March 2008

MESSAGE FROM THE CO-CHAIRS
Although it doesn’t always feel like it, spring is nearly upon us! With thoughts of warmer days to come, we look forward to another productive and exciting year as a part of the Dana-Farber Leadership Council.

2007 was a very successful year for the Leadership Council. We want to take this opportunity to thank each and every one of you for your hard work and dedication to Dana-Farber Cancer Institute. We would like to share a few of the tremendous accomplishments of 2007:

- **Annual Giving:** We surpassed our fundraising goal of $135,000.
- **Golf Tournament:** 132 players raised $66K.
- **Walk:** 12 DFLC teams of walkers participated, raising $271,687.
- **Membership:** We had 7 new members join in 2007, and 2 already in 2008.
- **Marketing:** We updated all of our membership materials and gave a face-lift to our webpages.

In early January, we sat down with our committee chairs to review these accomplishments and set our goals for 2008. As you will read further on in this newsletter, we have set some aggressive, but manageable goals, and we are counting on your support to not only meet, but exceed them.

The Leadership Council’s next business meeting is scheduled for March 27th – as part of this meeting we have asked each committee chair to invite two prospective members to attend. We encourage you to talk with your family, friends and colleagues about the Dana-Farber Leadership Council and bring those who are interested in learning more to a DFLC event as your guest. The top priority for 2008 is to increase our group’s membership with individuals who are committed to furthering the mission of Dana-Farber Cancer Institute as well as aiding the philanthropic goals of the Leadership Council. To ensure our success, we need every member to take an active role in recruitment.

Finally, we would like to thank the Dana-Farber staff for their hard work on behalf of the Leadership Council: Sean Fairley, Kim Goff, Jan Lawlor, Rachel Pearson, Emily Ransom, and Joe Robertson - thank you.

Warmest regards,

*Sandy McGrath and Jeff Goldstein*

Dana-Farber Leadership Council Co-Chairs
LEADERSHIP CHANGES
The Leadership Council sends its deepest appreciation to Chris Carlin and Neil Sullivan who have passed the torch and stepped down from their roles as co-chairs of the Walk Committee. We appreciate their leadership and tremendous efforts on behalf of the DFLC. We would also like to thank Rich Abati for his thoughtful and dedicated leadership as co-chair of the Outreach Committee. And, finally, we would like to thank husband/wife team and Golf Committee co-chairs extraordinaire, Shane and Joe Estock, for their leadership and vision over the past four years.

A warm welcome to Brian French and Julie Crafton who have been selected as Walk Committee co-chair and Annual Giving Committee co-chair, respectively. Also welcome to Laura Fischman as co-chair of the Outreach Committee.

As a reminder, our Committee co-chairs are as follows:

- Annual Giving: Jeff Beale & Julie Crafton (staff liaison is Kim Goff)
- Golf: Mike Cornell, Katie Hirtle & Russell Norris (staff liaison is Sean Fairley)
- Outreach: Laura Fischman & Heather Hagerty (staff liaison is Rachel Pearson)
- Walk: Larry Blankstein & Brian French (staff liaison is Joe Robertson)

Committee information can be found on www.danafarber.org/how/leadershipcouncil. Please do not hesitate to contact any of the co-chairs with questions or comments around Committee work.

- Annual Giving: DFLCanannualgiving@gmail.com
- Golf: DFLCgolf@gmail.com
- Walk: DFLCwalk@gmail.com
- Outreach: DFLCoutreach@gmail.com

VOLUNTEER SPOTLIGHT: Brian French
Brian French has been a member of the DFLC since the spring of 2005. He served as co-captain of the DFLC Walk team in 2005 and 2006, and as captain in 2007 and 2008. As a captain, he attended the Walk Hero Match Parties in 2006 and 2007, where he spent time with the Jimmy Fund Clinic children who are paired with DFLC walkers, as well as their families. An active member of the Leadership Council, Brian also volunteers at our annual Golf Tournament and Phonathon. Brian is the newest co-chair of the Walk Committee.

NEWEST DFLC MEMBERS
We would like to welcome our two newest members to the Council: Matthew Dillis and Karen Collari Troake.
CALENDAR OF EVENTS (DFLC events in GREEN, asterisk* indicates further info available below, and see www.jimmyfund.org for Jimmy Fund events listed here)

March 27, 2008  DFLC Business Meeting/Reception (Dana-Farber Cancer Institute)*
April 21, 2008  Boston Marathon® / Dana-Farber Marathon Challenge*
April 8, 2008  Rally Against Cancer℠ Day to benefit the Jimmy Fund
May 22, 2008  DFLC Rooftop Reception at Eaton Vance (Boston, MA)*
May 29, 2008  “Surprise Party” Gala at the Wang Center (Boston, MA)*  
           Hosted by the Friends of Dana-Farber
June 7, 2008  Zakim Center Benefit Concert (Hopkinton, MA)*
June 10-12, 2008  26th Annual Jimmy Fund Scooper Bowl® at City Hall Plaza (Boston, MA)
June 12, 2008  Dana-Farber Spring Evening at the Charles Hotel (Cambridge, MA)
June 25, 2008  DFLC Annual Golf Tournament at The International (Bolton, MA)
June 28, 2008  Jimmy Fund Fantasy Day (Fenway Park)
August 2-3, 2008  Pan-Mass Challenge Bike-a-thon
August 14-15, 2008  WEEI/NESN Jimmy Fund Radio-Telethon (Fenway Park)
September 11, 2008  DFLC Annual Giving Phonathon at Eaton Vance (Boston, MA)
September 21, 2008  Boston Marathon® Jimmy Fund Walk
October 2, 2008  DFLC North Shore recruitment/social evening  
           Hosted by Jeff Beale at his historic home (Salem, MA)
November 6, 2008  DFLC Business Meeting/Reception (host/location TBD)
December TBD  DFLC Holiday Party (TBD)

UPCOMING EVENT DETAILS

DFLC Business Meeting/Reception
Hear from brain cancer patient Julie Haley Cairns, updates from committees and networking  
Thursday, March 27, 2008
6:30 – 8:00 p.m.  
Dana-Farber Cancer Institute, Dana Building, Room 1620, Smith Family Room  
44 Binney Street, Boston

Boston Marathon® / Dana-Farber Marathon Challenge
The 19th annual Dana-Farber Marathon Challenge is taking place during Marathon weekend April 18-21, 2008. Join other volunteers working at the marathon or before. Register for volunteer opportunities at www.rundfmc.org and click on the “volunteer” link.  
Monday, April 21
26.2 mile historic Boston Marathon course from Hopkinton to Boston

DFLC Rooftop Reception
For the 8th consecutive year, our friends at Eaton Vance welcome us to their rooftop! Join us for a reception, beautiful view of the city and harbor from high above State Street, and DFLC business meeting with “round robin” meetings with DFCI physician/scientists.  
Thursday, May 22, 2008
5:30 – 8:00 p.m.  
Eaton Vance Corporation, 255 State Street, Boston
Zakim Center Benefit Concert
Spend an evening with local musical talents, including DFLC’s own Jonathan Auerbach, to benefit the “Making Music” music therapy program at the Leonard P. Zakim Center for Integrated Therapies at Dana-Farber Cancer Institute. This is a fundraising event – no admission charge but a contribution is encouraged for attendees. For more information contact Kim Chisholm at 617-632-5091 or Kimberly_Chisholm@dfci.harvard.edu.
Saturday, June 7, 2008 at 6:30 p.m.
Home of Alicia & Tom Shambo, Hopkinton, MA

Dana-Farber Spring Evening
Join other supporters of DFCI for an intimate evening that provides a unique opportunity to learn about the Institute’s extraordinary research and cancer care. Guests will be able to speak with distinguished scientists and physicians about new ideas in science and patient care.
Thursday, June 12, 2008
6:30 p.m., complimentary reception followed by inspirational speaking program
Charles Hotel, Cambridge, MA

2007 ACCOMPLISHMENTS / 2008 GOALS
ANNUAL GIVING:
This year was an extremely successful one for the Annual Giving Committee, led by Jeff Beale and new co-chair, Julie Crafton. Our 2007 Annual Giving total reached $135,259.97, exceeding our goal of $135,000. The 2nd Annual DFLC Matching Challenge was issued by Boston Capital and Eaton Vance. The Phonathon raised $33,808 for Dana-Farber, which includes:
- $22,808 in gifts from DFLC members
- $10,000 match secured from Boston Capital and Eaton Vance
- $1,000 in gifts from the non-DFLC member population.

Despite the success of our fundraising efforts, Leadership Council-wide participation in Annual Giving has continued to decrease annually, with only 49% of the membership participating in 2007. Imagine what we could do to conquer cancer if we achieved 100% participation! For calendar year 2008, the Annual Giving Committee has set a goal of $150,000 and 100% member participation. Please help us exceed our goals!

If you have ideas for the Annual Giving Committee and/or would like to be involved, please contact Jeff or Julie.

GOLF
First off, we would like to start by thanking Shane and Joe Estock for all of their work on the DFLC Golf Tournaments for the past four years. They have done a fantastic job. The new leaders of the Golf Committee, Mike, Katie and Russell, are very excited to continue this level of enthusiasm and success. Speaking of success, last year’s 4th Annual DFLC Golf Tournament raised $66,460, ranking #20 among all 160+ Jimmy Fund Golf Program tournaments in total funds raised!
The tournament hosted a full field of 132 players. Despite the hot conditions, a foursome from Leapfrog systems and their guests (Gary Carvalho, Dave Altobelli, David Kane and Steve Lange) were able to keep their cool in order to pull out the low net score of the 18-hole scramble tournament. Eleven-year-old Jack Streeter, a cancer survivor, was the patient speaker and John Dennis emceed the live auction portion of the event. The 2007 title sponsor was Eaton Vance; other sponsors and donors included: Accenture, Arnold Worldwide, Beacon Financial Partners, BMW of Peabody, Bowdoin Construction Corp., CA, Ciber, Citigroup, Fidelity Family Office Services, LeapFrog Systems, John Hancock, Initiate, New Scale, Nixon Peabody LLP, Pentair, Symantec, and the Jimmy Fund.

Our 5th Annual DFLC Golf Tournament will be held at The International in Bolton, MA, on Wednesday, June 25, 2008 – so mark your calendars! And, we are thrilled to announce that once again, Eaton Vance will be our title sponsor for the Tournament. The Golf Committee has set a financial goal of $75,000 and is confident that with wide Leadership Council involvement, we will be able to meet, if not surpass this goal.

The Golf Committee will host a planning meeting on Thursday, March 20 at 6:30 p.m. at Nixon Peabody (100 Summer Street, Boston). If you are interested in joining the committee and would like to attend this meeting, please contact one of the co-chairs listed above – your help is greatly appreciated. In particular, the Golf Committee is seeking individuals with design/layout skills for marketing collateral, as well as those interested in sponsorship sales and auction management. We look forward to seeing DFLC members and their friends, family and colleagues play in the Tournament or volunteer on the course.

OUTREACH:
2007 was a building year for the Outreach Committee. Laura Fischman joined Heather Hagerty as co-chair of the committee. The Committee developed a New Member Welcome Packet, revised our webpages at www.danafarber.org/how/leadershipcouncil to better reflect the DFLC, and revamped our recruiting materials. Outreach also produced this e-newsletter to provide membership with a quarterly update on Leadership Council happenings, including a year-long calendar so that Council events can be added to members’ calendars well in advance. If you would like to include information in the e-newsletter or are interested in writing articles, please let us know.

In 2008, Outreach will focus its efforts on membership recruitment – from honing the recruitment process and refining materials, to planning events geared toward prospects. As you think about people in your lives that would enjoy being part of the Dana-Farber Leadership Council, please let the Outreach Committee know if it can support you in this effort (e.g., sending informational material to your prospects, speaking with them directly about the Leadership Council, etc.).

The Outreach Committee is actively working on a Membership Directory. A membership form will be circulated at the March 27 meeting. Please take a few moments to complete the form.
Finally, the Outreach Committee is committed to hosting events and meeting that are meaningful to the DFLC membership. If you have ideas for meetings or events, or would like to suggest a venue or topic area, please let them know. As always, the Outreach Committee encourages you to be involved – join a committee and take an active role in the Leadership Council.

**WALK**
The 2007 Boston Marathon® Jimmy Fund Walk was a resounding success with revenue to date at $6.4 Million ($6.3 million goal; raised $5.6 total in 2006) and included 7,691 registered walkers, a 10% increase over 2006. Several changes and new features were introduced in 2007, including:

- A new 5-mile route starting from Boston College
- A new Virtual Walker Registration
- Pacesetter minimum increase from $750 - $1,000
- Continued success of the Team Program (with 701 teams participating).

Twenty-two DFLC members raised $117,420 as individuals in the 2007 Walk. Although we had fewer walkers this year than last, our Leadership Council walkers as individuals raised approximately $23,500 more than in 2006. In total, 12 DFLC teams have raised $271,687 in 2007, compared to 13 teams and $236,671 raised in 2006. It is fantastic that we continue to raise more money; however, it would be even better if we could continue to have wider participation across the Leadership Council. Let’s make 2008 our most successful Walk yet – in terms of both money raised and participation.

We would like to congratulate top DFLC individual fundraiser, Neil Sullivan, who raised $20,224. Additionally, the top 2007 DFLC team was Team Eaton Vance, raising $77,612, under the leadership of its team captain, Mark Burkhard.

Also, we would like to thank Chris Carlin and Neil Sullivan for their extraordinary commitment to the Walk Committee. As co-chairs they have provided incredible leadership and enthusiasm for this event and for the DFLC. Brian French and Larry Blankstein, the current co-chairs of the Walk Committee, are busily strategizing around DFLC’s participation and plans for the 2008 Walk. They welcome your help, your involvement on the committee and your participation (financial, walking, virtual, or otherwise) in the 2008 Boston Marathon® Jimmy Fund Walk.
VOLUNTEERS NEEDED!

Hosts for Business Meetings: We are looking for DFLC members in the Boston/Cambridge area who would be willing to host a breakfast (or evening) meeting at their company on November 6, or host future events. Please contact the Outreach Committee at DFLCoutreach@gmail.com for further information.

HELPFUL LINKS

Leadership Council homepage
http://www.dana-farber.org/how/leadershipcouncil

DFLC Membership Information
http://www.dana-farber.org/how/leadershipcouncil/membership/default.html

DFLC Golf Tournament
http://www.dana-farber.org/how/leadershipcouncil/committees/golf_committee.html

DFLC Walk Team
http://www.dana-farber.org/how/leadershipcouncil/committees/walk_committee.html

Jimmy Fund homepage
http://www.jimmyfund.org

Make a Gift Online
http://www.dana-farber.org/give

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