Philanthropy: Fueling the ImmunoRevolution

Friday, September 13, 2019
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
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

![Graph showing funding trends](chart)

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


3. FY 2009 includes $846 million from the American Recovery & Reinvestment Act (ARRA) of 2009. FY 2010 includes $411 million from ARRA.
The Power of Community
Create a personalized and interactive giving page to raise vital support

GivingPages.upenn.edu
Creative Giving

Personal Philanthropy

Corporate or Matching Gifts

Estate or Life-Income Gifts

Third Party Events
Communications

Rallying a Community

When the Rott family first came to Penn Medicine’s Abramson Cancer Center in July 2012, Kathryn "Kathy" Rott’s stage IV non-small cell lung cancer had spread to her brain, demanding aggressive 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—urging 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 Rott family is helping to bring that sentiment to others.

In 2015, Chris and the Rott children (Megan, Kaiton, and Christopher Jr.) organized the first annual Kathy M. Rott Lung Cancer Research Fund Annual 5K Run/2 Walk to bring together their community and fund lung cancer research at the Abramson Cancer Center.

Today, the Rott family’s non-profit organization has raised almost $100,000 for the Penn—Penn—numbers that far surpass their expectations.

To Chris, the tangible value of lung cancer research is a crucial factor in his ability to rally his volunteers and donors who participate in an important part of providing Penn—research—to the Rott family or the loved one she needed to extend her life.

While the Kathy M. Rott Lung Cancer Annual 5K Run/2 Walk supports the heir motivation—finding a cure to lung cancer—has also found a way to celebrate Kathy’s favorite time of year: Christmas.

Each year, the Rott family organizes a Christmas gift giving event at Cancer Center at Penn Presbyterian in collaboration with Penn social worker L. LSW, MSW, the Rott family distributes gifts from holiday “wish lists” to underserved children’s families.

LEGACY MEETS VISIONARY PHILANTHROPY

"It is truly an honor to be the inaugural Pearl Bassler Professor and to be a part of this family’s remarkable legacy of connecting and investing people in the fight to end humander cancer."

—Kathleen L. Nathanson, MD

Question: What does a physician-scientist—extraordinary, gender, and rare cancer historian have in common? Answer: they are all one person, Nathanson. Nathanson is the deputy director of the Abramson Cancer Center (ACC) of the University of Pennsylvania and director of genetics at the Bassler Center for BRCA.

And thanks to the visionary generosity of Shari Bassler Potter, MD, and Len Potter, MD, Nathanson now is the inaugural Pearl Bassler 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 multiple cancer types and works to recognize and recruit influential patient care. She identifies those at high risk of cancer, implements screening 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
Breakthrough Bike Challenge

Sunday, September 15, 2019
7:00am
Daniel Boone Homestead
Birdsboro, Berks County, PA
The Kathleen M. Rotz Lung Cancer Research Fund 5th Annual 5K Walk/Run

Saturday, September 28, 2019
7:30am
Tyler State Park, 10 Stable Mill Road, Richboro, PA
Lung Love Run/Walk 2019

Sunday, October 6, 2019
7:30am
Philadelphia Zoo – Philadelphia, PA
Upcoming Events

Philly Fights Cancer: Round 5

Saturday, October 26, 2019
6:00pm
The Navy Yard – Kitty Hawk and League Island Boulevard
Philadelphia, PA
THE POWER OF PENN MEDICINE

ADVANCING KNOWLEDGE FOR GOOD