Power of the pack: PMC riders fuel fight against cancer

The premier athletic fundraising event in the country, the Pan-Massachusetts Challenge (PMC) bike-a-thon, boasted astonishing numbers in 2011: 5,200 riders, a record 3,400 volunteers, and an anticipated $34 million raised. Its impact on the lifesaving work of Dana-Farber is extraordinary by any measure. The 32nd annual PMC, held Aug. 6 and 7, drew riders of every type—triathletes and cycling novices, patients and survivors, teenagers and octogenarians—all united in one mission: to raise funds to conquer cancer.

A powerful example of what a dedicated community can accomplish, the PMC is also a model of fundraising efficiency, with 100 percent of every rider-raised dollar contributed to research and care at Dana-Farber. Support from presenting sponsors the Red Sox Foundation and New Balance and 200 in-kind sponsors contribute to this true team effort.

“The PMC has channeled corporate underwriting and public goodwill to an unprecedented level in event programming,” said Billy Starr, PMC founder and executive director.

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Tackling one of four routes—the full Hopkinton to Boston 26.2-mile marathon course, the Babson to Boston 13.1-mile half-marathon route, the Boston College 5-mile, and the Dana-Farber 3-mile—this year’s walkers have raised more than $6 million toward the $7.5 million goal for Dana-Farber.

“[Walking] is like no other,” said Institute President and CEO Edward J. Benz Jr., MD. “All of these walkers, volunteers, sponsors, and donors of all ages and abilities who come together to fight this disease are incredible.”

Those who attended the event participated on one of nearly 900 teams or as individual walkers; in addition, 950 volunteers were out on the course lending a helping hand to those making the journey. Inspiring to all, the faces of Dana-Farber patient Heroes appeared on mile markers along the course, reminding everyone of the true meaning of the event—to conquer all forms of cancer.

This collective spirit of honoring and memorializing those who have been affected by cancer has led to stellar fundraising year after year. This year, an enhanced Pacesetter program was unveiled, acknowledging each walker who raised $1,250 or more with special recognition items. More than 800 walkers reached the Pacesetter level. In addition, 63 walkers reached the new Young Pacesetter level, established for walkers age 12 and younger who raised $500 or more.

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8,500 participants walk 117,000 miles to conquer cancer

On a sunny September 18, an impressive 8,500 walkers from 44 states and five countries took to the famed Boston Marathon® course for the 23rd annual Boston Marathon® Jimmy Fund Walk presented by Hyundai. Tackling one of four routes—the full Hopkinton to Boston 26.2-mile marathon course, the Babson to Boston 13.1-mile half-marathon route, the Boston College 5-mile, and the Dana-Farber 3-mile—this year’s walkers have raised more than $6 million toward the $7.5 million goal for Dana-Farber.

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Dear Friends,

As the holiday season approaches, it is inspiring to reflect on your enthusiastic involvement in our numerous summer and fall fundraising events and on the tremendous support over the past many months from so many of our loyal donors.

In this issue of Impact, we thank all of the participants, volunteers, organizers, and sponsors who helped make the 32nd Pan-Massachusetts Challenge, the 23rd annual Boston Marathon® Jimmy Fund Walk, the 10th annual WEEI/NESN Jimmy Fund Radio-Telethon, the 29th annual Jimmy Fund Scooper Bowl®, and this year’s Jimmy Fund Golf tournaments such shining successes. Supporters of these and all our more than 600 events fund the vital work happening every day in Dana-Farber’s clinics and laboratories. We also thank the numerous individual donors whose remarkable gifts are helping the Institute make progress in important areas. In particular, we are grateful to Institute Trustee Arthur Gelb and his wife, Linda, for their $1 million gift to the Bridge Project, a collaboration between the Koch Institute for Integrative Cancer Research at MIT and Dana-Farber/Harvard Cancer Center; Maureen and William Goldfarb for their gift establishing the Goldfarb and Rudkin Family Fellowship in breast cancer; Institute Trustee Michele Kessler and her husband, Howard, for their $1 million gift to create the Michele and Howard Kesler Fund for Global Initiatives; Radhey “Rod” Khanna for his $1 million gift to the Homai and Radhey Khanna Family Fellowship for Stem Cell Transplantation; and Institute Trustees Ted Pasquarrello and his wife, Eileen, for their $1 million gift to support the Yawkey Center for Cancer Care by naming the information desk and to the Ted and Eileen Pasquarrello Research Fund for stem cell research. Also of note since our last issue of Impact, Dana-Farber lost a great friend and mentor in Baruj Benacerraf, MD. As president of Dana-Farber from 1980 to 1992, Dr. Benacerraf was not only a visionary in immunology, but also a leader who attracted top scientific talent to the Institute and built a strong community of supporters to assure its financial future. Thank you for being members of that community and honoring Dr. Benacerraf’s legacy through your enduring generosity, which helps us make measurable progress in our mission to conquer cancer.

On behalf of the Institute, you have my warmest wishes for a very happy and healthy holiday season.

Sincerely,

Susan S. Paraksky
Senior Vice President for Development

Impact FALL 2011
Volume 14 • Issue 3
This issue covers gifts received and finalized through the summer of 2011.

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Dana-Farber Cancer Institute provides expert, compassionate care to children and adults and is a home to groundbreaking cancer discoveries. Since its founding in 1948, the Jimmy Fund has raised millions of dollars through thousands of community efforts to advance Dana-Farber’s lifesaving mission.

Arthur Gelb and his wife, Linda, whose generous gift is supporting a more formalized collaboration between Dana-Farber and MIT

Gelb gift builds ‘Bridge’ between MIT and DF/HCC

A decade ago a Dana-Farber patient named Arthur Gelb, ScD, attended an Institute symposium on high-throughput sequencing, a revolutionary high-tech method of DNA analysis. High-throughput sequencing produces mountains of raw data, and Gelb, a prominent businessman who holds a Doctor of Science degree from the Massachusetts Institute of Technology (MIT), was intrigued.

“I asked, ‘where are all the MIT people?’” said Gelb, a member of MIT’s governing Corporation and current executive committee board member at Dana-Farber. “They are just across the river, and extracting and analyzing data from complex systems is their expertise.” Although Dana-Farber and MIT had partnered before, the projects were often informal. Gelb saw an opportunity and immediately began pushing Dana-Farber and MIT leadership to strengthen and formalize their research ties.

“When you are fighting a war against cancer, you want to field the best army. MIT is the best engineering school in the world,” says Gelb, who has since made a full recovery from prostate cancer. “Dana-Farber is the finest cancer center in the world. They are a perfect fit.” Gelb was persistent. “I pushed and pushed and pushed,” he said.

Now, a $1 million gift from Gelb and his wife, Linda, is making his vision a reality as these two legendary institutions join forces to embark on an unprecedented research effort. Known as the Bridge Project, this collaboration between the Koch Institute for Integrative Cancer Research at MIT and Dana-Farber/Harvard Cancer Center (DF/HCC), is designed to match daunting clinical challenges with the latest bioengineering technology.

Under the leadership of David Livingston, MD, deputy director of DF/HCC, and Tyler Jacks, PhD, director of MIT’s Koch Institute for Integrative Cancer Research, the Bridge Project will confront the most challenging questions in cancer therapeutics and research and look at them as opportunities to drive innovation in drug delivery, to understand and circumvent drug resistance, to develop new hypersensitive methods of detection and monitoring, and to construct new computational models to understand tumor growth. The Bridge Project aims to create promising, quantifiable results that can be tested in a clinical setting and later brought to market, with the hope of improving the lives of the broadest range of cancer patients.

“Engineering has the greatest opportunity to create results that are not only promising, but that can be tested and measured in patients,” said Livingston. “Engineering makes high-level ideas on how to kill cancer possible. Biengineers can succeed in getting drugs into organs, accounting for them, and following up.”

“I believe that this unprecedented, interdisciplinary, complementary partnership between two of the world’s leading cancer research centers has the potential to make rapid and significant advances,” said Gelb. “It is destined to become a very important new beachhead in the war on cancer.”

Meanwhile, at Dana-Farber, researchers are helping the Institute make progress in important areas. In particular, we are helping the Institute make progress in important areas.

Impact Editor Brigham Fay, Diane Schmidt

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Dana-Farber Cancer Institute provides expert, compassionate care to children and adults and is a home to groundbreaking cancer discoveries. Since its founding in 1948, the Jimmy Fund has raised millions of dollars through thousands of community efforts to advance Dana-Farber’s lifesaving mission.
Pasquarello gift advances fight against cancer on two fronts

Raising 14 stories above Brookline Avenue, Dana-Farber’s Yawkey Center for Cancer Care adds 275,000 square feet of clinical and support space to the Institute, with more than 100 exam rooms, 150 infusion spaces, and 20 patient and family consultation rooms. Helping patients to navigate their way, the second floor information desk is a compass for care and was made possible by a portion of a new $1 million gift from Institute Trustee Ted Pasquarello and his wife, Eileen.

When the Pasquarellos first learned of the plans for the new building, they knew they wanted to be a part of the project in some way. “Although our interest has always been in research,” said Ted Pasquarello, “we knew the new facility would have an immediate and positive benefit to the patients of Dana-Farber.”

On the heels of April’s ribbon-cutting ceremony for the Pasquarellos is another celebration: the 10th anniversary of the Ted and Eileen Pasquarello Research Fund at Dana-Farber. As a member of both the Trustee Science Committee and the Facility Planning and Construction Committee, Pasquarello understands that research, like a state-of-the-art construction project, can only be realized step by step, one building block at a time. That is why the Pasquarellos have designated the other portion of their $1 million gift to the Ted and Eileen Pasquarello Research Fund.

The Pasquarellos previously have supported research in stem cell transplantation, including establishing a tissue bank and two leukemia vaccine studies that produced extremely promising results. “This new funding allows us to definitively test our vaccine strategies in leukemia patients undergoing stem cell transplantation,” said Robert J. Soiffer, MD, chief of the Division of Hematologic Malignancies and co-chief of the Stem Cell/Bone Marrow Transplantation Program.

“The last few years have made it clear that harnessing the immune system can have a profound impact on regression of multiple cancers.” By conducting this trial, Soiffer and colleagues in the Stem Cell Transplant Program and Cancer Vaccine Center at Dana-Farber will determine whether a new leukemia vaccine, termed GVAX, can improve response rates for patients with advanced leukemia post-transplantation. These investigations have the realistic potential to change the way in which leukemia patients are treated. Patients’ own tumor cells are used to create powerful and effective vaccines with lifesaving potential, an example of Dana-Farber’s goal to provide personalized medicine to every patient who walks into the Yawkey Center.

The Pasquarellos’ support of the Yawkey Center is of immediate benefit to patients today, while their new contribution to the Ted and Eileen Pasquarello Research Fund will have an impact on cancer treatment in years to come.

Institute Trustee vested in Dana-Farber’s success

Longtime Institute Trustee Joseph McNay knows a thing or two about good investments. As Chairman and Chief Investment Officer of Essex Investment Management Company, LLC, McNay built his career investing in medical research. So when it came to supporting cancer research, he knew where his money would have the greatest impact.

“Dana-Farber is the leading cancer research center in the country, and it also provides outstanding patient care,” said McNay, a trustee since 1987. McNay recently gave $125,000 to advance cancer research as part of the Mission Possible Campaign. The gift will support the work of Philip Kantoff, MD, Dana-Farber’s chief clinical research officer, chief of the Division of Solid Tumor Oncology, and director of the Lank Center for Genitourinary Oncology.

McNay met Kantoff in the mid-1990s during a bout with prostate cancer. “Although it was only a consultation, he was extremely thorough,” said McNay, who has since made a full recovery. McNay went on to follow Kantoff’s research efforts—especially his involvement in the development of the prostate cancer vaccine, Provenge®, the first therapeutic cancer vaccine approved by the FDA.

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“I was very impressed with how Dr. Kantoff and Dana-Farber invested in drug development. I want to support that kind of innovation.”

— Institute Trustee Joseph McNay

“I was very impressed with how Dr. Kantoff and Dana-Farber invested in drug development,” said McNay. “I want to support that kind of innovation. Knowing what I know about Dana-Farber, coupled with my experience with Dr. Kantoff, made it an easy decision.” McNay’s gift will support Kantoff’s effort to develop novel, more effective therapies for prostate cancer.

“We are extremely grateful to Mr. McNay for his longtime partnership in the fight against cancer,” said Kantoff.

Making their mark on cancer

Making their mark on cancer

Impact FALL 2011 3
Two teams, one cause, 10 years of giving

Ten years ago, the Jimmy Fund teamed up with WEEI Sports Radio Network to produce the WEEI Jimmy Fund Radiothon live from Fenway Park. Since then, New England Sports Network has joined in, and the WEEI/NESN Jimmy Fund Radio-Telethon’s 10th anniversary broadcast took place Aug. 30 and 31, over the span of 36 hours and two Boston Red Sox games. The event featured emotional and inspiring stories from Dana-Farber patients, doctors, researchers, and nurses, as well as professional athletes, all pitching in to support Dana-Farber’s mission to conquer cancer. From 6 a.m. to midnight on both days, generous supporters from all 50 U.S. states and around the world made gifts via phone, web, and text, raising more than $3.4 million for Dana-Farber.

A memorable first pitch was thrown out by Red Sox fan favorites Mo Vaughn and John Valentin, who formed a special connection with Dana-Farber while playing for Boston in the 1990s.

“We are extremely grateful to WEEI, NESN, our guests, and all the listeners and viewers for making this event so successful and special for us over the past 10 years,” said Jimmy Fund Director Suzanne Fountain. “However, it is the patients, family members, and doctors who share their inspiring stories year after year who are truly the stars of the Radio-Telethon.”

HomeGoods has record-breaking fundraising year

After 10 years of supporting the Jimmy Fund through its “Help Families Fight Cancer” promotion, HomeGoods®, the national off-price home fashions retailer, kicked off its second decade of support on a high note—raising more than $505,000 for Dana-Farber.

From June 2 to 26, shoppers across the country were asked for a $1, $5, or $10 contribution at the registers in 218 participating HomeGoods stores, which were adorned with colorful signage displaying Jimmy Fund Clinic patient artwork. These generous patrons contributed the most funds this program has ever raised in one year.

“For the 11th year of partnering with Dana-Farber and the Jimmy Fund, our customers and associates demonstrated their passion and dedication to helping families fight cancer. Thanks to their generous support of our campaign, we raised the highest amount in the history of our partnership,” said HomeGoods spokesperson Robyn Arvedon.

Each time you visit a HomeGoods store there are new products to discover, but one thing remains unchanged—the retailer’s commitment to conquering cancer. As a testament to this commitment, HomeGoods has cumulatively raised more than $2.5 million for the Jimmy Fund through in-store promotions. All proceeds support the lifesaving mission of Dana-Farber.

“Each year, HomeGoods continues to raise the bar with its fundraising, bringing hope to Dana-Farber patients, researchers, and caregivers alike,” said Jimmy Fund Director Suzanne Fountain. “We truly value HomeGoods’ continued and growing partnership, and admire its employees’ passion for advancing cancer research and patient care at the Institute.”

HomeGoods

Falmouth Road Race: Best foot forward

On a hot and hazy August morning, 80 runners on the official Dana-Farber team lined up on Cape Cod, Mass. for the start of the 39th annual New Balance Falmouth Road Race. Totaling seven miles from the starting line at Woods Hole to the rolling waves at Falmouth Heights beach, the 2011 race marks Dana-Farber’s ninth year participating in the event.

This year’s dedicated runners are record-breakers, as the team raised more than $300,000 to support the Institute’s lifesaving mission.

Above: Michelle Silk smiles with teammates Bruce Karten (left) and Todd Lewis at the start line. In her three years as a Falmouth team member, Silk has raised more than $300,000 to support the Institute’s lifesaving mission.
Kessler gift addresses growing need for cancer care in the developing world

The World Health Organization estimates that there will be 16 million new cancer cases worldwide by 2020, with 70 percent of those occurring in developing nations like Rwanda. By the year 2020, Rwanda is expected to have hundreds of thousands of cancer patients living within its borders, yet it lacks the necessary infrastructure and training to handle such an epidemic.

Longtime Dana-Farber supporter and Institute Trustee Michele Kessler and her husband, Howard, are seeking to change that. The Kesslers recently made a bold commitment to improving the quality and accessibility of cancer care in developing nations with a $6 million gift to Partners HealthCare System, Inc. One million dollars of this funding will go to establish the Michele and Howard Kessler Fund for Global Initiatives at Dana-Farber. The fund will support the work of Dana-Farber Chief Medical Officer Lawrence Shulman, MD, and his efforts to address disparities in cancer research, care, and training in emerging nations like Rwanda and Haiti.

The Kesslers were inspired to make the gift after attending a presentation by Shulman at the Clinton Global Initiative addressing the lack of cancer care in the developing world.

"Like a lot of people, I thought that cancer was predominately a ‘rich country’s disease,’" said Michele Kessler. "I was astounded to see just how great the need actually is. Howard and I knew we wanted to help.

In addition to his work at Dana-Farber, Shulman is active in Partners in Health (PIH), a Boston-based nonprofit healthcare organization, co-founded by Dr. Paul Farmer and dedicated to making diagnosis and treatment available free of charge to patients living in poverty. In July, Shulman made his first visit to Rwanda, where he visited PIH facilities, toured government hospitals, and met with the Rwandan minister of health.

"We live in a place with relatively unlimited resources, but cancer care in the developing world is hit-or-miss," said Shulman. "There is not one oncologist in Rwanda and Haiti.

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"We live in a place with relatively unlimited resources, but cancer care in the developing world is hit-or-miss," said Shulman. "There is not one oncologist who lives and works in Rwanda. People are languishing without diagnosis and treatment with diseases that are curable with readily available and inexpensive medications. If we can train the healthcare providers at these sites and get the basic supplies and services to them, we can cure many of their patients. The Kessler funds will provide the necessary support to make this happen, and we are grateful to them beyond words."

With the help of Shulman and Dana-Farber, PIH is working to provide Rwandan doctors, nurses, and other essential personnel at each district hospital with training and the necessary resources, such as drugs and equipment.

"Dr. Shulman’s work and collaborations are not just about helping the patients get treatment, but also about bringing a new awareness to parts of the world that until now have been neglected," said Michele Kessler. "Our wish is that others will be inspired to join us in support of such a noble cause."

Personalized medicine initiative receives boost from Institute Trustee

Personalized medicine is an approach that uses the genetic information carried within a patient’s tumor to prevent, diagnose, and treat disease—the right drug, for the right patient, at the right time. In 2007, Dana-Farber cemented its place as an international leader in personalized medicine with the debut of its OncoMap™ technology, which examines the genetics of an individual’s tumor by comparing it to nearly 500 cancer-causing mutations in 41 genes. To further advance these efforts, Institute Trustee Roger Marino has made a $100,000 gift to Mission Possible: The Dana-Farber Campaign to Conquer Cancer and Dana-Farber’s Personalized Medicine Technology Fund, under the direction of William Hahn, MD, PhD, co-director of the Center for Cancer Genome Discovery (CCGQ).

"We are witnessing a new dawn in the areas of research and clinical care, and Dana-Farber’s foray into personalized medicine is leading the way," said Marino. "It is thrilling to be a part of this paradigm shift in medicine, which has the potential to be more effective and less toxic than conventional approaches to cancer treatment."

Marino’s support will allow Hahn and the CCGQ to build upon the OncoMap to develop the next generation of deep-sequencing technology that will move us toward a complete analysis of all cancer-causing mutations, ultimately expanding the Institute’s ability to personalize treatments for all cancer patients.

"Roger Marino’s generous gift will help to accelerate the next breakthrough for cancer patients," said Hahn. "This support will allow us to develop leapfrog technologies that will provide new insights into the molecular networks of patient tumors, enable better delivery of personalized medicine, and help us better understand drug resistance and relapse and how to treat it more effectively."

Making a splash for survivorship

Swimmers young and old participated in Swim Across America’s two-day competition to support Dana-Farber’s David B. Perini, Jr. Quality of Life Clinic. On July 15, daring swimmers, including Olympians Craig Beardsley, Carlton Brunner, Brooke Bennett, and Janal Jorgensen, plunged into the crisp waters of the Atlantic Ocean during the 18th annual Boston Harbor Island Swim, a 22-mile, open-water relay. The following morning, more than 150 participants—including DF/HC’s Chief Medical Officer Lawrence Shulman, MD, part of the first-ever Dana-Farber staff team, "Long Hull Against Cancer"—braved the water in the Nantasket Swim, completing either a one-mile competitive race or a half-mile recreational swim along Nantasket Beach.

Combined, the events raised nearly $200,000 for the David B. Perini Jr. Quality of Life Clinic, which for nearly two decades has assisted Dana-Farber’s youngest patients on their journey into survivorship, developing comprehensive strategies to help them live longer, healthier lives.
Jimmy Fund Golf tournaments win big

Another banner year for Jimmy Fund Golf, the 2011 season boasted more than 160 tournaments that collectively raised more than $6.3 million to support Dana-Farber’s mission to conquer cancer. Thousands of tournament directors, volunteers, golfers, and sponsors from 12 states banded together to run traditional tournaments, golf marathons, mini-golf putt-a-thons, and other fun events throughout the season, once again making Jimmy Fund Golf one of the premier charity golf programs in the country.

This year, Jimmy Fund Golf welcomed 27 new tournaments to its ranks, and this helped bring the cumulative total raised by Jimmy Fund Golf to more than $85 million since its inception in 1983. In addition, new presenting sponsor HomeGoods® signed on to support the program, joining returning presenting sponsors ’47 Brand, American Airlines®, Callaway Golf, Dunkin’ Donuts, GateHouse Media New England, and The International.

“Jimmy Fund Golf is a great way for individuals and organizations to have a fun day out on the golf course in support of Dana-Farber,” said Edward J. Benz Jr., MD, Institute president and CEO. “The strides we have made against cancer would not be possible without the longstanding commitment of those who run, participate in, and support all of our many golf tournaments.”

Stories like Daniels’ are just one of the many reasons so many tournaments are run year after year by tireless volunteers. Two of Jimmy Fund Golf’s longest-running tournaments, the Highland Country Club/Jim Rignanese Memorial Golf Tournament and the Mark R. Ungerer Memorial Golf Tournament, celebrated their 25th anniversaries this year. In addition, many other tournaments hit anniversary milestones in 2011, including four tournaments celebrating 20 years, and two running for 10 years, demonstrating the passion and commitment this community has for Dana-Farber’s mission to conquer cancer.

“Through the funds raised at these tournaments, I hope to one day see a world where cancer no longer exists.”

— Tara Daniels, Jimmy Fund Golf speaker and former Dana-Farber patient

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“I feel it’s important to share my story at these tournaments because it’s nice for people to have a name, face, and story to associate with their support,” said Daniels. “I also feel it helps me remember the things I’ve been through and that I can do absolutely anything I set my mind to.”

Jimmy Fund Golf presenting sponsor Callaway’s Mario Godbout enjoys a day on the links.

Jimmy Fund Golf patient speaker Tara Daniels (left) and her mother, Angela, at the tournament named in Tara’s honor.

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Jimmy Fund Golf Sponsors 2011

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Birdie Sponsor: Amica

Fairway Sponsor: LongHorn Steakhouse, New England Golf Monthly, Target
When he started a charity golf tournament in 1995 to honor his mother’s battle with cancer and support the special care she received at Dana-Farber, Frank Strauss could not have predicted how it would evolve. What began as a friends and family golf outing raising $6,000 for the Institute has grown into the multifaceted Expect Miracles Foundation—Financial Services Against Cancer (formerly Mutual Funds Against Cancer), and has harnessed the power of the financial industry to become one of the field’s leading advocates in the fight against cancer.

To date, the Foundation has raised more than $4.8 million for Dana-Farber, most recently to support the Belfer Institute for Applied Cancer Science. The Belfer Institute brings together academic research and drug development, collaborating with pharmaceutical and biotechnology companies to accelerate the delivery of new therapeutics to patients.

“Frank Strauss and his team have really built something unique. Even though it has quadrupled in size, it still feels like a family trying to do something good,” said Lonnie McDonald, executive vice president at UMB Fund Services, Inc., a provider of investment company services and longtime partner of the foundation. “This industry is big, but we all know and care about each other. So many of our families have been touched by cancer, and this chance to band together is something that’s hard not to be a part of.”

The Foundation’s annual Expect Miracles East Coast Classic golf tournament drew more than 80 top financial firms as sponsors and more than 400 senior executives to Pinehills Golf Club and Indian Pond Country Club June 16. Most recently, the Foundation launched its Expect Miracles Kids Golf Clinic alongside their annual golf event. Sponsored by John Hancock, the event allows more than 25 young people—patients, survivors, and their siblings—the opportunity to learn from a PGA professional how to drive and putt, and to participate in fun activities with Red Sox mascot Wally the Green Monster.

In addition, the Foundation’s golf program has expanded to the west coast. The 3rd Annual Expect Miracles West Coast Classic, held Sept. 19 at the Resort at Pelican Hill in Newport Beach, Calif., doubled in size from the previous year. In addition, November’s eighth annual Expect Miracles Charity Wine & Spirits Event will welcome more than 400 business and financial executives.

The Foundation’s newest program, The Expect Miracles Awards will be held this April in New York to recognize individuals and firms within the financial community for their outstanding support and commitment to the fight against cancer. These programs are a testament to how Expect Miracles has expanded—in scope and in impact. It has attracted such sponsors as Interactive Data Corporation, State Street, Citi, JP Morgan, OppenheimerFunds, BNY Mellon, and John Hancock, to name a few.

“We are fortunate to have started a movement within the financial industry,” said Christina Thirkell, executive director of the foundation. “Just think how much more we can accomplish together in the fight against cancer if we can continue and expand our reach within this powerful industry…we could make history.”

Beyond the green: Expect Miracles Foundation expands efforts nationwide

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“I got into stem cell transplantation more than 25 years ago because we can take someone like Rod, who has a severe, potentially fatal blood disorder, apply modern concepts of biology and medicine, and actually prolong his life and the lives of a significant proportion of our patients,” said Antin. “We need to recruit and train young researchers to maintain our position as a national leader in stem cell transplantation, and this can now be profoundly sustained thanks to the generosity of Homai and Radhey Khanna.”

“The year my grandson was born was the same year I was given life.”

In 2009 and 2010, Dana-Farber had the highest one-year survival rate among centers in the U.S. that performed more than 150 unrelated-donor stem cell transplantations. ‘The Khannas’ funding will help Dana-Farber researchers continue to investigate stem cell transplantation methodology and stay at the forefront of their field.

“Dr. Antin has proven to me his expertise and knowledge in this area. The biggest gift a doctor can give is to share his knowledge with others, spreading this expertise to many, many more people,” Khanna said.

Kulke’s team will collect tumor tissue in the operating room and transplant it into mice that same day.

In 2009 and after exhausting other treatment options for leukemia, Radhey “Rod” Khanna received a lifesaving stem cell transplantation under the care of Joseph Antin, MD, chief of Dana-Farber's Adult Oncology Hematopoietic Stem Cell Transplantation Program. Thanks to this procedure, Khanna lived to see the birth of his first grandchild, Tajes, whose name means “brilliance” in Sanskrit. Brilliance is exactly what brought Khanna to the U.S. from Bombay, India, having earned a teaching scholarship to the State University of New York, Stony Brook. He arrived at JFK Airport with only five dollars in his pocket, but this teaching scholarship gave Khanna the chance he needed to pursue a PhD in electrical engineering.

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Khanna gift ensures bright future for stem cell transplantation

Raymond and Beverly Sackler Fund fills need for neuroendocrine tumor research

The pioneering work of medical oncologist Matthew Kulke, MD, has established the Gastrointestinal Cancer Treatment Center at Dana-Farber as a leading international referral center for patients with neuroendocrine and carcinoid tumors (NET). As director of the Dana-Farber/Brigham and Women’s Program in Neuroendocrine and Carcinoid Tumors, Kulke specializes in the research and treatment of this increasingly prevalent condition.

One of the obstacles to the development of new NET therapies is the lack of animal models and cell lines, which allow for faster evaluation of promising new therapies but are costly to produce. Fortunately, a generous gift from the Raymond and Beverly Sackler Fund for the Arts and Sciences is helping Dana-Farber overcome this hurdle.

“Dana-Farber is one of the few institutions in the world that has the clinical expertise, patient-oriented research, and excellence in basic science to make the progress that the carcinoid and NET community desperately needs,” said Raymond Sackler, MD.

The Sackler Fund gift will allow NET patients to have their tumor tissue used to develop new mouse models and cell lines. With the help of surgical colleagues and researchers at DFCI’s Center for Molecular Oncologic Pathology, Kulke’s team will collect tumor tissue in the operating room and transplant it into mice that same day.

“The availability of NET cell lines will speed the development of new therapeutic agents, and allow us to probe the underlying biology driving NET growth,” says Kulke. “We are very grateful to the Sacklers for helping us address this profound need.”

Celebrating 22 years of going the distance

More than 550 athletes fundraised their way to running the world-renowned B.A.A. Boston Marathon® April 18 as participants in the Dana-Farber Marathon Challenge. An assembly of teammates who helped make 2011 an exceptional year congregated for a special check presentation in October.

Right: A check representing more than $4 million was revealed by DFMC 2011 team members (left to right) Dana-Farber’s Chief Scientific Officer, Barrett J. Robbins, MD, PhD; Hilary Hall; Amy Chambers; Denise Nolan; and Jan Ross, director of Marathon and Running Programs. The money raised will fuel the pioneering work of the Claudia Adams Barr Program in Innovative Basic Cancer Research at Dana-Farber.
Doctor-patient bond inspires new research fellowship

As longstanding Institute benefactors, Maureen and Bill Goldfarb have formed a special bond with Eric Winer, MD, director of the Breast Oncology Center at the Susan F. Smith Center for Women’s Cancers at Dana-Farber. The relationship with Winer began more than a decade ago, when Bill’s late wife, Deborah, was a patient of his.

The Goldfarbs became more involved with the Institute in recent years, and as they grew better acquainted with Winer’s work, the couple decided to create the Goldfarb and Rudkin Family Fellowship. This fellowship will support the work of promising young physician-scientists, selected by a team led by Winer. The first two chosen are Otto Metzger Filho, MD, and Shom Goel, MD.

“Maureen and I both lost loved ones to cancer, and have witnessed firsthand the wonderful care Dana-Farber provides. We wanted to give back to the Institute and help others, and over the years we have come to know and deeply respect Dr. Winer. The research his team is conducting is important and exciting to us, and we want to support him however we can,” said Bill Goldfarb.

BRINGING AN INTERNATIONAL PERSPECTIVE

Winer’s vision for this fellowship was to bring researchers who have completed their training outside the United States to Dana-Farber for two years, assign each to a research and clinical mentor, and facilitate research between Dana-Farber and the scientists’ home countries.

Metzger Filho, who hails from Brazil, is currently a research fellow with the breast cancer group at the Jules Bordet Institute in Brussels. He has extensive clinical training in medicine and oncology, and has been educated by some of Europe’s leading breast oncologists. He intends to use this fellowship to hone his clinical acumen and further develop his skills as a clinical trialist and translational researcher.

Australia’s Goel, who has received both a Fulbright Scholarship and an American Society of Clinical Oncology Young Investigator Award, will begin his fellowship next year upon completing his PhD. He is interested in gaining more expertise as a breast cancer clinician, as well as pursuing translational research projects while at Dana-Farber.

“The idea to seek international candidates grew out of my current work with a researcher from Australia,” said Winer. “I have supported him as a fellow with funds that were cobbled together, and have long wished for the financial means by which to formalize this kind of a relationship. The biggest obstacle in making these types of programs work is lack of funding, and I’m grateful to the Goldfarbs for giving me this wonderful opportunity.”

“It’s become clear to us where the research at Dana-Farber is going. It’s not one disease. It’s many, many diseases, and there won’t be one cure—yet there’s a commonality among them,” said Maureen Goldfarb. “We hope Eric Winer’s fellows will learn something that will add significant value to the future of cancer research and treatment.”

Jimmy Fund movie theatre collections gathers hope for another successful summer

For 62 years, movie lovers have supported Dana-Farber and the Jimmy Fund while catching the summer’s biggest films. Throughout June and July, visitors to participating National Amusements theatres in Connecticut, Massachusetts, New Jersey, New York, Ohio, and Rhode Island gave generously when the Jimmy Fund canisters were passed down the aisles, contributing more than $600,000. This summer’s total includes a $125,000 gift from the Regal Foundation, the charitable branch of Regal Entertainment Group.

The Jimmy Fund/Variety Children’s Charity Theatre Collections has been championed by some of the silver screen’s best-loved stars over the years, including Bing Crosby, Joan Crawford, and Ed Sullivan. This year, actor and Massachusetts native Chris Evans, star of the summer blockbuster Captain America: The First Avenger, joined the list of Hollywood’s Jimmy Fund boosters when he appeared in a public service announcement (PSA) shown in theatres before feature films. Moviegoers in dozens of National Amusements theatres were inspired to give by Evans’ PSA and the Jimmy Fund’s moving trailer, Stronger than Ever, which tells the story of pediatric cancer survivor Dan Pardi.

“Movie Theatre Collections continues to thrive because of supporters’ generosity, the commitment of National Amusements staff and Jimmy Fund volunteers, and the powerful message of hope captured in the PSA and trailers,” said Suzanne Fountain, director of the Jimmy Fund. “It has become a summer tradition for moviegoers young and old.”

Although the films and movie stars have changed since Theatre Collections’ first summer of “passing the can,” the generosity of movie patrons has not. This year, visitors to the Jimmy Fund website who may not have made it to the movies were able to participate by making a gift to the Jimmy Fund’s “Virtual Can.” On-screen and online, Theatre Collections continues to collect hope and fight cancer as the Jimmy Fund’s longest-running fundraiser.

Orchestrating support for integrative therapies

More than 250 guests were treated to belting vocals of local a cappella groups during the fourth annual “Music Heals the Soul” event April 27 to support Dana-Farber’s Leonard P. Zakim Center for Integrative Therapies. The evening raised more than $120,000 to support the Zakim Center, which provides affordable and accessible integrative therapies to all Dana-Farber patients, reducing the pain, stress, and anxiety associated with cancer diagnoses.

Held at Boston’s Lucky Strike Lanes, guests bawlled, mingled with Zakim Center staff and volunteers, and enjoyed massages, acupuncture, and Reiki, a Japanese healing technique. The event was emceed by award-winning reporter and cancer survivor Kelley Tuthill and featured remarks from Massachusetts Governor Deval Patrick and event co-chair Joyce Zakim (above).

Send Dana-Farber Holiday Cards

A Tradition that Conquers Cancer

View our collection of holiday cards, candles, and ornaments

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Twelth anniversaries typically pass with little fanfare, but as the 12th year of A Chance for Kids came to completion, both the Jimmy Fund and BURGER KING® restaurants had much to celebrate. The BURGER KING® system boasted the most participating locations yet and a cumulative fundraising total of more than $10 million, while the Jimmy Fund marked an exceptional year for the fundraising program and welcomed a new participant, Walgreens.

For a contribution of $1 to the Jimmy Fund, customers at participating BURGER KING® restaurants and Walgreens locations July 25 through Sept. 5, and at participating Olympia Sports locations Sept. 6 through Oct. 10 received a promotion card containing guaranteed prizes like items and discounts at the participating retailers, a TNT Vacations trip to Bermuda, American Airlines® tickets, and Six Flags passes, among others. This year, A Chance for Kids raised more than $981,000 in support of pediatric cancer initiatives at Dana-Farber.

“Each summer, BURGER KING® restaurants throughout the Northeast are proud to support the communities they serve in fighting against pediatric cancer,” said Jim Joy, division vice president for Burger King Corp. “Our employees and guests know that each dollar makes a difference in the lives of the kids, and that’s a huge motivator behind our fundraising success.”

**TWINF YEARS OF GROWTH**

In 2000, when BURGER KING® restaurants and the Jimmy Fund created A Chance for Kids, 300 of its New England locations participated, raising $290,000. Today, that list of participating locations has more than doubled to 650, and the list of program partners has expanded as well. Olympia Sports joined BURGER KING® restaurants in its support of the Jimmy Fund four years ago, and, new this year, drugstore chain Walgreens rolled out the promotion in 221 of its New England locations.

“We’re proud to report that we raised $79,631 in our inaugural year. We couldn’t be more thrilled with our success—or more grateful to our customers—and we look forward to fundraising for the Jimmy Fund for years to come,” said Dave White, market vice president of Walgreens.

The heart and soul of A Chance for Kids are the children who benefit from its results. Jimmy Fund Clinic patients are the faces of the fundraiser and are featured on all in-store promotional displays to highlight the program’s commitment to advancing pediatric cancer research and treatment. This year’s materials included seven children: Absalom, age 15, from Massachusetts; Payton, six, of New York; Jonathan, two, from Rhode Island; Jillian, five, from Maine; Grant, eight, from Connecticut; Rylee, two, from New Hampshire; and Anaida, eight, from Massachusetts.

“Our patient partners are the most important piece of the program. Seeing their faces in our restaurants each day and learning a little something about each child as we prepare to launch the program really drives home the reason we began this partnership,” added Joy.

**TWINF YEARS OF GROWTH**

PLGA Foundation grant to fast-track brain tumor research

This summer, Caroline Hamilton, age 11, returned home from a “diva”-themed birthday party with sprouts of green and blue hair extensions. It was a sight that might have seemed impossible back in April 2007, when she was diagnosed with a pediatric low grade astrocytoma (PLGA) brain tumor. “The PLGA Foundation founded the PLGA Research Program at Dana-Farber almost exactly two weeks after Caroline’s diagnosis,” said Caroline’s mother, Sarah. “It was a sign of hope.”

After exhausting traditional chemotherapy protocols and surgery, this year Caroline enrolled in a clinical trial; so far, the treatment under study has been more effective and less invasive way to treat her disease. This clinical trial was made possible in part by using data generated from research funded by PLGA Foundation grant to fast-track brain tumor research.

The PLGA Foundation founded the PLGA Research Program at Dana-Farber with these tumors. This latest PLGA Foundation award of $238,500 allows this grant reflects our steadfast commitment to accelerating less toxic treatments for children who deserve better.”

**Impact**

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Baseball and softball teams throughout New England showed their spirit this summer by participating in the 25th annual Jimmy Fund Little League program presented by Extra innings, which raised more than $250,000 for Dana-Farber’s lifesaving mission. This popular fundraiser lets teams compete in summer tournaments after their regular seasons have ended, involving the players in volunteerism and philanthropy. The little leaguers engaged their communities in their fundraising efforts by holding car washes, canister collections, bake sales, and more to help fight cancer.

This year’s top fundraising team, Westboro 10-Year-Old All Stars of Westboro, Mass., (right), raised more than $27,500 for Dana-Farber. In recognition of their big league effort, Westboro and the top fundraising teams from each district were awarded tickets to a Boston Red Sox game. Thank you to the players, coaches, district managers, and communities who made the Jimmy Fund Little League’s silver anniversary a home run.
Dana-Farber’s Glenn Dranoff receives investigator award from Alliance for Cancer Gene Therapy

The Alliance for Cancer Gene Therapy (ACGT) has granted Glenn Dranoff, MD, professor of medicine, Dana-Farber/Harvard Cancer Center, an Investigator Award in Delivery Systems Therapy; Immunotherapy. Dranoff will use this three-year, $750,000 grant to further his work on a cancer cell vaccine that will sensitize the body’s natural immune system, ultimately making tumor cell vaccines more potent. This study is the first of its kind at Dana-Farber. “We are honored to support Dr. Dranoff’s significant work in immune-mediated therapy,” said Margaret Cianci, executive director, ACGT. “He joins our prestigious list of ACGT Fellows who are at the forefront of cell and gene therapy, conducting both basic and translational research.”

Although vaccines are showing promise to increase immune responses and potentially improve survival rates, early research has demonstrated that cancer vaccines also appear to have a built-in circuit that limits their potency. An important component of this circuit is a protein that, when blocked, can result in more effective tumor destruction. In mouse models, blocking this protein showed stronger vaccine response. Based on the promising results of this testing, Dranoff proposes to manufacture a new vaccine that could be tested in cancer patients. However, producing clinical-grade materials is expensive and requires a variety of certifications, making funding from generous donors like the ACGT especially critical.

“The costs being covered by this grant are not easily funded through traditional granting mechanisms, so I am grateful to the ACGT for supporting this important next step in my research,” said Dranoff. “We created a vaccine that produced a much stronger attack on tumors than we’d seen with previous vaccines, and this is applicable to many forms of cancer, which excites everyone in our field.”

ACGT is the only public charity in the nation dedicated exclusively to cell and gene therapy cancer research. In the past 10 years, it has awarded more than $22 million in grants to some of the nation’s top investigators in the field of cell and gene therapy.

Fantasy Day participants go to bat for the Jimmy Fund

On Aug. 13, baseball enthusiasts came to historic Fenway Park to live out their baseball dreams and fight cancer at the 20th annual Jimmy Fund Fantasy Day at Fenway. Attendees experienced a great day at Fenway and hit a home run in the fight against cancer by raising more than $215,000 for Dana-Farber’s patient care and cancer research initiatives.

This fun event provided guests with the opportunity to emulate Boston Red Sox legends by catching fly balls in the outfield, and batting at home plate hoping to hit a ball off of the famous Green Monster. Participants fundraised their way onto the field, working as individuals or creating teams to conquer cancer in numbers. Top fundraising batters even looked like the pros by sporting official Jimmy Fund baseball jerseys.

Left to right: Victor Trillo, Tyler Trillo, C.J. Tyler, Jeff Jakonczuk, and Chuck Tyler live out their baseball dreams at Jimmy Fund Fantasy Day at Fenway.

In Fenway Park’s Big Concourse, baseball aficionados of all ages had fun in the Fan Zone participating in skills challenges, having their faces painted, and visiting with Red Sox mascot Wally the Green Monster. Fan Zone guests also explored the nearly 100-year-old Fenway Park through expert-led tours.

Thanks to the generosity of Jimmy Fund supporters, adult and pediatric patients were also able to participate in the batting and fielding fun, creating a memorable and exciting trip to Fenway Park for those currently battling cancer.

LIVESTRONG helps survivors start off on the right path

Dana-Farber’s Richard Boyajian, RN, MS, ANP, understands that a cancer diagnosis is often only the beginning of a long journey. Fifteen years ago, at the age of 28, he was diagnosed with chronic myelogenous leukemia. Now living disease-free, he brings a patient’s perspective to his role as clinical director of the Adult Survivorship Program at the Institute, where he works with physicians to create disease-specific standards of post-treatment care for patients.

The success of this program has been recognized once again with a new $232,000 grant from the Lance Armstrong Foundation. Adding to the Foundation’s previous support, this award will enhance services such as sexual health counseling, and allow the Adult Survivorship Program to continue its participation as a member of the Lance Armstrong Foundation’s LIVESTRONG Survivorang Center of Excellence Network.

“LIVESTRONG, like Dana-Farber, has been a strong advocate for incorporating survivorship into the continuum of cancer care,” said Doug Ulman, LIVESTRONG president and CEO. “We are delighted to reward Dana-Farber’s great work in the field of survivorship with this grant, and are so grateful to have the institution as a member of the LIVESTRONG Survivorang Center of Excellence Network.”

In September, the network brought together the nation’s leading cancer centers at a landmark meeting in Washington, D.C., where Boyajian shared insights on common standards of follow-up care. “As a survivor, an end-of-treatment summary is the right path

Reeling in support

At precisely 8 a.m. Aug. 18, the bridge at Nauticus Marina in Osterville, Mass., was lifted to signify the beginning of the Joe Cronin Memorial Fishing Tournament. More than 50 boats with 300 anglers set out through West Bay into Nantucket Sound, competing to catch the heaviest bluefish and bass in the allotted five hours. The winning fish in the bluefish category weighed 12.4 pounds and the heaviest bass weighed an impressive 31.3 pounds.

On shore, guests were treated to a raw bar, live music, and a visit from the Barnstable Police Department Color Guard. BNY Mellon served as the primary corporate sponsor for the 18th annual event, raising $250,000 for cancer research and patient care at Dana-Farber. The memorial tournament honors the life of Red Sox All-Star, American League President, and Baseball Hall of Famer Joe Cronin and has contributed more than $3 million to Dana-Farber since 1993.

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Leukemia & Lymphoma Society funds young fellows to advance research

Driven by a family’s grief over a son’s death, the Leukemia & Lymphoma Society has been at the forefront of innovative research in blood disease since 1949, when leukemia was nearly always fatal. Continuing its commitment to innovation, the Society has funded three young fellows at Dana-Farber this year. As a child in Albania, Evisa Gjin, PhD, played near the sparkling waters of the Mediterranean. Today, she works amid stacks of glittering blue tanks, cross-breeding zebrafish to better understand myelodysplastic syndromes (MDS), a group of blood disorders that often lead to acute myeloid leukemia (AML). Zebrafish are an ideal model to study because they can be engineered to develop blood cancers like humans, and they are transparent, so scientists can observe blood development while the fish are alive. Gjin’s goal is to breed fish with mutations in different genes that are associated with MDS/AML and study how those genes interact. By cross-breeding the mutated fish, she hopes to generate a line of fish with the mutations that are responsible for MDS/AML. “Then the real work begins,” said Gjin. “We can start testing new drugs on the fish and get to treatments as soon as possible.”

A generous $165,000 grant over three years is funding Gjin’s research, under the direction of Thomas Look, MD, vice chair of research in the Department of Pediatric Oncology. “We recognize the need to support blood cancer researchers in the early phase of their careers,” said Richard Winneker, PhD, senior vice president of research of the Leukemia & Lymphoma Society. “These individuals will continue to build the foundation for the understanding, diagnosis, and development of treatment and prevention options that will ultimately lead to cures for blood cancer patients.”

The Leukemia & Lymphoma Society is also supporting the work of two other young researchers at Dana-Farber. A Special Fellow grant of $195,000 over three years will support Dr. Matthew Davids’ research in chronic lymphocytic leukemia. Hyungjin Kim, PhD, who is studying the molecular mechanisms that regulate the Fanconi anemia pathway, has also been awarded a grant of $165,000 over three years to support his research.

Granite Day provides rock-solid support for Dana-Farber

The arrival of a season heralds the return of Granite Day, Granite Telecommunications, LLC’s annual carnival, held June 4 in Quincy, Mass. Free and open to the public, the event honors the memory of company owner Robert Hale Sr., who lost his battle with pancreatic cancer in February 2008. This year marked the event’s eighth anniversary and attracted close to 5,000 attendees, raising $200,000 through participant gifts, sponsorships, and matching gifts to benefit the Robert T. Hale Sr. and Judith B. Hale Fund for Pancreatic Cancer Research at Dana-Farber.

Event participants enjoyed a day of games and amusements such as an inflatable bouncy castle, rock climbing walls, obstacle courses, a dunk tank, and other carnival games, along with complimentary food provided by local restaurants.

Above: Dana-Farber’s Joe Durkin, director of Special Events (right), receives a check from Robert Hale Jr., his mother, Judith, and daughter, Brett, to support the pancreatic cancer research of Charles Fuchs, MD, MPH, director of the Gastrointestinal Cancer Treatment Center at Dana-Farber.

2011 Rally Against Cancer sees record Sox-cess

Rally Against Cancer—a Boston Red Sox-themed “dress-down day” fund-raiser to support the Jimmy Fund, has become an Opening Day tradition for Red Sox fans and Jimmy Fund supporters alike. This year, Rally had its most successful year, with more than 650 schools and companies from Massachusetts and across the country raising more than $566,000 for Dana-Farber Cancer Institute’s lifesaving mission, for a total of more than $2.5 million to date.

To participate in Rally Against Cancer, team members gave $5 or more to the Jimmy Fund and, in return, were able to “dress for Sox-cess” and wear their Red Sox gear to work or school April 8, Fenway Opening Day. The company and school with the highest fundraising total each won a coveted visit from one of the Jimmy Fund Co-Captains, Tim Wakefield or Clay Buchholz.

“Red Sox Nation and Jimmy Fund Nation are both passionate groups, and I enjoy being able to help Sox fans unite their love of the game with their love of the cause,” said Wakefield. “Clay and I were both thrilled to see the program surpass its fundraising goal and are proud to be a part of this record-setting year.”

The 2011 Rally Against Cancer winning teams were State Street Corporation of Boston, which raised more than $44,000—the most raised by a single team in the program’s history. Here, Rally Team Captain Chris Carlin (left) poses with Sox pitcher Tim Wakefield during the winning team’s spokespeople visit.

The Jimmy Fund runs on Dunkin’

Dunkin’ Donuts has a long history of support for Dana-Farber, and for the past 13 years, Northeast franchisees have hosted a large private fundrais-
golf tournament, which funds the “Dunkin’ Donuts Right Treatments Red Cancer’ Research Fund,” at the Jimmy Fund. This August, that support grew even further—to more than $570,000—as the Northeast Chapter of The Dunkin’ Donuts & Basinik-Robbins Community Foun-
dation (DDBRCF) partnered with the Jimmy Fund and Dana-Farber to launch an in-store promotion.

August 13 through 21, “Cups to Conquer Cancer” invited guests to give $1 at the register to the Jimmy Fund and DDBRCF. In return, customers received a pin-up shaped like a Dunkin’ Donuts cup, which they could personalize with their names and hang in the store.

“Dunkin’ Donuts and the Jimmy Fund are two powerful New England brands, and we welcomed the opportunity for the Jimmy Fund to ‘run on Dunkin’,” said Suzanne Fountain, director of the Jimmy Fund. “We’re grateful to Dunkin’ Donuts, its franchisees, and its customers for their continued support, which furthers Dana-Farber’s dual commitment to cancer research and care.”

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Runners of a “Wild Card” drawing of teams that raised $5,000 or more by Opening Day. The program has quickly become an annual tradition and support the innovative breakthroughs in cancer research and care taking place every day at Dana-Farber. The program has quickly become an annual tradition here at State Street, and we’re proud to support Dana-Farber and the Jimmy Fund in this way,” said Chris Carlin, State Street’s Rally Team Captain.
Support from Millennium: The Takeda Oncology Company to pursue improved outcome for patients

Multiple myeloma is a form of cancer that affects the plasma cells in the bone marrow, and currently has no known cure. Though researchers at Dana-Farber have made vast strides toward treatments that are able to hold this disease at bay, the ultimate goal is to cure it once and for all, recognizing that this remains very challenging. To help realize this goal, Millennium: The Takeda Oncology Company has made a gift to the Early Phase Clinical Trials Research Fund for Multiple Myeloma under the direction of Paul G. Richardson, MD, clinical director of Dana-Farber’s Jerome Lipper Center for Multiple Myeloma and his colleagues, working in close collaboration with their laboratory group, under the leadership of Kenneth C. Anderson, MD, director of the Jerome Lipper Multiple Myeloma Center and the LeBow Institute for Myeloma Therapeutics, and the Kraft Family Professor of Medicine at Harvard Medical School.

Clinical trials are critical to discovering new therapies that may lead to cures, but many times sponsored research comes with restrictions, or economic downturns result in federal shortfalls that leave little funding for novel investigat-led experiments. The Early Phase Clinical Trials Research Fund for Multiple Myeloma was established to overcome these barriers and, with Millennium’s support, provides resources to move more promising drug combinations and novel therapeutic agents through the pipeline faster and more efficiently than ever before.

“The generous funding provided by Millennium demonstrates its deep understanding of and commitment to bolster investigator-initiated trials and clinical innovation,” said Richardson. “This support is critical to continued progress and the potential of an eventual cure for multiple myeloma, because we can be flexible and creative in our research in ways that are not always possible with other funding mechanisms.”

Funding such as this from Millennium supports clinical and translational innovation, and so will help Dana-Farber’s researchers delve further into unlocking the challenges of this disease.

“We are proud to provide our continued support to Dana-Farber to advance innovative research to help develop new and better therapies for cancer patients,” said Deborah Dunire, MD, president and CEO of Millennium.

Perkins gift bolsters Tissue Resource for Research to help fight ovarian cancer

Each year in the U.S., ovarian cancer is diagnosed in approximately 22,000 women and claims 14,000 lives. Encouragingly, however, better use of known chemotherapies has improved how long women can live with the disease, and recent studies are pointing the way to new targeted therapies, several of which are being evaluated in clinical trials at Dana-Farber.

To further these advances, Maura Perkins and her husband, Bill, established the Maura and William Perkins Ovarian Cancer Research Fund with a gift of $100,000.

“Bill and I want to help in a lasting way that will make a difference—if not for me, then for other patients and we hope others will join us,” explained Maura. “All our latest findings emanate from exhaustive analyses of tissue samples to which our patients give us access,” said Ursula Matulonis, medical director of Gynecologic Oncology at Dana-Farber’s Susan F. Smith Center for Women’s Cancers.

“We strive to determine which proteins fuel the cancer, so we can potentially block their activity.” The Perkins are confident their investment in the recently created Tissue Resource for Research will provide even more momentum for these investigations, paving the way for new drugs that destroy the tumor without causing so much collateral damage.

“Maura has given so generously of both her family’s resources and herself in sharing her cancer journey with other survivors of ovarian cancer. She inspires us all,” added Matulonis.
A scooper start to summer

The 29th annual Jimmy Fund Scooper Bowl® presented by FedEx took place at City Hall Plaza, Boston June 7 – 9. Living up to its reputation as the unofficial start of summer, the event coincided with a heat wave reaching temperatures of 90 degrees—which encouraged nearly 60,000 people to flock to the all-you-can-eat ice cream festival to beat the heat and satiate their sweet tooth. The 2011 Scooper Bowl raised a record-breaking $362,000, which supports Dana-Farber’s mission to conquer cancer.

Ice cream lovers, Jimmy Fund fans, families, schools, and businesses cooled off by tasing more than 30 flavors of ice cream and frozen treats provided by nine of the nation’s top ice cream companies. Baskin-Robbins®, Ben & Jerry’s®, Breyers, Br Inner’s®, Ciao Bella Gelato®, Edy’s® Grand Ice Cream®, Friendly’s®, HP Hood®, and SoCo Creamery all graciously contributed and scooped more than 20 tons of ice cream in the summer heat.

The crowd also enjoyed entertainment that included an ice cream eating contest and musical performances by the College Fund Band, McAlister Drive, and Scarab—The Journey Experience.

“We were extremely lucky to have such great weather for the Scooper Bowl this year,” said Suzanne Fountain, director of the Jimmy Fund. “We had an amazing turnout and are so grateful to all of our sponsors, ice cream vendors, supporters, and volunteers who make the event possible year after year.”

Giving Cancer a knockout punch

More than 1,100 people gathered at the Boston Park Plaza Hotel June 23 to watch amateur boxers step into the ring to raise money for the Jimmy Fund at Haymakers for Hope. After the final bell had rung, the event had raised more than $140,000 to support Dana-Farber’s mission to conquer cancer.

Haymakers for Hope is the brainchild of Boston-area natives and boxing enthusiasts Andrew Myerson and Julie Anne Kelly (above). Having met while training for the New York Golden Gloves tournament, Kelly, a cancer survivor, and Myerson sought a way to combine their passion for the ring with a commitment to the Jimmy Fund.

They recruited 28 participants— including men and women, teachers and firefighters, marketing executives and equity traders—matched them carefully by skill level and weight, and teamed them up with boxing trainers who donated their services. After one three-round match and months of training and fundraising to defeat cancer, everyone walked away a winner.

Komen grant funds critical genetic research

As soon as I feel better, let’s do something about this,” Susan “Suzy” Komen told her sister while undergoing chemotherapy treatment for breast cancer. Tragically, the disease claimed the young woman’s life, but her sister, Ambassador Nancy G. Brinker, has since rallied millions around the world to “do something about this.”

Susan G. Komen for the Cure®, the organization Brinker launched in 1982, is the largest non-government funder of breast cancer research in the world, with affiliates in 120 communities across the United States and partnerships in more than 50 countries. Creating an extraordinary legacy for a woman known for her exceptional grace and humor, the organization has invested $1.9 billion in breast cancer research and programs since its founding.

Continuing its steadfast commitment to Dana-Farber’s bench-to-bedside approach to finding new therapies, Susan G. Komen for the Cure recently awarded $780,000 to Dana-Farber: a $600,000 grant to Kornelia Polyak, MD, PhD; and a $180,000 post-doctoral fellowship to George-Lucian Moldovan, PhD, working under the mentorship of Alan D’Andrea, MD. With Dana-Farber’s Eric Winer, MD, as its chief scientific advisor and five Institute physician-scientists among the 68 Komen Scholars providing advice and expertise, the organization is a philanthropic leader, advancing efforts to improve breast cancer screening, treatments, and survival rates.

“The Komen grant is key to our studies, to help us understand which women with high-density breast tissue have a higher risk of developing breast cancer, because not all women do,” explained Polyak. Her identification of the genes and pathways that are implicated in this increased risk could also lead to the use of new therapies to prevent breast cancer.

Pamela patient assistance bolstered by Rowlee family gift

When five-year-old Molly Rowlee was diagnosed with non-Hodgkin lymphoma in February 2009, thousands of people from her seaside community of Hampton, N.H., and beyond rallied to aid this feisty, gregarious girl and her family. Though she responded positively to early treatment, her cancer returned that summer and she lost her fight shortly thereafter. Molly’s legacy is being kept alive with a gift of the Molly Rowlee Fund.

“The establishment of the Molly Rowlee Fund has been a blessing to our patients and their families,” said Pediatric Resource Program Manager Joe Chabot. “Many of our families experience serious hardship following a diagnosis of cancer. The Molly Rowlee Fund enables us to provide support to these families and allows them to focus their energy on caring for their child.”

Descended from a clan of surfers, Molly Rowlee’s family supports Dana-Farber through a variety of outdoor activities that are described at www.mollyrowlee.org.
Jose Paste estate helps Dana-Farber meet Institute needs

Many of the philanthropic gifts Dana-Farber receives are directed to specific initiatives or disease areas, but there is also a vital need for flexible funding to support unexpected opportunities such as new discoveries and new technology developments. This makes the unrestricted gift of Jose L. Paste’s estate all the more important to the Institute’s lifesaving mission. Jose Paste was proud of his family and his heritage. He was the son of Italian immigrants who settled in New Bedford, Mass., where he worked and retired as a baker at Giusti’s Bakery. A World War II veteran, Paste passed away at age 84 in February 2010, and was laid to rest in the Massachusetts National Cemetery in Bourne, Mass. He survived his only sibling, Peter, who lost his battle against lung cancer in 1995.

Paste’s gift shows what remarkable generosity and foresight he possessed, and his belief in helping others through his bequest. Federal support for medical research is on the decline, the competition for private grants is on the rise, and in these uncertain economic times, flexible, discretionary funding is extremely valuable. As Dana-Farber’s patient care, research, and outreach initiatives grow, so too does the need for steady, adaptable funding.

Unrestricted gifts drive innovation as they are directed to areas of greatest opportunity to impact patients and their families.

Hathaway bequest keeps Institute at forefront of its field

Evie Hathaway of Reading, Penn., wanted to make a difference in the lives of others. A bequest set up through her estate has achieved this goal and will help patients facing cancer at Dana-Farber. Hathaway made several gifts to the Jimmy Fund during her lifetime, and this most recent gift of more than $170,000 was realized from her estate, which will help the Institute further its mission of cancer research and patient care.

Hathaway’s unrestricted bequest allows the Institute to direct these funds immediately where they are needed most. This type of support is critical to Dana-Farber’s success—from funding early-stage clinical trials to supporting patients and their families—and essential to ensuring continued leadership in its field.

“Estate gifts are very important to the work that is taking place right now at Dana-Farber,” said Alice Tobin Zaff, director of gift planning at DFCI. “Bequests, which are simple to set up through your attorney, make a huge impact in the fight against cancer, especially as the Institute’s needs change.”

A Mass Dash across the Commonwealth

While participating in a relay race four years ago, Bruce Leshine had an idea for a relay to raise cancer awareness. His idea came to life last year when nearly 500 runners participated in the inaugural Mass Dash Relay.

The race, held in memory of Leshine’s close friend Neal Webber, began at Mount Greylock in Adams, Mass., and finished at the University of Massachusetts, Boston overlooking Boston Harbor. Starting shortly after sunrise on July 16, teams of six to 12 runners began their adventures, running a total of more than 200 miles in a non-stop relay race comprising 36 legs and raising more than $100,000 for the Jimmy Fund for the second year in a row.

Left: Sofia’s Cancer Crushers, the highest fundraising team of 2011, raised more than $14,000 to support Dana-Farber and the Jimmy Fund.
New Stars for Young Stars
Meet new Red Sox team members and up-and-coming minor league stars at Jillian’s Boston. This autograph signing event features a buffet lunch, sports memorabilia sale, silent auction, and bowling contest to strike out cancer. For date and ticket information visit jimmyfund.org/new-stars, and for more information, contact Amy Cronin at 617-632-3613 or Amy.Cronin@dfci.harvard.edu.

Palm Beach Pre-Celebration Dinners
Join Institute President Emeritus and Trustee Baruj Benacerraf, MD, one of the world’s leading immunologists and a Nobel Prize recipient, passed away in August at age 90. Benacerraf will be missed and remembered by the Dana-Farber community as an outstanding leader and mentor to many.

Palm Beach Kick-Off Party
Join for this festive evening hosted by Discovery Celebration Vice Chair Patrick Park at The Mar-a-Lago Club in Palm Beach, Fla., as Dana-Farber’s Palm Beach fundraising season gets into full swing. To learn more, contact Debra Van De Water at 561-833-2080 or Debra_Van_De_Water@dfci.harvard.edu.

FEBRUARY

CSC Jimmy Fund Snow Challenge
Hit the slopes at Nashoba Valley Ski Area in Westford, Mass., to compete against other skiers and snowboarders in individual and team skills challenges, and enjoy an outdoor barbecue lunch, après ski party, and auction at this all-day benefit sponsored by Computer Science Consulting (CSC). For tickets, contact Kelly See at 617-582-7916 or visit jimmyfund.org/snow.

Palm Beach Pre-Celebration Dinners
Join hosts Institute Trustee Donald Dwares and Bonnie Dwares, Institute Trustee Sandra Krakoff and Martin Phillips, and Institute Trustee Judith Schlaeder and Larry Schlaeder at the Palm Beach Country Club and hosts Trustee Phyllis Krock and Richard Krock at The Mar-a-Lago Club for intimate dinners to honor the Institute’s pioneering physician-scientists.

Palm Beach Breakfast with the Doctors
Discuss the latest breakthroughs with Dana-Farber physician-scientists at the 11th annual breakfast, held at the Palm Beach Country Club in Palm Beach, Fla., and hosted by Chair Viola and Arthur Loring and Judy and James Harpel. To learn more, contact Debra Van De Water at 561-833-2080 or Debra_Van_De_Water@dfci.harvard.edu.

MARCH

Palm Beach Major Donor Dinner
Celebrate the close of the Palm Beach fundraising season and the efforts of committed Palm Beach supporters at this elegant dinner, hosted by Nassrine and Dr. Norman Traverse in Palm Beach, Fla. For more information, contact Debra Van De Water at 561-833-2080 or Debra_Van_De_Water@dfci.harvard.edu.

Chefs for Jimmy
Tantalize your taste buds with fare from Western New England’s finest chefs at Chez Josef in Agawam, Mass., as 30 restaurants from around the region share their celebrated cuisine at this 22nd annual event, hosted by the Jimmy Fund Council of Western Mass. to benefit the Jimmy Fund. For more information, contact Kelly See at 617-582-7916 or Kelly_See@dfci.harvard.edu.

For more information on all Jimmy Fund and Dana-Farber events, go to jimmyfund.org or dana-farber.org.