

PHILANTHROPY




Building upon City of Hope's inspirational history of philanthropy, thousands of individuals, foundations, corporations, and volunteer groups and auxiliaries nationwide demonstrated their dedication to the institution's mission by generously committing unprecedented financial resources, time and talent in 2007.

More than \$122 million was raised throughout the year, ensuring that City of Hope's vital research, education and treatment programs continue to flourish and advance. Many of those much-needed dollars will support new buildings critical to expanding research.

Key among them was a \$20 million gift from the Leslie and Susan Gonda (Goldschmied) Foundation that will fund a significant addition to the Leslie & Susan Gonda (Goldschmied) Diabetes & Genetic Research Center. The four-story expansion will push integrated research into diabetes and metabolic disease.

Singer and actress Miley Cyrus, seen here at a City of Hope event, is among the celebrities supporting City of Hope.



The Arnold and Mabel Beckman Center for Cancer Immunotherapeutics and Tumor Immunology, scheduled for completion in 2009, also drew significant donor support, including a \$5 million gift from the Argyros Foundation. Ambassador George L. Argyros and his wife, Julia, serve as chief executive officer and president of the foundation, respectively. George Argyros also serves as chair of the board of the Arnold and Mabel Beckman Foundation, which pledged \$20 million in 2006 as the lead gift in the campaign to construct the center.

Another \$5 million gift for the Arnold and Mabel Beckman Center came from Shmuel Cabilly, Ph.D., a former scientist at City of Hope, and his wife, Orly. Their gift will establish the Cabilly-Riggs Academic Center, which will centralize City of Hope's Graduate School of Biological Sciences by providing dedicated space for teaching laboratories, classrooms and a 150-seat auditorium for scientific seminars. The academic center is named for Cabilly as well as Arthur Riggs, Ph.D., director emeritus of City of Hope's Beckman Research Institute and Cabilly's postdoctoral mentor.

The Daphna and Richard Ziman Family Foundation provided critical support to the Arnold and Mabel Beckman Center, as well, through a \$750,000 gift. Ziman, who served as chair of City of Hope's board of directors from 1989 to 1995, made the donation when he was honored by City of Hope's Los Angeles Real Estate & Construction Industries Council.

The Zimans also supported important research initiatives. A \$250,000 gift from Daphna Ziman, which she pledged when the Sportmen's Club honored her with The *Spirit of Life*® Award, will support the work of Karen Aboody, M.D., assistant professor in the divisions of Hematology & Hematopoietic Cell Transplantation and Neurosciences. Aboody seeks to use neural stem cells to treat cancer in the brain and beyond.

Foundations furthered innovative research, as well. The W.M. Keck Foundation, for one, awarded a three-year, \$1.5 million grant to researchers from City of Hope and the California Institute of Technology to continue a collaborative study investigating the molecular mechanisms underlying lymphoma and developing targeted, less-toxic treatments for the disease. A \$700,000 grant from the Kenneth T. and Eileen L. Norris Foundation provided critical start-up funding for the Department of Hematopoietic Stem Cell and Leukemia Research and its investigations into the role of cancer stem cells in leukemia and other cancers, while the Leukemia & Lymphoma Society awarded a three-year, \$600,000 grant to Smita Bhatia, M.D., M.P.H., chair of the Division of Population Sciences, to support her research into the long-term effects of cancer therapy. And the Phase One Foundation awarded a two-year, \$500,000 grant to fund City of Hope collaborative projects, clinical trials and experimental protocols in translational research.

More than \$122 million was raised throughout the year for research, education and treatment programs.

Donors also made gifts that retain stellar City of Hope scientists today and in the years to come. Their generosity created two new endowed chairs and an endowed professorship at City of Hope.

Gifts made in prior years totaling \$3 million from Eric Lidow and the Lidow Foundation established an endowed chair to recognize outstanding research achievements. John J. Rossi, Ph.D., chair and professor of molecular biology and dean of the Graduate School of Biological Sciences at City of Hope, was named as the first holder of the Lidow Family Research Chair.

A gift from previous years totalling \$2 million created the Lester M. and Irene C. Finkelstein Chair in Biology, which supports basic research into the origins of cancer. Gerd Pfeifer, Ph.D., co-leader of City of Hope's Cancer Biology Program and professor and chair of the Division of Biology, is the chair's first holder.

Leading oncologist Robert A. Figlin, M.D., chair of the Division of Medical Oncology & Therapeutics Research and associate director for

clinical research in City of Hope's Comprehensive Cancer Center, was named the Arthur and Rosalie Kaplan Professor of Medical Oncology. A generous gift from the Kaplan family, longterm and steadfast City of Hope supporters, established the professorship.

City of Hope volunteers and donors also raised funds through events. The annual City of Hope Golf Classic benefiting the Tim Nesvig Lymphoma Fellowship and Research Fund raised more than \$713,000 in 2007, adding to the \$2.3 million it generated in the previous three years. The event honors the memory of Tim Nesvig, son of FOX Broadcasting Sales President Jon Nesvig, who succumbed to non-Hodgkin's lymphoma at age 28 in 2005. Oncologist and researcher Mark Kirschbaum, M.D., was the Tim Nesvig Lymphoma Fellow for 2007-08. The tournament and fellowship fund, combined, have generated \$3.3 million for lymphoma research.

More than 26,000 participants in nine cities united to battle the leading cancer among women through Walk for Hope to Cure Breast Cancer,

raising more than \$2.8 million in City of Hope's premier national event. Increased team participation and sponsorships from leading companies such as Wells Fargo, 3M Post-it Super Sticky Notes, *Good Housekeeping* magazine, Hilton HHonors, Sandals/Beaches and Wella/Sebastian/Graham Webb, ensured Walk for Hope's success.

Companies also supported City of Hope through industry groups. Continuing a long tradition, more than 30 industry groups generated tens of millions of dollars in donations during the year through fundraising activities such as *Spirit of Life*® galas and golf tournaments. With strong backing from Avery Dennison and the company's senior vice president, Jess Beim, the National Office Products Industry raised more than \$7.25 million through its annual campaign, while members of the food and drug industries groups in the western United States raised more than \$6.8 million. The Los Angeles Real Estate & Construction Industries Council raised more than \$3.4 million, including gifts of \$1.2 million from Arthur Coppola, Macerich president and chief executive officer, and \$1 million from Mace Siegel, chair of Macerich.

The Hardware/Home Building Industry continued its support, as well, raising \$3 million. The Construction Industries Alliance's annual campaign, which raised more than \$1.8 million, was

Avery Dennison's Jess Beim was instrumental in the National Office Product Industry's fundraising.



Photo by Amy Cantrell




Photo by Chris Lovdahl

propelled by a \$500,000 gift from Bruce Elieff, chair and chief executive officer of SunCal Companies, and his wife, Kathy. The National Insurance Industry backed specific City of Hope research, as well: Its \$1.6 million campaign total included a commitment of more than \$1 million from Tony and Sue Markel to create the Markel/Friedman Peritoneal Ovarian Cancer Research Fund.

The Music and Entertainment Industry continued its three decades of support, generating more than \$4.2 million. At the same time, Miley Cyrus's sold-out "Best of Both Worlds" concert tour raised funds and visibility for City of Hope. Thanks to Cyrus, Disney Music Group, Buena Vista Concerts, Creative Artists Agency and AEG Live, \$1 from every concert ticket sold was donated to City of Hope which resulted in a donation exceeding \$1 million. Cyrus, who stars in Disney Channel's "Hannah Montana" also joined her father – singer and actor Billy Ray Cyrus – in performing at City of Hope's 10th annual pediatric patient picnic in Los Angeles, visited with patients and attended fundraising events.

Other celebrity supporters included Emmy and Golden Globe award-winning actor Keifer Sutherland, nine-time Grammy award-winning performer Sheryl Crow and singer/songwriter Gavin DeGraw, who recorded promotional spots supporting the institution.

Ambassador George L. Argyros at the groundbreaking for the Arnold and Mabel Beckman Center.



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Fox Television produced the Sutherland pieces, while Clear Channel produced the Crow and DeGraw radio spots. The recordings aired on Clear Channel radio stations in New York, Chicago, San Francisco, Philadelphia, Seattle and Phoenix, generating greater national awareness of City of Hope.

Industries supported City of Hope in other ways, too, including national cause-related marketing initiatives. These initiatives, which raised nearly \$3 million, included high-profile brands such as 3M, Office Depot, Staples, Sanford Brands and Rock & Republic. 3M continued its sales of specially marked Super Sticky Notes products and provided a \$100,000 platinum-level sponsorship of Walk for Hope. Office products chain Staples raised nearly \$400,000 in just two months through a consumer scratch-card promotion. And in participating grocery stores, the 2007 Kids 4 Hope drive brought in nearly \$750,000 through in-store sales of \$1 mobiles at cash registers.

City of Hope's auxiliaries and chapters celebrated their own fundraising successes, marking their achievements at the 2007 National

Convention. Nearly 800 volunteers from across the country gathered in Beverly Hills, Calif., in June to share their accomplishments and learn about the latest advances in medical research during the three-day convention — themed “Building a Future of Hope.” Atlanta Chapter member Dick Katz, who attended with his wife, Jeanie, was so inspired by the proceedings that he pledged \$100,000, epitomizing the dedication of this extraordinary group of City of Hope supporters.

Donors also remembered City of Hope in other ways. Bequests, or donations made through wills and trusts, totaled more than \$35 million, surpassing previous giving levels and serving as another vital source of funding. Among the year's noteworthy gifts were a \$5 million gift from the estate of Melvin Ross, a \$2.7 million gift from the estate of Greta Flaschner, nearly \$2.3 million from the Trust of Walter Oppenheimer, \$1.4 million from the Sylvia Robb estate and a \$1.3 million gift from the estate of J. Stephen Eickert to fund the City of Hope-Banner Bone Marrow Transplant Program in Phoenix.