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Associate Director of Development
Abramson Cancer Center

Philanthropy:
Fueling Cancer Research

November 22, 2019



Science-Driven, Patient-Focused



ABRAMSON CANCER CENTER

NCI-DESIGNATED COMPREHENSIVE CANCER CENTER

SINCE 1973



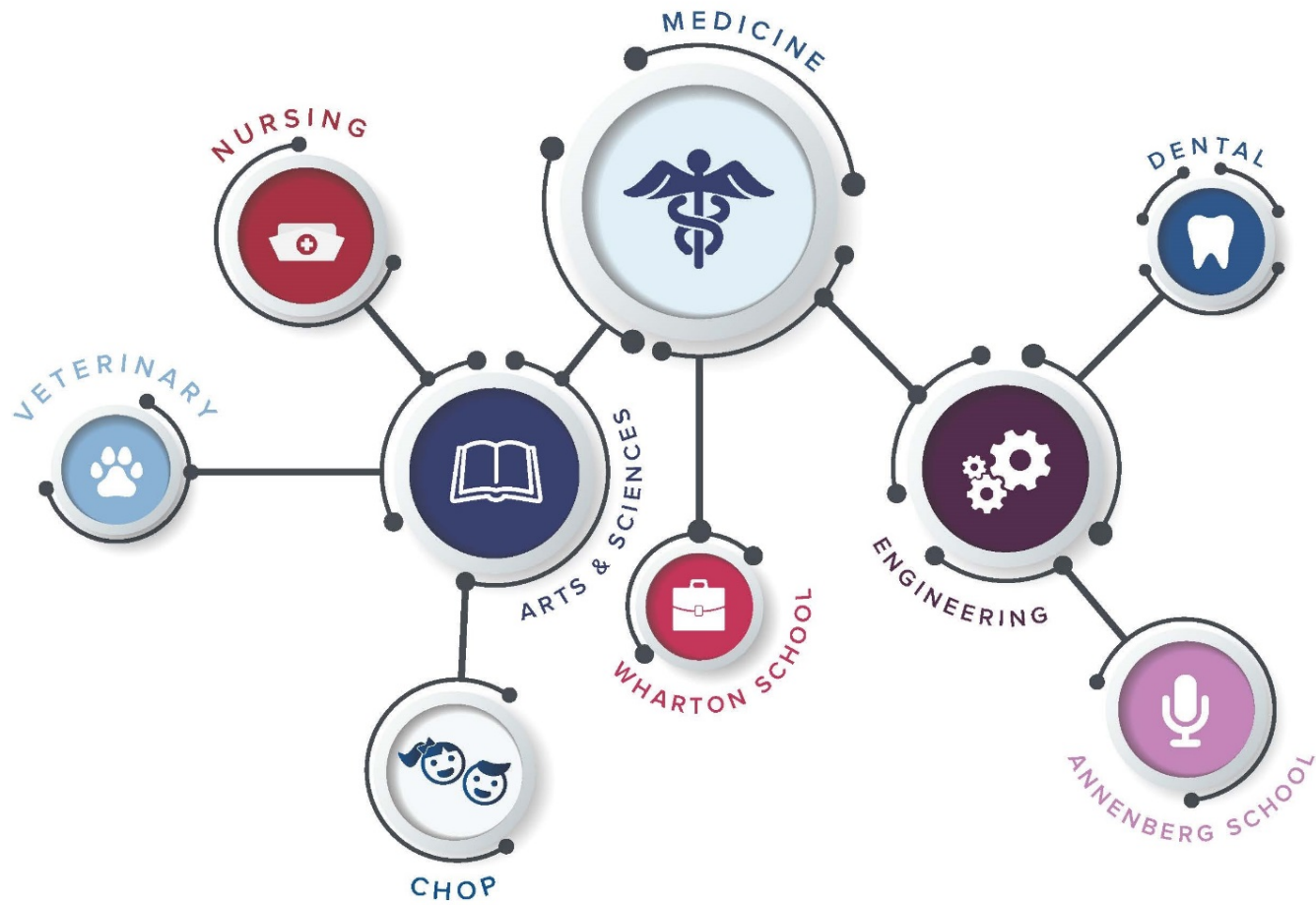
RECOGNIZED FOR BRIDGING SCIENCE & CLINICAL CARE

ONE OF **50**
COMPREHENSIVE
CANCER CENTERS
IN THE UNITED STATES

IN 2015 RATED
EXCEPTIONAL
THE HIGHEST POSSIBLE RATING FOR A
NCI CANCER CENTER

CANCER PROGRAMS
★ ★ ★ ★ ★
RANKED TOP 20
IN THE NATION

The University's Cancer Center





“The developments at Penn point, tantalizingly, to something more, something that would rank among the great milestones in the history of mankind: **a true cure.**”

— Forbes Magazine, May 2014



‘Flash Mob’ celebrating FDA approval of Kymriah© for ALL



Celebrating FDA approval of Kymriah© for NHL

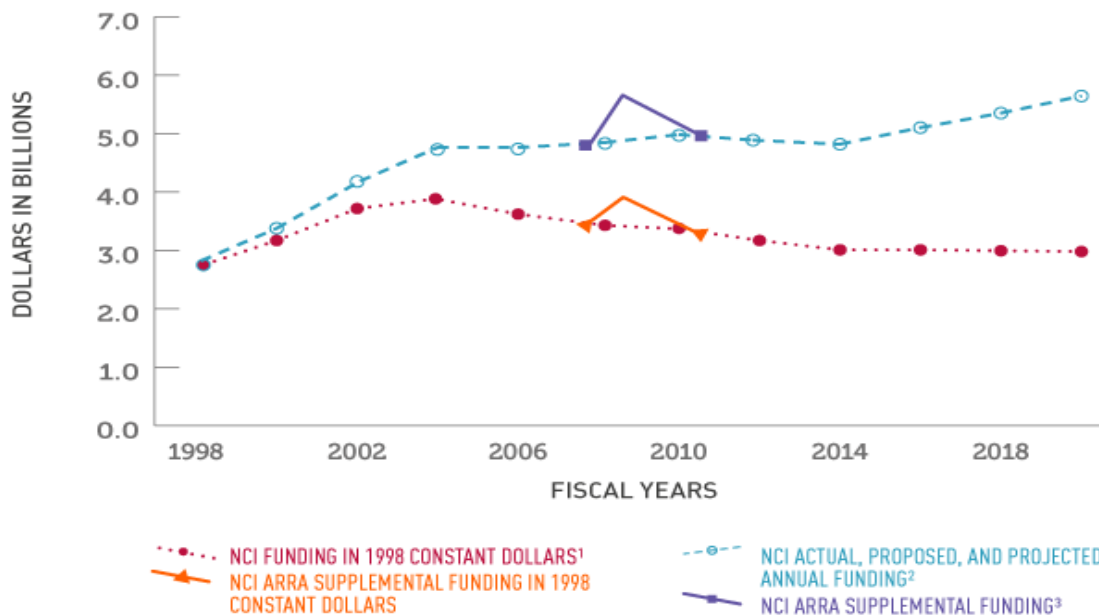
The Innovation Cycle



Federal Funding for Cancer Research



NATIONAL CANCER INSTITUTE FUNDING FOR NCI CANCER RESEARCH CONSEQUENCES OF INFLATION AND THE BUDGET CONTROL ACT ON FUNDING FOR NCI RESEARCH

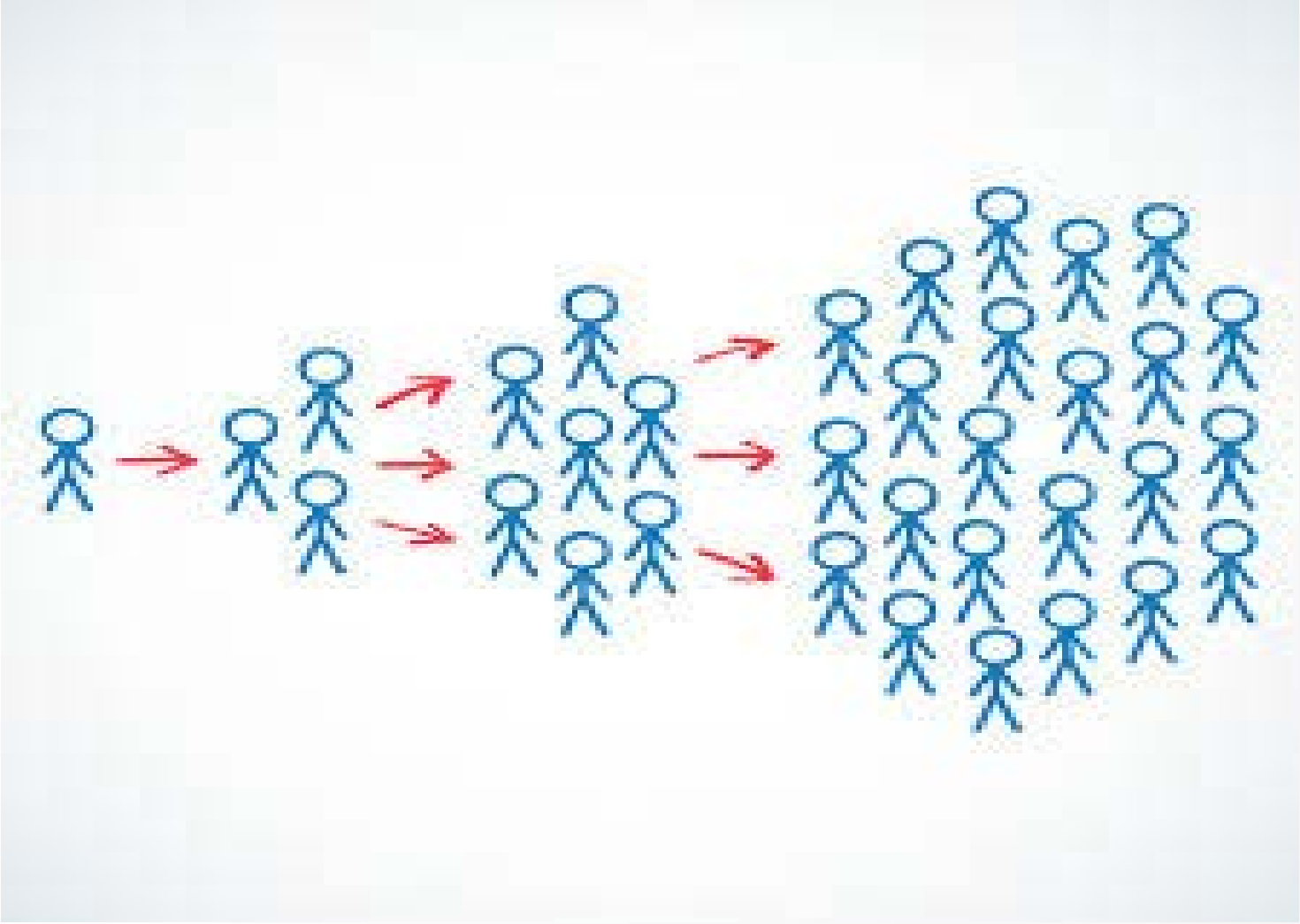


¹Reflects the impact of inflation (using the Biomedical Research and Development Price Index) on NCI actual, proposed, and projected funding.

²Reflects NCI actual appropriations through FY 2014, NCI proposed budget for FY 2015, and projected budgets for FY 2016 and beyond, consistent with the discretionary spending limits in the Budget Control Act of 2011, as amended by the Bipartisan Act of 2013.

³FY 2009 includes \$846 million from the American Recovery & Reinvestment Act (ARRA) of 2009. FY 2010 includes \$411 million from ARRA.

The Power of Community





Personal Philanthropy

**Corporate
or Matching Gifts**

**Estate or
Life-Income Gifts**

Third Party Events



“I have a lot to give back. I am a lucky, lucky lady!”

- Margo Cottone, Cancer Survivor and Supporter



PennMedicine.org/Abramson/Donate

Saison de Rose Breast Cancer Research and Patient Care Fund

Donate Now!



DANCE TO BEAT BREAST CANCER FEATURING SPECIAL GUEST INSTRUCTOR ALLEN GENKIN FORMER CONTESTANT ON "SO YOU THINK YOU CAN DANCE" SATURDAY, OCTOBER 19, 2019 FROM 1:00 TO 3:00PM FIRST POSITION DANCE ARTS 19 W. LANCASTER AVENUE ARDMORE, PA 19003

DANCE TO BEAT BREAST CANCER ON 10/19/19



DANCE TO BEAT BREAST CANCER 2018

MY STORY

My name is Carol Fee and I discovered that life can change in an instant and sometimes it takes a traumatic event to truly understand what you are most passionate about. For me that event came in September 2013 when I was diagnosed with breast cancer. When faced with a life threatening disease I re-evaluated everything. Dancing had been a life-long passion of mine, having started dance lessons at the age of 3. After completing surgery, chemotherapy and radiation to treat my cancer and 60 years after that first dance lesson I decided to

become both a certified Zumba and La Blast instructor.

I was fortunate enough to be treated by Amy S. Clark, MD, MSCE, and was so thankful for the care that I received at the Abramson Cancer Center I knew that I wanted to pay it forward. Being cancer free and so grateful to be healthy, dancing and teaching Zumba, I wanted to give back so that others could experience the incredible care that I received at the Abramson Cancer Center.

I sincerely hope that you will support me by either coming out and dancing with me and Dr. Clark and some of the finest dance fitness instructors in the area or by making a donation. The funds raised benefit the Breast Cancer Research Program at the Abramson Cancer Center of the University of Pennsylvania. Thank you!

Event details

The screenshot shows the 'Giving to the Abramson Cancer Center' webpage. At the top, there is a navigation bar with links for 'About', 'Why Penn?', 'Giving', 'Locations', 'Events', 'For Physicians', and 'My Penn Medicine'. The main heading is 'GIVING TO THE ABRAMSON CANCER CENTER' with a search bar and a 'Show Page' button. Below the heading, there is a section titled 'Giving to the Abramson Cancer Center' with a sub-image of a man and text describing the center's mission. A sidebar on the right lists 'How you can help' with buttons for 'Ways to Give', 'About', 'Partners in Hope', and 'Give Now'. At the bottom, there is a video player showing a woman speaking, with a caption: 'Meet how Penn's Abramson Cancer Center is improving the lives of its patients, and how you can help support our mission of finding a cure for cancer.'

Create a personalized and interactive giving page and raise vital support

GivingPages.upenn.edu





Abramson REPORT

News for Friends of the Abramson Cancer Center of the University of Pennsylvania
SPRING 2019



Christopher Rotz, pictured with children Megan, Kaitlan, and Christopher Rotz, Jr.

Rallying a Community

When the Rotz family first came to Penn Medicine's Abramson Cancer Center in July 2012, Kathleen "Kathy" Rotz's stage IV non-small cell lung cancer had spread to her brain, demanding a rigorous and innovative combination of therapies. Defying the odds, Kathy would survive twenty-five months before passing away in August of 2014.

And, that time was precious. Kathy was determined to live each day to the fullest, even running a 5K while battling her cancer—inspiring her family to help make a difference for others facing a difficult diagnosis.

Just as Kathy's medical team helped her family feel prepared and confident in her care, sharing "We are part of your family now," the Rotz family is helping to bring that sentiment to others.

In 2015, Chris and the Rotz children Megan, Kaitlan, and Christopher Jr. organized the first annual Kathleen M. Rotz Lung Cancer Research Fund Annual 5K Run/Walk to bring together their community and fuel lung cancer research at the Abramson Cancer Center.

Today, the Rotz family's run/walk draws and has raised almost \$200,000 for the Penn—numbers that far surpass their i

To Chris, the tangible value of lung cancer is a crucial factor in their ability to rally a community of volunteers and donors who participate in an important part of powering Penn—research that the Rotz family or the tools she needed to extend her life

While the Kathleen M. Rotz Lung Cancer Annual 5K Run/Walk supports the her mission—finding a cure to lung cancer—has also found a way to celebrate Kathy's favorite time of year: Christmas.

Each year, the Rotz family organizes **Be of Santa**, an annual gift giving event at **Cancer Center at Penn Presbyterian** in collaboration with Penn social worker [LSW, MSS, the Rotz family distributes from holiday "wish lists" to underserve their families.

"The fund itself is the true gift to me—that we are able to support lung cancer research to improve people's lives through innovation and hope."
—Christopher Rotz

Believing firmly that the magic and joy of the holiday season



LEGACY MEETS VISIONARY PHILANTHROPY

"It is truly an honor to be the inaugural Pearl Bassor Professor, and to be a part of this family's incredible legacy of connecting and uniting people in the fight to end hereditary cancers."

—Katherine L. Nathanson, MD

Question: What does a physician-scientist extraordinary, genetics guru, and rare cancers doctor have in common? Answer: they are all one person, **Katherine L. Nathanson, MD**—deputy director of the Abramson Cancer Center (ACC) of the University of Pennsylvania and director of genetics at the Bassor Center for BRCA.

And, thanks to the visionary generosity of **Shari Bassor Potter, C'87, and Len Potter, Dr.** Nathanson is now the **inaugural Pearl Bassor Professor for BRCA-Related Research**. An eminent scientist, mentor, and educator, Dr. Nathanson has distinguished herself as one of the foremost international leaders in genetics and genomics.

As deputy director, Dr. Nathanson is driven to bring people together and dedicated to ensuring the ACC's scientific and clinical missions are constantly advancing. Dr. Nathanson's expertise spans molecular cancer types and works to recognize how genetics influence patient care. She identifies those at high-risk of cancer, implements screenings for early detection, and offers genetic testing for family members—making a real difference for patients and their families.

Shari and Len Potter's gift continues a family legacy of visionary philanthropy. In 2012, Shari's



YOUR PHILANTHROPY IN ACTION 2017

THE ABRAMSON CANCER CENTER'S ANNUAL IMPACT AND PROGRESS REPORT

Abramson REPORT

News for Friends of the Abramson Cancer Center of the University of Pennsylvania
WINTER 2018/19



PHILLY FIGHTS CANCER
Photos and More

Denise's Story: Two-time Cancer Survivor's Journey to Healing

When Denise Murray found a lump on her breast in January of 2016, she was not immediately concerned. After all, women find lumps all the time that go benign. And, she had already survived a battle with lymphoma at age 15. Unfortunately, after several tests, Denise was diagnosed with breast cancer and found herself on a cancer journey for the second time in her life.

Denise's childhood oncologist from Children's Hospital of Philadelphia referred her to **Angela DeMichiele, MD, MSCE, ABQ and JHIM** for Professor in Breast Cancer Excellence. At age 30, Denise and her husband, John, had a concern—that breast treatments would hinder their chances of starting a family. Her circumstances were further complicated by her childhood lymphoma therapies.

Denise underwent a lumpectomy, and Dr. DeMichiele designed a non-radiation treatment plan of chemotherapy and radiation that factored in her previous treatments and avoided fertility complications. Dr. DeMichiele also worked closely with **Christina Garcia, MD, MSCE**, with her breast-conserving program. Her focus was always to make the best decisions possible without uprooting my life," Denise explained.

"Dr. DeMichiele tailored everything to my life, my cancer, and my fertility plans. She supported my every decision from coming to Penn, high school health to avoiding fertility therapy. Her focus was always to make the best decisions possible without uprooting my life," Denise explained.

Denise's care team extended beyond Philadelphia through Penn Medicine's wide network of satellite locations. She received her diagnosis at Virtue Health, devised a treatment plan at the Perelman Center for Advanced Medicine, had surgery at the Hospital of the University of Pennsylvania, and was then able to receive chemotherapy treatments at Penn Medicine Cherry Hill. Regardless of location—it is all the Abramson Cancer Center (ACC). These options made a huge difference for Denise throughout her treatment.

Another source of comfort and confidence was Dr. DeMichiele who, like so many oncologists at the ACC, not only treats patients but also leads advanced research efforts. Penn's **2 FRENTRY** Translational Center of Excellence, led by Dr. DeMichiele and **Lewis Chodosh, MD, PhD**, is the first center dedicated solely to breast cancer research. The center works to provide address targeted therapy and clinical trials to patients at risk to relapse so they become—and remain—cancer-free.



"You don't know how strong you are, until being strong is your only option." —Denise Murray

Denise completed her treatments in April 2016. Immediately afterwards, she opted to enroll in the **PENN-SURROUND** screening study and have her bone marrow tested for disseminated cancer (tumor cells). DTCs are thought to survive primary therapy, travel to the bone marrow where they can remain in a dormant state for years, and then potentially give rise to a recurrence.

Denise's results were positive for DTCs and she was offered enrollment in the **CLEVER trial**. This phase II pilot trial addresses histone deacetylase (HDAC) inhibitors (DUTL) or the combination of the two to prevent recurrent breast cancer.

Six months out of the CLEVER study, Denise is doing remarkably well and her bone marrow tests free of DTCs. Denise is incredibly grateful for her team's preservation of her fertility for there is still the possibility that helped make it during her treatments manageable, and for the extra peace of mind Dr. DeMichiele and the ACC's studies have given her and her husband.

Denise's outlook remains positive and hopeful for the progress that she has seen since her first battle with lymphoma, over 10 years ago. And with hope comes power. "You don't know how strong you are, until being strong is your only option," said Denise.

continues on page 2





**THE
POWER
OF
PENN
MEDICINE**

ADVANCING
KNOWLEDGE
FOR
GOOD