

FREQUENTLY ASKED QUESTIONS ABOUT THE OHSU Knight Cancer Challenge



Is the Knight Cancer Challenge part of a larger university fundraising campaign?

Yes. OHSU had already been planning a seven-year institution-wide fundraising campaign and was in what is commonly referred to as the “quiet” phase of that campaign. The goals of a quiet phase of a major campaign are to secure significant gifts to build momentum for the public launch moment. OHSU had been in discussion with the Knights and other donors during this phase. The surprise announcement, during which Phil and Penny Knight pledged \$500 million if OHSU could match it in two years, jumpstarted that momentum. In response, the \$500 million campaign for the cancer initiative has gone into full swing. This public campaign will run concurrently with the quiet phase of the institution-wide campaign. During this time the Foundation will continue to raise funds for all of OHSU.



What will a two-year \$500 million challenge campaign mean for OHSU?

Powerful visions, big ideas and the ability to pursue them are what attract the world’s best scientists, donors, friends and advocates. Our cancer vision is powerful. The accelerated cancer fundraising campaign will generate momentum, philanthropic interest, new partnerships and international visibility that will benefit OHSU across all our missions and disciplines. In turn, an investment of \$1 billion in OHSU will transform our campus and missions. In two years, OHSU faculty and others will potentially gain access to resources and expertise that will allow us to make a meaningful and permanent impact on the lives of cancer patients everywhere. In the process, we will emerge as one of the pre-eminent centers for cancer research in the country, bringing increased intellectual capital and visibility to OHSU and Oregon.



Is this the largest pledge ever made to advance cancer research?

A \$500 million gift would rank among the largest ever made by an individual to advance a single program at a public institution.



What has been the impact of Phil and Penny Knights' previous gifts to the OHSU Knight Cancer Institute?

In 2008, Phil and Penny Knight contributed \$100 million to the OHSU Knight Cancer Institute and the Knights provided two years for strategic planning on how the donation would be invested. A strategic plan was completed in 2010. These funds have been invested in advancing cancer care and research but also throughout the institution in a collaborative manner that has provided direct and indirect benefits across multiple research disciplines. Among other investments, the Knight funds helped to recruit four School of Medicine department chairs (Chris Amling, Lisa Coussens, Joe Gray and Sancy Leachman), have catalyzed scientific collaborations with Intel, FEI and others, have accelerated new clinical partnerships in Oregon communities, and have been used to enhance OHSU shared core resources. Those outcomes have in turn attracted other faculty and students to OHSU, have allowed us to strengthen our resources in key areas — such as computational biology and advanced imaging — and have inspired additional philanthropy, including a \$125 million gift from the Knights in 2013 to establish the OHSU Knight Cardiovascular Institute.



What is the scientific vision for the \$1 billion investment in cancer and related research?

The scientific program to execute on the vision for the \$1 billion investment is still being developed but broadly it is centered on early disease detection at a molecular level. This vision is the next step in the paradigm of targeted cancer treatment initially established by Brian Druker with the development of Gleevec. Meeting the cancer vision, in turn, relies on investments in multiple related scientific themes. For example, it is likely to include the establishment of expanded capacity in computational biology and genomic research. The vision also lays out a preliminary strategy for investments in education, faculty recruitment and retention, endowments and more.



What is the organizational structure for developing the details associated with the vision? How will faculty be involved?

An organizational structure and faculty advisory groups for developing details associated with the vision are now being put into place, led by Brian Druker. This will include assembling a board of external advisors, engaging the OHSU research community, and collaborating with departments to align the cancer vision with OHSU research initiatives that are applicable to early detection.



Does the vision include clinical research?

Yes. The vision calls for the OHSU Knight Cancer Institute to recruit and/or support clinical investigators, including several senior clinical investigators to lead research in breast, lung, brain, colon, pancreatic and other cancers.



Will the investment benefit all of OHSU?

Yes. Please see the answer to the previous question for scientific context. Also, a premier cancer center will substantially enhance OHSU's reputation and ability to recruit to other disciplines. Plus, our national fundraising campaign will raise awareness of OHSU, bring new donors to OHSU who will have interests outside of cancer, and will establish an infrastructure to raise far more from philanthropy than we ever have before as we transition to the university-wide campaign.



Will OHSU research now be focused mostly on cancer?

No. Our research mission is broad. We are — and will continue to be — strong in many scientific disciplines. Many of the planned investments associated with the Knight Challenge are expected to benefit research disciplines throughout OHSU.



Will OHSU be able to raise the \$500 million to complete this challenge?

Yes. Bold visions inspire big philanthropy, and our vision is world-class. We are engaged in a national fundraising effort to match or exceed the Knights' extraordinary commitment.



Will the OHSU Foundation continue to raise funds for other efforts?

Yes. Donors are interested in many disciplines. Plus, the accelerated two-year national fundraising campaign will potentially have a positive impact in other fundraising areas as a new group of donors with wide-ranging passions become aware of OHSU's excellence across many areas.



How will the campaign be funded? Will the campaign cause the Overhead Cost Allocation (OCA) to increase?

The campaign will be funded with resources from the OHSU Foundation. OHSU will supplement these sources with some university funds, but within our guideline of holding central administration costs flat or down as a percent of total revenues. We don't expect OCA to increase due to the fundraising campaign.



What qualifies for the \$500 million challenge and is it an all-or-nothing scenario?

The Knights have indicated that all funds for cancer care or research raised externally — public and private — during the two-year period can be included in calculating our success at meeting the \$500 million challenge. No internal or existing revenue sources can be counted. Yes, this is an all-or-nothing scenario for the Knights to match \$500 million.



Will OHSU ask the State for help in meeting the challenge?

Yes. OHSU plans to go to the Oregon Legislature in early 2014 to ask the State for up to \$200 million in bonding authority to build the additional research and clinical trials space that will be needed to carry out Dr. Druker's cancer vision. Specifically, we have identified the need for wet-lab research space, state-of-the-art high-speed biocomputing dry labs, and additional space that would allow more Oregonians access to clinical trials. The \$200 million would count towards the \$500 million OHSU is raising for the Knight Challenge and it would be the state's responsibility — not OHSU's — to repay the bonds.



Do grants for cancer research help meet the match?

Yes. New grants during the two-year period can be counted toward the goal. Eligible grants will be identified by Knight Cancer Institute leadership. Eligibility does not impact use of funds, which is determined by the grant.



What is the official timing for the campaign and have any gifts been made so far?

Mr. Knight has given OHSU until the beginning of 2014 to plan the two-year campaign. The clock on the Challenge begins on January 1 and runs through Dec. 31, 2015. Some gifts have already been made, and those gifts will be announced at an appropriate time early in the campaign.



I want to get involved. How can I do that?

Great! There are many ways to participate. Be an advocate — share your support for OHSU and the campaign with your friends and colleagues. Make a gift. Join us on social media. Organize a fundraising event. Stay informed. We'll be rolling out new opportunities in the weeks and months to come. Also, share your ideas on how we can move people to donate. This effort will take a large team, and no one has the monopoly on good ideas. Let's all work together to end cancer as we know it.

This information was compiled through a collaboration of the OHSU School of Medicine, the OHSU Knight Cancer Institute and the OHSU Foundation. Learn more at www.ohsu.edu/knightcancerchallenge. Questions? Comments? Contact the somdeansoffice@ohsu.edu.