



collaborative spirit that synergizes research and leads to lifesaving treatment.

Our extraordinary supporters – individuals, foundations, corporations, volunteer groups and auxiliaries - devote themselves to ensuring that our scientists have the freedom to advance ideas in state-of-the-art facilities and our clinicians the ability to turn innovations into cancer cures.

The cause and the ultimate effect of your support is one and the same – a cure for cancer.

gives our patients hope and the opportunity to live cancer-free lives.

Pictured left to right are: Mike Ameroso, prostate cancer survivor; Kathy Curatolo, Hodakin lymphoma survivor; Carmen Alvelo, breast cancer survivor; Greg Cavanaugh, prostate cancer survivor; Averl Anderson, breast cancer survivor.

### a hiessage From Gur Chair



At this time of year I make a point of examining the effect the Alliance Foundation is having on our cause – the fight against cancer at Roswell Park Cancer Institute. Indeed these are exciting and promising times.

While my main purpose here is to convey the sincere gratitude of so many patients and families who are measurably better off because of your support, I'd also like to reinforce two facts:

First, you personally are needed. Because we share your conviction that cancer must be stopped, we carry on the fight on your behalf.

Secondly, we need you in particular because there is a direct connection between your donation and our ability to cope with the demand for treatment and to maintain our exceptional standards of care.

As the only designated Comprehensive Cancer Center in upstate New York, we are steadfast in fulfilling our mission – to understand, prevent and cure cancer – so over the last five years the Foundation has awarded more than \$28 million for world-renowned research and enabled the Institute to attract and retain the best and brightest scientists and clinicians. And the Alliance Foundation has pledged the majority of its donor dollars to strategic research areas knowing that the battle against cancer will be won in the laboratory.

Always a careful steward, the Alliance Foundation has also made great strides in reducing the burden of cancer by using your donations to fund innovative quality-of-life programs for all patients and their caregivers and to provide educational programs for healthcare professionals and the public.

So – please – know that your support is having a tremendous impact on the cancer cause. In the name of every patient and family who has ever been served by Roswell Park, I thank you. Your gifts of time, talent and financial investment in the last year have had a dual effect – supporting the cure for cancer with breakthroughs that start here and reach far into the lives of people everywhere while also providing much needed hope.

Sincerely,

Lee Wortham

Chair, Roswell Park Alliance Foundation

#### **Our Mission**

The Roswell Park Alliance Foundation is a not-for-profit organization that supports scientific and clinical research, state-of-the-art medical care and activities that address the psychosocial needs of patients and families touched by cancer at Roswell Park Cancer Institute (RPCI). Located in Buffalo, New York, RPCI is one of the nation's leading research and clinical institutions specializing in cancer care.

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The need for dedicated research funding in the guest for a cure for cancer has never been greater.

# Ripple Effect

#### Breakthroughs that start here and are far-reaching

The need for dedicated research funding in the quest for a cure for cancer has never been greater. Having research dollars is crucial at a time when scientific breakthroughs happen quickly and resources are limited. Roswell Park Cancer Institute donors play a leadership role in this process. They provide seed funding to Roswell Park scientists for research programs that start here and may ultimately lead to the development of new ways of understanding, diagnosing, preventing or treating cancer that will positively affect lives the world over.

**The Scientific Advisory Committee** – comprised of clinicians, scientists and administrative managers – meets twice annually and awards grants through a competitive review process to Roswell Park scientists. These competitive grants, financed by donor money, initiate pilot studies that help get the first stage of research off the ground. The early results from these studies are used to apply for larger grants from the National Institutes of Health and other funding sources and help move research closer to the point where it can directly benefit patients through clinical trials.

In the 2011-2012 fiscal year, \$1.2 million in seed funding was granted to support 25 research projects that have the greatest potential to turn into breakthroughs like two we announced this year.



### A Landmark Research Study for Personalized Cancer Vaccines

Kunle Odunsi, MD, PhD, Principal Investigator

Roswell Park's continued efforts to find new ways of fighting cancer reached a major breakthrough in 2012 when the Center for Immunotherapy (CFI) launched a Phase I clinical research study of a dendritic cell vaccine designed to both eradicate cancer cells and prevent disease relapse. Developed at Roswell Park, the NY-ESO-1 dendritic cell vaccine is manufactured in the Institute's new Therapeutic Cell Production Facility using a unique FDA-approved process — making Roswell Park the first research facility in the United States to use a custom-made barrier isolator for vaccine cell production, and the first in the world to use this system in an approved, government-regulated study.

The study gained national and international attention for its potential to be a game changer in cancer treatment. The vaccine is expected to show great promise in patients with bladder, brain, breast, esophageal, gastrointestinal, hepatocellular, kidney, lung, melanoma, ovarian, prostate, sarcoma and uterine tumors.

Dendritic cells are the gatekeepers of the human immune system, defending against bacteria, viruses and cancer. In the study, cells are drawn from patients and treated with a particular form of NY-ESO-1. Armed with this specialized protein, the treated cells are then given back to the patient as a vaccine designed to recruit an army of killer immune cells that seek out and destroy cancer.

This study is also unique in that it is the first to test a dendritic vaccine given in combination with rapamycin. Rapamycin confers a previously unknown benefit — it prevents the immune system from using up its cancer-killing T-cells in one quick burst, a recent scientific discovery by Protul Shrikant, PhD of the Department of Immunology. Shrikant's study showed for the first time that rapamycin has the capacity to produce immune cells that have memory attributes. These "trained" immune cells have a long-term ability to attack cancer cells, suggesting that the vaccine may be effective in preventing disease recurrence.



"This trial will be only the beginning of a very robust program of activity in the area of using the human immune system to fight cancer. Our production process holds tremendous potential for applications related to stem-cell therapy and regenerative medicine, and I believe we're uniquely positioned at Roswell Park to have the tools, infrastructure and multidisciplinary collaboration to capitalize on these ideas and opportunities both effectively and efficiently."

~ Kunle Odunsi, MD, PhD, CFl Co-Director



### Testing Underway for Investigational Brain Cancer Vaccine

Robert Fenstermaker, MD, Principal Investigator

This past summer, the Center for Immunotherapy at Roswell Park launched a Phase I clinical study of a vaccine therapy designed to help the body's immune system attack brain cancer cells. The trial is testing the vaccine in patients with either anaplastic gliomas or glioblastoma multiforme (GBM). Nine patients are enrolled to test the safety of the drug and its effects on the immune system.



Combined, an average of 15,000 malignant gliomas and glioblastomas are diagnosed each year in the United States.

"Survival has improved for brain tumor patients in the last decade, principally because of improved surgical techniques, radiation therapy advances and a drug called temozolomide. Nevertheless, the improvement is not nearly as great as we have all wanted to see," said Roswell Park's Chairman of the Department of Neurosurgery Robert Fenstermaker, MD, the study's principal investigator. "Surgery, radiation therapy and temozolomide are the mainstays of therapy, but even with this aggressive treatment, tumor recurrence is the rule, rather than the exception."

Dr. Fenstermaker, who pioneered the vaccine with Michael Ciesielski, PhD, Assistant Professor of Neurosurgery, said the vaccine stimulates the immune system to target survivin, a protein that allows tumor cells to continually grow and divide. Survivin is not produced in healthy cells; it is produced only in diseased cells, and many different cancers express the protein. This vaccine stimulates white blood cells to kill tumor cells that have it.

"When a person has cancer, their body fails to recognize a tumor cell as a foreign invader," said Dr. Ciesielski. "The survivin vaccine tricks the immune system into recognizing a tumor cell as not being part of the body and attacks it." Preclinical studies have shown the survivin vaccine to be effective against a variety of tumors, including brain, prostate, ovarian, breast and renal cancers, with some long-term responses. The researchers also say that cancer vaccines can produce an immune response that can carry on well after the vaccine has been given, providing continued protection. The Phase I study is to determine safety and obtain preliminary information about the vaccine's effectiveness in stimulating the immune system of humans.

"This is a true bench-to-bedside discovery, made at Roswell Park," said Dr. Ciesielski, who is also co-leader of the Neuro-Oncology Research Group. "We are very hopeful about its potential based on preclinical studies to date."

Nine years in preclinical development, Drs. Ciesielski and Fenstermaker credit early seed funding from donations for helping to move the research forward and generate additional dollars in new grant funding from organizations such as the National Institutes of Health/National Cancer Institute and the American Cancer Society. Additional support from The Jayne and Phil Hubbell Family was instrumental in advancing the team's research.

# Research launched in 2011-2012

Matthew Barth, MD Investigating the potential mechanisms of pediatric lymphoma

William Burhans, PhD Exploring the link between glucose, aging and cancer

Moray Campbell, PhD
Dissecting repressor genes across the
genome with the goal of determining
cancer risk factors

Xuefang Cao, PhD Understanding the mechanisms that influence outcomes in allogeneic bone marrow transplants

George Chen, MD Evaluating dendritic cell depletion as a strategy for treating acute graft-vs.host disease

Samjot Dhillon, MD Understanding the impact of vitamin D on lung cancer Grace Dy, MD
Determining the impact of FAK
protein inhibitors in lung cancer

Carmelo Gaudioso, MD, PhD

Design and development of webbased portal to promote partnership between RPCI and community

David Goodrich, PhD Exploring the impact of the genetic mutation of the RB1 protein

Elizabeth Griffiths, MD Identifying the critical mechanisms behind a leukemia subtype

Eugene Kandel, PhD Understanding the impact of the Akt oncogene on cellular stress

Kelvin Lee, MD
Using the power of the immune system to fight breast cancer

Asoke Mal, PhD Identifying the inhibitors that can be used to develop novel therapeutic agents for alveolar rhabdomyosarcoma

Carl Morrison, MD
Defining the gene mutations that are linked to lung cancer

Ravindra Pandey, MD Enhancing the effectiveness of photodynamic therapy

Mary Reid, PhD
Assessing the link between the genomic damage of oral lesions and lung cancer risk

Thomas Schwaab, MD, PhD

Exploring the use of a common radiation therapy to improve kidney cancer outcomes

Ben Seon, PhD
Developing a more effective lab
model for testing new therapies

Mukund Seshadri, DDS, PhD

Evoloring the potential of tar

Exploring the potential of targeting blood vessels in hormone refractory prostate cancer

Neelesh Sharma, MD, PhD
A multi-targeted approach to
targeting the tumor microenvironment in head and
neck cancer

Dominic Smiraglia, PhD Exploring the impact of androgen stimulation on DNA processes in prostate cancer

Ashwani Sood, PhD Immunotherapy of treatment-resistant breast cancer

Yasmin Thanavala, PhD Examining how an inflammatory environment in the lungs influences the development of tumor metastases

Xinjiang Wang, PhD Analysis of cooperative effects of two critical inhibitors on tumor suppressor p53 protein

Graham Warren, MD, PhD Investigating the impact of tobacco usage on the effectiveness of cancer therapies



# Exploring new directions for targeting specific cancers

The groundbreaking research of Roswell Park scientists has attracted funding from a variety of private foundations including those with a particular focus on specific types of cancer. In the 2011-2012 fiscal year, the Alliance Foundation received 12 grants of this nature totaling \$1.7 million. Among them are two that have funded work at RPCI with potential outcomes that may give hope and help to kidney and lung cancer patients.







This year, more than 13,000 Americans will die of renal cell carcinoma (RCC), the most common kidney cancer. Effective treatment options for metastatic RCC are limited, and the prognosis for patients is poor. Thanks to a \$120,000 grant from the Louis Sklarow Memorial Foundation, new research led by Thomas Schwaab, MD, PhD, Assistant Professor in the Departments of Immunology and Urology, is exploring whether using existing treatment methods in new ways will give patients a better shot at survival.

Stereotactic body radiation therapy (SBRT) is a procedure that allows doctors to deliver high doses of radiation to precise, well-defined areas of the body in an effort to reduce side effects and make radiation treatments more effective. SBRT has been used mostly to treat other forms of cancer, but Dr. Schwaab's team is exploring the impact that SBRT

has on kidney cancer cells. They theorize that SBRT will help change the structure of kidney cancer cells so that the immune system will be able to identify these radiated cells as targets to be destroyed, similar to the concept of a flu vaccine. Compared to traditional methods of fighting RCC, a vaccine would be more easily delivered and lead to improved outcomes for RCC patients.

"By using SBRT to deliver high doses of radiation to kidney tumors, we'll learn more about the best way to defeat these cancer cells," said Dr. Schwaab. "Our ultimate goal is to translate these findings into a vaccine that offers kidney cancer patients a better chance at survival. An added benefit is that SBRT will reduce the size of kidney tumors and make it possible for us to resect only the tumor and preserve the remainder of the kidney."

#### Developing a Screening Test for Lung Cancer

Lung cancer takes a heavy toll, contributing to more cancer deaths in the United States each year than breast, prostate and colon cancers combined. Contributing to this poor prognosis is the fact that lung cancer often goes undetected until the disease has reached an advanced, more difficult-to-treat stage.

Currently, biopsies are the only sure way to detect lung cancer, and they are highly involved and invasive for patients. That's why Roswell Park researcher Sai Yendamuri, MD, hopes to develop a blood test to help diagnose the cancer in patients before they undergo a biopsy. A \$100,000 OneBreath Clinical Research Award in Lung Cancer from The CHEST Foundation supports Dr. Yendamuri's work.

He says that like mammography for breast cancer and colonoscopy for colon cancer — which can spot very early cancers and even pre-cancerous conditions — CT scans can be used to identify lung nodules, some of which prove to be lung cancer. "However, only one of 10 nodules identified on CT scans eventually prove to be lung cancer," explains Dr. Yendamuri. "And while biopsies are the sure way to detect a cancer, procedures are much more involved when it comes to lung masses than they are for breast and colon masses."

Dr. Yendamuri, Attending Surgeon in the Department of Thoracic Surgery, says that his team will first find blood-based biomarkers for the disease. "Specifically, we will look at microRNAs, small molecules which regulate other molecules, thereby influencing normal physiology as well pathology."

MicroRNAs are emerging as promising biomarkers for human health as well as disease states. Preliminary work by Dr. Yendamuri yielded data that suggest microRNA profiling of whole blood can distinguish — with high accuracy — people with lung cancer from people without lung cancer. This current project aims to expand that preliminary work to determine which microRNAs or signatures of microRNAs are the best predictors of disease state.

"At that point we will create a whole blood microRNA assay for lung cancer," he says. "We will then validate our findings by checking for these biomarkers in blood samples of lung cancer patients both before and after resection surgery, to understand whether these signatures represent cancer presence versus cancer susceptibility."

If successful, such a test will potentially help with early diagnosis of lung cancer, and improve cure rates for the disease.

The CHEST Foundation is the philanthropic arm of the American College of Chest Physicians (ACCP), an 18,300-member international medical specialty society. The CHEST Foundation's mission is to provide resources to advance the prevention and treatment of diseases of the chest. Since its inception in 1996, the CHEST Foundation has awarded more than \$6 million to ACCP members to foster cutting-edge clinical research that can provide new treatment options for patients around the world.



#### Private foundations that supported RPCl in 2011-2012

Bethesda Foundation
Breast Cancer Research Foundation
Community Foundation for Greater Buffalo
Flight Attendant Medical Research Institute

Charlotte Geyer Foundation Richard W. and Mae Stone Goode Trust Susan G. Komen for the Cure® Susan G. Komen for the Cure® of WNY OneBreath/The CHEST Foundation Elsa U. Pardee Foundation Louis Sklarow Memorial Foundation Thoracic Surgery Foundation for Research and Education



# POSITIVE EFFECT

#### Patient-centered care for the body, mind and spirit

At Roswell Park, maintaining the best possible quality of life for cancer patients is an integral part of treatment. Staff and faculty develop quality-of-life programs to make life easier for patients and their families. These include a wide variety of outreach activities, events and opportunities that provide a respite from medical routines and address the needs of the patient as a whole person. In the 2011-2012 fiscal year, 20 quality of life programs were funded through grants from the Roswell Park Alliance Foundation using donor contributions. Roswell Park's consistently high patient satisfaction ratings among top hospitals and comprehensive cancer centers throughout the country are evidence of our success in serving as true partners in care for cancer patients and their families.



### Adolescents and Young Adults with Cancer Program: **Assisting with the Unique Challenges of Young Cancer Patients**



Cory Schumacher, brain cancer survivor.

Photography courtesy of Roswellness digital magazine.

Visit http://www.roswellpark.org/roswellness

In early 2011, Roswell Park created an Adolescents and Young Adults (AYA) with Cancer program to expand and enhance its treatment and services addressing the medical, social, psychological, cultural and educational needs of young adults facing cancer. The program is supported by donations to Roswell Park and through the generosity of The Steadfast Foundation.

Nearly 70,000 American young adults and adolescents are diagnosed with cancer each year. While dramatic progress has been made in the treatment of children with cancer, survival rates for adolescents and young adults have not improved significantly since 1975.

"This trend is likely to continue because this age group is poorly represented in clinical trials, and a number of the tumors that affect this population are particularly aggressive (i.e., sarcomas, leukemias, brain tumors and germ cell tumors)," explained Lynda Kwon Beaupin, MD, coordinator of the AYA program. "Unfortunately, for many AYA patients, a diagnosis may be delayed due to a lack of awareness on the part of the patient, the parents or the healthcare

provider that cancer could be the cause of the symptoms. In addition, cultural and economic factors play a role."

Patients in the program—which focuses on individuals ages 15 to 29—receive a minimum of three consultations in addition to their regular visits with the disease site (e.g. breast; lymphoma, etc.)specialists managing their care. All patients in this group are offered additional consultations if desired at any point in their cancer journey.

One of the primary goals of the AYA program is to ensure that both pediatric and adult clinical trials have been considered as part of the patient's treatment plan. The AYA program works with other cancer centers and clinical research organizations to make available an expanded portfolio of clinical trials targeted to the AYA age group.

The AYA program brings together the top experts in both adult and pediatric oncology to develop the very best treatment plans for patients. The program also provides a unique opportunity to build a database specific to teenagers and young adults with cancer.



#### Stories from the Frontlines:

#### **Donations Give Patients a New Way to Share**



Being a cancer patient is an experience that is difficult to understand if you've never been through it. Patients must deal with stress and challenges they could never have anticipated—physically, emotionally, financially and more. Family members and friends are an important source of support, but still, patients often feel alone or isolated in their experiences.

A unique new video project is giving patients, their supporters and the community at large the opportunity to hear raw, honest and firsthand accounts of cancer experiences from patients and survivors. In planning the "Me, Too" video series, Roswell Park's Department of Marketing researched what other cancer centers across the nation were doing to help give a voice to cancer patients and found that few, if any, had a program like this. The generosity of our community donors enabled the "Me, Too" video series to be produced and shared.

The "Me, Too" series is a pioneering use of media and technology that helps patients cope with their diagnosis by hearing from others who are facing the same challenges. It also serves as an emotional outlet for the patient featured in the video. Additionally, those who have never had a personal experience with cancer gain a greater understanding of what patients, survivors and their families go through after a diagnosis.

The series, which is shared with patients and the community on RoswellPark.org, through social media, and on local television, reveals the reality of being a cancer patient—from the devastating day of diagnosis to the moments of hope and good humor in the face of adversity.

Multiple myeloma patient Brenda shared the story of her diagnosis, treatment and recovery.

"I kept saying, why me?" said Brenda in her video testimonial, explaining her thoughts on the day she was diagnosed. "Fear gripped my heart. I never thought I would come to this day where I would be well again."

The first videos debuted in June 2012 and have already garnered positive feedback from the community. Fellow patients and survivors shared their feedback online via comments on Brenda's video.

"Thanks for sharing, Brenda. I found myself answering in my head the questions you posed and it brought me right back to when I also heard those words, 'you have multiple myeloma'," shared a survivor named Dan. "Your message is spot on. Keep positive, knowing we will make it to that day when the cure is found."



### Four Legs, Fur and a Big Heart: **Therapy Dogs**

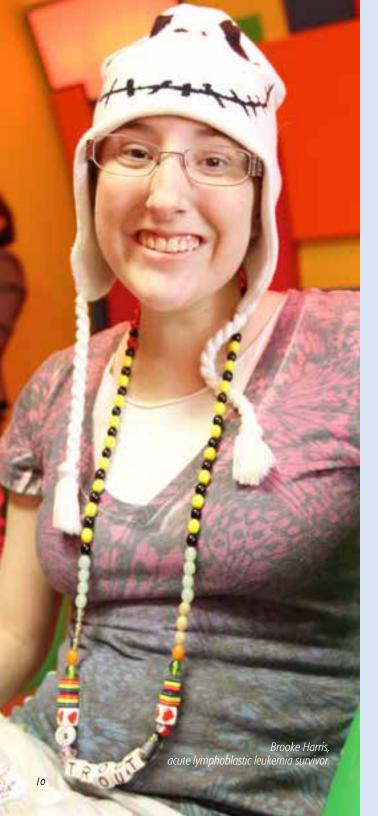
A group of volunteers at Roswell Park is making a difference in the lives of patients and families without saying a word—except for the occasional bark. The Therapy Dog Program, part of the community-supported Volunteer Services department, includes 14 dogs representing many sizes, shapes and breeds, from a St. Bernard to a tiny Papillon. Dogs and their owners visit Roswell Park every weekday to interact with patients and their families, providing a comforting presence and a welcome distraction from the stress of cancer.

The beagle, Sierra, paid a visit to the Pediatric Center at Roswell Park. Cloey, an 11-year-old who is facing her second battle with acute lymphoblastic leukemia, brightened when she saw Sierra and her owner walk into the clinic.

"The pet visits give patients something to look forward to," said Cloey's mother, Julia. "It excites them and shapes their attitude for the day. It helps. It really, really helps."

In June 2012, community donors helped bring a new statue to Roswell Park's Kaminski Park and Gardens that honors the late Monty, the program's first dog, who died in 2011, and the work of all therapy dogs that provide comfort and support to cancer patients and families.





# PESITIVE EFFECT



#### **Artist-in-Residence Program**

Self-expression helps us feel more alive, spontaneous and in control, and creative outlets can be therapeutic for people battling cancer. Studies have shown that patients who engage in artistic activities in a hospital environment tend to feel less bored, sad and anxious. The Artist-in-Residence Program, part of the Arts in Healthcare Initiative of the University at Buffalo's Center for the Arts, has been playing a strong supporting role in patient care at Roswell Park. Begun in September 2008, it is funded entirely by everyday donations made to Roswell Park.

The program has brought musicians, storytellers, sculptors, painters and other artists to work with children and adults as they undergo medical treatment. In 2011, the artists took on a new aspect to their role when they began supporting pediatric patients and survivors through The Paint Box Project. The artists host several art parties throughout the year to give young patients and their families the opportunity to gather, have fun and create new art to be used in The Paint Box Project's yearly collection of cards and gifts.



Nancy Colon, acute myeloid leukemia survivor, with Molly Mullett Gold, artist-in-residence.



Pediatric cancer survivor, Olivia Gonyea, with her mother, Mary, at a Paint Box Project art party.

### Financial Summary Year Ended March 31, 2012

#### Statement of Financial Position

Liabilities

Cash and cash equivalents	\$17,193,306
Investments, at market value	45,144,789
Pledges and bequests receivable, net	16,958,318
Split interest agreements	1,438,357
Other assets	138,854
Due from affiliates	1,480,392
TOTAL ASSETS	\$82,354,016

#### **LIABILITIES and NET ASSETS**

Accrued liabilities	\$947,555
Grants payable to affiliates	8,983,368
Annuities payable	1,395,989
Total liabilities	\$11,326,912
Net assets	
Unrestricted	\$6,844,524
Temporarily restricted	33,591,524
Permanently restricted (Endowment)	30,591,056
Total net assets	\$71,027,104
TOTAL LIABILITIES and NET ASSETS	\$82,354,016

#### Statement of Activities and Changes in Net Assets

#### REVENUE and SUPPORT

NET ASSETS, END of YEAR	\$71,027,104
NET ASSETS, BEGINNING of YEAR	\$63,900,448
Change in net assets	7,126,656
Actuarial loss on annuity obligations and split interest agreements	(127,315)
Net realized and unrealized investment losse	es (306,955)
Excess of revenue and support over distributions and expenses	7,560,926
TOTAL DISTRIBUTIONS and EXPENSES	\$16,710,581
Fundraising expenses	3,402,113
Management and general expenses	1,340,490
Grants to benefit Roswell Park Cancer Institu	ıte 11,967,978
DISTRIBUTIONS and EXPENSES	
TOTAL REVENUE and SUPPORT	\$24,271,507
Interest and dividends	1,172,062
Gift shop receipts	515,568
Clinical Sciences Center Campaign	9,606,396
Corporate Partnerships	724,908
Foundations	1,644,325
Individual Major Gifts/Planned Gifts	2,410,741
Annual Fund/Direct Mail	2,126,268
Special Events	6,071,239
Contributions	\$22,583,877*

<sup>\*</sup> Includes \$700,055 raised for restricted endowments



Arthur Daniels, prostate cancer survivor.



### **Meeting the Needs of Patients and Families for Years to Come**

Making Room to Save Lives campaign moves forward thanks to donor generosity

The number of cancer patients in Western New York and across the country continues to rise. This increase in patient numbers can be attributed to a number of factors, including an aging baby boomer population and greater awareness of the importance of cancer screening.

To meet the needs of greater numbers of patients, Roswell Park embarked on the Making Room to Save Lives campaign to raise funds to build a new Clinical Sciences Center. The 11-story Center will offer a number of state-of-the-art facilities within its planned 142,000 square feet of space, including an expanded Chemotherapy Clinic to enhance services for more patients, and a new Breast Center that will give Western New Yorkers the opportunity for mammography screening with the experts at Roswell Park.

Current clinical programs planned for the building also include a Chemotherapy Pharmacy, space for survivorship and personalized patient education services, a resource center, and state-of-the-art facilities for clinician-scientists.

Since the campaign was launched with the support of a group of generous donors known as the "Circle of Ten," major progress has been made in both planning and fundraising. Hundreds of donors have stepped forward to help raise the \$40 million necessary to make the Clinical Sciences Center a reality.

"The generous individuals who have supported the campaign are playing a critical role in Roswell Park's ability to continue serving cancer patients and families in our community," said Donald L. Trump, MD, FACP, President and CEO of Roswell Park Cancer Institute. "A project of this magnitude is moving forward, thanks to generous donors and also the institute's multidisciplinary planning team. The Clinical Sciences Center will have a tremendous impact on cancer care in Western New York, on the growth of the Buffalo Niagara Medical Campus and on Roswell Park's standing as a national leader in cancer research and care."

# Side effect





Patients and families who require the services of Roswell Park's Intensive Care Unit are often facing serious physical and emotional challenges. To meet the needs of a growing patient base and provide a comforting environment for these patients, Roswell Park designed and unveiled a new, expanded Intensive Care Unit (ICU) in 2012 that unites state-of-the-art technology with patient-centered design. The design of the relocated unit was based on industry best practices and extensive input from Roswell Park's clinical operations team.

Roswell Park staff involved in the project planned the design with the patient and family in mind, creating a space that is calming and attractive, but also incorporates cutting-edge equipment and strategic design.

The 8,000-square-foot unit, located on the eighth floor of Roswell Park's main building, is 40 percent larger than the previous ICU space. The unit's interior features natural motifs in warm, soothing earth tones, with circle and arc themes repeated throughout the space to convey connectedness and comfort. And, in

accordance with New York State Department of Health requirements, each patient room features natural lighting, from large windows looking out on views of the Buffalo Niagara Medical Campus and downtown Buffalo.

The design also allows improved sight lines for enhanced visual monitoring of patients. The new ICU rooms include automated patient lifts and modular boom units that allow care staff to easily and efficiently access the patient from any side. Both features were included in the plan, thanks to the feedback of the nursing team, that noted how this equipment could improve patient care and outcomes.

"Safety, adaptability and efficiency are the keys to this beautiful unit," said Maureen Kelly, RN, MS, Chief Nursing Officer. "Every element of this ICU allows staff to work quickly but also anticipates the need for a high degree of attention and monitoring so we can provide the best care for our sickest patients."

#### **Expanding Options and Care for Patients with Liver and Pancreas Tumors**

In June 2011, Roswell Park established a comprehensive Liver and Pancreas Tumor Center to expand care options for patients facing these diseases. According to the Center's director, Boris W. Kuvshinoff, MD, MBA, the Center is helping improve the entry process for patients with liver or biliary (bile ducts and gallbladder) tract tumors into Roswell Park. "It also provides our patients with greater access to clinical research studies, expanded treatment options and complementary medicine," he explained.

The Center provides new treatments for patients who are not candidates for surgical resection and who have few remaining treatment options. Staff will collect data needed to analyze clinical outcomes in response to different therapies. In addition, the Center will advance Roswell Park's surgical-simulation program to improve the training

of surgeons, and community outreach programs will be created to educate potential patients.

Cancer survivor Anne Virag made a gift of \$500,000 in June 2011 to help establish the Liver and Pancreas Tumor Center. The donation from Ms. Virag and the late Mr. Nate Benderson was given in recognition of the care she received from Dr. Kuvshinoff and the team at Roswell Park.

"I am so grateful for the care I received at Roswell Park—I know that it saved my life," said Virag. "Seeing this Center is like a dream come true. I wanted to make sure others like me could benefit. I am so proud to help bring new options to Western New York patients—and pleased that everything will be offered under a single roof to make care as easy as possible."





## A community comes together for a cause

Every day, people come together to give valuable time, energy and support to Roswell Park – support that has a special effect on all parts of the community. Their donations are not only the gift of money and time, they are the gift of new therapies, facilities and breakthroughs. The unfailing support of our community is paramount in the fight against cancer. We gratefully acknowledge the more than 12,000 volunteers and event participants who helped raise \$6.0 million in the 2011-2012 fiscal year and welcome all who wish to join the cause through our special fundraising events held throughout the year.



#### The Ride for Roswell

\$3.3 million

The Ride for Roswell held in late June brings together thousands of supporters, riders, volunteers, cancer survivors and patients and gives cancer research and patient support programs at Roswell Park a major boost. The annual cycling event grows more successful every year and brings in a significant amount of funding for promising research studies and compassionate quality of life programs at Roswell Park.





#### **All Star Night**

\$384,750

This annual black-tie gala brings hundreds of Roswell Park supporters to the Buffalo Niagara Convention Center in November. All Star Night 2011 featured the theme "Star Struck" and brought 800 attendees together to experience an old Hollywood theme; casino games, live music and remarks by actress and oral cancer awareness advocate Blythe Danner. In addition to Danner, who received the General H. Norman Schwarzkopf Action Award, James L. Mohler, MD, received the Thomas B. Tomasi MD, PhD, Hope Award and the late Katie Johnson-Hoffman was awarded The Katherine Anne Gioia Inspiration Award for her dedication and contribution to the fight against cancer through her volunteer work and committee involvement.



#### **Carly's Club**

Carly's Club for Kids & Cancer Research in Western New York offers support programs to make life more manageable for children diagnosed with cancer. Each year since its founding in 1999 by eight-year-old cancer patient Carly Collard Cottone, funds are raised through annual events including:

### Carly's Crossing \$128,629

A one-of-a-kind, open-water swim event, Carly's Crossing brings swimmers to the shores of Lake Erie to raise funds for kids with cancer.

#### Chip In for Carly's Club

\$80,075

Held in late August at the Brookfield Country Club in Clarence, NY, the Chip In Challenge brings golfers together to take on a marathon of 100 holes of golf in one day.





#### **Team Cure Challenge**

\$242,048

Every year, Team Cure Challenge gives runners of all ability levels the opportunity to join marathons and other athletic events to raise funds for Roswell Park. Thousands of participants take part in events throughout the year in a number of exciting locations across the United States and beyond, including: the Tops 5K/10K in Williamsville, the Walt Disney World Marathon, the Las Vegas Marathon and the Dublin Marathon.

#### **Bosom Buddies Walk**

\$82,461

The annual walk held in September raises funds for the WNY Breast Resource Center at Roswell Park. The event starts at the East Aurora Middle School, features three walking courses throughout scenic East Aurora, NY, and

offers participants the opportunity to honor all the breast cancer patients in their lives.





#### **Team Cure Community Events**

\$1.2 million

From dress down days to golf tournaments, hundreds of supporters across Western New York host fun and creative fundraising events on behalf of cancer research at Roswell Park throughout the year. The Team Cure program offers tools, tips and support for community donors who host independent fundraisers. Over 275 Team Cure events were hosted in the 2011-2012 season.





# Keeping a promise and funding promising melanoma research



Eight years ago, Ninette Dusenberry, a Snyder, NY, resident, made a promise to her son, Nicholas, when he was just 23 years old and facing melanoma.

"He fought this devastating cancer with all he had, along with the most amazing strength, courage and grace," said Ninette. "He was determined that he would be the survivor to bring awareness to this terrible disease."

His melanoma diagnosis became terminal in the fall of 2004 and Nicholas died just before Christmas at the age of 24. When he received the prognosis, he asked Ninette to promise to make the difference that he would not be able to: help bring awareness to his form of cancer.

"The first year after his death was particularly hard," she said. "On his birthday, friends and family organized a golf tournament because Nicholas would have wanted us to be out doing something together. That's where the promise I made to him began to take flight."

The tournament has become an annual event held in Nicholas' memory, on or close to his birthday, complete with cake and candles. The focus is on celebrating his life and raising awareness about the dangers of the sun and the importance of early diagnosis. Proceeds from the fundraiser go to the Nicholas A. Dusenberry Memorial Endowment Fund, which benefits melanoma research at Roswell Park. Ninette also generously named Roswell Park in her will.

"Having Nicholas's name tied to cancer research means a lot to me and continuing to help others after I am gone is important to me as part of my promise to him," she said. "That's why I chose both an endowment and a legacy gift. Cutting edge research funded by grants, donations, endowments and bequests has allowed Roswell Park to establish clinical trials that are truly promising and I am proud to do my part."

# Lasting effect

Planning today for the challenges of cancer tomorrow

Given the chance to think about it, most of us would choose to make a difference in the lives of others that reflects what we believe in, and that can endure when we, or our loved ones, are gone.

A legacy gift—also called a planned gift or bequest—is a way to provide future support for a cause that you care about. These gifts can be made in various ways such as through your will, retirement plans, gift annuity or a life insurance policy.

There are a wide range of options that can help you make a long-term difference at Roswell Park while confidently providing for yourself or your family.

Legacy giving is a time-honored form of philanthropy. It enables you to express your values in a meaningful way, while helping others beyond your own lifetime.

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Pictured on the back cover, left to right are:
Mike Ameroso, prostate cancer survivor; Greg Cavanaugh, prostate cancer survivor;
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breast cancer survivor; and Kathy Curatolo, Hodgkin lymphoma survivor.

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