

INVESTING IN

hope

Philanthropy in action at the UVA Cancer Center

Summer 2010
Volume Three, Number Three

SPOTLIGHT ON PATIENT CARE

A Revolution in Cancer Care

WHAT WILL THE FUTURE of cancer treatment look like? In April 2011, the Emily Couric Clinical Cancer Center opens its doors to patients, giving us our first glimpse into a new world of cancer care.

Why build this facility now? The UVA Cancer Center records more than 44,000 patient visits annually; by 2020, cancer incidence is expected to increase by 50 percent.

The Couric Center will provide care for more patients, more efficiently, cutting wait times, especially in areas like infusion. It's designed specifically for the next generation of cancer treatment, integrating advanced diagnostic imaging technologies with innovative new therapies. The building increases focus on promising clinical trials, and includes a dedicated investigational pharmacy.

The Emily Couric Clinical Cancer Center will meet the physical and emotional needs of our patients, helping them face their battles with courage and hope.



This spring, Katie Couric joined fellow UVA Cancer Center supporters at an event at Morven Farm.

Beyond the Blueprints

One year away from opening its doors to patients, the Emily Couric Clinical Cancer Center is already generating excitement and bringing hope. On a clear spring night in April, more than 100 supporters joined hosts UVA President John T. Casteen III and UVA alum and CBS News Managing Editor Katie Couric to reflect on the promise of the new facility.

Named in honor of the late Virginia State Senator Emily Couric, the new center won't just meet the needs of cancer patients, but also of cancer survivors.

"We've spent a lot of time pouring over blueprints," Vice President and Medical Center CEO R. Edward Howell said. Inside the Couric Center's

walls, "doctors and nurses will deliver pioneering, compassionate care; students will learn the art of healing; and our patients and their families will find the resources they desperately need to fight their battles with courage."

"After Emily's death, Dr. George Beller and the Couric family stepped forward to push the University to dream bigger," explained President Casteen. The Couric Center will be "a place that helps us not only meet the physical challenges, but also the emotional and spiritual needs of cancer patients."

"Emily would be proud of the center that bears her name," Couric shared. "She would be grateful that in the midst of all that advanced technology, UVA has put patients, and their families, first."



When completed in 2011, the Emily Couric Clinical Cancer Center will provide state-of-the-art therapies and comprehensive cancer care to patients and their families — all under one roof.

Community Comes Together to Help Shape the Future of Cancer Care

The Emily Couric Clinical Cancer Center



“Supporting the Emily Couric Clinical Cancer Center has been so meaningful for us. When a close family member was diagnosed with breast cancer at age 28, she received exceptional care at UVA. She qualified for a clinical trial that saved her life — a treatment that has now become a new standard of care. We wanted to recognize that experience by naming an infusion room in her honor. In addition, Emily Couric was a very close friend of ours, and we were inspired by the grace and courage she showed in dealing with such a devastating illness. We’re proud to be part of this significant effort and to support Emily’s vision for the future of cancer care at UVA.”

– Robin and Barbara Lee
Charlottesville, Virginia

“Virginia National Bank is proud to support the Emily Couric Clinical Cancer Center. Many of our board members knew Emily personally, and saw firsthand how giving she was of her time and talent. This building will be an incredible asset to the region and to the state. We believe the Couric Center will be a valuable resource for cancer patients in Virginia, and we are honored to help support our neighbors in this way.”

– Glenn Rust, CEO, Virginia National Bank



July 2000: A strong advocate and leader in public education and healthcare, Virginia State Senator Emily Couric is diagnosed with pancreatic cancer and suspends her campaign for lieutenant governor.



October 2001: Couric dies from pancreatic cancer at the age of 54.

2002-2006: Lead donors step forward, launching the project with contributions totaling more than \$13.6 million.

September 2006: The UVA Board of Visitors unanimously approves the naming of the Emily Couric Clinical Cancer Center.



May 2001: Couric and UVA women’s basketball coach Debbie Ryan organize two sold-out Mary Chapin Carpenter concerts in Charlottesville that raised more than \$100,000 for the UVA Cancer Center.



2002: UVA leadership and prominent community members meet at Carr’s Hill to begin discussions of a new clinical cancer center at UVA.



2005: Virginia General Assembly approves \$25 million toward the construction of a clinical cancer building at UVA.

April 2008: Groundbreaking ceremonies are held and the demolition of the Lee Street garage begins.



Positive Image Boutique

An Oasis for Patients

For more than a century, members of the UVA Hospital Auxiliary have provided aid and comfort to patients and their families throughout the Health System, both directly and through fund-raising efforts. Their impact is

especially felt every day in the UVA Cancer Center.

Now, the Hospital Auxiliary has committed to funding — and operating — a very special place in the new Emily Couric Clinical Cancer Center.

The Positive Image Boutique will offer resources for patients as they deal with changes to their appearance that frequently occur during cancer treatments. With a certified mastectomy fitter on staff and private dressing and wig fitting rooms, patients will be able to share their concerns and explore options in a comfortable setting.

“When you are exhausted from treatment and immune-compromised, a trip to the mall or across town can be pretty daunting,” says Martha Weiss, president of the UVA Hospital Auxiliary. “At the Positive Image Boutique, cancer patients will be able to get hard-to-find specialized products — like wigs, mastectomy bras, radiation gels and skin creams — all in one, convenient location.”

The Hospital Auxiliary is well on their way to raising the \$100,000 needed to open the doors of the Positive Image Boutique next April. A gala will be held next March to help provide for the needs of uninsured and underinsured patients at the Positive Image Boutique. Learn more in our next issue.

February 2009: The first steel beams are placed



August 2009: The building's curtain wall of windows is installed.



April 2009: The last steel beam is welded into place; the building is officially “topped out.”



February 2011: Dedication of the Emily Couric Clinical Cancer Center.

April 2011: The Emily Couric Clinical Cancer Center opens for patients.



**The University of Virginia
Health Foundation**

PO Box 800773
Charlottesville, VA 22908-0773
Telephone (434) 924-8432
Toll-Free (800) 297-0102
Fax (434) 982-1984
www.supportuvacancer.org



Non-Profit Organization
US Postage
PAID
Charlottesville, VA
Permit No 164

We're on Facebook!

Find us by searching for "Friends of the UVA Cancer Center" on Facebook. Become a fan, and be the first to know about upcoming events and UVA Cancer Center milestones.



UVA Health System Development Cancer Programs Team

Scott Karr, *Director of Development*
Joshua Scott, *Associate Director of
Development*
Casey Hull, *Director of Annual Giving*

INVESTING IN HOPE
is published twice a year. No public funds
are used for its production.

Editor: Anna Emery
Designer: Anne Matthews
Writers: Anna Emery, Lee Fleisher
Photographers: Dan Addison, Scott
Crittenden, Anna Emery, Jen Fariello,
Mike Higgins, Andrew Shurtleff, Coe
Sweet, UVA Facilities Management

The University of Virginia does not discriminate in its programs, procedures, or practices against any person on the basis of age, citizenship, color, handicap, national origin, political affiliation, race, religion, sex, sexual orientation, or status as a disabled veteran or veteran of the Vietnam era. The University operates equal opportunity and affirmative action programs for faculty, staff, and students. The University of Virginia is an Equal Opportunity/Affirmative Action Employer.

Please write to us at our return address above to remove your name from the list to receive fund-raising materials supporting the UVA Health System.



Printed on 50% recycled paper with
25% post consumer waste.

Within the Couric Center, patients and their families will find the technology, knowledge, comfort, and support they need to wage their best battle against cancer. It will be a place of hope and healing for many cancer patients and their families.

You can help build the future of cancer care.

*Watch your mailbox for information on the
Brick Campaign for the Emily Couric Clinical Cancer Center.*

CLARIFICATION

In our last issue, we highlighted the lung cancer research of David Jones, MD and mentioned a matching gift challenge. The language we used caused confusion. To clarify:

An anonymous donor has stepped forward and agreed to match dollar-for-dollar all gifts made to these research programs, up to \$500,000. If his challenge is met, these gifts will provide the Jones laboratory with \$1 million toward the \$1.25 million needed for the two research projects. This matching offer extends to December 31, 2012. For more information on joining this effort to fight lung cancer, please contact Jeff Moster at (434) 924-8432 or (800) 297-0102.