



## BUILDING MOMENTUM STRATEGIC PLAN

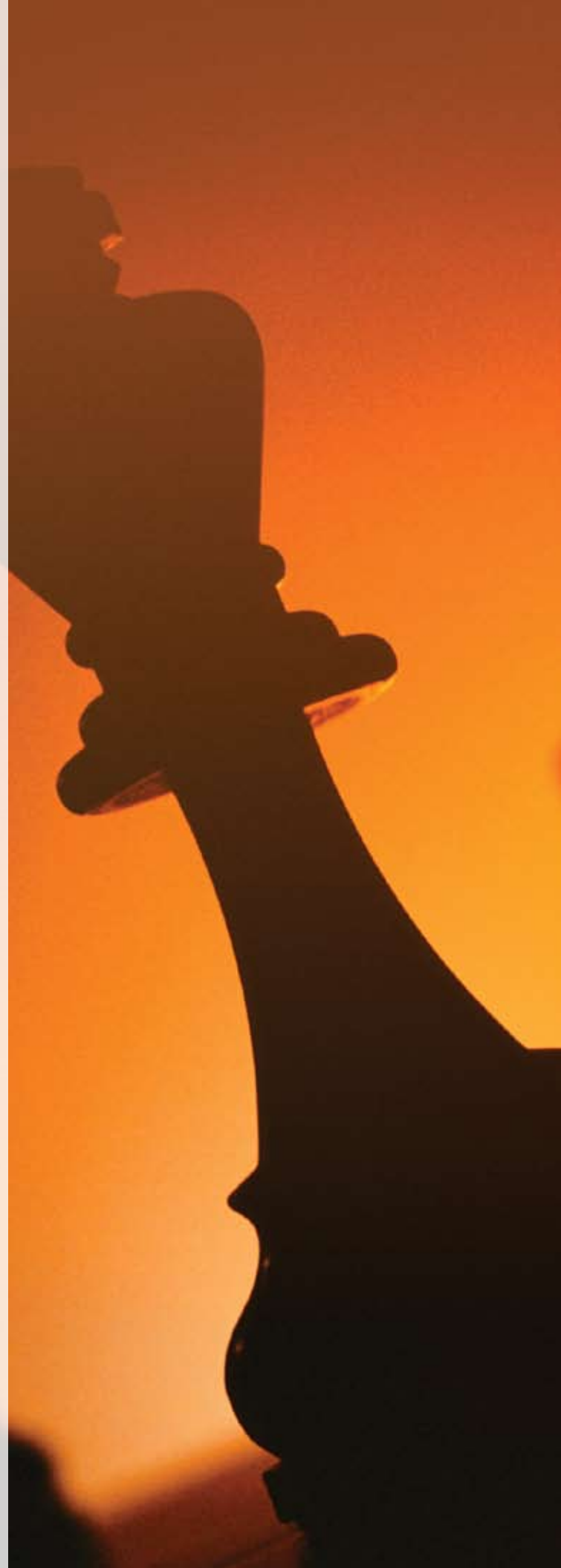
City of Hope aspires to be a new model of cancer center: a place where scientific discoveries are translated into better treatments rapidly and efficiently. This ambitious vision is guided by the *City of Hope Strategic Plan for 2007–2013*, which lays the foundation for the organization's future.

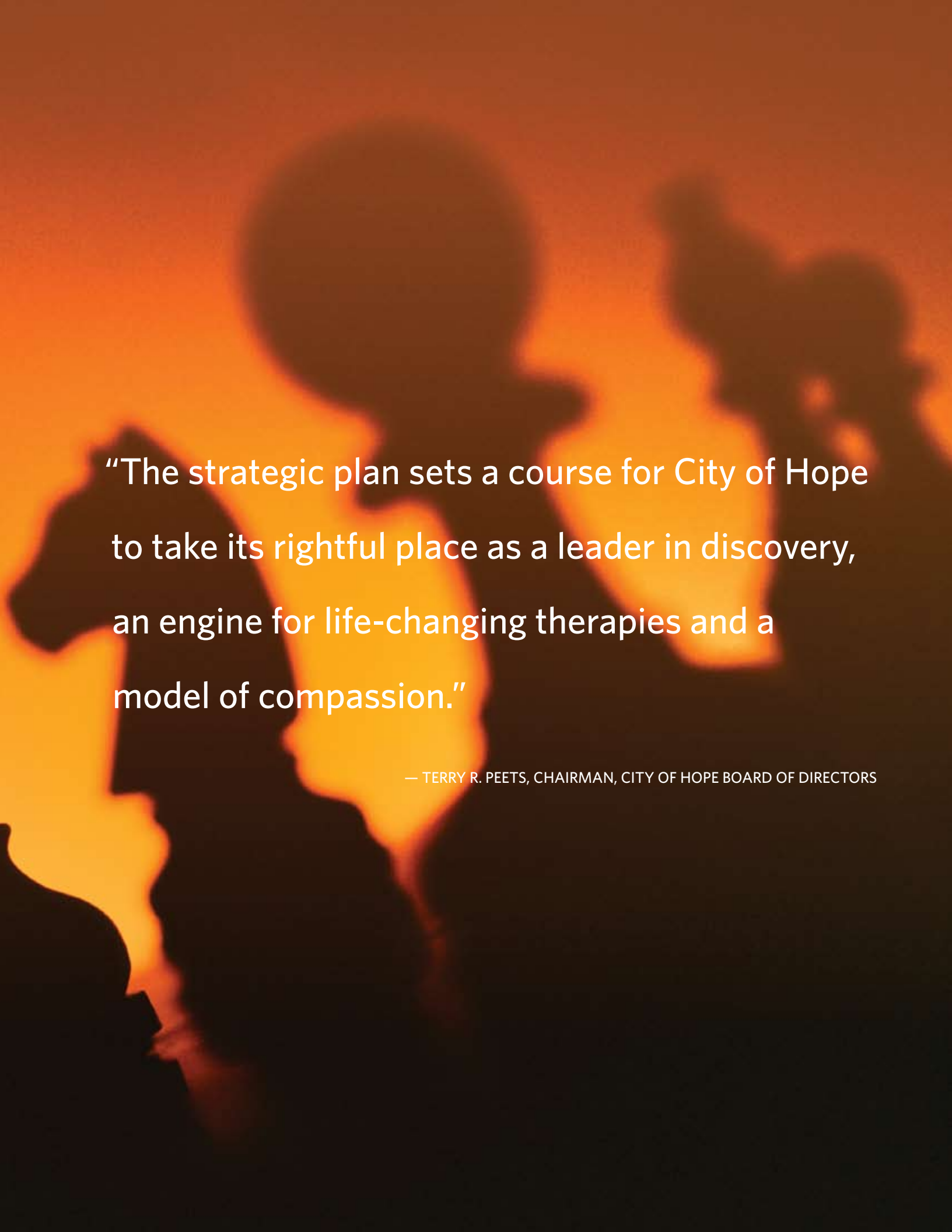
The new strategic plan draws upon the same qualities of courage and determination that inspired City of Hope's founders nearly 100 years ago. Grounded in scientific excellence, the goals are both achievable and bold.

Improve survival for cancer patients. Reduce and eliminate the suffering associated with cancer treatment. Improve quality of life. And prevent some cancers altogether.

City of Hope is well on its way to becoming the leading cancer center in Southern California. By the institution's 100<sup>th</sup> anniversary in 2013, City of Hope aims to be recognized among the top cancer centers nationally, offering the most innovative cancer prevention, diagnosis and treatment programs in the United States.

Excitement is building throughout the organization. Over the past several years, City of Hope has attracted new, nationally recognized, innovative scientists and garnered important grants in basic and clinical research, including critical support from the National Institutes of Health and prestigious foundations.



The background of the image is a warm, orange-toned photograph showing the blurred silhouettes of several people in a meeting or conference setting. They appear to be engaged in discussion, with some looking towards the center. The lighting is soft and focused on the subjects, creating a professional and collaborative atmosphere.

“The strategic plan sets a course for City of Hope to take its rightful place as a leader in discovery, an engine for life-changing therapies and a model of compassion.”

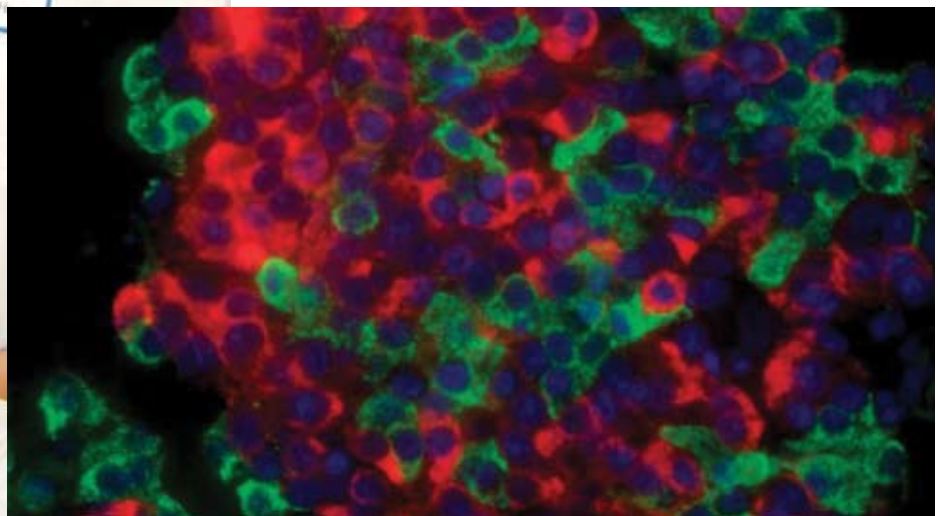
— TERRY R. PEETS, CHAIRMAN, CITY OF HOPE BOARD OF DIRECTORS



The institution is also caring for more patients than ever before: In 2007, the number of patient visits grew by 11 percent. More patients are enrolling in clinical trials, as well, with four out of every five of those studies initiated by City of Hope's own investigators. One of these trials is evaluating IT-101, a promising therapy that uses nanotechnology to carry drugs straight to tumors. Such clinical trials aim to bring the benefits of scientists' discoveries to patients as quickly as possible.

(left) Medical oncologists Przemyslaw W. Twardowski, M.D., left, and Melanie Palomares, M.D., M.S., and researcher Shiuan Chen, Ph.D., have moved cancer-prevention studies involving mushrooms from the lab to clinical trials.

(below) City of Hope researchers are investigating the transplantation of islet cells from the human pancreas as treatment for type 1 diabetes.



The number of patient visits to City of Hope grew by 11 percent in 2007.



Arnold and Mabel Beckman Center for Cancer Immunotherapeutics and Tumor Immunology.

All these activities require significant resources. And spurred by City of Hope's successes, donors are committing more funds than ever before. The record-setting fundraising will support growing infrastructure, including major new facilities

such as the Arnold and Mabel Beckman Center for Cancer Immunotherapeutics and Tumor Immunology, and the Michael Amini Transfusion Medicine Center.

As 2013 approaches, momentum will build even faster. Guided by the strategic plan, City of Hope looks forward to an era of progress and inspiration.

