Development Office

Progress Report

Fiscal Year 2008

On behalf of the Development Office at M. D. Anderson, thank you for being part of a dynamic network of individuals and organizations dedicated to the institution's mission to eliminate cancer.

Your meaningful involvement plays a vital role in accomplishing that mission. Whatever your gift — from a financial contribution to volunteering your time and talents to spread awareness of world-class research and patient care initiatives at M. D. Anderson — you are making a difference in the lives of cancer patients and their families every day.

Indeed, there were many milestones in Fiscal Year 2008. Once again M. D. Anderson ranked No. 1 in cancer care in U.S. News & World Report's annual "America's Best Hospitals" survey. The institution's prevention program received its largest gift to date with $35 million from the Dan L. Duncan Family Foundation. And the year ended with a record total of $210 million in philanthropy in the form of cash, pledge, estate and in-kind gifts.

The "common denominator" behind our every effort — the patient — inspires us to work harder to help move research findings quickly from the lab and into the clinic. Turning creative ideas into scientific breakthroughs, however, is an expensive, time-consuming and often frustrating process. As competition for federal funding in these uncertain economic times becomes more intense, your support helps sustain innovative research that can lead to significant strides in preventing, detecting and treating cancer.

The following pages reflect the impact of your generosity and commitment. I invite you to read with a well-deserved sense of pride some of the highlights of the past year. These accomplishments would not have been possible without you. We are grateful for your continued support as we work together toward a future free of cancer.

Patrick B. Mulvey
Vice President for Development

THE UNIVERSITY OF TEXAS
MD ANDERSON
CANCER CENTER
Making Cancer History®

Prevention Is Focus of Landmark Gift

The Dan L. Duncan Family Foundation's 2008 gift of $35 million to M. D. Anderson is the largest gift to the institution's cancer prevention program and the second-largest gift in M. D. Anderson's 68-year history.

At a press conference in May 2008, Jan and Dan Duncan discuss their gift of $35 million establishing the Duncan Family Institute for Cancer Prevention and Risk Assessment, pictured at top.
Photo by John Everett

With these funds M. D. Anderson has established the Duncan Family Institute for Cancer Prevention and Risk Assessment.

"The Duncan family is proud of its long-standing relationship with M. D. Anderson," says Dan Duncan. "With these additional resources, the doctors, researchers, administrators and employees of M. D. Anderson are poised to extend the institution's tradition of innovative advances to the field of prevention, hopefully sparing future generations the ordeal of cancer treatment."

The Duncan Family Institute brings together research and experts from many disciplines, including epidemiology, behavioral science, biochemistry, molecular biology, computer and information science, clinical science and others to leverage and amplify the discoveries of each investigator and laboratory. Its establishment bolsters M. D. Anderson's efforts to study the incidence and possible causes of cancer in medically underserved and minority communities, specifically cancer-related behavioral and genetic risk factors, and to develop better cancer prevention strategies.

The institute will collaborate with Baylor College of Medicine, Texas Children's Hospital and other institutions in related research.

The Duncan family has experienced on a personal level the devastating effects of cancer. Dan Duncan lost his father to leukemia, and that experience was the beginning of his association with M. D. Anderson, where his father was treated. Duncan himself is a prostate cancer survivor and has lost two wives to cancer. Jan Duncan also has lost family members, including her grandmother and aunt, to cancer.

"The Duncan family's personal experience with the disease has inspired us to make medical research, treatment and prevention key components of our philanthropic endeavors," she says. "I can think of no greater joy than to be a part of preventing the pain and emotional, financial and physical challenges of this horrible disease."

— Dawn Dorsey

Ernest Hawk, M.D., vice president for prevention and head of M. D. Anderson's Division of Cancer Prevention and Population Sciences, answers questions about the Duncan Family Institute and the future of cancer prevention.

Why is cancer prevention important?

Understanding a disease is the key to its future, and we already know cancer prevention works. We have hard data demonstrating that prevention is possible now for many types of cancer, including breast, cervical and colon.

Prevention efforts in cardiovascular diseases showed that a focus on prevention, as well as treatment, can make incredible improvements in the health of our population. By identifying key mechanisms of cardiovascular diseases and addressing them through preventive strategies, we've seen more than a 50 percent reduction in deaths from these diseases in the past 50 years.

How will the Duncan Family Foundation funds be used?

The funds will fuel emerging areas of study, bolster resources and enhance faculty recruitment. We'll maintain flexibility, so we can respond quickly to scientific advances in areas such as modeling preclinical prevention and complementary and alternative medicine. Additionally, we plan to enhance our Clinical Cancer Prevention Center to include a broader offering of genetic testing and counseling, tailored screening and surveillance and survivorship services. The allocations we've envisioned fall into six programs, which fit together in a discovery-to-development-to-delivery cycle of investigation.

1. Integrative genetic epidemiology

This area of study looks at how cancer results from genetic changes. M. D. Anderson is involved in several projects, predominantly tobacco-related, to study genetic changes in cancers of the bladder, lung and esophagus. We want to expand this type of investigation to other cancers and other genetic changes.

2. Personalized risk prediction

We'll work to move beyond traditional methods of screening tests and family history to predict a person's risk of getting a particular cancer. By marrying these methods to new types of data, including genetic assessments or molecular changes in precancerous tissues, we hope to individualize risk prediction and provide personalized prevention.

3. The beginnings of cancer

A lot of people are looking at advanced cancers, but we want to look at the genesis, or beginning, of cancer. We'll focus on precancerous lesions to identify differences in those tissues that can lead to better tools to predict risk, target prevention efforts and assess outcomes earlier and more reliably.

4. E-health initiative

Communication technologies are not used as effectively as they might be to facilitate two-way communication about cancer between researchers/health care providers and study participants or the public. By using personal devices such as cell phones and personal data assistants, we hope to communicate more closely with study participants and get more information about study results to the public more effectively and quickly.

5. Community implementation and dissemination

We already know a lot about what is effective in preventing cancer, but those messages don't get to the public as well or as often as they should. This project will explore how to interact with the community more effectively, especially with regard to the disadvantaged or "unreached" segments of our population, to encourage their participation in research and to disseminate what we know more effectively. We'll look at cultural, language, financial, socioeconomic and geographical barriers to communication.

6. Mexican-American cohort

The Mexican-American population has a lower rate of cancer mortality than the general population and other minority groups. Nobody understands why: Is it culture, diet, lifestyle, genetic makeup? It's relevant because of this population segment's rapid growth and because it gives us important insights into cancer's causes and how we might prevent it in other people and groups. To look at this phenomenon, we've launched a large-scale study of 50,000 Mexican-Americans. So far more than 16,000 people have enrolled.

M. D. Anderson Names Its Tallest Building for Texas Giant

The 21-story, 730,000-square-foot T. Boone Pickens Academic Tower, named for the Texas icon in recognition of his $50 million gift to M. D. Anderson, was dedicated at an Oct. 21 event with honored guests Madeleine and T. Boone Pickens. Featured speakers included The University of Texas System Regent James Dannenbaum, who also is a senior member of the Board of Visitors, and John Mendelsohn, M.D., president of M. D. Anderson.

"Boone Pickens has a vision like none other. His bold ideas and good judgment have enabled success and have caused companies to thrive," said Mendelsohn. "Boone does not do anything small. His challenge to us is innovative, and his desire to make a difference is evident."

After years of planning and design work, construction of the Pickens Academic Tower began in November 2005. In spring 2008, M. D. Anderson's new Research Medical Library on the 21st floor welcomed the building's first occupants. By August, 1,100 employees in dozens of departments had relocated to the building. In addition to the library and faculty offices, the building will include a comprehensive fitness center and locker rooms, conference facilities and food services.

See a video at www.mdanderson.org/gifts.

— DeDe DeStefano

T. Boone Pickens, left, and John Mendelsohn, M.D., president of M. D. Anderson, enjoy the view from the recently opened Pickens Academic Tower.
Photo by Pete Baatz

The Pickens Academic Tower opened in the spring of 2008. *Photos by Eli Gukich*

A sculpture by Rose Van Vranken graces the exterior of the 21-story building.

Funding Cancer Research Is Par for the Course

More than 10 years ago a circle of Saturday-morning golfing buddies in Kingwood, Texas, formed Golfers Against Cancer, a nonprofit organization to raise money for cancer research and honor friends fighting the disease. Little did they know that by 2009 their grass-roots volunteer effort would go nationwide and approach the $20 million mark in total funds raised.

Through a selection process involving face-to-face meetings with researchers to determine which projects represent the most productive use of funds, Golfers Against Cancer has helped sustain a significant body of research at M. D. Anderson. In FY 2008, for example, the organization donated $44,000 to the Translational Ovarian Cancer Research Fund under the direction of Robert C. Bast Jr., M.D., vice president for translational research at M. D. Anderson. Bast says these funds are helping his team seize an important opportunity to improve care of patients with ovarian cancer by developing ways to detect the disease in its earliest stage, when it can be cured in many cases.

"During the past seven years, we've led a screening study centered at M. D. Anderson using rising values of the CA125 blood test to trigger an ultrasound examination," says Bast. "If the ultrasound is abnormal, surgery is performed. We've screened more than 2,500 women and performed five operations, detecting three cases of ovarian cancer that were still confined to the ovaries and pelvis. Support from Golfers Against Cancer has been critical to continuing this trial and to developing additional blood and urine tests in the laboratory."

Golfers Against Cancer's Houston-area fundraising events include an annual golf tournament the Sunday and Monday before Thanksgiving on multiple courses at the Clubs of Kingwood and a gala dinner at the Humble Civic Center featuring live and silent auctions. A number of organizations, primarily from the Houston area, participate as corporate sponsors, including presenting sponsor Continental Airlines and the Houston BMW Group. In addition, the organization hosts Dinner for Cancer Research events in New York, Greensboro, Boston, Atlanta and other cities to enlarge its fundraising scope and offer nongolfers an outlet to participate.

Golfers Against Cancer funding provides seed money for "proof of concept" research, which helps researchers gather data necessary to compete for federal funding, such as grants from the National Cancer Institute.

Bobby Jones, founder and chairman, describes the organization's role as "kind of like the venture capitalists of the researchers."

Other areas of research at M. D. Anderson supported by Golfers Against Cancer over the years include angiogenesis (Roy S. Herbst, M.D., Ph.D.); melanoma (Elizabeth A. Grimm, Ph.D., Jeffrey E. Lee, M.D.); chronic lymphocytic leukemia (Michael J. Keating, M.D.); bladder cancer (H. Barton Grossman, M.D., Colin P.N. Dinney, M.D.); and brain cancer (Frederick F. Lang Jr., M.D., Amy B. Heimberger, M.D.).

Learn more at www.golfersagainstcancer.org.

— Sarah Watson

Larry Alford, from left in front row, 2008 special honoree Kyle Lograsso and Golfers Against Cancer founder and chairman Bobby Jones pause with one of the teams participating in the November 2008 tournament.
Photo Courteso of Golfers Against Cancer

Puppets Teach Kids They're 'Too Cool to Smoke'

From January to August 2008, the tobacco awareness puppet program "Too Cool to Smoke" reached almost 12,000 elementary school-age children. Oversize hand-and-rod puppets Eric and JoAnn held students' rapt attention for half-hour performances with a simple yet strong message: "Don't smoke!"

Puppeteer Nazy Fallah and puppet JoAnn share the anti-tobacco message of "Too Cool to Smoke" at the May 2008 Sprint for Life 5K run/walk benefiting ovarian cancer research.

Gifts from the Harry B. Gordon and Aileen B. Gordon Foundation established "Too Cool to Smoke" in 2004 as a component of M. D. Anderson's Public Education Office. A program of Kids on the Block Inc., the interactive puppet show aimed at students in kindergarten through fourth grade continues to surpass attendance and outreach goals, thanks to ongoing support from the foundation, established by lung cancer survivor Aileen Gordon and her husband.

Schools, churches, libraries, daycare centers and community organizations welcome the puppet show, which is designed to reach children before they're confronted with the decision to smoke. An upbeat script is performed by a volunteer troupe of college students and M. D. Anderson staff trained to equip children with the skills to avoid tobacco and make healthful lifestyle choices. Since its inception "Too Cool to Smoke" has reached almost 50,000 students.

The "Too Cool to Smoke" program format allows time for the often inquisitive audience members to ask questions directly to the puppet characters, who in turn address myths and misconceptions about tobacco use. Program coordinators are gratified to receive fan mail from the children and positive evaluations such as a recent teacher's comments on a first-grader who, after watching the show, implored his uncle to quit smoking:

"He said, 'Uncle Richard, I would like to *encourage* you to quit smoking.' It was exciting that he was using the exact words that the puppeteers had used. Uncle Richard may not quit smoking, but it may make the difference in the life of that little boy. Thanks so much."

Learn more at www.mdanderson.org/departments/publiced.

— Sarah Watson

Positive Approach Empowers Prostate Cancer Patient

Having cancer, says Randy Eckstein of New Orleans, has made him a better person — and, to a certain degree, a healthier one.

"I know it sounds odd, but cancer has opened up so many positives in my life," he says. "I feel closer to God, I'm generally healthier and I appreciate the smaller things more."

Eckstein is a prostate cancer patient of Christopher J. Logothetis, M.D., chair of the Department of Genitourinary Medical Oncology at M. D. Anderson.

Since being diagnosed, Eckstein has taken a proactive approach to his health. He's changed his diet, taken up yoga and focused on a deepened sense of spirituality. He also recently sold the marine service business he started in 1978, heeding advice to "get away from stress."

Eckstein and wife Roslyn feared a cold, impersonal environment when they arrived at M. D. Anderson in 2006. Instead, they found "a big hospital with a personal touch. M. D. Anderson is a wonderful place," says Eckstein.

The couple formed the Raymond A. Jr. and Roslyn S. Eckstein Foundation as a way to "give back" and in June 2008 made their largest philanthropic gift to date: $1 million to support Logothetis' Prostate Cancer Research Program.

Eckstein says the courage of other patients and their families inspired the contribution.

"I wanted to give back," says Eckstein. "I felt there is such a need. This cancer is a tough disease, and it's important to continue research to find new and better treatments."

Eckstein is aware of his oncologist's reputation in the scientific community as "one of the best."

"That makes me feel confident not only in fighting this disease but also in supporting Dr. Logothetis' research," says Eckstein. "Hopefully we can beat this thing."

— Sarah Watson

Randy and Roslyn Eckstein are proud to support prostate cancer research conducted by his oncologist, Christopher J. Logothetis, M.D., through the foundation they created in 2008.
Photo by John Everett

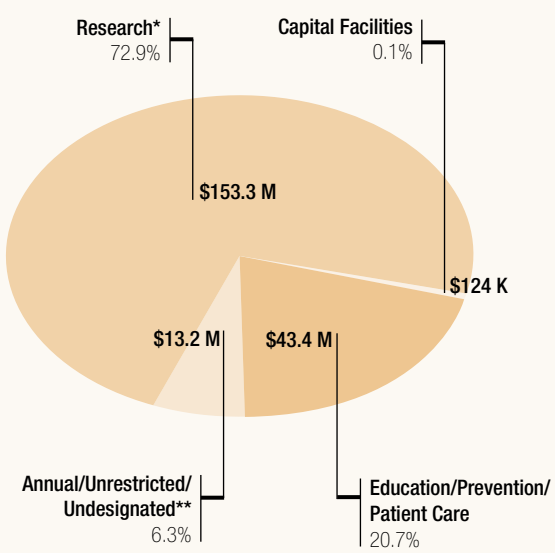
New Board of Visitors Members for FY 2008

Barry G. Andrews - - - - - - Dallas, Texas
W. E. Bosarge, Ph.D. - - - - Houston, Texas
I. Jon Brumley - - - - - - - - Fort Worth, Texas
Rick Calhoon - - - - - - - - - Jackson, Miss.
Nancy Chang, Ph.D. - - - - Houston, Texas
Elizabeth Gibbens Epley - Bronxville, N.Y.
Steven L. Gordon - - - - - - Houston, Texas
Arcadio (Felo) Guerra - - - Linn, Texas
Wyatt Thomas Johnson - - Atlanta, Ga.
Tami Longaberger - - - - - Newark, Ohio
Homer L. Luther - - - - - - - Jackson, Wyo.
Drayton McLane - - - - - - - Houston, Texas
Marvin Odum - - - - - - - - - Houston, Texas
Roseann Park - - - - - - - - - Cleveland, Ohio
Gene Rainbolt - - - - - - - - Oklahoma City, Okla.
Thomas Seitz, Ph.D. - - - - Houston, Texas
David L. Solomon - - - - - - Houston, Texas
Tony Vallone - - - - - - - - - - Houston, Texas
Herbert D. Weitzman - - - Dallas, Texas

Total Philanthropic Gift Support by Type
FY 2008

CASH GIFTS	
Corporation	$ 7,963,563
Foundation	21,475,889
Individual	33,950,372
Organization	2,687,619
Trusts and Estates	5,371,778
Subtotal	$ 71,449,221
PLEDGE GIFTS	
Corporation	$ 11,618,833
Foundation	66,843,519
Individual	23,240,497
Organization	11,266,466
Trusts and Estates	25,311,014
Subtotal	$138,280,329
GIFTS-IN-KIND	
Corporation	$ 162,148
Foundation	2,161
Individual	129,137
Organization	1,929
Subtotal	$ 295,375
Total Dollar Amount of Gifts	$210,024,925

Total Private Gift Support by Purpose
FY 2007-2008 (Ending August 31, 2008)
Dollars Raised $210,024,925



** Donor-targeted gifts to research conducted in all mission areas.*
*** These dollars fund institutional peer-reviewed research.*