

Dear Friends,

Revolutionary. Transformative. Innovative.

These words describe the new partnership between the UW Carbone Cancer Center and the Wisconsin Alumni Research Foundation (WARF). We're excited to share its promise and potential and would like to invite you to participate as our partner in the UW Carbone Innovation Fund.

**Raising \$20 million to support the next generation of
excellence in cancer research.**

That is our goal in developing the UW Carbone Innovation Fund. It's a transformative venture to provide seed funding for mission-critical projects that advance the most promising new ideas, enhance resources available to researchers and respond to innovative and emerging needs. This unique opportunity also provides early access to participate in the ownership of any startup biotechnology companies supported by WARF Ventures to further develop and commercialize technologies arising out of UW Carbone's research.

At the University of Wisconsin-Madison, we are uniquely positioned for success in this venture because of our expertise in both research and technology patenting and licensing and are proud of our historical legacy in developing therapeutics benefiting people around the world.

We are a team.

Our collaborative strength at UW always lies in our teamwork. Teamwork among clinicians, researchers, patients, and you – our donors. We recognize that everyone is a valuable member of our team to advance the global common good.

Please take a few minutes to review the enclosed flier about the UW Carbone Innovation Fund.

We invite you to consider an investment in accelerating the development of diagnostic, therapeutic and preventative approaches in cancer research and treatment. Our future is innovative and transformative with your partnership.

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

Erik Iverson
Chief Executive Officer
Wisconsin Alumni Research Foundation



THE
FUTURE
NEEDS
US NOW

UW CARBONE CANCER CENTER INNOVATION FUND

As a unique investment vehicle to accelerate UW Health | Carbone Cancer Center's mission and elevate its stature as a world-class cancer center, the **UW Carbone Cancer Center Innovation Fund** provides unrestricted funding to strengthen operations, expand scientific capabilities, support faculty recruitment, and advance the development of innovative products and approaches to the diagnosis, treatment, and prevention of cancer.

With an initial goal to raise \$20 million in charitable support in its first phase, the UW Carbone Innovation Fund is a key driver of UW Carbone's strategic plan and will provide seed funding for mission-critical projects that advance the most promising new ideas, enhance resources available to researchers, and respond to innovative and emerging needs.

As key partners in the transformative work being conducted at Wisconsin's only National Cancer Institute-designated comprehensive cancer center, donors to the Innovation Fund will join a community of the cancer center's most generous and visionary investors and will receive the following benefits:

RED AND WHITE LEVEL

[minimum \$100,000 philanthropic investment, payable over 4 years]

For a period of 4 years, donors will receive:

- recognition as a contributor to the Innovation Fund
- bi-annual investor impact reports from the UW Carbone Director
- access to password-protected website page highlighting progress
- special event invitations in Madison and around the country, including opportunities to meet key researchers and tour UW Carbone's facilities and lab space

BUCKY LEVEL

[minimum \$1 million philanthropic investment, payable over 4 years]

For a period of 4 years, in addition to the Red and White Level benefits listed above, donors will receive:

- a seat on the Innovation Fund Contribution Board*
- annual meeting invitations with leadership of UW Carbone and Wisconsin Alumni Research Foundation (WARF), partner organization responsible for patenting and commercializing UW Carbone technologies including establishing and supporting UW Carbone-related startup biotechnology companies
- co-investment opportunities may be made available in certain WARF-established startup companies focused on developing and commercializing UW Carbone technologies

Note: Philanthropic investments to the UW Carbone Innovation Fund are charitable in nature. The UW Carbone Innovation Fund does not invest directly in any new entity in compliance with UW-Madison's policies.

Cumulative donors to the Innovation Fund of \$1 million or more are also recognized as Director's Circle members.



*Innovation Fund Contribution Board

1. The Innovation Fund Contribution Board members include Bucky Level contributors, UW Carbone's Director, and WARF's CEO.
2. The Contribution Board is solely rights-based and advisory in nature, and not decision making.
3. The Contribution Board will meet on a regular, scheduled basis to consider and advise on the following:
 - (a) Potential broad allocation of Innovation Funds (i.e., operations vs. research) based on assessment of current overhead costs and the ability to obtain program grants or raise additional unrestricted funding.
 - (b) Identification of possible contributors to the Innovation Fund.
 - (c) Learn about UW Carbone's science portfolio and innovative research that may lead to novel cancer care diagnosis, treatment or prevention.
 - (d) Any other topics relating to the Innovation Fund for which UW Carbone's Director wants advice.

UWHealth



Guiding Principles

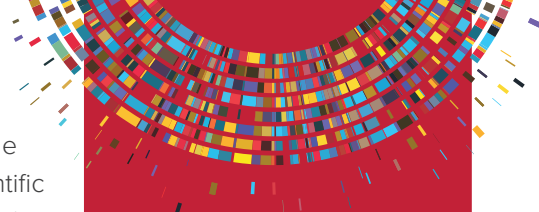
The guiding principles for establishing the Innovation Fund are (1) providing UW Carbone with needed short and long-term financial resources to support its operations and scientific programs and (2) accelerating the development of diagnostic, therapeutic and preventative approaches to further UW Carbone's mission of fighting cancer, including identifying new treatments and having significant health impact.

Potential Spin-Out Opportunities and Product Partnerships

UW Carbone has promising spin out opportunities in cancer vaccines, innovation diagnostic tests, cancer therapeutics, and cancer-related surgical tools. In addition to spin out startup companies, other products in development at UW Carbone could be licensed to an industrial partner for development, production and commercialization.

Venture Philanthropy

Consistent with the guiding principles described above, UW Carbone and WARF partners and leadership hope any independent investor gives serious consideration to donating all or a portion of any returns he or she may earn on such investments; provided, however, there is no obligation to do so as a condition to investing in a UW Carbone-related startup biotechnology company.



Wisconsin Medicine is the philanthropic partnership between UW Health and UW School of Medicine and Public Health. Together, we are championing patient care, research, education and health equity.

PRIORITY UNRESTRICTED FUNDING AREAS:



Pilot Research – As new ideas emerge, small pilot grants help researchers gather data needed to pursue much larger federal grants or industry awards

New Faculty Start-Up – As new faculty members arrive, they often have specific equipment, supply and staff needs to quickly launch their research initiatives

Bridge Funding – When funding for promising research runs out before the next grant is received, bridge funding allows researchers to receive short-term funding to continue work and sustain momentum

Clinical Research Support – Supporting clinical trials development in order to enroll as many patients as possible in promising new clinical research



Young Investigator Support – Investing in the best of our homegrown talent by funding multi-year fellowships for new doctors to continue highly specialized training while caring for patients and conducting research



Equipment – Upgrades to our current equipment, new equipment and service agreements

Programmatic Infrastructure – Supporting our health disparities programs, development and marketing needs and our key membership fees, including the National Comprehensive Cancer Network



Recruitment and Retention – Recruiting and retaining the best minds and kindest hearts to conduct research and care for our patients, by providing outstanding labs, technology and staff to encourage new faculty to come to Madison

Educational Programs – Sharing knowledge and discovery globally by sponsoring symposiums, conferences, lectures, summer research experiences for undergraduate students and matching support for federally-sponsored training programs



LEARN MORE:

Visit wiscmedicine.org/cancer or email valerie.zibell@supportuw.org