

UNIVERSITY OF  
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Abramson Cancer Center

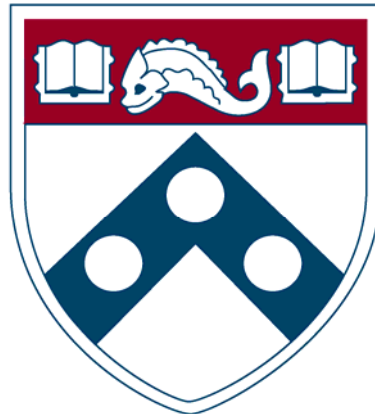
*Laura Rostock*  
*Major Gifts Officer,*  
*Penn Medicine Development*

April 3, 2009

# Penn Medicine Campaign

**THE TIME IS NOW**  **THE PLACE IS PENN**

- ◆ It is through philanthropy that cancer research, patient care, and education move forward





◆ **First year that ACC has ranked #1 in Pennsylvania and Delaware Valley**

- Above Fox Chase Cancer Center, Thomas Jefferson University Hospital, and the University of Pittsburg Medical Center

# Penn's Abramson Cancer Center

- ❑ Penn is a research powerhouse and one of the best hospitals in the nation:
  - ❑ #2 in National Institutes of Health research funding
  - ❑ Top 5 in National Cancer Institute research funding, more than Fox Chase, Wistar and Jefferson combined

- ❑ **Exciting time in cancer research –**
  - ❑ **Immunotherapy**
  - ❑ **Vaccines**
  - ❑ **Cancer genetics and Epigenetics**
  - ❑ **Proteomics**
  - ❑ **Robotic surgery**

## **Personalized Medicine!**

- ❑ **“Magnet” Nursing Facility**

# The Ruth and Raymond Perelman Center for Advanced Medicine – new home for the ACC



# The Roberts Proton Therapy Center



# The Fisher Translational Research Center



# The Jordan Center for Gynecologic Cancer

- ◆ **More board-certified gynecologic oncologists than any other hospital in the Philadelphia area**
- ◆ **A first in the region for a dedicated Ovarian Cancer Research Center**
- ◆ **One of five centers nationwide who are part of the Oncofertility Consortium**
- ◆ **Cutting-edge clinical trials**
- ◆ **Consistently ranked as one of the top resources in the nation for gynecologic cancer services**

# ACC Upcoming Events:

[www.PennHealth.com/Abramson](http://www.PennHealth.com/Abramson)

◆ **1<sup>st</sup> Annual Community Walk 4 Family & Friends with Cancer**

- April 4, 2009



◆ **Richard J. Pogach, M.D. Memorial Foundation – Tee off Against Cancer**

- May 8, 2009



◆ **Marjorie B. Cohen Foundation Golf Event**

- May 11, 2009

# ACC Upcoming Events continued

◆ **2009 FOXSFIGHT  
Basketball Tournament  
and Family Fun**

- June 13, 2009



◆ **17<sup>th</sup> Annual Jay Sigel  
Invitational**

- July 13, 2009



◆ **2009 Lance Armstrong  
LIVESTRONG Challenge**

- August 23, 2009



◆ **Teal Ribbon Ovarian  
Cancer Research  
Foundation**



# Creative Gift Vehicles

- 1. Personal Philanthropy**
- 2. Corporate or Matching Gifts**
- 3. Estate or Life-Income Gifts**
- 4. Events**

# ACC Online Donations: www.PennHealth.com/Abramson/Donate

The screenshot shows the website for the University of Pennsylvania Abramson Cancer Center. The top navigation bar includes links for Home, Cancer Information, Patients, Research, Find a Doctor, and UPHS. A search bar is located on the right. A red button in the top right corner contains the text: About Us, Make an Appointment, Research, and Make a Donation. The left sidebar contains a menu with the following items: Patients, Research, Find a Doctor/Researcher, Make a Donation, About Us (highlighted), Message from the Director, Mission and History, Leadership and Administration, Make a Donation: A Gift of Hope, Online Giving and Credit Card Gifts, Memorials, Honorariums and Celebration Gifts, Creating A Named Fund, Annual Fund, Gifts Supporting Specific Program or Research Areas, Planned Gifts & Creative Giving Opportunities, Corporate & Foundation Partnerships, Matching Gifts, Frequently Asked Questions, Awards, Annual Report 2007, Visitor Information, Contact Us, UPENN Cancer Network, and News & Events.

**UNIVERSITY OF PENNSYLVANIA**  
Abramson Cancer Center

About Us > Make a Donation: A Gift of Hope

## MAKE A DONATION: A GIFT OF HOPE

Like every patient, every donation we receive is special and important. Each gift provides Penn's Abramson Cancer Center – one of the premier cancer institutions in the country – with the necessary resources to provide leading edge research and the very best in cancer care to patients and their families from the Greater Philadelphia region and beyond. We address medicine not just at the cellular level but at the personal level.

This is a critically important time for cancer research, with our more than 300 doctors and scientists working every day to create innovative cancer research advances in cancer genetics, cancer vaccines, new surgical and imaging techniques, and targeted therapeutics. Individually, each person can make a difference; collectively, the many friends of the Abramson Cancer Center help shape the future of cancer research and patient care. This website can guide you through making a gift.

**Make an online gift to Abramson now.** Use this form to make a donation to the Abramson Cancer Center general fund, and we will direct your gift to the area of greatest need.

**Please note:** *The Abramson Cancer Center is within the University of Pennsylvania. All gifts to the institution are deductible on federal tax returns subject to the limits allowed by the Internal Revenue Service. See our [Frequently Asked Questions page](#) to learn more.*

If you do not see the information relevant to your question on the website, or if you want more detailed information, please contact our [Development Office](#) at (215) 898-0578.

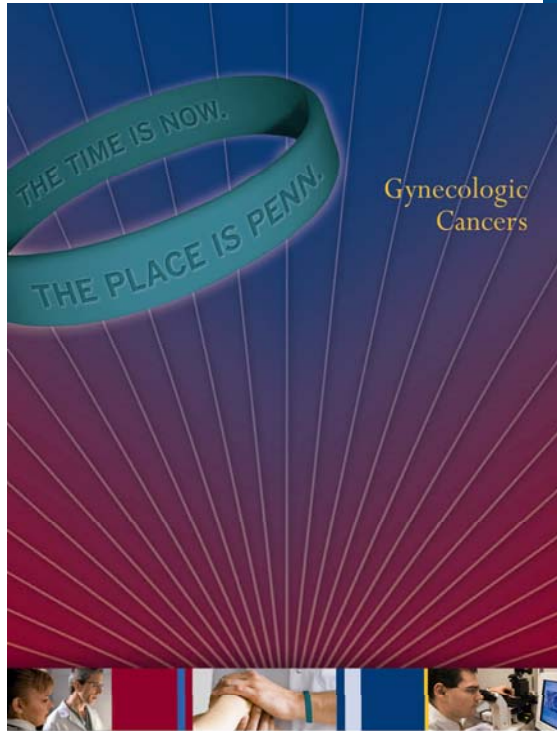
Another way to give back, no matter where you live, is through [volunteering](#). Volunteers bring a special warmth and understanding wherever they are. That is why the Abramson Cancer Center welcomes their support.

SHARE

**Celebrating Innovations**  
Special Events  
Newsletter  
Annual Report  
Leadership Council

# ACC Campaign Plans

## Gynecologic Cancers



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THE TIME IS NOW  THE PLACE IS PENN

**“An Investment in us is an investment in the eradication of cancer.”**

Dr. Craig Thompson, Director  
Abramson Cancer Center