A photograph of the Roswell Park Cancer Institute building, a large, modern structure with a red brick facade and blue horizontal accents. The words "ROSWELL PARK" are visible on the side. In the foreground, there is a landscaped garden with a blue sculpture of a stylized figure, a brick walkway, and a fountain. The sky is clear and blue.

Corporate Philanthropy

Corporate giving enables you and your company to foster employee morale while showcasing your organization's commitment to the community in ways that benefit your employees, customers and patients at Roswell Park.

ROSWELL PARK ALLIANCE FOUNDATION **CORPORATE ENGAGEMENT OPPORTUNITIES**



ABOUT ROSWELL PARK AND THE FOUNDATION



About Roswell Park

Roswell Park Comprehensive Cancer Center, founded in 1898, has served the Western New York community with compassion and innovation for more than 125 years. From conducting the world's first chemotherapy research to discovering the PSA prostate cancer biomarker, the work at Roswell Park has shaped how cancer is detected, treated and prevented worldwide. The Roswell Park team of 4,000+ makes patient-centered cancer care and services accessible across New York State and beyond. In 2024, Roswell Park earned an "exceptional" rating from the National Cancer Institute for its research and programs. Less than 4% of cancer centers nationwide hold this designation.



Roswell Park Alliance Foundation

All donations to Roswell Park are funneled through the 501(c)(3) nonprofit organization, the **Roswell Park Alliance Foundation**. The Roswell Park Alliance Foundation has raised more than \$650 million since it was founded in 1990 by Anne and Donna Gioia in honor of Anne's daughter, Katherine. The Alliance Foundation's mission is to maximize dollars available for the most promising, lifesaving research, treatment and prevention programs, while supporting the psychosocial needs of patients and families impacted by cancer. Fundraising events and initiatives are carried out through a partnership between committed volunteers and Alliance Foundation staff.

ROSWELL PARK FACTS:

52,000
PATIENTS &
Under Active Care

318,000+
annual outpatient visits

540
Funded research projects

4,300+
EMPLOYEES
including
350+ **950+**
faculty & nurses

Patient origin:
38 U.S. states,
1 foreign country

ROSWELL PARK COMPREHENSIVE CANCER CENTER SOCIAL STATS

- 54,000+** [Facebook followers](#)
- 10,700+** [Instagram followers](#)
- 30,000+** [LinkedIn followers](#)



ROSWELL PARK ALLIANCE FOUNDATION SOCIAL STATS

- 10,000+** [Facebook followers](#)
- 2,000+** [Instagram followers](#)
- 1,000+** [LinkedIn followers](#)

IMPACT: WHERE THE FUNDS GO

Ringing Out

Ring this bell
Three times well
Its toll to clearly say,
"My treatment's done
This course is run
And I am on my way!"

— U.S. Navy Rear Admiral Irve Le Moyne

Cancer patients who wish to mark the end of their treatment, the completion of a milestone on their journey or good news received along the way are invited to ring this victory bell.



Every victory over cancer

and each groundbreaking advancement that takes place at Roswell Park Comprehensive Cancer Center would not be possible without the dedicated and steadfast support from community leaders, businesses, organizations and individuals — like YOU.

Research and Clinical Trials

You're a part of something incredible when you support Roswell Park; you're shaping the future of cancer care. Our world-renowned researchers and clinicians are working together to bring the newest, most innovative treatments and technologies to our patients. They're bringing to life cancer-fighting approaches we could only dream about 10 years ago. Donor support is fueling incredible, groundbreaking changes to the cancer landscape.

Clean Rooms

2024 marked a historic year in Roswell Park's history — the opening of 14 new state-of-the-art clean rooms as part of the new Roswell Park GMP Engineering & Cell Manufacturing (GEM) Facility. The new clean rooms, paired with six pre-existing clean rooms, position Roswell Park as a global leader in the field of cell and gene therapy. This facility is the largest academic center of its kind in the U.S., and possibly the world.

Quality-of-Life

The work doesn't end at medical treatment. The staff at Roswell Park also understands the importance of mental, emotional and spiritual wellness of cancer patients. When you partner with Roswell Park, you're making it possible for our experts to run quality-of-life programs like art programs, transportation and translation services, The 11 Day Power Play Cancer Resource Center, New Era Cap Foundation Elevate Salon and much more. Donations fund more than 50 unique programs.



IMPACT: WHERE THE FUNDS GO



Magnet Rating

The Roswell Park nursing team earned a prestigious distinction: Magnet® Recognition for nursing excellence from the American Nurses Credentialing Center (ANCC). Magnet designation is a results-driven recognition that highlights the role nurses play as part of an interprofessional team focused on improving patient outcomes. Research shows that Magnet-recognized organizations demonstrate better patient outcomes and higher patient satisfaction.

In the United States, there are 650 Magnet-designated hospitals, which represents about 10% of all hospitals. Additionally, there are 73 NCI-designated Cancer Centers, which are recognized for their contributions to cancer research and treatment.

National Recognition

Roswell Park is recognized by Newsweek as a World's Best Specialized Hospitals for Oncology and was once again named to their list of America's Best Cancer Hospitals for 2025. Roswell Park has made the list every year since its inception in 2023.

Supporting Children and Young Adults

Young adults (18-39 years old) with cancer face very different challenges than patients diagnosed in childhood or later in adulthood. The Young Adult program integrates treatment with supportive care services to help maintain a sense of normalcy while undergoing treatment.

The Courage of Carly Fund is dedicated to raising funds specifically for our youngest fighters — pediatric cancer and blood disorder patients. Donations to Courage of Carly provide financial support to families, support promising scientific research and create memories for the children who need it most.

Throughout 2024 and early 2025, Courage of Carly hosted more than 35 events for pediatric patients and their families.

Learn more about Courage of Carly Fund and its founder on page 12.



CORPORATE AND INDUSTRY PARTNERSHIPS



Let cancer know that you mean business by supporting the groundbreaking work being done at Roswell Park.

The corporate partnerships team at Roswell Park works one-on-one with local, regional and national companies to create one-of-a-kind campaigns that motivate employees and customers. Campaigns are strategically designed to maximize efforts to support cutting-edge research, expand programs and ultimately end cancer as we know it.

While we've made stunningly marked advancements in cancer research in recent years, there is still so much work to be done. Roughly 24 million people will be diagnosed with cancer by 2035. During the next two decades, cancer deaths are expected to rise from 8.2 million per year to 13 million. Your partnership gives Roswell Park the tools to fight back.

Here are all the ways your organization can get involved:

Cause Marketing

Driving creative cause marketing is a flexible way to unite your customers with your aim to support patients and programs at Roswell Park. Our team can help you tailor your fundraiser to align with the resources and interests of your organization.

Event Sponsorships

The Roswell Park Alliance Foundation hosts a wide range of events, including Ride for Roswell, Empire State Ride, IceCycle and All Star Night. Learn more about our events on pages 14-21.

Naming Opportunities

Leave your legacy at Roswell Park by taking advantage of a naming opportunity. Our team can guide you in finding the perfect property, project or space to carry on the name of your choice.



CORPORATE AND INDUSTRY PARTNERSHIPS



Employer-Sponsored Matching Gifts

Through corporate matching gifts, you can empower your employees to make a lasting impact alongside you. When your employees choose to give to Roswell Park, you can make a matching gift to amplify their charitable decision.

Endowed Funds

An endowment fund is like a permanent savings account that is reinvested to ensure future financial growth. These resources allow doctors and scientists to develop and manage their programs and to take advantage of emerging opportunities.

Create a Workplace Team

Get your company involved by creating a workplace team at one of our events. Committing to the cause with your employees is a great way to join the mission to end cancer while building morale within your company or organization.

Industry Partnerships

Roswell Park is proud to partner with industry, pharmaceutical and biotech companies to help turn our researchers' discoveries into real treatment options and clinical trials for patients.



Buffalo Sabres on Roswell Park's Team

Whether the Sabres are visiting Roswell Park to make patients' days brighter or taking to the ice to raise money for cancer research, this partnership is truly about the patients. Every year, several events raise funds for cancer research, including Catwalk for Charity, Bald for Bucks and Hockey Fights Cancer.

Roswell Park Comprehensive Cancer Center is the Official & Exclusive Comprehensive Cancer Care Provider and Health System for the Buffalo Sabres.



PEDIATRIC AND YOUNG ADULT PROGRAMS



Your corporation can join hands with Roswell Park in giving a fighting chance to every child and young adult faced with cancer.

Courage of Carly

Giving Every Child A Fighting Chance



The Courage of Carly Fund is dedicated to raising funds specifically for our youngest fighters — pediatric cancer and blood disorder patients. Donations to Courage of Carly provide financial support to families, support promising scientific research and create memories for the children who need it most. Throughout 2024 and early 2025,

Courage of Carly provided more than 35 event opportunities for pediatric patients and their families.

Roswell Park is the only organization in WNY researching childhood cancer.

Ryan Miller Legacy Fund

The Buffalo Sabres announced the creation of the Ryan Miller Legacy Fund at the Hall of Famer's jersey retirement ceremony. This endowment, which benefits Courage of Carly, will grow year over year through support from the team, players, staff and fans.

Young Adult Program

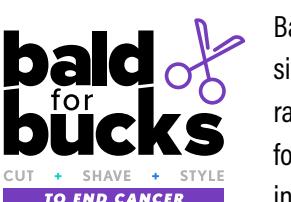
While building a career, continuing education or starting a family, the last thing someone expects to hear is, "You have cancer." The Young Adult Program at Roswell Park brings together support services designed to help patients overcome the unique physical, emotional, social and practical challenges associated with a cancer diagnosis in this stage of life.

Schools Against Cancer



Schools Against Cancer empowers the next generation of changemakers to get involved. Students of any age, from elementary school through college, are guided to host their own events and fundraisers to do their part in the mission to end cancer.

Bald for Bucks



Bald for Bucks began as a promise between a brother and sister and has grown into a grassroots movement that has raised more than \$6 million in over 20 years. Through Bald for Bucks, participants shave, cut or style their hair to stand in solidarity with patients and raise funds for Roswell Park.





World-touring band, One Vision of Queen featuring Marc Martel, performed at the 2025 All Star Night, Roswell Rocks Cancer.

ALL STAR NIGHT
PRESENTS

ROSWELL
ROCKS
CANCER

All Star Night is Roswell Park's premier black-tie gala. The evening includes silent and live auctions, a program with an awards component and a carefully selected dinner ... but that's not all! In 2025, the event took on an exciting twist with the addition of a live concert.

The reenvisioned gala, Roswell Rocks Cancer, has sponsorship levels ranging from \$1,000 to \$20,000. The 2025 event sold out and raised a new record of more than \$1 million.

Audience: Local, regional and national businesses, corporations and executive leaders, as well as Roswell Park's Foundation and Community Board Members, our researchers, physicians and staff, community champions and donors.





EMPIRE STATE RIDE TO END CANCER

PRESENTED BY



Overview: A seven-day cycling adventure in July that starts in New York City and finishes in Niagara Falls, this annual event brings together cyclists from around the world to raise funds for cancer research.

Audience: Participants include avid cyclists, challenge seekers and those riders who have a personal connection to cancer.

Opportunities: Sponsorship ranging from \$2,500-\$25,000, individual and team participation and in-kind donations are available.

EMPIRE STATE RIDE SOCIAL STATS



Cyclists and supporters of the cancer cause.

- f** 11,000+ [Facebook](#) followers
- in** 460+ [LinkedIn](#) followers
- in** 2,790+ [Instagram](#) followers

RIDER DEMOGRAPHICS

- 300+ registered riders
- 47% Boomers
- 37% Gen X
- 12% Millennials
- 4% Gen Z



icecycle

TO END CANCER

PRESNTED BY



Overview: IceCycle is the perfect mix of a love for cycling, the passion to take on a challenge and the desire to make a difference for cancer patients. It is an outdoor cycling event, where fitness studios from across Western New York lead 45-minute cycling sessions on the ice, with up to 200 participants per session.

Opportunities: Sponsorships of sessions and teams ranging from \$2,500 - \$25,000 and in-kind partnership support available.

ICECYCLE SOCIAL STATS

 **3,100+** [Instagram](#) followers
 **1,000+** [Facebook](#) followers
EVENT REELS AVERAGE
10,000+ views

PARTICIPANT DEMOGRAPHICS

1,300+ Riders
20% Gen X
60% Millennials
15% Gen Z



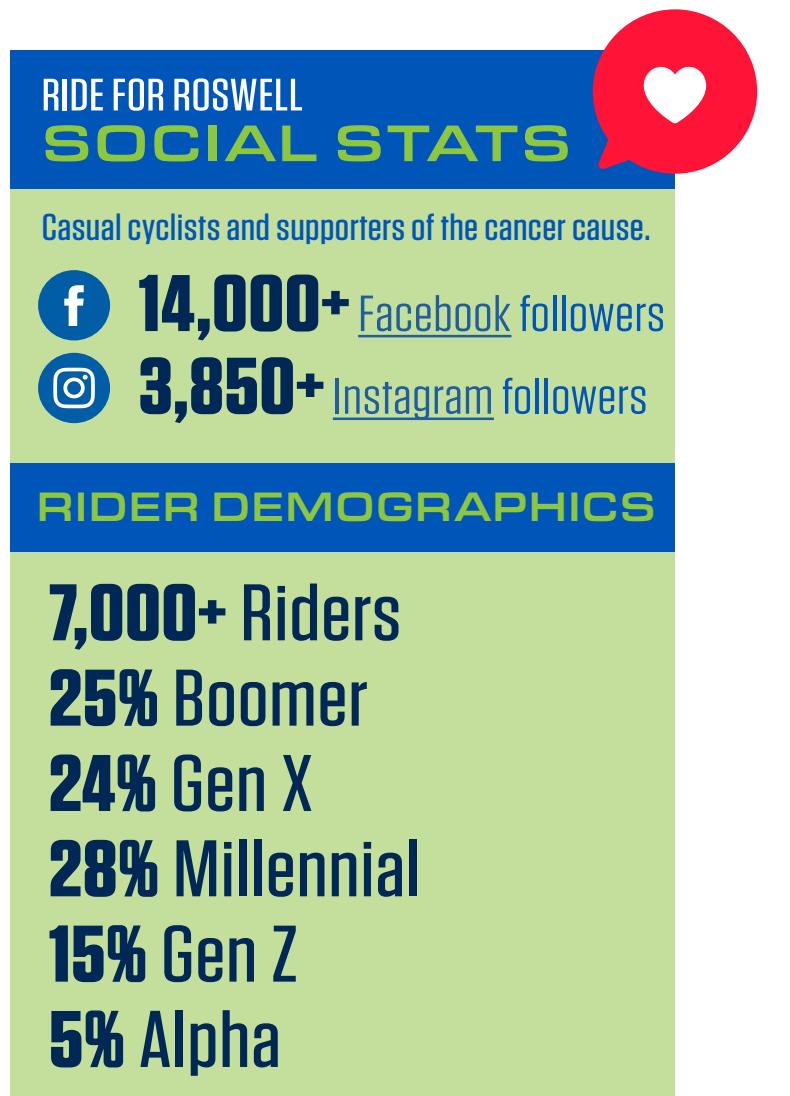


“ I like what the Ride stands for: raising money to find cures and treatments and ultimately quality of life for our patients. ”



Overview: A celebration of cancer survivors, a tribute to those we've lost and a passionate commitment for those who ride together to end cancer. Each year, thousands of riders and volunteers come together to raise funds for cutting-edge research and patient care. Over the last 30+ years, Ride Weekend has become a staple of a Western New York summer and a tradition for families across the region. Ride for Roswell is one of the nation's largest cycling events and Roswell Park's signature fundraising event.

Opportunities: Sponsorships from \$5,000 - \$50,000, volunteer, teams and in-kind donations are all available.





ALLIANCE FOUNDATION BOARDS

Established in 1991, the Alliance Foundation manages all donations made and contributed for the benefit of Roswell Park Comprehensive Cancer Center. Since its inception in 1991, more than \$620 million has been raised to benefit research and patient care programs.

Scott R. Bieler, 2nd Vice Chair
Nancy Boulden
Terry Bourgeois
Larry Castellani, Jr.
Ross Eckert, Chair
Frank Ewing
Michael Gacioch
Anne D. Gioia, Chair Emeritus
Donna M. Gioia, Secretary & Chair Emeritus
William Inman
Pamela R. Jacobs Vogt
Luke Jacobs
Michael Lawley
Patrick P. Lee
Judith Lipsey
Bill Loecher
Michael J. Montante
James D. Newman, Treasurer & Chair Emeritus
David Pietrowski
Kyle Roche
Luis Rodriguez, Jr.
Christine Standish
Dennis Szefel
Lorrie Turner-Benigni
Lee C. Wortham, Chair Emeritus

Roswell Park Alliance Foundation Directors

Established in 1991, the Alliance Foundation manages all donations made and contributed for the benefit of Roswell Park Comprehensive Cancer Center. Since its inception in 1991, more than \$620 million has been raised to benefit research and patient care programs.

Roswell Park Alliance Foundation President's Advisory Cabinet

Gwen Arcara
Lawrence Castellani, Sr.
Ann Celani
Russell D'Alba
Eric Feldstein
Steve Finch
Scott Friedman, Esq.
William Gacioch
Dan Gernatt, Jr.
Katie Hamister
Philip Hubbell
Gerald Lippes
Patrick Marrano
Daniel Misko
Trudy Mollenberg
Nancy Naples O'Neill
Thomas H. O'Neill, Jr.
Bruce Popko
Jerry Saxe
R. Buford Sears
Robert Weber

Roswell Park Alliance Community Board

The Roswell Park Alliance Community Advisory Board sponsors a variety of events, from a black-tie gala and cocktail parties to an 8,000-participant bike ride.

Terry Bourgeois,
Chairman
Anne D. Gioia,
Chair Emeritus
Donna M. Gioia,
Chair Emeritus
Julie Alford
Rose Ann Berardi
Molly Beecher Bohen
Chris Burns
Carole Ann Collard
Chuck Collard
Tyrone Crawford
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Erin Geiger
John Hannon
Julia Hilliker
Fran Hornung
Dillon Joseph
Linda Kahn
Kiersten Lawley
Cyndi Leonard
Amy Lesakowski
Mike Lesakowski
Bill Loecher
Chris Lorenz
Courtney Mailhot
Mark Manders
Dana Marciak
Steve Mars
Shane Moore
Jonathan Olsen
Kathleen O'Neil
Annie O'Neil-White
Scott Philbin
Kelly Rehak
Susan Roney
Sally Russell
Emily Smaldino Wallace
Leanne Stepien
Shannon Tedesco
Anne Virag
Mary Kate Vivacqua
Earl V. Wells III



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The Roswell Park Alliance Foundation raises and accepts all contributions to benefit Roswell Park Comprehensive Cancer Center, one of only 57 comprehensive cancer centers in the U.S. and the only one in Western or Upstate New York.

The Roswell Park Alliance Foundation is among only 14% of charities to receive Charity Navigator's highest possible rating of 4 out of 4 stars for eight consecutive years.