medicine can provide accessible community health care to an underserved portion of Southwest Portland through the Southwest Community Health Center.
• Patricia Cage-Davis and others have contributed more than $100,000 to an endowment for the Portland-based Russell Street Clinic operated by the OHSU School of Dentistry to provide free dental care to underserved children.
The Opportunity Gain

A NEW ABILITY TO ACT GLOBALLY

Through research, educational programs and outreach, OHSU has worldwide impact. Similarly, the Oregon Opportunity campaign provided support for people and projects serving communities far beyond Oregon. Donors made investments in key global programs or initiatives:

- To confront the growing incidence of HIV/AIDS in Thailand, an anonymous donor gave $125,000 to the OHSU School of Nursing to train Thai public health nurses in preventive strategies.
- Donor support has helped foster the transference of OHSU expertise to universities and communities across the nation and around the world through research and clinical practice collaborations, public health initiatives, global health conferences and public policy summits.

Below: Harley-riding case worker Julee Graven, R.N., delivers medicine to clients in downtown Portland as part of a partnership providing vital services to HIV and AIDS patients in the community.

Left: Visiting OHSU School of Nursing Professor Pam Hellings, R.N., Ph.D., along with Kanaungnit Pongthavomkamol, director of the Mahidol University World Health Collaborating Center in Thailand. Hellings was in-country during a coup on September 20, 2006.
The Opportunity Gain

BETTER OUTREACH ON OHSU’S CAMPUSES

Outreach takes place on OHSU’s campuses and within the community. Oregon Opportunity gifts sustained a range of clinical and support programs that help clients with special needs take advantage of OHSU’s unique services.

• A gift of $2 million from the estate of Camilla Rietman supports the Dr. and Mrs. Carl Rietman Pediatric Dentistry Clinic at the OHSU School of Dentistry and its dental care programs, including outreach programs serving the region’s underserved children.

• A $55,000 gift from the Florence V. Burden Foundation helped construct and equip a teaching kitchen at the OHSU Center for Women’s Health where health and nutrition classes are offered to the community.

• The Annie E. Casey Foundation contributed annually to provide access to vision services for underserved children and their families.

Left: Sandra Martinez and Ruban Estrella relax after their prenatal appointment. An OHSU medical interpreter helped them through the process. This outreach service helps more than 36,000 patients and their families each year.
NEW RESOURCES FOR ALL OF OREGON

Oregon Opportunity donors recognized the rural-urban divide with gifts to key initiatives to improve public health for all Oregonians:

• With an investment of more than $1 million, the Ford Family Foundation helped fund an OHSU-led rural health initiative to help train nursing students, public health nurses and emergency medical practitioners throughout rural Oregon.

• Through the support of private funders including The Oregon Community Foundation, The Robert Wood Johnson Foundation, Wildhorse Foundation and Juan Young Trust, the La Grande campus of the OHSU School of Nursing provides outreach to increase access to state health insurance coverage for children in Union, Wallowa and Baker counties.

• Through donor-supported medical student rotations in rural areas, future physicians learn firsthand what life is like in rural practice. They also play an important role in the rural healthcare system.

• The estate of Elizabeth N. Gray provided funds to launch a Rural Nursing Excellence Endowment designed to underwrite clinical nursing studies and services in rural environments.

• A gift from the Jackson Foundation created a pilot video-teleconferencing program allowing physicians in rural Oregon to connect with Doernbecher intensive care specialists to evaluate and monitor children in their home communities.

• A grant of more than $57,000 from the Susan G. Komen Breast Cancer Foundation helped the OHSU Cancer Institute enhance public education and train clinicians throughout Oregon in the optimal technique for clinical breast examinations.

Below: Eye cancer survivor and OHSU patient Gary Hargen enjoys fishing near his home in the coastal community of Winchester Bay.
2006 Chairman of the OHSU Foundation Board of Trustees Frank Jungers and his wife, Julie Jungers, are major supporters of neuroscience research at OHSU.
Leading Lights

OHSU's Oregon Opportunity campaign, the first comprehensive fund-raising effort in the institution's history, concluded by exceeding its $300 million philanthropic target by 26 percent. Its success was due to the generosity of more than 78,000 individual donors from every corner of Oregon and beyond.

But the real heroes of the campaign were its community leaders - the hundreds of volunteers whose tireless advocacy for OHSU kindled vital support among the business, philanthropic, grassroots and legislative communities. Between planning and supporting fund-raising events, advocating in the community, writing letters to legislators, and volunteering in countless ways within OHSU hospitals, clinics or classrooms, their good works have helped make OHSU great.
The Opportunity Gain in Leadership and Community Involvement

THE OREGON OPPORTUNITY INSPIRED COMMUNITY VOLUNTEERS TO ADVOCATE FOR OHSU

The steadfast efforts of thousands of community and philanthropic leaders helped make the six-year campaign a success.

The Opportunity Gain

EXCEPTIONAL SUPPORT FROM PHILANTHROPISTS AND CIVIC LEADERS

No ambitious fund-raising effort can be successful without the commitment of philanthropists and civic leaders. The Oregon Opportunity campaign was no exception. Special thanks to the following volunteers whose outstanding participation as members of the Oregon Opportunity Campaign Cabinet guided this landmark effort from its first to its last days.

Lisa Andrus-Rivera
Jean Bates, R.N., M.S.N.
John Benson Jr., M.D.
John Blackwell
Sheryl Boyd, R.N., Ph.D.
William Findlay, C.L.U., Ch.F.C.
Richard Geary
C. Scott Gibson
Edward Hepp Jr.
James Jeddeloh
Richard Jones, M.D., Ph.D.
Frank Jungers
Robert Kraus
M. Wakefield Mack, J.D.
Risa Olsen
Shirley Papé, R.D.
George Passadore
Robert Ridgley, J.D.
James Rudd
Arlene Schnitzer
Mina Schnitzer
Cornelia Hayes Stevens
Keith Thomson
Jill Thorne
Jack Vernon, Ph.D.
Mary Wilcox, J.D.
Richard Wilson, D.D.S.

Below: Philanthropic leaders celebrate the success of the Oregon Opportunity campaign at a September 2006 event.
Throughout the Oregon Opportunity campaign, hundreds of volunteers gave of their time and expertise to advance OHSU’s missions in the community, and to directly support fund-raising efforts and clinical outreach services through volunteerism.

- Special thanks to the following OHSU Foundation volunteer groups whose philanthropic advocacy was critical to the success of the Oregon Opportunity campaign:
  - OHSU Foundation Board of Trustees
  - Doernbecher Children’s Hospital Foundation Board of Directors
  - Doernbecher “Healthy Kids Campaign” Committee
  - OHSU Cancer Institute Council
  - OHSU Casey Eye Institute Development Council
  - OHSU Center for Women’s Health Babes & Baubles Committee
  - OHSU Neurosciences Development Council
  - OHSU School of Dentistry Leadership Council
  - OHSU School of Dentistry Alumni Association
  - OHSU School of Medicine Development Council
  - OHSU School of Medicine Alumni Association
  - OHSU School of Nursing Alumni Association
  - OHSU OGI School of Science & Engineering Alumni Association

- For more than a decade Oregon Elks have donated thousands of hours each year to coordinate hospitality services at the Casey Eye Institute, providing information and resources for Casey patients and their families. During the six-year Oregon Opportunity campaign, these extraordinary volunteers committed some 36,000 hours to Casey.
During the Oregon Opportunity campaign millions of dollars were raised through volunteer-led fund-raising events. Some were gala undertakings that set new standards for community fund raising. Others were grassroots efforts that engaged participants from every walk of life. Big or small, each initiative involved the hard work of numerous committed community leaders and volunteers:

- In 2002 a core group of civic and philanthropic leaders created a dazzling annual event to support the Center for Women’s Health. This girls’-night-out gala swiftly became one of Portland’s premier social events. Staged for four years, the jewelry-themed extravaganza – called “Babes & Baubles” – helped raise millions to construct and equip the new OHSU Center for Women’s Health. When this state-of-the-art facility opened in 2006, our community celebrated more than a new era in women’s health; it also honored the exceptional volunteer leaders whose efforts helped launch the center in style.
- There is no cause in our region with more grassroots appeal than Doernbecher Children’s Hospital. During the campaign, hundreds of organizations and thousands of individuals throughout Oregon and southwest Washington raised tens of millions of dollars to support Doernbecher by participating in community-led campaigns and events. These included charity golf and softball tournaments, auctions and raffles, telethons and radiothons, car shows, races, and annual sales of holiday cards, special Nike shoes designed by Doernbecher patients, grocery products and other merchandise. In addition, thousands of area students raised money each year through school pageants, sales and other special events.
• Events hosted by community volunteers and organizations—
  including the Columbia River Yacht Club, the Oregon Cancer
  Ski Out, Pumpkin Ridge Ladies Group, Portland Golf Club
  Women’s Group and the Sherie Hildreth Ovarian Cancer
  Foundation—raised more than $1.5 million to support the
  OHSU Cancer Institute.
• Thousands of alumni from all of OHSU’s schools engaged in
  special fund-raising efforts during the Oregon Opportunity
  campaign, launching mini-campaigns in support of
  endowments, capital priorities and other special initiatives.
• The community-based Parkinson Center of Oregon Alliance,
  in conjunction with Willamette Valley Winemakers, created
  an annual dinner in support of the OHSU Parkinson Center
  of Oregon. In two years, this premier fund-raising event
  raised $100,000.
11:21 p.m., September 20, 2006
Patient Brody Lee Standley is comforted by a stuffed animal amidst the signs and sounds of high technology.
The end of the day is just the beginning

On September 20, 2006 - the day in the life of OHSU documented in this report - the sun finally set. But the sun never sets on OHSU’s profound mission to improve human health and well-being.

The six-year Oregon Opportunity campaign helped make this day possible, just as donors help make every day possible at Oregon’s only academic health center and premier research university.

Thank you again for your exceptional support - yesterday, today and tomorrow.
OREGON OPPORTUNITY

CAMPAIGN TOTALS AND STATISTICS
The Oregon Opportunity campaign exceeded its total philanthropic goal amount by 26 percent. When this unique public/private fund-raising effort debuted on March 20, 2000, it was OHSU’s first-ever comprehensive campaign and one of the most ambitious fund-raising efforts launched in state history. The following pages offer a summary of campaign totals and statistics.

**CAMPAIGN GRAND TOTALS**

- **Total dollar goal:** $300,000,000
- **Total dollars committed:** $377,709,533
- **Total number of contributors:** 77,939
- **Number of new contributors:** 54,842
- **Average outright campaign gift:** $1,883
- **Median outright campaign gift:** $50
During the campaign cumulative contributions to the endowment grew from $112.8 to $217.5 million. As of June 30, 2006, cumulative market value growth increased the endowment by $149.1 million.

Gifts have come from every Oregon county as well as from across the country and around the world – including Canada, China, Denmark, England, Finland, France, Germany, Ireland, Italy, Japan, the Netherlands, Norway, Scotland, South Korea, Singapore, Spain, Sweden, Switzerland and Thailand.
**Fundraising Cost per Dollar Raised**

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*Calculation excludes value of $33.9 million one-time gift of land.

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**Investments Under Management**

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<td>150</td>
<td>200</td>
<td>250</td>
<td>300</td>
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**Results by Category**

- Programs: $252
- Endowment: $64
- Capital: $55
- Research: $46
- Financial Aid: $10

*These categories are not mutually exclusive.

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**Results by Giving Level**

- $1 Million Plus: 76
- $500,000 - $999,999: 71
- $100,000 - $499,999: 373
- Below $100,000: 77,530

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**Number of Donors**

- Below $100,000: 77,530
- $100,000 - $499,999: 373
- $500,000 - $999,999: 71
- $1 Million Plus: 76
Design: Avive Design

Photography:
Robert Agli
Ken Anderson
Kent Anderson
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Steven Bloch
Thomas Boyd
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Stewart Harvey
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Julie Keefe
Rob Layman for T.P.N.W.
Jim Lommasson
Michael McDermott
Chris Pietsch
Rick Rappaport
Anne Rybak
Michael Schmitt
Cecily Williams