

making a difference

DEFINING A COMMUNITY



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For Your Consideration

The DONOR NAME Cancer Research and Innovation Fund

Request Summary

The Hoag Hospital Foundation requests a gift commitment of \$500,000* from The DONOR NAME Foundation for the Promotion of Science and Engineering. This gift will establish the Toshiaki Ogasawara Cancer Research and Innovation Fund.

Thank you for your consideration of this request. What follows is an explanation of how this gift will be used in advancing patient care.

Case for Support

More than 3,000 newly diagnosed patients seek treatment at Hoag Family Cancer Institute each year, making it the largest cancer program in Orange County. The Hoag Family Cancer Institute's commitment is to support the best possible outcomes through leading-edge care.

Under the leadership of new Executive Medical Director, Burton Eisenberg, M.D., Grace E. Hoag Endowed Chair, and in partnership with the renowned Norris Comprehensive Cancer Center at Keck Medicine of USC, Hoag Family Cancer Institute is undergoing an exciting transformation. Moving forward, our patient-centered care will focus on early detection, prevention, advanced therapeutics and translational research. Providing

advanced cancer care in a comforting, patient-centered environment remains the guiding principle as multi-disciplinary teams take a coordinated approach to developing site-specific programs (e.g. breast, lung, colon) that incorporate the latest advances in the fight against cancer.



Hoag Family Cancer Institute's five-year survival rates beat the national average by a full 11 points.

Cancer care is evolving at an increasingly rapid pace. There has never been a more exciting or important time to invest in Hoag Family Cancer Institute. Under the leadership of Dr. Eisenberg and in partnership with USC Norris Comprehensive Cancer Center, Hoag is firmly positioned to lead the way in research and innovative new therapies that will advance patient care. But we can't do it alone. Philanthropy will be critical to establish the infrastructure necessary to conduct such research as well as provide the discretionary funds to support innovative approaches to treatment and care.



**COMMUNICATION
THAT MATTERS**

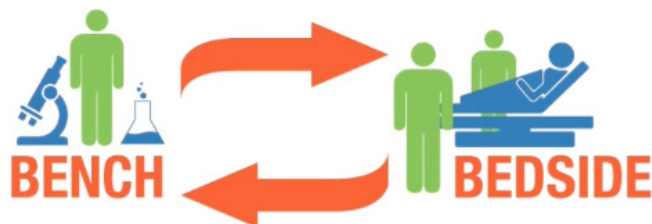
**Gifts may be paid over a period of five years.*

Research

Clinical and translational research is at the heart of advancing patient care. In partnership with the USC Norris Comprehensive Cancer Center, Hoag Family Cancer Institute has a unique opportunity to participate in both translational and clinical research to contribute to the improvement of cancer care on a broad scale as well as offer the best treatment options to our patients.

Every cancer treatment and diagnostic tool that is used today underwent a clinical research study at one time to determine its efficacy, value, and safety. Clinical research trials allow hospitals and academic medical centers to test new oncology surgical methods, chemotherapy agents, radiation techniques, personally-tailored therapies, and novel combinations of these treatments. More so, such investigational therapies can also offer new options to patients whose cancer may be late stage or difficult to manage. The ability to carry out this important research and offer investigational treatment options to our patients requires a robust clinical trial infrastructure, which must be developed at Hoag Family Cancer Institute.

Translational research involves applying discoveries generated during research in the laboratory, and in preclinical studies, to the development of trials and studies in humans.



Hoag Family Cancer Institute and USC Norris Comprehensive Cancer Center are terrific partners to participate in translational research. Discoveries made in USC laboratories will be applied in a clinical setting at Hoag Family Cancer

Institute. Findings will then be taken back to the laboratory at Norris to further refine and improve new treatment modalities.

"It takes a village to evaluate and implement the next generation of cancer care. Our success will be in applying a team approach not only to our patients' care, but to far-reaching research and innovation opportunities as well."

- Dr. Burt Eisenberg
Executive Medical Director
Hoag Family Cancer Institute

Innovation

New discoveries and breakthroughs in our knowledge of cancer are happening every day. Our success will be in leveraging these discoveries to provide more targeted and effective care to our patients.

We now know that cancer is a genetic disease, caused when a cell's DNA becomes damaged and replicates in an uncontrolled manner. In recent years, scientists have identified thousands of cancer causing gene issues; however, there are many more that remain unknown and undiscovered. The future of cancer care involves an individualized approach to each patient depending on such genetic characteristics and factors. The development and implementation of a genetics and genomics program at Hoag Family Cancer Institute will allow us to sequence patients' individual tumors to determine which course of treatment will be most effective for them.

Philanthropic funds earmarked for innovation will allow us to explore new methods and approaches to cancer prevention and treatments, as well as build programs that will support survivors in optimizing their lives and thriving post cancer.

In Gratitude

TOGETHER,
THE PROMISE OF
LOCAL CARING
AND
WORLD-CLASS CANCER CARE
WILL BE A REALITY.

We are deeply appreciative of your consideration of this giving opportunity to enhance patient care at Hoag. This investment can be made using the timeline and vehicle that best meets your philanthropic goals.

Hoag Hospital Foundation is dedicated to ensuring our Benefactors know their gifts are meaningful, appreciated and used precisely as they intended. From the Sue & Bill Gross Women's Pavilion, Judy & Richard Voltmer Sleep Center and the Mary & Dick Allen Diabetes Center to the \$100 gifts given annually through the 552 Club, Hoag donors are recognized and valued every day.

Hoag Hospital Foundation will provide a personalized stewardship plan tailored to your preferences. Examples of recognition and stewardship may include, but are not limited to:

- Donor wall name recognition on the Hoag Hospital Newport Beach donor wall
- Named fund recognition
- Special site recognition in the Hoag Family Cancer Institute (location to be mutually agreed upon)
- Invitations to ongoing meetings with the Program Directors and Executive Medical Directors related to your directed gift
- A feature article in our donor publication, *Scanner Magazine*
- Annual stewardship meeting and reporting to update you on the impact your gift is making at Hoag and in the community