

UW Health | Carbone Cancer Center

Vision: Campaign for the Future

Our team plans to maximize this unique moment in time during the UW Health | Carbone Cancer Center's 50th anniversary year by securing legacy resources to **celebrate and honor** Dr. Howard Bailey's **outstanding** 30+ year career and service to Carbone Cancer Center, its faculty, staff, patients and families.

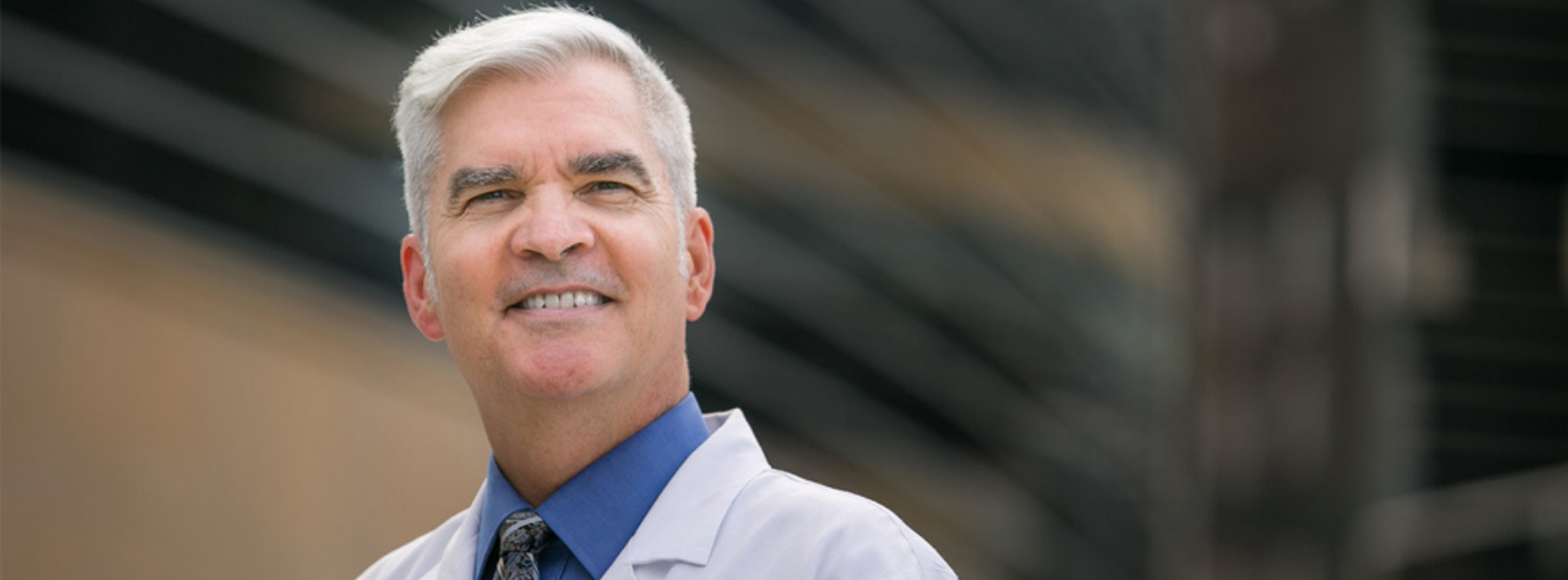
This campaign will in turn help secure transition resources to launch a successor director to build upon Dr. Bailey's legacy and further advance innovative cancer research and patient care for Wisconsin and around the world. Our path to success includes the following **goals**:

Spendable Giving: \$50 million

- Generate flexible funds to honor Dr. Bailey's legacy and empower the next director to respond to emerging needs and recruit/ retain the best and brightest in cancer research and care.
- Double current endowed funds to provide long-term sustainability of the center honoring its rich history and ensuring its continued future success.

Estate Giving: \$50 million

- Increase documented estate giving to provide both flexible and endowed funds in perpetuity.



Honoring Dr. Howard H. Bailey's Remarkable Legacy at UW Carbone

Dr. Howard Bailey is the Director of the University of Wisconsin Carbone Cancer Center and a professor of Medicine and Obstetrics & Gynecology at the UW School of Medicine and Public Health. Dr. Bailey's clinical expertise is in sarcomas and gynecologic malignancies and his research focus is in anti-cancer agent development, especially agents to prevent cancer.

Dr. Bailey is the principal investigator of the UW Chemoprevention Consortium, an NCI-sponsored research network of universities that conduct Phase I and II clinical trials for chemopreventive agents. Dr. Bailey also leads the UW Carbone Cancer Center Chemoprevention Scientific Program and Chemoprevention Disease Orientated Team. In addition to his cancer care and research, Dr. Bailey has been a strong advocate for building a health care research network across the state and region, including multiple clinical research networks in Wisconsin. Dr. Bailey also held positions with or continues to lead various national cancer organizations, including a decade of reviewing other NCI-designated Cancer Centers in 2011 on behalf of the National Cancer Institute and being the current Chair of the Directors Committee of the Big Ten Cancer Research Consortium (a network of all the Big Ten university cancer centers).

Dr. Bailey is the University of Wisconsin-Madison's expert on drug and nutrient development for the prevention or treatment of cancer and a national expert on chemoprevention. Cancer chemoprevention is the use of natural, synthetic (made in a laboratory) or biologic (from a living source) substances to reverse, suppress or prevent the development of cancer. He is internationally recognized as an expert in chemoprevention and sarcoma and has lectured both in the United States and abroad. Dr. Bailey has directed or participated in more than 100 cancer clinical trials examining agents for prevention or treatment of cancer.

Ways to Participate

Venture Philanthropy Program

Innovation Fund:

- \$1 million+ over 4 years to UW Carbone Innovation Fund; includes access in ownership/funding of startup biotechnology companies established by WARF from UW Carbone research.
- \$100,000 over 4 years to UW Carbone Innovation Fund; includes bi-annual investor impact reports and invitations to special engagements around the US.

Carbone Champions: \$50,000 over 5 years to UW Carbone Greatest Need Fund; includes annual update and invitations to annual events and lab tours.

Programs of Distinction

- Endowed greatest need funds: \$25,000+ to UW Carbone Cancer Center Greatest Need Legacy Fund or UW Carbone Cancer Center Research Legacy Fund; naming opportunities \$100,000 - \$10M+.
- Endowed named research programs: \$3-5M gift for a specific research area or program.
- Naming opportunities available for cancer-related clinical spaces within Eastpark Medical Center facility and cancer-related research spaces within Wisconsin Institutes for Medical Research (WIMR). Naming conventions and duration will follow standard Wisconsin Medicine guidelines. Final details to be confirmed in concert with donor, UW Carbone, UW Health, or SMPH leadership as appropriate.

Estate Giving

- Document future gift intentions through a bequest or other estate gift to UW Carbone Cancer Center; includes membership to Wisconsin Legacy Society.