

# INVESTING IN

# hope

Philanthropy in action at the UVA Cancer Center

Winter 2008  
Volume Two, Issue One

KNOWLEDGE IS POWER

## UVA's High Risk Program for Women

**WHO WE ARE** is rooted in our genes. Genes determine our gender, eye-color, even the inherited diseases we may face.

UVA's High Risk Breast and Ovarian Clinic is the only program in the region created to serve women at higher inherited risk for developing breast and ovarian cancer. The program offers in-depth, personalized counseling based on each woman's individual risk profile, as well as tailored screenings and risk reduction strategies.

Deciding whether to learn more about your genetic risk of breast and ovarian cancer is a very personal choice. Many women have found that understanding their risk of developing cancer gives them a better opportunity—and better options—to protect their health and the health of other women in their family.

Private support of the High Risk Clinic gives women the resources they need to take care of themselves, and their families. For more information, please contact the Cancer Programs team at (434) 924-8432 or (800) 297-0102.



**Drs. Susan Modesitt and David Brenin** direct UVA's High Risk Care Program.

## An Outpouring of Support *The Charlottesville Women's Four Miler*

On August 30th, more than 2,500 women crossed the finish line at the 26th annual Charlottesville Women's Four Miler. Thanks to these women—and the generosity of their families, friends, and communities—the 2008 race raised a record \$320,000 to support the UVA Cancer Center's Breast Care Program.

The Four Miler is a powerful and inspiring event, and one of the largest all-women races in the country. Thousands of runners, walkers, volunteers, and spectators gathered to offer support and hope to friends and family

currently battling breast cancer. Others came to remember and honor loved ones who have lost their fight against the disease.

A uniquely moving moment occurs as race participants enter the home stretch and run through the Motivational Mile. Posters honoring people who have been touched by cancer—spouses, friends, children, family members—stretch for as far as the eye can see along both sides of the route. With each step, the women can see a deeply personal and inspirational reminder of why they are participating.

*CONTINUED ON BACK COVER*

**More than 2,500 women ran in this year's Charlottesville Women's Four Miler, raising a record amount for cancer care and research at UVA.**





## Searching for Answers

### *UVA steps up cancer clinical trials program*

Clinical trials are the final proving ground for new treatments. In addition to providing crucial knowledge about which therapeutic approaches may be most effective, clinical trials offer important options for individuals battling cancer. For some, a trial may be the best hope for having more time with family and friends. For others, it may offer a treatment regimen that provides equal or better results with

fewer side-effects.

But the search for new treatment options can sometimes take families far from home.

#### **An All-Too Common Story**

When the late Virginia state senator Emily Couric was diagnosed with pancreatic cancer in 2000, she underwent a series of experimental treatments to fight her disease.

“Emily knew she couldn’t be cured because her cancer had spread,” remembers George Beller, M.D., her widower. “However, she had faith in modern science. She remained hopeful that advances in cancer research would permit her to survive and manage her cancer as a chronic disease.”

When her condition worsened, Couric worked with her doctor at UVA to find the experimental treatment best suited to her cancer. Unfortunately, the closest trial was in Texas. Participating in a trial so far from home was one of the hardest ordeals of Couric’s life.

“At a time when Emily was going through incredible pain and discomfort, we found ourselves without the support of friends and family, alone in a city where we knew no one,” Beller says. “We came back to Virginia determined to do whatever we could to ensure that no Virginian need leave the Commonwealth to enroll in a clinical trial.”

#### **Pursuing Innovation Close to Home**

While promising new drugs are being developed in laboratories at record pace, there are significant challenges facing the system that tests them in people. Insufficient funding from government sources limits the number of trials available to patients.

To combat this problem, UVA is aggressively recruiting medical oncologists and working to retain the best and brightest already at UVA. Meanwhile, the new Emily Couric Clinical Cancer Center will increase access to a greater variety of clinical trials and new drug options.

“At UVA, we believe our efforts will dramatically improve the number of options for patients,” explains Paula Fracasso, M.D., Ph.D., deputy director of UVA’s Cancer Center. “By giving our physicians the ability to design and run promising clinical trials, we are fostering hope for countless patients and their families.”

## Patients & Friends Hosts “Hot Topics in Cancer”

**IN SEPTEMBER**, more than 125 people gathered over breakfast to learn about exciting cancer research breakthroughs at UVA. The event—presented by the Patients & Friends Steering Committee and supported in part by Engaging the Mind and UVA Imaging—is the first in a series of cancer-related public forums.

From robotic surgery, to plant-based drug compounds, to the future of clinical trials at UVA, the investigators presented an exciting and hopeful future for cancer care. It’s a future that many in our own community are helping make possible.

“It will take all of us working together to speed advances in cancer care and research,” said Julie Speasmaker, co-chair of Patients & Friends. In fact, Patients & Friends has created a new program, Partners In Discovery, to encourage public involvement.

“Partners in Discovery will keep UVA at the forefront of cancer research,” she explained. “Their gifts of \$100 or more to Patients & Friends helps investigators continue their work at critical points in the research process.”

The goal of this new initiative, according to Melba Campbell, co-chair of Patients & Friends, is to engage the community at all levels, regardless of their giving ability. “There’s a magic in numbers. When enough people make a donation—in whatever amount they can—it adds up, and can really make a difference.”

## To Honor Those We Love Memorial Gifts Impact Care and Research

**IN MARCH**, Dick Mountjoy—a familiar voice to Charlottesville radio listeners—died of cancer at the age of 61. News of his death spurred friends and fans to give more than \$2,000 in his memory to the UVA Cancer Center, where Mountjoy was treated.

The outpouring of public support touched his family. “We have deep gratitude for the many great folks at the Cancer Center who took care of my dad and helped him through the most difficult parts of his journey,” says Mike Mountjoy. “My father cherished the relationships he formed with the doctors and nurses at UVA.”

For more information on how to make gifts in honor or in memory of someone, please contact the Cancer Programs team at (434) 924-8432 or (800) 297-0102.



Dick Mountjoy

### SPOTLIGHT EVENT

## Strike Out Cancer!



On June 1, local politicians, media personalities, and UVA Medical Center employees squared off on Charlottesville’s softball fields to support ongoing, innovative research at the UVA Cancer Center. Strike Out Cancer raised more than \$20,000 for the Patients & Friends Research Fund.

## IN THEIR

# own words

Melba Campbell is passionate about finding a cure for cancer. For over a decade, she has dedicated her time, enthusiasm, and financial support to promising new cancer research at UVA.

According to Campbell, this is an important time to support early stage research. “There is so much creativity here at UVA, yet many wonderful ideas never see the light of day because there’s not always money to support early stage research,” she explains.

Patients & Friends exists to help meet that need. Since its inception in 2000, the group has raised more than \$3 million for innovative cancer research at UVA. Campbell has been involved with Patients & Friends since the beginning, and now serves as co-chair.

In addition to her involvement with Patients & Friends, Campbell is a member of the UVA Cancer Center Board. It was Campbell who suggested using personal sponsorships as a way to raise money for the Charlottesville Women’s Four Miler, an idea that has dramatically increased the event’s impact. She and her husband Brian have also opened their home several times for fund-raising events, most recently to raise awareness and support for UVA’s Neuro-Oncology Program.

Campbell’s connection to the cause is personal. Her father died of lung cancer, and her first husband succumbed to brain cancer at the age of 44. “When you go through experiences like that, you want to do everything you can to prevent that pain for someone else.”

Campbell’s efforts have served to motivate and inspire others. “People want to feel like they are giving back to their community. I deeply believe if you have a vision of what you want to accomplish, you can make it happen. You just need to keep the goal in sight.” For Melba Campbell, that goal is finding a cure for cancer.



Melba and Brian Campbell

## Help Fight Cancer by Eating Out!

Each Sunday in February, Keswick Hall will donate 10% of all proceeds from meals to the Patients & Friends Research Fund at the UVA Cancer Center. This is the perfect time to enjoy a special meal with family and friends from an award-winning restaurant, all the while benefiting cutting-edge cancer research. Philanthropy never tasted so good!

For menus and reservation information, visit [www.keswick.com/web/okes/fossetts.jsp](http://www.keswick.com/web/okes/fossetts.jsp) or call 434-979-3440.

### UVA Health System Development Cancer Programs Team

Scott Karr, *Director of Development*  
Joshua Scott, *Associate Director of Development*

Claire Wood, *Director of Annual Giving*  
Cari Hocevar, *Development Associate*

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

*Managing Editor:* Lee Fleisher  
*Designer:* Anne Matthews  
*Writers:* Anna Emery, Lee Fleisher  
*Photographers:* Tom Cogill, Jen Fariello,  
Ig Jakovac Photography, Andrew Shurtleff, Jackson Smith

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 to remove your name from the list to receive fund-raising materials to support the UVA Health System.

## Outpouring of Support

CONTINUED FROM COVER

An impressive number of runners—120 total—are breast cancer survivors themselves, like Kristen Smith Bain of Charlottesville, Va. Bain received care at UVA after her diagnosis in 2007. Four surgeries, five months of chemotherapy, and over six weeks of radiation therapy later, she crossed the finish line this year as a survivor. Bain was also the year's top fundraiser, bringing in more than \$25,000 in personal sponsorships.

### A Measureable Impact

For the past 16 years, proceeds from the Four Miler have benefitted the Breast Care Program at UVA, supporting patient education, support services, and community outreach. The impact of these funds is hard to overstate. "We are so grateful for the support we receive from the Women's Four Miler," says David Brenin, M.D., co-director of the UVA Breast Care Program. "The funds have allowed us to expand our services and reach into the community in ways that would not have been possible otherwise."

Race proceeds cover the cost of mammograms for underserved women, as well as specially designed care kits for newly diagnosed patients. They also help provide patients with Navigation Notebooks, full of detailed information on coping with their diagnosis, treatment, and recovery. Last year, these notebooks were translated into Spanish



Family and friends came out to support the Four Miler participants.



using Four Miler funds. In 2007, the center began offering free DNA screenings for indigent women, courtesy of the Women's Four Miler. Starting this year, 20 percent of the 2008 proceeds will be earmarked for promising breast cancer research at UVA through the Patients & Friends Research Fund.

Cynthia Lorenzoni, race director and UVA Cancer Center Board member, has witnessed the race's evolution since 1983. She continues to be inspired by the outpouring of support for the event. "I'm in awe of what our women have been able to accomplish, both physically with their training and philanthropically through their fund raising. They truly are warriors in the battle against this horrible disease."



### UVA Health Foundation

P. O. Box 800773  
Charlottesville, VA 22908-0773  
Telephone (434) 924-8432  
Toll-Free (800) 297-0102  
Fax (434) 982-1984  
[www.uvahealthfoundation.org](http://www.uvahealthfoundation.org)  
[www.uvapatientandfriends.org](http://www.uvapatientandfriends.org)

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