



Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

IMPACT OF YOUR GIVING

to UW Carbone Cancer Center

uwhealth.org/cancer

OUR MISSION

Defeat cancer through rapid application of groundbreaking research to education, prevention and treatment.

OUR VISION

Be the driving force for research, prevention and treatment initiatives critical to defeating cancer in Wisconsin and around the world.



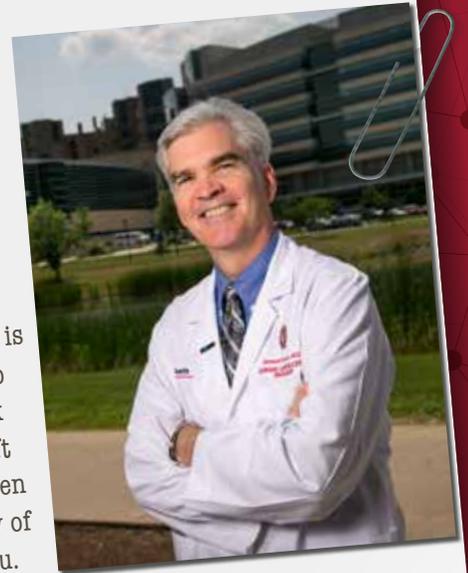
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From the desk of
Howard H. Bailey, MD

To our many passionate supporters,

First and foremost, thank you. With this stewardship report, we want to highlight a few examples of the tremendous impact your giving has had on the UW Carbone Cancer Center. We simply could not accomplish our goals without all of you.

To everyone that understands each and every single donation is important, we thank you. To every community fundraiser who donates proceeds to the UW Carbone Cancer Center, we thank you. To everyone who has honored their loved ones with a gift to cancer research, we thank you. To everyone who has chosen to include Carbone in their estate plans, ensuring the quality of cancer treatment here for generations to come, we thank you.



Your support:

- Fosters innovative collaborations within our many research laboratories.
- Translates these discoveries into new treatments for cancer patients here in Wisconsin and beyond.
- Provides comprehensive care for our patients, including access to the latest clinical trials.
- Creates compassionate care that improves the quality of life for patients and families.

Sadly, our work is far from over. Philanthropic support sustains our leading role in the discovery of new knowledge and maintains our level of excellence in the delivery of care to our patients.

We are grateful for your past gifts, and we work hard each and every day to earn your continued support. We know the future depends on it.

On Wisconsin.

Howard H. Bailey, MD
Andy & Susan North Professor of Cancer Research
Director, UW Carbone Cancer Center



DEMERITT FAMILY

The fun of giving your money away

Roger DeMeritt thinks he knows why he may be 90 years old but does not feel it: He credits his family, his mental and physical activity and his positive attitude. “If you’re negative on things, it’s not good for you,” DeMeritt said.

DeMeritt has spent the latter part of his life not just thinking positively, but doing positively. For nearly 30 years, he, along with his late first wife, Jean, and his wife, Gloria, has donated to the UW Carbone Cancer Center to fund a variety of projects.

“I would tell anyone, why not have the fun of giving your money away while you’re alive, rather than having your estate give it away after you’re gone.”

Roger contributes both through direct philanthropy and by attending UWCCC events such as Andy North and Friends.

A self-described hands-on engineer, he used to ask for and read research proposals and then decide which ones he wanted to support.

“After picking out projects for eight or ten years, I finally said, ‘They know better where they can use the funds than I

do,’” DeMeritt explained. He continues to support the Carbone Cancer Center, only now his donations go to the Director’s Fund, where UWCCC Director Dr. Howard Bailey can use the money for the areas of greatest need.

Most recently, DeMeritt’s giving has gone toward funding UWCCC’s Circulating Tumor Cell (CTC) translational research, spearheaded by Josh Lang, MD. Most metastatic cancers will have some level of CTCs circulating in the blood. With just a blood draw, Lang uses this minimally invasive test to study many features of a patient’s cancer, such as how the patient is responding to a treatment.

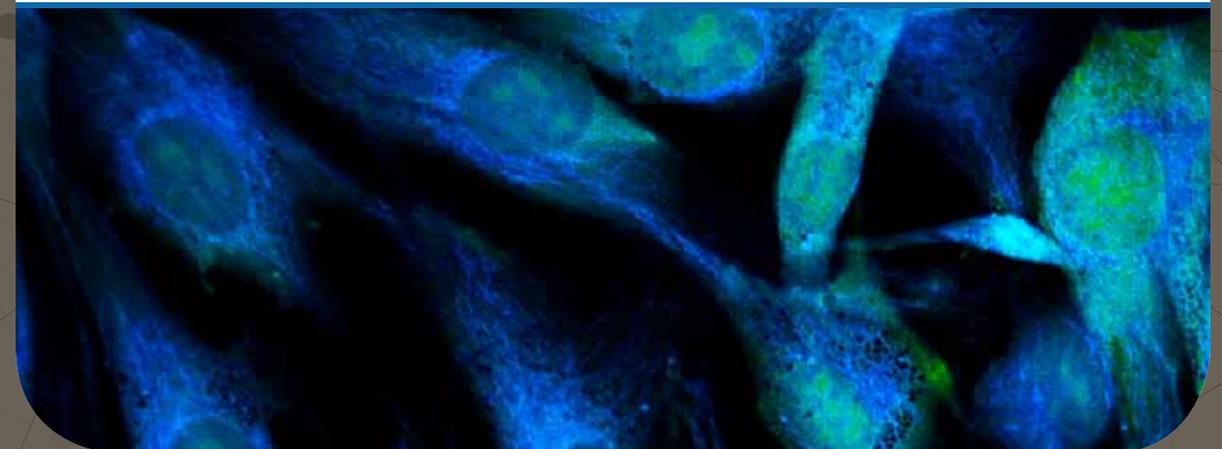
However, UWCCC needs to move beyond the research lab and into a certified clinical lab before CTCs can be used diagnostically. Lang is currently using DeMeritt’s gift to fund the setup of this lab.

“We want to develop this lab so we can move more quickly into new clinical trials and clinical care because, most importantly, I want to affect how we care for patients at UWCCC,” Lang said.



“...Why not have the fun of giving your money away while you’re alive, rather than having your estate give it away after you’re gone.”

– Roger DeMeritt





NICKOLS FAMILY

Team Pulling for Pu

When Steve Nickols was diagnosed with pancreas cancer in the summer of 2016, his family – wife Ann, daughter Katy and sons Curt and Ben – experienced a whole range of emotions. They were at times in denial, or angry, or just sad.

Like Steve, however, they all soon rallied to fight cancer. And they rounded up a whole team of supporters along the way.

On November 1, 2016, Team Pulling for Pu (Steve's nickname) began fundraising for the UW Carbone Cancer Center's #GivingCarbone online campaign. The Nickols children immediately began making calls, sending follow-up emails and posting on their social media accounts. As the total kept rising, they continued to raise the goal.

"We knew we could fund a pilot project with \$50,000. After we got to \$25,000 we were so touched by the outpouring of support for our dad that we were inspired to keep pushing it to get there," said Katy, Curt and Ben Nickols.

Two days before Steve's surgery with Daniel Abbott, MD, to have his cancer removed, they hit their goal. Nearly 150 people supported their efforts.

"This fundraising was kind of for our dad,

but really it's for so many others who have been through this disease before him and especially for those who come after," said Steve's kids.

The pilot project funded by Team Pulling for Pu will be led by Dr. Kevin Eliceiri. His research group has already shown that the organization of the tissue surrounding the tumor can be prognostic of how aggressive pancreas and several other cancers are. With the funding, he will move his work into mouse models of cancer, where he can look at these changes over time and test how an approved immunotherapy drug may affect this tissue structure, which in turn should help fight the cancer.

Given the team effort throughout, it was fitting that Eliceiri's pilot project was chosen. He works with many UWCCC

researchers across campus to apply an engineering focus to many aspects of cancer.

"I have never had a grant to study pancreas cancer before, so this pilot grant is exciting as it will allow us to potentially make an impact in pancreatic cancer research and generate data for future grant applications," Eliceiri said. "But what's also powerful is that the data from this project will impact many other cancers we're studying, and vice versa."



"UW has been amazing. I don't think any of us know how to thank you, and this donation feels like a thank you gift."

– Katy, Curt and Ben Nickols

To learn more about setting up your own personal fundraising page to benefit the UWCCC, please contact Murphy Dunne at (608) 263-2746 or murphy.dunne@wisc.edu



THE FEATURE AT PGA WEST

An impact spanning the globe

We often highlight the fact that all money given to the UW Carbone Cancer Center stays within the Center, directly helping our researchers discover new cures for cancer. But the impact of our research? It spans the globe.

Take the work of world-renowned pediatric oncologist and researcher Paul Sondel, MD, PhD, as an example. He has been at the forefront of cancer immunotherapy since its early days. In immunotherapy, patients are given treatments that boost their own immune systems in the fight against cancer.

In the 2000s, Sondel was leading a clinical trial that gave pediatric neuroblastoma patients an immune-boosting chemical in addition to an anti-neuroblastoma drug. It worked so well – nearly half of patients survived a disease that few would have before – that the therapy is now the standard of care.

“The bad news is, still less than half of all children with high-risk neuroblastoma are being cured,” Sondel said. “We have so much more that has to be done.”

Sondel is already working on the ‘more.’ He and his colleagues at UWCCC, including new faculty member Zachary Morris, MD, PhD, are currently researching immunotherapy treatments in combination with low-dose radiation. Their pre-clinical research suggests this therapy actually trains the immune system to recognize and target the unique features of each individual cancer. The work is applicable to many adult and pediatric cancers.

“We want to take these approaches that are already used clinically, but put them together in a sequence that lets a tumor in the patient function as a personalized vaccine,” Sondel said.

Generous supporters of UWCCC, such as Ty and Sherrie Trbovich, recognize the potential of Dr. Sondel’s work not just to pediatric cancer patients in Wisconsin, but to many cancer patients around the world.

Ty Trbovich is a UW alumnus, a retired army officer and retired aerospace executive who lives in California. His UW career started in 1955 when he was recruited on a football scholarship and ended in 1971 when he earned his bachelor’s degree in economics. In between, he served in the army. [Before joining the army, of his own admission, he lacked discipline, did not maintain his grades and was asked to leave school on three separate occasions.]

“I owe a debt to the University for my education after all that stuff that went on,” Trbovich said.

Trbovich gives back by organizing “The Feature” at PGA West, an annual golf fundraiser that benefits UWCCC. He said very few of the donors and supporters at the event have a connection to UW or the state of Wisconsin.

“They are participating because they want to support cancer research,” Trbovich said. “The director, Dr. Bailey, has explained that UW is helping cure cancer through many disciplines and that it’s not just specific to patients in Wisconsin; UWCCC research is spread to cancer centers throughout the U.S. That has been really helpful to our donors at this event.”



ALY'S HONKY TONK HUSTLE

Aly Wolff envisioned a future without cancer, but unfortunately didn’t get one. Sadly, Aly died at 20, less than a year after being diagnosed with a neuroendocrine tumor (NET).

“As we approach the fifth annual Aly’s Honky Tonk Hustle, we reflect the support from those who have helped us raise half-a-million dollars for neuroendocrine cancer research,” said Russ Wolff, Aly’s father.

Russ Wolff continued, “By supporting Aly’s event, the community has played an instrumental role in funding four cancer research scientists and implementing ‘The Aly Wolff Neuroendocrine Project’ at the UW Carbone Cancer Center, initiating a clinical trial that holds great promise in offering a new line of treatment for NET patients, as well as gifting dozens of natural-hair wigs to patients in need.”



ARNOLD FAMILY

Their place of hope

Mary Beth Arnold was not an expected stage four colon cancer patient. She was in her 40s, active and had no family history. She also knew that a stage four diagnosis was not promising.

“I said to Dan [her oncologist at the UW Carbone Cancer Center (UWCCC), Dan Mulkerin, MD], ‘I don’t need a stage four breast cancer survivor to talk to, I don’t need a stage two colon cancer survivor. I need a stage four colon cancer survivor.’ And there weren’t many,” Arnold said after her diagnosis 14 years ago.

After 17 months of aggressive treatment, including being one of the first UWCCC patients on the then newly-approved drug, Oxaliplatin, and one of the first to have

a chemo pump surgically placed in her abdomen by Sharon Weber, MD, Arnold was a cancer survivor. Mulkerin “graduated” her after 10 years with no recurrences.

“This was her place of hope,” said her husband, Dave Arnold. “To hear Dr. Mulkerin engage with her was incredible, and I could see she instantly made a connection with him that was very important to her care. They really care here, and that was a big, big deal to us.”

After Mary Beth’s experience as a patient, Dave accepted an invitation to serve on the UWCCC Advisory Board. The Board is comprised of business and community leaders who volunteer to help advance UWCCC through awareness, development and advocacy.

“Mary Beth is the reason I am on the Board,” Dave Arnold said. He views his board roles primarily as raising awareness of UWCCC and creating new relationships that can lead to increased philanthropy.

“There is a world-class research center at UW Carbone, and they have access to cutting-edge research that’s attached to the bedside,” Dave Arnold said. “Often, it’s risky research that can only be funded by donations.”

In addition to his work on the Board, Dave, along with Mary Beth, attend fundraising events and contribute financially. Mary Beth has even modeled in two fashion shows featuring cancer survivors that benefitted UWCCC.

And while it is hard to find the silver lining in any cancer diagnosis, Mary Beth knows of one: genetic testing indicates she has Lynch Syndrome, a form of hereditary colorectal cancer, though she was the first in her family to develop it. The Arnold’s three children are at risk, but because they receive early screenings, any polyps they develop are much more likely to be caught as pre-cancers.

“They really care here, and that was a big, big deal to us.”

— Dave Arnold



To learn more about volunteer opportunities with UWCCC, please contact Katie Williquette, kwilliquette@wisc.edu or (608) 263-0160 or visit uwhealth.org/uwcccvolunteer



POTOSI BREWING

Giving back through business

Most beer companies do not donate their profits to charity. Then again, most beer companies are not the country's first production brewery 100% owned by a non-profit foundation. The Potosi Foundation is the sole owner of the Potosi Brewing Co., and earnings from Potosi Brewing support charitable causes such as cancer research at the UW Carbone Cancer Center (UWCCC).

The Foundation's mission is to fund charitable causes in the markets in which their beer is sold.

"We are not doing this charitable mission because it's something we do as part of our business practice, this is the structure of the company," said Dave Fritz, president of the board of directors of the Potosi Foundation. Fritz is also a member of Potosi Brewing's board of directors and the UWCCC Advisory Board.

Potosi is actively involved in cause marketing – marketing of their products to

benefit socially responsible causes, such as the UWCCC. Their annual campaign raises money for the UWCCC's Andy North and Friends (ANF) event through the sales of Potosi beer. 2017 has marked the third year of Potosi's support.

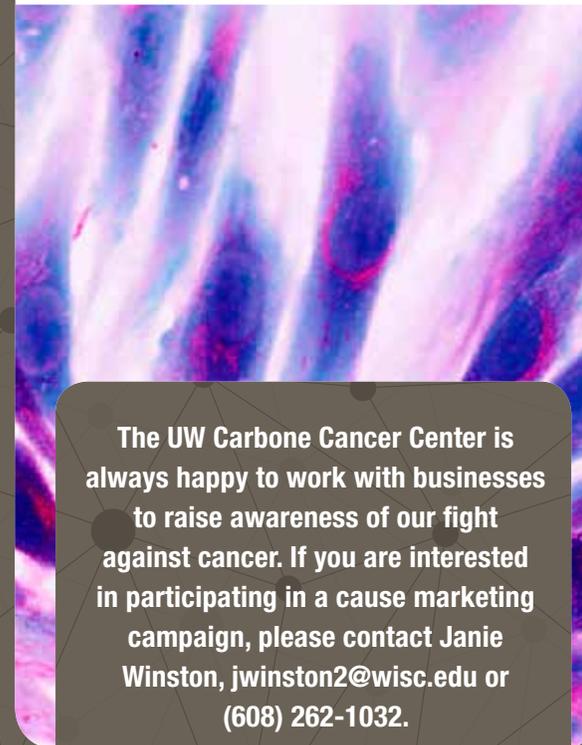
Proceeds from the campaign are donated to the ANF Director's Fund for Excellence. This fund provides UWCCC's director, Dr. Howard Bailey, with the means to support research areas of greatest need, including many high-risk/high-reward projects that are often considered too financially risky to receive federal funds.

"To compete for external funding, our researchers need proof-of-concept data to show their potentially high-impact research is feasible," Bailey said. "Unrestricted donations, such as Potosi's and Andy North and Friends, allow us to identify research areas or specific projects either in immediate need of support or with the most potential to greatly impact cancer care."

As an example, Bailey noted that UWCCC-funded advances in cancer imaging research have led to technologies being studied and used in patient care across the country.

Maddie Fritz, director of marketing and sales market manager for Potosi Brewing, is one of the driving forces behind the cause marketing campaign each spring.

"For consumers, if it's an awesome beer and there's that added benefit of also helping to raise money for the Cancer Center, I think that's a story a lot of people can connect with," Maddie said.



The UW Carbone Cancer Center is always happy to work with businesses to raise awareness of our fight against cancer. If you are interested in participating in a cause marketing campaign, please contact Janie Winston, jwinston2@wisc.edu or (608) 262-1032.



DUNKIN' DONUTS

UW Carbone Cancer Center was pleased to be chosen as a beneficiary of Dunkin' Donuts in winter 2017.

"We are constantly in search of doing different fundraisers and we wanted to connect with a new organization, so we were lucky that we found each other," according to Jeremy Alasaker, CEO at Dunkin' Donuts Franchisee. "Last year, we really had a lot of different things for many charities and we try to coordinate four to six promotions per year. We were happy to do it for the UW Carbone Cancer Center."

The first-year promotion raised more than \$4,440 for the UWCCC.



THANK YOU

In their own words



Sharon Weber, MD

“The generous contributions to our research and clinical program have made such amazingly significant differences to our patients. As a result of these gifts, we have greatly expanded our basic, translational and clinical programs for patients with liver and pancreas cancers. I continue to be amazed at the selfless generosity of our donors and their strong desire to enhance care for the next generation of patients afflicted with these difficult cancers. THANK YOU!”

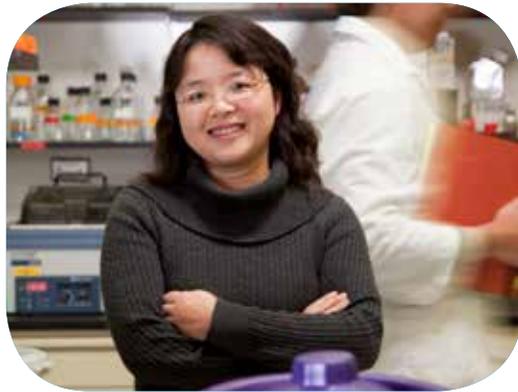
Paul Lambert, PhD

“You are an essential partner in our continuing successes at finding new ways to prevent and treat cervical and other anogenital cancers. Through discoveries made at the lab bench, we can now provide potential new cures at the bedside. This cannot happen without your generosity. You are a critical part of the team in our fight against these cancers. Thank you for your support.”



Wei Xu, PhD

“My laboratory works on understanding the progression and metastasis of estrogen-dependent and independent breast cancers and identifying novel therapeutic targets for personalized cancer treatment. Without donors’ contributions, I would not be able to do this high-risk and high-reward research. I am extremely appreciative of you – supporters who make my research possible.”



Deric Wheeler, PhD

“Donors are an essential part of the UW Carbone Cancer Center team. You help drive discovery. Thanks to your generous support, we are able to pursue promising research projects that might not otherwise get funded. I truly appreciate your commitment to our work, and I wholeheartedly believe you will help us find a pathway to a cure.”

Laurel Rice, MD

“There is so much work to be done in the realm of gynecological cancer! Your support makes a difference to our gynecologic oncology researchers who study everything from early-detection methods for ovarian cancer to improving patient outlooks using humor. Thank you for your commitment to the UW Carbone Cancer Center and your help improving women’s health in Wisconsin and beyond.”



Mark Albertini, MD

“I would not be able to do what I do for melanoma patients without your support. Your commitment inspires me to work even harder researching this disease, and I will continue with my melanoma research studies and not be satisfied with what is currently available for patients with melanoma. Together we will make a meaningful difference. Thank you.”



THANK YOU

All cancer physicians and researchers know the tremendous impact your giving has on the UW Carbone Cancer Center.
We are grateful for your support!



SUPPORTING UW CARBONE CANCER CENTER

Your gift to the UW Carbone Cancer Center supports innovative research initiatives, compassionate cancer care and education for the public and health care professionals. Your contribution also enables our researchers to explore promising ideas, purchase new cancer research technology and develop better methods of diagnosing, treating and preventing cancer.

Unrestricted Gifts are truly valuable because they provide the flexibility needed for research to move quickly in unexpected directions and to swiftly pursue promising clinical applications. Unrestricted gifts also provide resources to cover the costs of critical services not entirely funded by other support.

Designated Gifts benefit specific programs of your choice. Funds may be designated for initiatives in areas of cancer research, patient care and educational needs.

Corporate Matching Gifts are an excellent way to increase your giving potential. For more information, please contact your human resources office or our development office, (608) 263-1677.

Endowments to sustain programmatic development are an option to create a lasting legacy in the benefactor's name.

Memorial and Honor Gifts allow contributors to recognize loved ones in a special way. Memorial gifts are made in memory of family members, friends or colleagues who have passed away. Honor gifts show someone in your life a measure of affection, admiration or gratitude. When such gifts are made, a special notification is sent to the family or the individual.

Other Examples of Giving include purchasing research equipment, funding fellowship or research programs, sponsoring special events or underwriting programs for the community or health care professionals.

For More Information about contributing to the UW Carbone Cancer Center, please call (608) 263-0160

FUTURE GENERATIONS WILL BENEFIT FROM YOUR PLANNED GIFT

As you consider how you might help, one option that pays off for decades to come is a planned gift to the UW Carbone Cancer Center. Planned giving is the best way to ensure today's research breakthroughs become the standard course of care for the next generation of cancer patients.

Planned giving can take many forms – gift annuities, charitable remainder trusts or designating the Center in your will. The Cancer Center can also be named as a beneficiary of retirement plans, trusts or life insurance policies.

For more information, please contact Sean Lynch, sean.lynych@supportuw.org or (608) 422-1714



CONNECTING WITH UW CARBONE CANCER CENTER

There are several ways to stay connected with the UW Carbone Cancer Center.

Advances E-Newsletter

Sign up to receive monthly e-mail updates from the UW Carbone Cancer Center about cancer prevention, read inspiring patient stories and learn more about innovations in cancer care. Subscribe to our monthly e-newsletter, *Advances* by visiting uwhealth.org/cancernews

Advances Newsletter

Receive our hard-copy *Advances* newsletter, which is distributed twice a year (winter and summer). To be added to our mailing list, please contact Craig Robida, crobida@uwhealth.org or (608) 828-6847.

Social Media

Connect with us through our several social media options:



facebook.com/uwcarbhone



UW Carbone



twitter.com/uwcarbhone



pinterest.com/uwcarbhone



instagram.com/uwcarbhone

For more information

- For information on the latest **research initiatives**, news and upcoming events, view the UW Carbone Cancer Center's website: uwhealth.org/cancer

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 Paul Ahlquist, Associate Director of Basic Science
 Maureen Smith, Associate Director of Cancer Control Research
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Ruth O'Regan, Associate Director of Clinical Research
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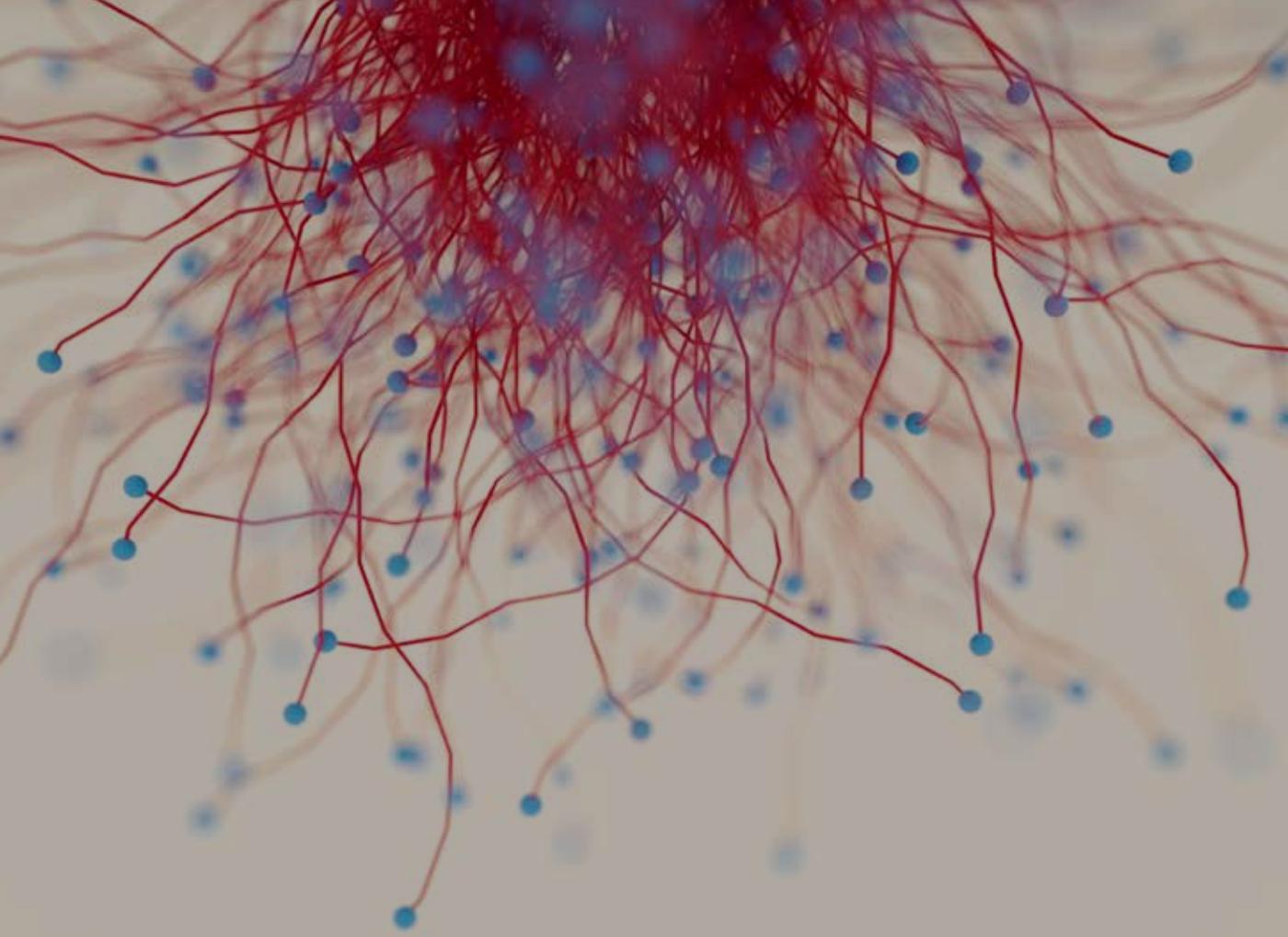
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