

Steve Olds PERSONAL GIFT CLUB

SAVING LIVES STARTS WITH ME

*Join in advancing
groundbreaking cancer
and diabetes research.*

Steve Olds was a deeply dedicated, long-standing member of City of Hope's National Insurance Industry Council (NIIC). He spearheaded the growth and development of the Insurance Council Personal Gift Club. The Personal Gift Club was formed in 1994 as a way to demonstrate support for City of Hope on a personal level. Entry into the club required a personal contribution of at least \$1,000 to the annual initiative. Under Olds' leadership, membership soared and the Personal Gift Club became a cornerstone of the insurance council's annual initiative.

Sadly, a tragic accident cut Olds' life short on May 3, 2000. To honor his memory, and in appreciation for his tireless efforts

over the years on behalf of the council and City of Hope, the Personal Gift Club was renamed the Steve Olds Personal Gift Club.

All contributors receive the following benefits:

- Updates on the specific clinical trials that continue to progress because of your contribution.
- An invitation to the annual Clinical Trials Campus Tour at City of Hope.
- City of Hope family lapel pin signifying your participation in the club.
- Membership listing in a special section of The *Spirit of Life*® Award dinner tribute journal and recognition at The *Spirit of Life* Award reception.



Steve Olds PERSONAL GIFT CLUB

Helping Advance Science ... to Save Lives.

THE CLINICAL TRIALS ADVANCEMENT FUND



We are committed. The NIIC is committed to leading-edge science that saves lives. We have committed to raise \$150,000 over the next three years (2011-2013) to fund the NIIC Clinical Trials Advancement Fund.

Clinical research is critical in the development of more effective, less toxic, minimally invasive options for patients with cancer, diabetes and other diseases. It is the process by which innovative therapies are tested before they can become powerful new treatments available to patients everywhere. The process of clinical research is costly and complex. It is too easily stalled at any number of junctures. Insufficient funding is often the reason. The NIIC Clinical Trials Advancement Fund is devoted to bridging the gaps that stall the process of clinical research, enabling researchers to speed the development of

novel therapies for patients facing life-threatening diseases.

For example, in studies currently under way in the Department of Pediatrics, researchers are investigating innovative strategies that may make stem cell transplants more effective for children with blood cancers like leukemia. Current treatments can cause long-term side effects including growth impairments, sterility and secondary cancers. The objective of this clinical trial is to examine the safety of a different, more targeted method of delivering radiation therapy that has the potential to improve outcomes while reducing side effects.

ABOUT THE NATIONAL INSURANCE INDUSTRY COUNCIL

City of Hope's National Insurance Industry Council (NIIC) is committed to helping save lives.

Founded in 1978 by a key group of insurance industry leaders, the NIIC has raised nearly \$19 million for City of Hope's groundbreaking and lifesaving research. As an industry dedicated to protecting the assets and lives of others, the insurance industry has formed a natural and inspiring partnership with City of Hope.

The NIIC comprises representatives of the most prominent life, property and casualty companies, law firms, brokers, accounting firms, reinsurers, executive placement firms and actuaries in the insurance industry. With sub committees in the Midwest, Greater Phoenix and Atlanta areas and with council members from across the U.S., the NIIC spans the country, as does the impact of City of Hope's research, patient-care protocols and educational outreach.

To learn more, visit cityofhope.org/niic



City of Hope's
National Insurance Industry Council

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MEMBERSHIP PLEDGE

- Yes**, I want to help save lives! Please use my personal contribution to advance research into new therapies through the NIIC Clinical Trials Advancement Fund.

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____

- CT Pioneer of Hope** \$1,000 per year
(\$3,000 total pledge)

- CT Leader for Hope** \$2,000 per year
(\$6,000 total pledge)

- CT Champion for Hope** \$ _____
(Specify amount per year — minimum \$1,000 per year)

- Check** – Please make your check payable to City of Hope.
Mail checks to:

City of Hope - National Insurance Industry Council
1055 Wilshire Blvd, 11th Floor, Los Angeles, CA 90017

- Credit Card**
Name on Card _____
Credit Card # _____
Expiration Date _____
Billing Address if different from above

- Payments made through employee giving (e.g., United Way)
Which program does your company use?

