

THERE IS NO  
PROFIT  
INCURING THE  
BODY IF IN  
THE  
PROCESS  
WE DESTROY THE  
SOUL



SPIRIT OF  
SUPPORT



## Philanthropy

### 5k and fun run

Major League Baseball named City of Hope one of four national cancer nonprofits benefiting from its All-Star Game Charity 5k and Fun Run.

### Progress like never before

City of Hope's supporters put even more energy and creativity behind their passion in 2010, as individual donors, foundations, corporations and volunteer groups maintained their strong financial commitment to helping City of Hope conquer serious diseases.

The philanthropy of thousands of loyal backers spurred City of Hope's continued gains against cancer, diabetes, HIV/AIDS and other diseases. These generous supporters contributed more than \$112.8 million in 2010. Planned gifts, such as annuities, bequests and charitable trusts, accounted for \$23.3 million.

### The Power of Hope

With the goal of strengthening City of Hope for its next 100 years, in 2010 the organization launched the public phase of its most ambitious fundraising campaign ever.

The Power of Hope campaign aims to raise \$1 billion by 2013, City of Hope's 100th anniversary. This effort unifies all institutional fundraising to bolster three areas critical to City of Hope's progress: funding capital projects, building City of Hope's endowment and raising funds for current use including innovative research projects.

City of Hope began the quiet phase of campaign fundraising efforts in 2005, and by the end of 2010 had raised more than \$650 million.

### Major gifts

A pair of multimillion-dollar gifts announced in 2010 exemplified the impact that individual donors can have on City of Hope's mission.

An anonymous benefactor's \$10 million pledge was directed to support the expansion of City of Hope's radiation oncology facility. This build-out will double capacity for advanced radiotherapy that combines a variety of imaging technologies to treat cancer more precisely. It is scheduled for completion in November 2011.

A gift of \$2.5 million from Morgan Chu, J.D., Ph.D., and his wife, Helen Chu, established the Morgan and Helen Chu Dean's Chair in the Irell & Manella Graduate School of Biological Sciences. John J. Rossi, Ph.D., Lidow Family Research Chair in the Department of Molecular and Cellular Biology, became the chair's first holder.

Morgan Chu, one of the most accomplished trial attorneys in the nation and a pioneer in the areas of technology and intellectual property law, is a partner at law firm Irell & Manella. Longtime supporters of City of Hope, the Chus made the gift to support City of Hope's efforts to train the next generation of scientists seeking cures.

**17,000 survivors**

More than 17,000 survivors and supporters took to the streets for Walk for Hope Nationally Presented by Staples, garnering more than \$2.1 million at events in San Diego, San Francisco, Philadelphia, Phoenix, Chicago, Seattle and Los Angeles.

**\$1 billion**

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**Foundation support**

Foundations' investment in City of Hope remained strong in 2010, with notable gifts furthering research and faculty recruitment. The Conrad N. Hilton Foundation — an organization whose support of City of Hope spans decades — made a \$2.5 million commitment to endow the Barron Hilton Chair in Pediatrics. The gift will help in the recruitment of a department chair to lead research and treatment programs for children with cancer. City of Hope also received \$575,000 in grants from the Archstone Foundation to advance palliative and spiritual care.

**Industry support**

Volunteers from a variety of industries including office products, music and entertainment, food and salon continued their philanthropic tradition of more than 40 years, backing City of Hope's work through events and initiatives.

Support throughout the National Office Products Industry drove the success of the group's fundraising effort, which was led by *Spirit of Life*® honoree David Williamson of MeadWestvaco (MWV). Top contributors included Staples, with more than \$1 million; MWV, topping \$838,000; Newell Rubbermaid, with more than \$760,000; and Office

Max, with \$372,000. Contributions from 3M totaled more than \$560,000, with a portion of that total also coming through the Hardware/Homebuilding Industry.

The Southern California Food Industries Circle and the Music and Entertainment Industry backed City of Hope with creative in-store promotions.

Through the Kids for Hope promotion, consumers at participating grocers purchased mobiles at store registers for \$1 or more, with proceeds benefiting pediatric cancer research, treatment and education. Kids for Hope raised more than \$860,000 thanks to Albertsons, Bristol Farms, Food 4 Less, Gelson's Markets, Northgate Markets, Ralphs Grocery Company, Smart and Final, Stater Bros. and Superior Super Warehouse.

The Music and Entertainment Industry culminated its *Spirit of Life*® effort, led by AEG top executive Tim Leiweke, at the grand opening of The Ritz-Carlton and J.W. Marriott hotels at L.A. LIVE in January. Also through the industry, the Hard Rock Café Foundation and legendary rock band The Who paired for a consumer marketing promotion that garnered the attention of music fans. Fifteen percent of sales of T-shirts and pins designed by band members Pete Townshend and Roger Daltrey benefited City of Hope.

**\$2.5 million**

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**\$112.8 million**

Generous supporters contributed more than \$112.8 million in 2010.

**Innovative partnerships**

In addition to raising funds, media companies and sports organizations partnered with City of Hope to raise awareness through marketing programs and advocacy campaigns. Major League Baseball named City of Hope one of four national cancer nonprofits benefiting from its All-Star Game Charity 5k and Fun Run.

Additionally, the award-winning parenting website Disney Family.com teamed with City of Hope to encourage mothers to take good care of their health. A dedicated section of Disney Family.com featured exclusive City of Hope content about reducing cancer risk, debunking cancer myths and tips for talking to physicians about cancer.

**Walk for Hope**

City of Hope broadened the focus of its signature series of national fundraising walks in 2010. Previously focused exclusively on the fight against breast cancer, Walk for Hope Nationally Presented by Staples broadened to take on women's cancers, including research, treatment and education for gynecologic as well as breast cancers.

More than 17,000 survivors and supporters took to the streets for the cause, garnering more than \$2.1 million at events in San

Diego, San Francisco, Philadelphia, Phoenix, Chicago, Seattle and Los Angeles. *Ladies' Home Journal* and Farmers Insurance Group served as national sponsors, with Staples returning as national presenting sponsor.

**Gift planning**

Many who wish to support City of Hope's mission do their part by including the institution in their estate plans.

Many members of the long-standing and loyal community of City of Hope chapters and auxiliaries showed their dedication through planned gifts. Sportsmen's Club members Nellie and Irving Geldin made a deferred gift commitment of \$500,000. A bequest of more than \$447,000 came from the Estate of Sara S. Goldman, of the Atlanta Auxiliary.

Other significant bequests included more than \$3.4 million from the Trust of Peggy J. Bosnyak; \$1 million from the Trust of Therese Brook; more than \$871,000 from the Trust of Hedy Gumpert; \$475,000 from the Trust of Judith L. Owen to support HIV/AIDS research; and \$400,000 from the Trust of Elsie Blum.