



# PARTNERS IN HOPE

A landmark number of endowed chairs, bequests, generous gifts and grants in 2006 accelerated City of Hope's quest to develop treatments and cures for those suffering from devastating diseases. The generous giving reflected the ongoing confidence of supporters in the organization's mission.

The year was one of unprecedented generosity. City of Hope supporters gave more than \$122 million, the most ever raised in a single year. Bequests, or donations made through wills and trusts, also surpassed previous levels, totaling nearly \$34 million. The dedicated efforts of thousands of individuals, foundations, corporations and volunteer groups and auxiliaries nationwide contributed to this remarkable year, ensuring that key City of Hope research, education and treatment programs continue to grow and progress.

Furthering a partnership that began nearly a quarter century ago, a \$20 million gift from the Arnold and Mabel Beckman Foundation established the Arnold and Mabel Beckman Center for Cancer Immunotherapeutics and Tumor Immunology. This modern, 108,000-square-foot facility will blend basic science with clinical studies and focus on immunotherapy, a treatment that uses the immune system to fight cancer and other diseases.

In making their gift, Arnold and Mabel Beckman Foundation leaders pledged \$15 million to match a \$15 million gift made by an anonymous donor, and another \$5 million to spur additional gifts. Other significant support for the facility in 2006 included a \$2 million bequest from the estate of Diana Chudacoff Levin.

The project also received a commitment from the National Office Products Council, the executive advisory board of the National Office Products Industry, which pledged \$5 million from the industry group's annual fundraising campaigns through 2009 to support the Arnold and Mabel Beckman Center. Consequently, \$500,000 of the industry group's 2006 contributions was earmarked for the National Office Products Industry Cellular and Tumor Immunotherapies Center, which will be located on the third floor of the Arnold and Mabel Beckman Center.

The Arnold and Mabel Beckman Center also will house City of Hope's Center for Graduate and Professional Studies, which benefited from a \$750,000 grant to establish and equip the Ralph M. Parsons Foundation Teaching Laboratory.

Other important foundation support during the year included a \$511,130 grant from The UniHealth Foundation to enhance nursing training, a \$500,000 grant from the Skirball Foundation to support



Mabel and Arnold Beckman



Michael Amini

T-cell therapy research for lymphoblastic leukemia, a \$500,000 grant from The Henry L. Guenther Foundation to purchase a 3T magnetic resonance imaging machine, and \$450,000 from the W.M. Keck Foundation to fund research to understand the molecular mechanisms underlying cancer and develop new therapies that would destroy lymphoma cells without harming normal cells.

Another critical program, transfusion medicine, benefited from the altruism of longtime Home Furnishings Industry group supporter Michael Amini, chairman and chief executive officer of Amini Innovation Corporation, who contributed a \$6 million gift. The three-story Michael Amini Transfusion Medicine Center will consolidate City of Hope's blood collection and processing programs and provide a modern, comfortable environment for patients, donors and staff.

The funding of several new endowed chairs throughout the year bolstered research efforts, as well. An unexpected bequest of more than \$5.8 million from a Laguna Beach, Calif., couple whose family member was treated at City of Hope in the 1960s established the Edward and Estelle Alexander Chair in Information Sciences. As the first holder of the new chair, City of Hope Cancer Center Associate Director Joyce C. Niland, Ph.D., will continue leading City of Hope's collaborations with other cancer centers to create a global information model to speed future biomedical research.

Stephen J. Forman, M.D., was named as the first holder of the Francis and Kathleen McNamara Distinguished Chair in Hematology and Hematopoietic Cell Transplantation, established by a \$2.5 million gift from Kathleen McNamara, a patient of Forman's, and her husband, Francis "Chip" McNamara.

Another \$2.5 million gift from the family of late City of Hope patient and prominent Las Vegas builder Martin Collins established the Pauline and Martin Collins Family Chair in Urology. The first holder is Timothy Wilson, M.D., director of the Department of Urology & Urologic Oncology and the Prostate Cancer Program.

Furthering years of commitment to City of Hope, Sheri Biller, vice chair of the board of directors at City of Hope, and her husband, Les, were inspired to enhance the institution's patient support services. Aiming to create a single place where patients and families can turn for help in coping with cancer, the Sheri & Les Biller Family Foundation pledged \$2 million to establish the Sheri & Les Biller Patient and Family Resource Center.

Continuing their steadfast support, more than 30 industry groups generated tens of millions of dollars through fundraising

endeavors such as *Spirit of Life*® galas and golf tournaments. The Home Furnishings Industry raised a record \$10 million, including the \$6 million Amini gift, during their annual fundraising effort. The National Office Products Industry’s “Give. Hope.” campaign yielded more than \$6.2 million, while the Hardware/Homebuilding Industry raised more than \$3 million. Members of the food and drug industries groups in the western United States and Arizona raised more than \$4.8 million. And, furthering more than three decades of support, the Music and Entertainment Industry generated more than \$3 million through its annual campaign.

Additional entertainment industry support came through promotional spots recorded by nine-time Grammy-winner and breast cancer survivor Sheryl Crow. The spots began running nationwide in fall 2006 through airtime donated by Premiere Radio Networks and Movie Tunes, raising City of Hope’s profile across the country. The ads reached more than 190 million radio listeners and played in 16,500 movie theaters in the United States.

Through alliances with national brands including 3M, Hansen’s, Kellogg’s, Office Depot, OfficeMax, Mattel, Sanford and Unilever, cause-related marketing programs raised a total of nearly \$4 million for City of Hope. Staples, one of the organization’s largest cause-marketing participants in 2006, created customer-donated programs that garnered nearly \$1 million and generated invaluable national visibility for City of Hope.

Epitomizing the commitment of City of Hope’s thousands of auxiliary members nationwide, decades-long supporter Morris (Morrie) Darnov and his daughter, Sharon, generously donated a combined gift of \$2 million in memory of Natalie Darnov, Morrie’s wife and Sharon’s mother. For more than four decades, Natalie and Morrie Darnov served as dedicated members of Los Angeles’ Gift of Life Chapter. Morrie remains an active chapter member.

More than 22,000 participants in nine cities around the nation raised more than \$2.5 million in an effort to eradicate the most prevalent cancer in women through City of Hope’s national campaign, Walk for Hope to Cure Breast Cancer. Increased team participation and support from national sponsors such as Wells Fargo, 3M Post-It Sticky Notes, Hilton HHonors, *Good Housekeeping* magazine, Orbitz and Sandals/Beaches resorts, as well as cash sponsors Bamboo, Anne Michelle and Sebastian Body Double, all contributed to a successful Walk season.



Estelle and Edward Alexander