Because of you...







UNC LINEBERGER COMPREHENSIVE CANCER CENTER 2012-2013 Donor Honor Roll



Dr. Ned Sharpless, Dr. Shelley Earp and Dr. Lisa Carey

Dear Friends -

This publication is all about thanking you for your gifts! Every gift, no matter the size, has had a direct impact on our cancer clinical, research and prevention programs. You have touched our patients and their families, our physicians and nurses, and our researchers and staff. Thank you for your confidence and trust.

This year more than 6,500 generous donors have contributed \$5,596,162 to help us make a difference for people with cancer in North Carolina and beyond. I can assure you that we are committed to using your gifts wisely to quickly pursue and develop the most promising cancer research and treatments and deliver them to the thousands of cancer patients we see every year.

We know that cancer doesn't take a break in times of economic uncertainty and your support demonstrates that you know it too. We are mindful of the state budget challenges and the economic realities have re-enforced the need to prioritize and streamline our budget. That means that expendable gifts are more important than ever and will be critical to keeping UNC Lineberger strong in the coming years.

I hope you are inspired by the wonderful donor stories we have highlighted and their motivation for giving. We

know you too have your own reason for giving. You may have chosen to support the UNC Lineberger Comprehensive Cancer Center because of a very personal and profound awareness of cancer and its impact upon your life, or that of a family member or friend. Or

perhaps, you want to be a leader in the fight to find a cure for cancer and help ensure patients in North Carolina have access to the excellent resources that we are so fortunate to have right here at UNC Lineberger.

Whatever your reason, please remember that your support is vital to the future of medical knowledge and quality cancer care in our state.

With appreciation,

H. Shelton Earp III, M.D. Lineberger Professor and Director

Professor of Medicine and Pharmacology

Administration

H. Shelton Earp, MD, Director Joseph S. Pagano, MD, Director Emeritus Ned Sharpless, MD, Deputy Director Al Baldwin, PhD, Associate Director, Basic Research Lisa Carey, MD, Associate Director, Clinical Research Andrew Olshan, PhD, Associate Director, Population Sciences Michael O'Malley, PhD, Associate Director Wendy Sarratt, MPH, Assistant Director Thomas Shea, MD, Associate Director, Clinical Outreach

Mark Kramer, BS, Assistant Director





Program Leaders

Lisa Carey, MD, Breast Cancer
Blossom Damania, PhD, Global Oncology
Claire Dees, MD, Clinical Research
Neil Hayes, MD, MPH, Clinical Research
Gary Johnson, PhD, Molecular Therapeutics
Terry Magnuson, PhD, Genetics
Andrew Olshan, PhD, Cancer Epidemiology
Chuck Perou, PhD, Breast Cancer
Nancy Raab-Traub, PhD, Virology
Kurt Ribisl, PhD, Cancer Prevention & Control
Jon Serody, MD, Immunology
Ned Sharpless, MD, Molecular Therapeutics
Jenny Ting, PhD, Immunology
Yue Xiong, PhD, Cancer Cell Biology

Clinical Services at N.C. Cancer Hospital

Lisa A. Carey, MD, Chief of the Division of Hematology and Oncology and

Physician in Chief, N.C. Cancer Hospital
David Ollila, MD, Associate Physician in Chief, N.C. Cancer Hospital
Marlene Rifkin, RN, Senior Vice President for Women's and Children's and Oncology Services
lan Buchanan, MD, Associate Vice President for UNC Health Care's Oncology Service Line
Meghan McCann, RN, MSN, NE-BC, Director of Oncology Nursing Services

Photos

Cover (left to right): Ted Seagroves, Chapel Hill, NC Ashley Burnett, Raleigh, NC Alice and Chaunte Garrett, Raleigh, NC Emily and Rob Crawford, Chapel Hill, NC

The External Affairs Team celebrating more than \$5.5 million in gifts this year

External Affairs

Debbie Dibbert, Director of External Affairs
Jennifer Bowman, Special Events Coordinator
William Davis, Manager, Science Communications
Megan Fazekas-King, E-Content Developer
Elizabeth Green, Major Gifts Director
Lauren Hipp Hundley, Development and Communication Associate
Eli Jordfald, Senior Major Gifts Director
Kelly Mansfield, Annual Giving Director
Aime Mitchell, Director of Development Services
Dianne Shaw, Deputy Director of Communications

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2012-13 WhC Lineberger Major Gifts and Pledges

Major gifts are critical to UNC Lineberger's ability to recruit and retain the very best minds in the cancer field, invest in high potential research, provide innovative patient care and support programs, and ultimately find cures. Our deepest gratitude is extended to the following donors who have made generous major commitments this year.

\$1.500.000+

Susan G. Komen Breast Cancer Foundation to support the research of Drs. Lisa Carey, Claire Dees, Gary Johnson, and Charles Perou

\$1,000,000+

Breast Cancer Research Foundation to support the research of Drs. Carey Anders, Lisa Carey, Shelley Earp, Hy Muss and Charles Perou



\$500,000+

Damon Runyon Cancer Research Foundation to support the research of Drs. Carey Anders and William Kim

The V Foundation for Cancer Research to support the renal cell carcinoma translational research of Drs. Ian Davis, Jason Lieb and Kim Rathmell

\$250,000+

American Association of Cancer Research to support the research of Drs. Channing Der and William Kim

Lustgarten Foundation to support the research of Dr. Jen Jen Yeh

Mr. and Mrs. L. Richardson Preyer, Jr. to support
The Richardson and Marilyn Jacobs Preyer Distinguished
Professor for Breast Cancer Research held by Dr. Lisa Carey

\$100.000+

American Cancer Society to support the research of Dr. Brian Stahl

Anonymous donor to establish the Benjamin Calvo and M. Patricia Rivera Endowed Seed Grant Fund for Gastrointestinal and Thoracic Oncology

Helen Hay Whitney Foundation to support the research of Dr. Bob Goldstein

Mr. and Mrs. Kenneth B. Lee, Jr. to establish The Kenneth and Frances Lee Seed Grant to support Melanoma Research

Livestrong Foundation to support Dr. Don Rosenstein and UNC's Livestrong Survivorship Center of Excellence

Mallory Dutten and Jackie Connelly, N.C. Cancer Hospital Nurses

Brent and Dana Jones

Although Brent and Dana Jones reside in Danville CA, Chapel Hill is just as much "home," partly because their daughter Courtney played for the UNC Women's Soccer Team — two-time national champions. The team chose to support the Patient & Family Resource Center through an annual event that drew the Jones family closer to the Cancer Center. After meeting with Dr. Don Rosenstein and team, Dana recalls:

"Brent and I knew instantly this is what we wanted to get behind personally. For patients and caregivers to have access to this safe haven of emotional support, educational resources and assistance with financial hardship is so vital, but not a given in every cancer hospital. It signaled to us that UNC Lineberger is a cancer center with a heart that puts patients and families first. We wanted to be part of this incredibly caring place and have embraced it ever since." Cancer has impacted the Jones family in many ways. Dana's grandmother is a breast cancer survivor and



has served as a constant reminder of this disease. Dana's father is battling recently diagnosed metastasized lung cancer and their sister-in-law was in recent weeks given the diagnosis of glioblastoma. Soon after joining the UNC Lineberger Board of Visitors Brent and Dana decided to make a generous gift to name the Chaplain's office in the Cancer Center, knowing first hand that spiritual support is an important part of the healing process for cancer patients. They also made a gift toward the first annual Pediatric Retreat for Children with Cancer knowing that such a gift would make it possible for entire families to enjoy a weekend of fellowship and fun. Brent, a former All-Pro San Francisco 49er and now a venture capital fund manager reflects: "Now that our daughter has graduated from UNC, we have a different, but equally compelling reason for returning to Chapel Hill — the UNC Lineberger Comprehensive Cancer Center."

The V Foundation of Cancer Research to support Dr. Greg Wang, the Martin D. Abeloff, MD V Scholar Award recipient

Samuel Waxman Cancer Research Foundation to support the research of Drs. Al Baldwin and Yue Xiong

Mrs. Betty Woerner to support The Betty and Otto Woerner Endowment Fund for Cancer Patient and Family Support

\$50.000+

KIOTI Tractor Division—Daedong-USA, Inc to support breast cancer research
Hertog Foundation to support the breast cancer research of Dr. Charles Perou.

Susan G. Komen for the Cure North Carolina Triangle Affiliate to support Claudio Battaglini and the Get Real and Heel breast cancer survivorship program

Leukemia and Lymphoma Research Foundation to support the research of Dr. Jon Serody

Lung Cancer Research Association to support the research of Dr. Andrew Wang

Triad Golfers Against Cancer to support the prostate cancer research of Drs. Michael Woods, Carol Otey, and HJ Kim and the ovarian cancer research of Dr. Victoria Bae-Jump

Drs. Everette James and Nancy Farmer for a donation of art to be displayed at UNC Lineberger

The River Landing Golf Association for Ladies established a Seed Grant Fund for Breast Cancer Research

The V Foundation of Cancer Research to support the pediatric cancer research of Dr. Ian Davis

\$25.000+

Mr. Cyrus W. Aman Sr. to support cancer research

The Carlson Family Foundation to support the cancer research projects of Drs. Peter Voorhees and Thomas Shea

Conquer Cancer Foundation to support the research of Dr. Victoria Bae-Jump

Mr. and Mrs. Brent Jones to name the Chaplain's Office in the N.C. Cancer Hospital

Dr. Minhthu Nguyen and Mr. Padrick Barrett to support the breast cancer research of Dr. Charles Perou

The Eddie and Jo Smith Family Foundation to establish the Lanier Swann Hodgson Seed Grant Fund for Kidney Cancer Research

Dr. Michael A. Stegman to support the Nancy W. Stegman Fund for New Ideas in Cancer Research





Breast Cancer Research Foundation

Both aspirational and inspirational, the mission of the Breast Cancer Research Foundation (BCRF) is straightforward—to achieve prevention and a cure for breast cancer in our

lifetime. "We have one clear and simple focus: research," said BCRF President Myra Biblowit. "Research is what saves lives and research is the only way to eradicate breast cancer."

Established in 1993 by Evelyn Lauder, BCRF currently funds the research of 197 scientists worldwide. "Our research grants program is distinguished by its emphasis on creativity, intellectual freedom and focus on using the best people, ideas and tools of science to conquer a major disease," said BCRF Scientific Director Larry Norton.

Five UNC investigators rank among the prestigious cadre of researchers funded by the BCRF, which gives more than \$1 million annually to UNC Lineberger for a variety of projects. This support is enabling Dr. Hy Muss to explore how a gene associated with aging relates to the

development of treatment complications.

Building on research previously funded by the BCRF, Dr. Lisa Carey is investigating the benefit of the current gene expression array classification system that defines different subtypes of breast cancer. In a related project, Dr. Chuck Perou is using new genetic classification data to build even better statistical models that may more accurately predict breast cancer patient outcomes and response to therapy.

The BCRF is also supporting a project led by UNC Lineberger Director Dr. Shelley Earp aimed at improving breast cancer vaccine strategies. "We are truly appreciative of the BCRF's great work and their support of UNC Lineberger over the past 16 years," said Dr. Earp. "The BCRF has meant so much not only to UNC and our cancer center, but also to my personal work. We never take this support for granted and work diligently to use these funds in novel ways that will ultimately lead to the conquest of breast cancer."

UNC Lineberger Comprehensive Cancer Center

25 Years of Seed Grants Spur Excellence



Dr. Ian Davis, Dr. Nancy Thomas, Bob Barnhill, Dr. Shelley Earp, Penny Barnhill and Dr. Clara Lee

This year marked the 25th anniversary of the UNC Lineberger Seed Grant Program, which gives researchers the opportunity to develop new and promising ideas for cancer research, early detection and prevention. In an increasingly competitive funding environment, seed grants play a critical role in accelerating novel ideas, helping new investigators get started and providing preliminary data to pursue large federally funded grants aimed at transformative breakthroughs in care.

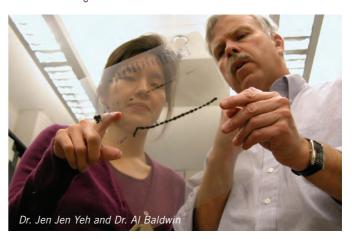
Funded primarily by private donors, the program has experienced exemplary successes and helped UNC become a top 10 institution for research funding. Over the last 25 years, 269 awards have been made totaling \$3.8 million. Thanks to private support, this year UNC Lineberger awarded eight grants ranging from \$25,000 to \$50,000.

Seed grants have a major impact on the careers of investigators and the advancement of cancer knowledge. After five years, more than 90 percent of grants have at least one research product and many have multiple National Cancer Institute or National Institutes of Health Ro1 (individual investigator) grants. This tremendous return on investment is fueled by the philanthropic support of UNC Lineberger donors.

Since the program's inception, donors have contributed more than \$6.5 million and established 32 permanently endowed, named seed grant funds. A key factor in the program's success was the Carolina Capstone Challenge in 2007, which raised more than \$2.6 million. Bob and Penny Barnhill of Tarboro, members of the UNC Lineberger Board of Visitors and leading in the challenge, says seed grants offer a rewarding way to give back. "Our family supports this program for two reasons—to help foster excitin early cancer research and to help UNC Lineberger retain good researchers whose work will ultimately make a difference."

Because of you... }

A Catalyst for Great I deas



With award recipients from a wide variety of departments and disciplines, the UNC Lineberger Seed Grant Program reflects one of UNC Lineberger's greatest strengths—multidisciplinary depth. The program gives young, bright researchers from across the cancer center—scientists like Jen Jen Yeh, MD; Ian Davis, MD, PhD; and Carey Anders, MD—the opportunity to establish a history of success and find answers to some of cancers biggest challenges. Dr. Yeh's 2006 seed grant of \$30,000 to study the RAS gene and genetic analysis in pancreatic cancers led to a \$1.2 million federal grant for pancreatic cancer research. Dr. Davis, who received a 2009 grant of \$50,000 to understand the genetics of Ewing's Sarcoma, an aggressive disease that disproportionately strikes young people, leveraged his grant into a breakthrough publication and more than \$600,000 in competitive funding including a V Foundation for Cancer Research award in honor of UNC Alumnus and ESPN commentator Stuart Scott. Dr. Anders won a \$50,000 seed grant in 2010 to support her work focused on improving survival for women with breast cancer brain metastases. This year, she was named one of six 2012 Damon Runyon Clinical Investigators in the country, a highly prestigious and competitive award for young scientists, which comes with a three-year, \$450,000 grant to further her research.

Donors to Seed Grant Funds

Anonymous

Mrs. Gerald W. Arney

Mr. and Mrs. Stephens L. Baldwin Jr.

Mr. and Mrs. Victor E. Bell III, Bell Family Foundation

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First Baptist Church of Wadesboro

Ms. Vickie Gibson

Greater Greenville Community Foundation

A Bright Light Fund

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Mrs. Carolyn S. Maddux

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Bill and Debbie Pappas

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Mrs. Nancy W. Sample

Mrs. Pearl Schechter. Schechter Foundation

Mr. and Mrs. Cecil W. Sewell Jr.

The Eddie and Jo Allison Smith Family Foundation, Inc.

Mr. J. Troy Smith, Jr.

Ms. Laurie M. Stegman

Dr. Michael A. Stegman

Mr. John K. Toal

Triad Golfers Against Cancer

Mrs. Beth Tuck

Mr. and Mrs. Stuart F. Vaughn

Mr. Charles P. Voss

Mr. William D. Whisenant and Ms. Kelly L. Ross

Cecil and Linda Sewell monniment monniment months and Linda Sewell monniment monniment monniment months and Linda Sewell monniment monniment months and Linda Sewell monniment monniment months and Linda Sewell months and Linda Sewell

For more than 10 years, Cecil and Linda Sewell of Raleigh, NC, have maintained a consistent and generous commitment to helping fight cancer with innovation. "There are so many bright people with so many bright ideas—but they have to get on the menu for federal funding," said Cecil.

Year after year, their gifts to the UNC Lineberger Seed Grant Program have propelled forward essential, early-stage cancer research. In an increasingly competitive funding environment, this support not only translates to new discoveries, but also gives UNC physicians and scientists a competitive edge.

"With the cutbacks in federal funding, I think the Seed Grant Program is more important than ever," explained Cecil. "We believe giving directly to the researchers makes the greatest impact. It's pretty amazing what goes on in Chapel Hill."

Cecil and Linda's involvement with UNC Lineberger traces back nearly two decades. Over the years they have supported their alma mater's cancer center in a variety of ways—from Linda making handmade decorations for an awareness event in their community to serving together on the Board of Visitors.

As volunteers, they gained a deeper understanding of the science behind the discoveries and had the opportunity to build relationships with seed grant researchers. "We were intrigued with the informative discussions at the board meetings," said Linda. "You really feel the passion of the presenters."

Although Cecil and Linda have not faced cancer personally, the disease ranks among their top philanthropic priorities. "We have been fortunate that we haven't been touched as closely as many," said Cecil. However, watching loved ones struggle with cancer has reinforced their dedication to UNC's cancer mission.

"We've had a number of close friends treated at UNC Lineberger and they could not have been welcomed with more open arms," said Linda. "We feel very blessed and are glad we can do something to help."



Lineberger Leadership Partners

A group of our most generous and committed supporters, Lineberger Leadership Partners are fundamental to the UNC Lineberger mission. Providing stability and support, their leadership annual gifts of \$1,000 or more enable UNC Lineberger to expand the resources and support programs available to patients, pioneer new advances in cancer treatment and gain a deeper understanding of the causes of cancer. We are deeply grateful to this special group of donors and are pleased to recognize their partnership with a number of recognition opportunities throughout the year.

Director's Club Reception

Dr. Shelley Earp, UNC Lineberger
Director and Professor, hosted an
exclusive reception for Lineberger
Leadership Partners Director's Club and
Director's Circle donors on Wednesday,
May 8 at the Ingram Collection in
Durham, NC. Donors who have given
\$10,000 or more to the cancer center in
the past year gathered to experience the
one-of-a-kind car museum, which houses
one of the most prestigious collections
of Porsche motor cars in the world. The
program included remarks from Dr. Lisa
Carey, Richardson and Marilyn Jacobs



Bob and Jeanie Ingram, who hosted this year's Director's Club Reception at their Porsche car museum

Preyer Distinguished Professor in Breast Cancer Research and Physician-in-Chief of the NC Cancer Hospital. We are grateful to Mr. and Mrs. Robert Ingram and Performance Auto Mall for helping make this event possible.

To learn more about the Lineberger Leadership Partners, visit www.unclinberger.org/llp or contact Kelly Mansfield at (919) 966-0442.







Richard and Linda Lupton of Westerville, OH, and UNC Lineberger board member David Routh of Chapel Hill, NC

UNC Lineberger board member Betty Ray McCain of Wilson, NC, with daughter Eloise Hassell of Greensboro and Bayly Hassell '14



Annual Lineberger Club Brunch and Basketball Game

Nearly 250 of UNC Lineberger's most generous donors gathered together for the 26th Annual Lineberger Club Luncheon on Sunday, March 3 at the George Watts Hill Alumni Center. The event recognizes Lineberger Leadership Partners, Partners (donors who give \$1,000 or more annually to UNC Lineberger) for their leadership commitment to supporting the cancer center's research, patient care, education and prevention programs.

Keynote speaker Lanier Swann inspired the crowd with a personal account of her experience with cancer. Lanier was treated for kidney cancer at UNC Lineberger and spoke eloquently about her journey and the importance of continued investment in cancer research, treatment and prevention. "There is a disease in this country that is stealing husbands from their wives, wives from their children and children from their futures," said Lanier. "I know that you guys care about that like I do. We can stop these stories from ending—but it is going to take some work."

Guests enjoyed food, a silent auction, and a visit from Ramses before cheering on the UNC men's basketball team to victory against Florida State. The brunch was graciously underwritten by Lee-Moore Capital Company, Café Carolina and CenturyLink.

Patient and Lineberger Club Brunch speaker Lanier Swann Hodgson with Dr. Eric Wallen, Dr. Matt Raynor and Dr. Shelley Earp.





Chris Smith of Chapel Hill, NC, and his father Eddie Smith of Grimesland. NC

Lanier Swann Hodgson

When Lanier Swann Hodgson imagined dancing at her wedding, she never thought it would be as a kidney cancer survivor. Yet she will forever cherish the meaningful dance with her father—albeit down a kidney—and is passionate about making sure others have the same opportunity.

"It is my greatest prayer that together we can continue to ensure more and more patients can dance," said Lanier. "So that one day we can celebrate that this disease has been robbed of its power to steal husbands from their wives, mothers from their children and dads from dancing with their daughters."

Lanier first learned she had cancer two years ago when a fierce pain in her abdomen prompted an emergency hospital visit. Although she was living in D.C. at the time, Lanier knew immediately where she wanted to be treated. "I need to go where my grandfather had fought the beast: UNC."

Before heading to UNC Lineberger for a laparoscopic procedure to remove her kidney, which had doubled in size due to her tumor, Lanier had an important stop to make. "I did what any good Tar Heel would do. I got in my car and drove to the ACC Tournament."

With her trademark determination, Lanier quickly recovered from a successful surgery but knows her cancer journey has only just begun. "It is never really over. I am scanned constantly and I never got my energy

back," explained Lanier. "But, most importantly, when you learn of someone else who has heard the same news as you, your world stops."

Lanier was quick to sign over her tumor, which she named Travom after two ex-boyfriends, to UNC Lineberger for research. Furthermore, she and a couple currently battling cancer are starting a foundation. "We want to help fund kidney cancer research like the research that's happening at Carolina, on my tumor that I happily left behind in a lab."

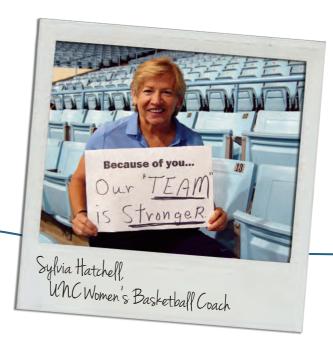
In support of Lanier's triumph over cancer and involvement with the kidney cancer community, her uncle and aunt, Eddie and Jo Smith, established the Lanier Swann Hodgson Kidney Cancer Research Fund at UNC Lineberger. The seed grant is a fitting tribute to Lanier, whose top priority is to save others.

"Kidney cancer is underfunded and under-researched. While cancer deaths are on the decline, kidney cancer deaths are on the rise," said Lanier. "We can stop this trajectory, but it is going to take some work."



UNC Lineberger Comprehensive Cancer Center

UNC Lineberger Comprehensive Cancer Center 2012-2013 Honor Roll of Donors



Each dollar given to UNC Lineberger is meaningful, and we are deeply thankful for the 6,560 donors who contributed \$5,596,162 to our Cancer Center in the past year.

Private support enables us to significantly increase the pace of discovery and pioneer new approaches to care—bringing us closer to our ultimate goal of making all types of cancer curable. Your generous contributions are making a difference every day in laboratories, clinics, hospital rooms and communities throughout our state. Thank you for sharing our commitment to fighting cancer with every resource.

The lists in this honor roll record the names of those who have led with gifts and pledges or \$100 or more to UNC Lineberger this year (July 1, 2012—June 30, 2013).

We have noted those generous supporters who have contributed as Lineberger Leadership Partners, or \$1,000 or more annually, for at least 10, 15, 20 and 25 years. We are especially grateful for their loyalty to UNC Lineberger and dedication to helping end cancer.

Director's Circle \$250.000+

Mr. and Mrs. L. Richardson Preyer, Jr. 10 yrThe V Foundation for Cancer Research 15 yr

\$100,000-\$249,999

Anonymous

Mr. and Mrs. Kenneth B. Lee Jr. Mr.* and Mrs. Otto H. Woerner

\$50,000-\$99,999

Dr. Alton E. James and Dr. Nancy Farmer
Hertog Foundation
KIOTI Tractor Division — Daedong-USA, Inc
River Landing Golf Association for Ladies (RLGALs)
Triad Golfers Against Cancer

\$25,000-\$49,999

Mr. Cyrus W. Aman Sr. Atlantic Corporation of Wilmington Bob Boyd Invitational Mr. and Mrs. Stephen A. Capps

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Mr. Owen Mitchell

Dr. Minhthu Nguyen and Mr. Padrick Barrett

Mr. and Mrs. Eddie C. Smith, Jr. 15 yr

Dr. Michael A. Stegman
Vs Cancer Foundation

Director's Club — \$10,000-\$24,999

Anonymous (3)

Mr. and Mrs. Robert A. Baillie $_{15\,yr}$

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A Bright Light Foundation

The Carolina Inn

The Cemala Foundation, Inc. 15 yr Chapel Hill Breast Cancer Research Foundation 15 vr Mr. and Mrs. G. Munroe Cobev Mrs. Elizabeth W. Cohen Coldwell Banker – Howard, Perry & Walston Mr. and Mrs. Herman Cone III 15 vr Mr. and Mrs. Neill A. Currie II 10 yr Curtis Media Group Floyd Fletcher Charitable Lead Annuity Trust Franklin Street Advisors The estate of Mr. and Mrs. S. Page Graham Mr. and Mrs. William E. Graham, III 10 yr Sheila and Nat Harris 20 yr Coach Sylvia R. Hatchell Mrs. Ae R. Kim Kulynych Family Foundation Inc Laboratory Corporation Of America Cocktails for Cancer Long Beverage, Inc. Morgan Creek Capital Management, LLC Drs. Martin J. and Ann Murphy The Pantry Foundation Mr. and Mrs. Brian L. Pecheles Mrs. Nancy W. Sample Sampson-Bladen Oil Company, Inc. The Mary Claire Satterly Foundation Mrs. Pearl Schechter. Schechter Foundation 25 vr Mr. and Mrs. Cecil W. Sewell Jr. 15 yr Mrs. Rebecca S. Thompson The Titmus Foundation, Inc. 20 vr Wren Foundation, Inc. Zeta Tau Alpha Foundation, Inc. 20 yr

Lineberger Leaders — \$5,000-\$9,999

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R. H. Barringer Distributing Co., Inc.
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Mr. and Mrs. Bruce A. Biggs 10 yr
BlueCross BlueShield of North Carolina 10 yr
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Dalton-Brand Foundation, Inc. 15 yr

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Dover Foundation, Inc.

Drs. Lawrence V. Howard Jr. and Lucille A. Howard

Mr. and Mrs. Thomas W. Hudson Jr., The Hudson Foundation 15 yr

Dr. Richard F. Hunt III, Dr. Amy W. Hunt and

Miss Charlotte Hunt
Mr. and Mrs. Richard L. Ingle
Mr. Stuart Jackson

Mr. Stuart Jackson Ms. Joyce R. Kline

Ladies Auxiliary to V.F.W., Dept. of NC 10 yr
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Ms. Dale Strickland 25 yr
Tanger Outlets — Mebane
The WTFC Organization
Mr. and Mrs. Jeffrey K. Tillman
Charlotte and Nick Weaver

Mr. and Mrs. S. Montgomery White Jr. 25 yr

Mrs. Margaret Williams. Chaucer Family Foundation 10 vr

Lineberger Advocates — \$2,000-\$4,999

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Mr. and Mrs. J. Michael Adair

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Mr. and Mrs. Jess Cary

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Mr. and Mrs. S. Hardy Duerson

Drs. Jo Anne L. Earp and H. Shelton Earp III 10 vr

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Mr. and Mrs. Cecil W. Harrison Jr. 15 yr

Mr. and Mrs. John L. Hatcher

Mrs. Julie Hoell

Mr. and Mrs. Jeff Hoffman Mr. Arthur L. Holmes Jr. Mrs. Dorothy B. Hubbard 7

Mrs. Dorothy B. Hubbard *10 yr*Mr.* and Mrs. Thomas Hudgens
Brandon Hunziker and Kyla Eggen
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Jim and Cathy Bivens

For Jim and Cathy Bivens of Albemarle, facing the diagnosis of Cathy's breast cancer at age 49 was devastating. A less than satisfactory experience with getting timely care prompted the Bivens to make a call to UNC Lineberger where they were quickly given an appointment.

Cathy recalls the first consultation with breast cancer surgeon Dr. Bill Cance and reflects: "I can't begin to describe how impressed Jim and I were with the entire oncology team at UNC. Even back then, you could see the multidisciplinary approach in action. When they proposed the treatment plan and said my prognosis was hopeful, I remember Jim squeezing my hand as tears rolled down my cheeks." Jim adds: "In our entire lives, this remains the best news Cathy and I have ever received."

The time was 1999 and the old Gravely building was the place where Cathy would undergo successful treatment, remaining cancer free ever since.

In gratitude for Cathy's care, the Bivens established a generous Charitable Remainder Trust. It was a planned giving instrument that made sense for them following the sale of a family business. The trust makes it possible for Jim and Cathy to draw interest income for life, while the balance reverts to the cancer center when they are gone. Recently, the Bivens made the decision to join the Lineberger Board of Visitors and had a chance to tour the cancer hospital. Seeing the new facility through the lens of a former patient in Gravely, Cathy's tears returned as memories flooded back. "It's funny, at the time I never thought of the old hospital as anything but the most beautiful place on earth...the people there made it so." ##

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Charlie Wolfe and Sandy Roth

For Charlie Wolfe and Sandy Roth of New York, choosing UNC Lineberger as beneficiary of their philanthropy was a logical choice. Charlie graduated from Carolina with a BA in 1965 and received his commission in the US Navy through the Naval ROTC program at UNC. After serving on active duty for four years, he moved to New York City to pursue a career in finance, remaining active there in the municipal bond business for the next thirty years. Sandy, a breast cancer survivor, knew of Lineberger's reputation as a rising star in the cancer research world. Although she received treatments elsewhere, Sandy felt a strong allegiance to Charlie's alma mater and the cancer center. Charlie and Sandy have several interests across the university and have provided generous annual support to the Ackland Art Museum, the Naval ROTC, College of Arts and Sciences, the Department of Neurology for Parkinson's disorders and the cancer center. A wonderful tradition they continue to honor is to support one another's causes. In 2005, Sandy made a generous bequest which she earmarked for breast cancer research at Lineberger. Together, Sandy and Charlie have also made planned gifts to their other UNC interests. While the couple resides in Manhattan, university events and good friends often bring them back to campus for visits. On such trips they have been able to tour the N.C. Cancer Hospital and visit with faculty and staff to stay up to date on the latest in medical research. Sandy and Charlie feel passionate about the leading-edge breast cancer research being done at Lineberger. "We are confident some of the most talented scientists in the country can be found there. The types of discoveries that are coming out of the center are incredibly exciting to us. We feel proud and privileged to support such promising work". Me

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UNC Lineberger Comprehensive Cancer Center

Bill and Debbie Pappas



Bill and Debbie Pappas of Raleigh, NC, share the same vision—to stop the devastating impact of cancer—and are both profoundly committed to helping UNC Lineberger progress toward this goal. However, their passion for contributing to the cancer fight is rooted in different places.

Debbie draws her

resolve from loved ones who cancer has taken too soon. "I lost some really close friends to cancer and because of them I got involved as a volunteer," said Debbie. "I wanted to learn more and to be helpful to patients and families."

As a lawyer, Bill has worked with a number of physicians, health care professionals and life sciences and biotechnology companies. These experiences have shown him the huge opportunities that exist for research to change the cancer conversation. "Although cancer has not affected our family, it affects almost every third person I have contact with somehow or another. Because of my background, I see the potential gain of cutting-edge research," said Bill.

By naming UNC Lineberger as a beneficiary of one of their retirement plan accounts, they were able to make a significant and meaningful gift that reflects their complementary perspectives. "One side of our gift underscores the real value of the research side," explained Bill. "Then, on the other side, both of us are very concerned about the way the hospital interfaces with patients—the people who are beneficiaries of that research and the wonderful technical skills the hospital has."

Recognizing that cancer is a multifaceted, pervasive disease, Bill and Debbie view their planned gift as an investment in future discoveries and progress. "Debbie and I think that by giving not only now, but also in the future with a planned gift, we are perpetuating the ability of the cancer center to do good things in treating and ultimately finding a cure for different kinds of cancer."

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Gerry and Judy Rogers



When Gerry and Judy Rogers of Raleigh, NC, were first asked to support UNC Lineberger, they knew little about their alma mater's cancer center. Intrigued, they took advantage of an opportunity to tour the N.C. Cancer Hospital—which at the time was still under construction—to learn more.

"It was incredible to go through the hospital," remembered Judy. "We got to see firsthand that it was bigger than just Chapel Hill. They had the technology to really make a difference and help people across the state," added Gerry.

Inspired by the tour, Gerry and Judy decided

to begin giving to UNC Lineberger as a Lineberger Leadership Partner. "We felt like the folks at Lineberger had a compelling story, strong leadership and were good stewards of their funds, so we agreed to make a contribution," said Gerry. "It wasn't huge, but it was significant to us."

Splitting their annual gift into automatic monthly contributions has enabled Gerry and Judy to continue giving at the Lineberger Club level for the past five years. "For us, giving monthly makes the most sense," explained Gerry. "Once you make that investment, it becomes a part of what you do."

Each year, the Rogers attend the Lineberger Club Luncheon and through this event have become further connected to the cancer center's mission. "We love hearing the patient stories and learning what our support really means to the people being touched," said Judy. But their favorite cancer success story is that of their son, Reverend John Rogers.

"Parents can never forget the faces of cancer," said Judy. "John recovered from Hodgkins over 10 years ago and celebrates life each day." Yet, after more than a decade, the emotions surrounding John's diagnosis and treatment remain close to the surface. Gerry recounted with vivid clarity the fear he felt while watching a nurse inject his son with medication conspicuously labeled poison.

For Gerry and Judy, these poignant memories are powerful motivators. "If we can do something to keep just one person from going through that, we're all for it." $\frac{1}{2}$

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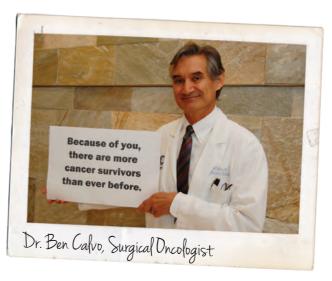
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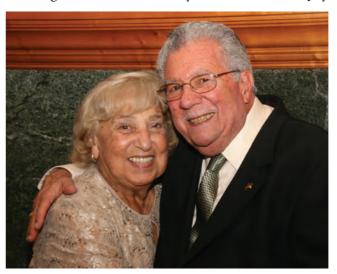
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Joe and Fran Mercolino

For Joe and Fran Mercolino of Melville, NY, their 60th wedding anniversary was all about family, friends and celebration. The joyous occasion also provided the perfect opportunity to pay tribute to their daughter Dianne Toal, who they lost to breast cancer in July 2004.



"We don't need anything," said
Fran. "We've been married 60 years
and are more than blessed. So we
included a small card in lieu of
gifts with our invitation that said
'A contribution in our daughter
Dianne's memory would be the
perfect way to commemorate our
day.' We knew it was the right
thing to do for Dianne."

As part of this meaningful celebration, 64 people contributed \$5,510 to the UNC Lineberger Comprehensive Cancer Center. All of the gifts supported the Dianne M. Toal Endowment Fund for

Cancer Research, established by their son who is an adjunct faculty member at UNC. Part of the UNC Lineberger Seed Grant Program, the fund enables researchers to pursue exciting new discoveries that lead to better methods of prevention, diagnosis and treatment.

The fund is a fitting tribute to Dianne, who battled breast cancer for 10 years. Mother of three daughters, Dianne was a strong proponent of accelerating new ideas like those funded by the seed grant named in her honor. "Any treatment that was up-and-coming or brand new, she would do it, including stem cell transplant," remembered Fran. "Her mantra was 'Every day I'm alive, my girls are one day older.' The girls were 6, 8 and 10 when she was diagnosed, and 16, 18 and 20 when we lost her."

Giving to the fund has become a family tradition for the Mercolinos and the Toals. Every Christmas, the family forgoes giving one another presents and instead makes contributions to Dianne's fund.

Joe and Fran, who are both breast cancer survivors, say they have a vested interest in supporting cancer research. "We have another daughter and seven granddaughters and a grandson, and we want all of them to grow old and healthy," Fran explained. "They have to find a cure for this horrific disease. I feel so strongly about this, and we will do whatever we can to continue to contribute to cutting-edge research. Our hope is that someday cancer will be a thing of the past."

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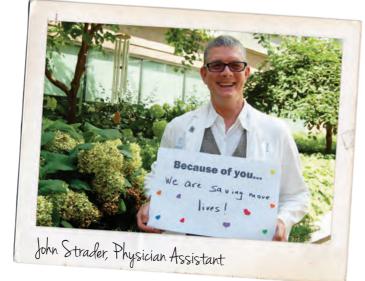
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Sarah Pink, Peggy Leatt and George Pink

Every time Sarah Pink came to the N.C. Cancer Hospital, she had to plan an extra 20 minutes to get from the front door to her appointment because so many of the nurses, doctors and staff wanted to chat or give her a hug.

Their compassion and support helped Sarah, who was diagnosed with acute lymphoblastic leukemia at age 26, fight through three years of treatment, four inpatient stays and a hip replacement. "It was easy to maintain a positive outlook because the staff cared so much," Sarah said.

Furthermore, it inspired Sarah's parents, George Pink and Peggy Leatt, to make a donation in honor of two members of the UNC Lineberger team—Peter Voorhees, M.D., and John Strader, PA.

"Our gift is but a small token of our appreciation to UNC Lineberger and to Dr. Voorhees and John Strader, in particular," said George. "These two remarkable individuals saved the life of our daughter, and we will always be grateful."

As UNC faculty, both George and Peggy have worked in and around the health care system for many years. Nevertheless, they were continually surprised and impressed by Dr. Voorhees' ability

to manage the complexities of Sarah's clinical care with empathy, responsiveness and understanding.

"Beyond his clinical expertise, Dr. Voorhees is one of the best listeners we have encountered," said George. "Despite being one of the busiest physicians we know, we have never felt rushed and he has always been exceptionally patient in explaining drugs and treatments."

John Strader earned a spot as one of Sarah's favorite people in the world—quite a feat considering he was responsible for performing a number of painful and unpleasant treatment procedures. "The number of times that John went way beyond the call of duty are too numerous to mention, particularly at times when Sarah was so very ill," said Peggy.

Sarah's final day of chemotherapy was a joyful occasion, with staff singing "Don't You Come Back No More" and "She's a Jolly Good Fellow." For George, Peggy and Sarah, it was also a day of gratitude. "We told Dr. Voorhees: 'We didn't want to go on this journey. But, given that we had to, we are glad we went on it with you."



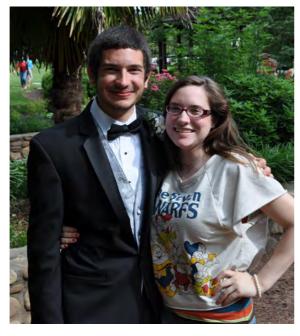
Paul Haarala

Paul Haarala, a high school student from Morganton, NC, wanted to challenge himself to give back. "I'm always trying to make myself a better person in whatever way I can," said Paul. "I like to help other people."

A tuba player, Paul thought his senior tuba recital was the perfect opportunity to raise awareness and support for cancer, a disease that has impacted a number of his relatives.

"My family has a long line of cancer history. The most influential for me was my grandfather. When I was in sixth grade, he passed away from brain cancer." Additionally, many of the men in Paul's life have struggled with skin cancer.

After researching several local nonprofits, Paul chose to support the **UNC Lineberger Comprehensive**



Paul Haarala with sister Christina Haarala, both of whom performed at a recital benefiting UNC Lineberger

Cancer Center based on a recommendation from his grandmother, a retired nurse who lives in Chapel Hill and worked at UNC. "I thought it was important to choose an organization in our state."

Paul set a goal of raising \$1,000 for melanoma research. "I don't have \$1,000 to give away, but I thought I could ask a number of people for small donations and it would really add up," he said. "I wanted to see what a difference one person could make."

More than 70 people from Paul's community attended the recital. Paul created informational fliers about the importance of melanoma research and set up a donation box for contributions.

Attendees could also buy a ticket to a dinner before the recital. Paul and his mother, Jenny Haarala, covered all costs of the meal so that all ticket proceeds would benefit UNC Lineberger.

Paul surpassed his \$1,000 goal and in doing so proved he could make an important impact with the help of people in his community. Next year Paul will attend Furman University on a scholarship from the music department.

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Memorial gifts provide a measure of hope during a time of loss and are a meaningful way to remember someone special who cancer has taken too soon. A heartfelt thank you to the many families who honored the loss of their loved one, listed below, by suggesting family and friends make contributions to support cancer research and care at UNC Lineberger.

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James "Jim" Peter Chris George D. Clayton III

Gloria Cowan Carol Craft

Robert "Bob" Crigler

Sue Dobbin Ronald Drum

Travis D. Everette

Betty Ann Chandler Garrett

Ronald Goldberg

Jack Hadler Louise K. Horton

Lynn Hutchinson Gary W. Johnson

Naomi Blizzard Johnson **Ernestine Joyner**

Myron "Mike" Kline Sylvia Lauterborn James West Mathieson, Jr.

Robert "Bob" Millikan

Connie Morgan

Darrell Newman David P. Phillips

Beth Pittman Joan Rimer

Paul Rock

Rosalina Rodriguez

Barbara Sellman

Mary E. Smith

Ann C. Sparrow

Morgan Throckmorton Gwendolyn "Gwen" Tyson

Catherine Vannostrand

Michael H. Waddell Debra Whited

Robert V. Williams

Otto Woerner

John M. Yates Janet B. Young

If you have lost a loved one and wish to request contributions to UNC Lineberger, you may include specific wording in the obituary notice, such as "The family requests that memorial contributions be made to the UNC Lineberger Comprehensive Cancer Center, CB #7295 UNC-CH, Chapel Hill, NC 27599-7295."

In Memory of Morgan Throckmorton

Wise beyond her years, Morgan Throckmorton knew the paramount importance of family in the cancer experience. Shortly before her passing, she reflected in a blog post: "Family is there to be your backbone when you feel like you can't make it on your own."

For Morgan, family was a very inclusive term. Diagnosed with colon cancer at age 22, Morgan leaned on a community of supporters—including her parents, church family, friends, boyfriend, classmates and relatives—as she courageously fought through five major surgeries and two and a half years of chemotherapy.

Morgan's parents, Romie and Karen Throckmorton, marveled at Morgan's ability to maintain a positive outlook. "Above all, with everything she was facing, she never said 'why me?" said Romie. "Whenever the doctors found another mutant gene,



Morgan would say: 'Of course you did, because I'm unique."

As her cancer progressed, Morgan's family expanded to include UNC Lineberger doctors and staff. "Morgan loved UNC and really connected with her doctors," said Romie. "They treat hundreds of patients but made Morgan feel like she was the only one. It must be in the DNA around here—everyone at UNC makes you feel like you are a part of their family."

In her final days, when her cancer had spread to her brain and lungs, Morgan's hospital room was filled to the brim with 34 people clad in purple, Morgan's favorite color. Because "Team Throck" had played such an important role in

her cancer journey, Karen insisted that the doctors discuss Morgan's prognosis with everyone in the room.

After her passing, Romie and Karen decided UNC Lineberger would be the most fitting beneficiary for those who wanted to make gifts in Morgan's memory. "Carolina had done so much for us," said Karen. "We wanted to raise some money for research to help us come to grips with this deadly disease." A true testament and wonderful tribute to Morgan's character, her friends and family contributed more than \$2,800 to support colon cancer research at UNC.

Morgan continues to impact the lives of her friends and family. "So many people say to me that Morgan helped them get through hard times," said Karen. "She always brought out the best in everyone and is still a blessing to so many of us." All

8th Annual Roy Williams' Fast Break Against Cancer



Coach Roy Williams with his physician Dr. Eric Wallen

A record 415 people attended the 8th Annual Roy Williams' Fast Break Against Cancer on October 12, enjoying breakfast on the floor of the Dean E. Smith Center while showing their support of UNC Lineberger.

Emceed by Tar Heel veteran announcer Woody
Durham, the morning kicked off with Coach Williams
sharing his personal experience at UNC Lineberger
following a recent cancer scare. Coach Williams credited
his physician team—including Dr. Eric Wallen—for
their attentive care and incredible support during what
he described as the scariest weeks of his life, when he
underwent surgery for a benign kidney tumor. Coach
Williams' story set the stage for Denver Nuggets coach
and two-time cancer survivor George Karl to share his
experience as a throat and neck cancer survivor as well as
his enthusiasm for supporting cancer research.

Following Coach Karl, Ted Seagroves, a longtime friend to Coach Williams and pancreatic cancer patient, introduced UNC Lineberger surgeon Dr. H.J. Kim. Dr. Kim informed the audience of recent advances in cancer research at UNC Lineberger and updated the group on leading-edge technologies that were making the jump from the lab to clinical applications.

As in previous years, one of the highlights of Fast Break was the legendary live auction. Everything from opportunities to sit on the bench during a home men's basketball game to the hood of a race car commemorating the Quicken Loans 2011 Carrier Classic were sold to the highest bidder. Bidding hit a fevered pitch when a replica of Coach Williams' Hall of Fame jersey went on the block.

Together, the sold-out crowd raised \$160,000, bringing the eight year total for Coach Williams' signature event to \$1.35 million to benefit cancer prevention, treatment, and research at UNC Lineberger.

Many thanks to presenting sponsor, Atlantic Packaging Corporation and Supply Solutions, for their loyal support and to all of the event sponsors who made the breakfast possible, including: The Carolina Inn, Curtis Media Group, Grady-White Boats, Long Beverage Inc., Morgan Creek Capital Management, WCHL 97.9/Chapelboro.com, and Blue Cross and Blue Shield of North Carolina.



Coach Roy Williams with Coach George Karl, Roi Holladay and Coach Joe Holladay



Coach Mike Fox and guests at the Men's Baseball Table

Turn the Town Pink

In October, local Chapel Hill businesses and organizations worked together to Turn the Town Pink in support of the Comprehensive Cancer Support Program at UNC Lineberger.

The month-long fundraising campaign kicked off with a special pink themed Friday on the Front Porch at The Carolina Inn, where 97.9 FM WCHL hosted a live broadcast highlighting upcoming Turn the Town Pink events.

Throughout the month, residents supported Turn the Town Pink in a variety of ways, including: purchasing decals at Johnny T-Shirt, La Vita Dolce, and other retailers; attending special pink-themed events, such as Fleet Feet's Diva Night, Ye Olde Waffle Shoppe's Breakfast for Dinner, and the Studio East 54 Zumbathon; relishing a day of beauty at Aveda; participating in the UNC student-led Dozen Doughnut Dash; cheering on student athletes at the UNC Soccer and Field Hockey games; competing in a best pucker contest at Mina's Studio; donating to the Chapel Hill Fire Department's Fill the Boot Drive; and, enjoying a plate of barbeque prepared by the agents at Coldwell Banker -Howard Perry and Walston.

Together, 48 groups participated in Turn the Town Pink, raising almost \$60,000 for supportive care services benefitting cancer patients and their families treated at UNC Lineberger.



Mina's Studio Best Pucker Contest



Pink Out Polk Place



Studio East 54 Zumbathon



Ye Olde Waffle Shoppe Breakfast for Dinner



Chapel Hill Fire Department Fill the Boot Drive



Aveda Beauty for a Cure Day

Coldwell Banker - HPW Pig Out for the Cure

Turn the Town Pink Participants

97.9 WCHL

Aveda Institute Salon & Spa

Blue Horn Lounge

Carolina Brewery (Chapel Hill)

Carolina Brewery (Pittsboro)

Carolina Parent Magazine

Carribou Coffee

Chapel Hill Courtyard by Marriott

Chapel Hill Fire Department

Chapel Hill Magazine and The Weekly

Chapel Hill-Carrboro Chamber of Commerce

Chapelboro.com

Coldwell Banker – Howard Perry and Walston

Courtyard Chapel Hill

Dina Porter

Dozen Doughnut Dash

Evos

Fleet Feet

11661166

Hadley Emerson

Jersey Mike's Subs

Johnny T-Shirt/The Carolina Store

La Vita Dolce

Mina's Studio

Monkee's of Chapel Hill

Morgan Rutherford

02 Fitness (Falconbridge)

Panera Bread Company

Performance AutoMall

Qdoba Mexican Grill

R&R Grill

Southern Village Pediatric Dentistry

Studio East 54

Sugarland

Tanger Outlet Center (Mebane)

TCBY

The Carolina Inn

The Crunkleton

The Daily Tar Heel

The Siena Hotel & II Palio Ristorante

TODAY ONLY

The Yogurt Pump

UNC Field Hockey

UNC Women's Soccer

Uniquities

Vespa Ristorante

Woods Charter School

Ye Olde Waffle Shoppe

Recognizing Our Blue Ribbon Partners

Blue Ribbon Partners is a new UNC Lineberger giving society recognizing our most loyal and generous community event partners. Members of this select group have hosted events benefitting the cancer center for three or more years, raising at least \$25,000 during this period. Through a wide range of creative fundraising events, these Blue Ribbon Partners have collectively raised an impressive \$1.63 million for UNC Lineberger Comprehensive Cancer Center!

Inaugural Class of Blue Ribbon Partners:

Bobby F. Garrett Esophageal Cancer Benefit Concert Bookmark My Words Boy Scout Troop 845 Chapel Hill Breast Cancer Research Foundation Cocktails for Cancer Coldwell Banker - Howard Perry and Walston Corona Cares John R. Isner

Pedal for Peds
RLGALS Swing for the Cure
Tanger Outlets
Tar Heel 10 Miler
Triad Golfers Against Cancer
UNC Basebald for the Cure –
UNC Baseball Team
Zeta Tau Alpha Sorority

Tar Heel 10 Miler

For the third consecutive year, UNC Lineberger was one of the charity partners for the Tar Heel 10 Miler and Fleet Feet Sports 4 Mile Run. On April 20, more than 5,200 people participated in the renowned event. The cancer center was represented by a team of runners and fundraisers who completed the challenging race course, meandering through campus and historic Chapel Hill neighborhoods before ending in Kenan Stadium. As Chapel Hill's largest annual race, this sold-out event raised \$10,000 for the cancer center.



(L-R: Lee Graves, Ned Sharpless, Jason Lieb, Bob Duronio and ZhuZhu Zhang)



8 Pedal for Peds

On September 15, the third annual Pedal for Peds bike ride toured cyclists through 50 and 28 mile routes in beautiful Carrboro and throughout Orange and Alamance Counties. This year, the event raised more than \$25,000 to care for children with cancer and blood disorders through pediatric cancer research, fellowship education, and other great programs like cancer survivor college scholarships, and food and gas cards for families.

(L-R Andy and Mary Stillman)

Coldwell Banker -Howard Perry and Walston

If you drove down East Franklin Street in Chapel Hill in early October, you probably noticed the 12-foot-tall pig in front of Coldwell Banker — HPW. The pink pig, Cureka, was created by local muralist Michael Brown to promote the real estate agency's annual Pig Out for the Cure BBQ luncheon. On October 18, the agents and their sponsors partnered with Gillis's Catering to sell more than a thousand plates of BBQ, raising almost \$15,000 for UNC Lineberger's Comprehensive Cancer Support Program.

(L-R Artist Michael Brown, Julie Amos and Randy Cox)



UNC Lineberger Community Events Across the State

We are grateful to the over 40 organizations that raised more than \$535,000 in support of UNC Lineberger through their community fundraising events. We've included a few highlights from this year.





Triangle Get Heeled 5K

The Get Heeled 5K family-friendly walk/run benefitting pediatric oncology at UNC Lineberger continues to be one of the most popular fundraising and awareness events for the cancer center. Voted Best 5K in the Triangle by Endurance Magazine, this year's race had more than 1,000 runners and raised almost \$30,000 for supportive care services for pediatric patients and their families. *Photos by: Heba Salama Photography*



Diggin' for the Cure in Wendell

When the KIOTI Tractor Division of Daedong-USA decided to take a dig against breast cancer, they took the fight on the road, auctioning two very special pink tractors at annual agricultural expos in Georgia and Kentucky. Together, the tractors and sales from pink-themed apparel raised almost \$55,000 for breast cancer research at UNC Lineberger.

This is the first year that the Wendell, NC, company fundraised for UNC Lineberger. In fact, the company leadership first learned about the cancer center from an employee who had a family member, Leslie Schreiner, employed at UNC Lineberger. After the KIOTI employee spoke with company leadership about the high-level research conducted at the cancer center, the company decided to put their support behind UNC Lineberger.

KIOTI Tractor CEO, Peter Dong-Kyun Kim, says, "Selecting a charity to donate the proceeds to was a challenging decision since there are many honorable organizations in our area. We feel strongly that UNC Lineberger will put these proceeds to great use by continuing to offer North Carolina breast cancer patients and their families the best treatment and support available."

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Seagroves Goff Tournament in Chapel Hill

When a member of the Seagroves family faces a challenge, it's a family affair.

So, it came as no surprise to anyone who knows these Chapel Hill natives that when Ted Seagroves was diagnosed with pancreatic cancer in Spring of 2012, his family did what they always do—they rallied together, committed to raise awareness of pancreatic cancer and the critical need for research support.

"I had a very positive experience at UNC. From diagnosis through treatment, the physicians and their teams took great care of me and of my family," Ted says. "To show our appreciation we decided to host a golf tournament and reception, benefitting UNC Lineberger."

According to Ted, his wife and children were instrumental in organizing the tournament and for making the vision a reality. Even Ted's grandchildren played an important role, selling bracelets for his supporters to wear as a symbol of solidarity during his treatment. Together, their efforts raised more than \$63,000 to fund vital pancreatic cancer research by Ted's physician at UNC Lineberger, Dr. H.J. Kim.

"Funding research is critical to improving the survival rates and quality of life for pancreatic cancer patients. So many people think that a pancreatic cancer diagnosis is a death sentence. I'm here to tell them that it doesn't have to be," Ted explains. "As a survivor, it is my job to advocate for

research and to be the voice for others who are no longer here to share their stories."

On October 12, 2012, the day of his golf tournament, Ted had an opportunity to do just that. His dear friend, UNC Men's Basketball Coach Roy Williams, asked Ted to speak at the 8th Annual Fast Break Against Cancer breakfast at the Dean E. Smith Center. Standing before a sold-out crowd of more than 400 people, Ted shared the story of his diagnosis, treatment and the critical need for cancer research.

Immediately following Fast Break, the entire Seagroves family went to the Chapel Hill Country Club, to cheer on more than 100 supporters as they played golf in support of their friend, Ted.



Dr. H.J. Kim and Ted Seagroves



Charlotte Hunt and her uncle, Kevin Rosemond

Serve for the Cure in Rocky Mount

In April, when most high school juniors are focused on finding a prom dress and studying for end of year exams, Charlotte Hunt dedicated her time to planning her sixth tennis tournament, benefitting UNC Lineberger. Having raised more than \$16,000 since starting Serve for the Cure in 2009, Charlotte is an old pro at raising money for cancer, specifically leukemia and lymphoma research.

The motivation behind her mission is strong. Both of her parents have battled cancer, as has her tennis coach and other close family and friends. A Rocky Mount native, Charlotte first learned about UNC Lineberger in April 2010 when her mother, who was diagnosed with leukemia, was referred to the N.C. Cancer Hospital to confirm the diagnosis. "Although it was a time of uncertainty and fear, UNC Lineberger's doctors and staff could not have been more supportive of my family and invested in my mother's health," she said.

As a result, Charlotte decided to fund research by organizing tournaments in her local community, "I saw giving to cancer research as my contribution to the cause in the hopes that other's loved ones will not be faced with the same predicament in the future."

From Charlotte's perspective, "Cancer

treatment at UNC is incredibly well coordinated with the patient and family's needs in mind. Each time I visit UNC Lineberger, I am impressed by the thoughtfulness in each person's words and the purpose behind every inch of the facilities."

A dedicated champion for the cancer center, Charlotte's passion for UNC Lineberger is contagious. Her enthusiasm has spread among her classmates at Episcopal High School in Alexandria, Virginia. Recently, they hosted a tournament to educate teenagers about cancer awareness and to raise money for leukemia and lymphoma research at the cancer center.

"I would strongly encourage everyone who is able to make a gift to UNC to do so," urges Charlotte. "Every gift is useful."

Pitching Towards a Cure in Cherry Point



Marine Lance Cpl. Cory D. Polom is no stranger to cancer. He has friends and family members who are survivors. In fact, his cousin is a two time survivor of pediatric cancer. However, he was in no way prepared for how cancer would impact his life in multiple, heartbreaking ways during a three month period in 2012.

In early August 2012, his grandfather passed away from liver cancer. Later that month, his father-in-law died as a result of lung cancer. Finally, when his uncle lost a two year battle with throat cancer right before Thanksgiving 2012, Cory decided it was time to take a stand against cancer.

Cory's uncle was very influential in his life, especially in supporting his talent in baseball. He explains, "Following my uncle's passing in November, I vowed to use the gift God gave me as a baseball pitcher to support the fight against cancer."

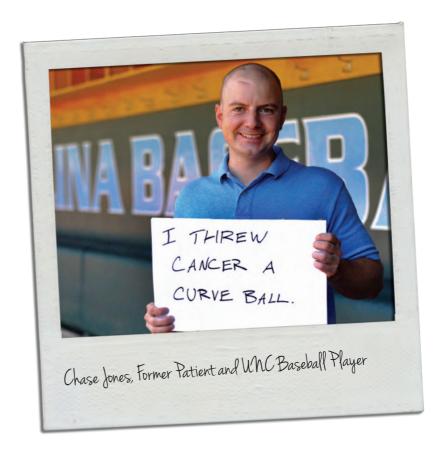
At the time, Cory was serving as a Public Affairs Combat Correspondent at the Marine Corps Air Station in Cherry Point. Not a native North Carolinian, Cory asked friends and co-workers in his local community which was the best

cancer center in the state. After learning more about their recommendations, Cory was most impressed by the research being done at UNC and selected UNC Lineberger as the beneficiary for his fundraising efforts.

"Three of my family members died this year of different cancers so it was important for me to support all types of cancer." According to Cory, "I wanted to donate locally so that I could maximize the impact in my own community."

On March 23, 2013, Cory pitched more than 700 balls over an 8 hour window and baseball players of all levels donated \$5 for an at-bat against him. The event was a homerun—raising \$1,074 for cancer research at UNC Lineberger.

Cory encourages others to follow his lead in taking action in support of cancer research, "Everyone has been affected by cancer—family, friends, neighbors, everyone. My family was hit especially hard this year and it felt good to do something about it."

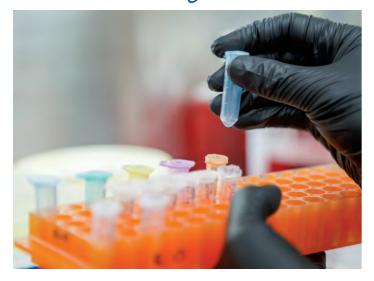


Calling All Community Event Organizers!

Interested in planning a fundraising event to benefit UNC Lineberger? Contact Jennifer Bowman, Special Events Coordinator, at (919) 966-5905 for an event toolkit, guidelines and more information.

UNC Lineberger Comprehensive Cancer Center

UNC Lineberger Research



UNC Leaders in international program to map genetic changes in 20 cancers

UNC Lineberger scientists are making major contributions to a National Institutes of Health research program called The Cancer Genome Atlas (TCGA), a groundbreaking effort to genetically characterize the entire genome of 20 different cancer types. TCGA involves scientists from around the world.

The TCGA project is a direct follow-up from the Human Genome Project. Using the data from the TCGA, researchers worldwide will have a common reference when studying the genomics of cancer.

Neil Hayes, MD, MPH, and Charles Perou,

PhD, lead research teams reporting their major findings about the glioblastoma multiforme brain tumors, breast, lung, and head and neck cancers.

Researchers from
UNC Lineberger also
play a major role in
other TCGA projects,
including Todd Auman,
PhD, writing team
member for the colon
and rectal tumor project
and Kimryn Rathmell,

MD, PhD, who is part of the writing team for the clear cell renal carcinoma project.

In the prestigious scientific journal *Nature*, Charles Perou and others reported their genetic characterization of breast tumors, including finding some of the genetic causes of the most common forms of breast cancer and providing clue for new therapeutic targets as well as identifying a molecular similarity between one sub-type of breast cancer and ovarian cancer.

Dr. Perou, the May Goldman Shaw
Distinguished Professor of Molecular Oncology,
said, "Through the use of multiple different
technologies, we were able to collect the most
complete picture of breast cancer diversity ever.
These studies have important implications for
all breast cancer patients and confirm a large
number of our previous findings."

A Public Library of Science ONE article describes work on understanding molecular

subtypes of head and neck cancer. Senior author Neil Hayes explains, "Cancer is a disease caused by alteration in the DNA and RNA molecules of tumors. A cancer results when broken molecules initiate a cascade of abnormal signals that ultimately results in abnormal growth and spread of tissues that should be under tight control within the body.

"However, most common tumors have relatively little information in the public record as to how these signals coordinate to create different patterns of abnormalities. This study is among the largest ever published to document reproducible molecular tumor subtypes. The subtypes we described represent attractive models to understand and attack cancers for

treatment and prognosis."

A third paper by UNC and other scientists, also published in *Nature*, reported the discovery of potential therapeutic targets for lung squamous cell carcinoma and describe changes in DNA that are important to the initiation and progression of lung cancer.

Francis Collins (MD, UNC School of Medicine '77), PhD, summarized, "With these findings, TCGA researchers have set the stage for the development, testing and implementation of advanced diagnostics and therapeutics for lung squamous cell carcinoma. These findings also underscore the power and value of our nation's investment in The Cancer Genome Atlas."



Neil Hayes, MD, MPH, and Charles Perou, PhD

Finding effective treatments and better outcomes for prostate cancer patients



Ronald C. Chen, MD, MPH

Every year, more than 29,000 men die from prostate cancer. With 238,000 new cases diagnosed each year, effective treatment and detection is crucial to treatment of the disease.

At UNC Lineberger, Ronald Chen, MD, MPH, and Paul Godley, MD, PhD, are leading a team of researchers from UNC Lineberger and UNC's Cecil B. Sheps Center for Health Services Research to conduct comparative effectiveness research comparing different management strategies for localized prostate cancer.

The team has received \$3.3 million from the Agency for Healthcare Research and Quality to fill gaps in evidence about which treatments are most effective. They are recruiting patients in North Carolina in different age groups, ethnicities, socioeconomic status and disease risk groups and will follow them to determine outcomes of their treatments over time. They will also examine outcomes in African American patients and those living in medically underserved areas and look at how differences in patient demographics affect their treatment selection and outcomes, including disease control, survival and quality of life.

Dr. Chen's research into the outcomes of African American patients has found that African Americans experience longer delays between diagnosis and treatment than other ethnicities. The study, the first published population-based examination of racial disparities in prostate cancer treatment delay, used data from Medicare patients to compare the treatment of 2,506 African American and 21,454 Caucasian patients diagnosed with early prostate cancer from 2004 to 2007. The data showed that, on average, African Americans experienced a seven-day longer delay in treatment. Such delays may have an impact on the survival of men with prostate cancer.

"Other studies have shown that African American men are less likely to get screened, they get diagnosed with more advanced cancers, and they are less likely to get aggressive treatment when they are diagnosed. Now we have shown that African American patients also wait longer for treatment. I think all of these disparities together add up to contribute to a worse long-term survival outcomes for African American patients," said Dr. Chen.

Unique UNC Lineberger Program Helps Single Fathers Due to Cancer

An estimated 20,000 men annually lose their wives/partners to cancer and face the simultaneous challenges of managing their own grief while learning how to be a single parent to a grieving child. Although support groups for all



Justin Yopp, PhD, and Donald L. Rosenstein, MD

types of cancer patients and survivors exist, there are none designed specifically for this group of single parents.

Two UNC Lineberger faculty identified this need and developed a program called Single Fathers Due to Cancer.

The program, the first of its kind in the United States, provides support and resources

for these men and their children. (www. singlefathersduetocancer.org. Begun in 2010, Single Fathers Due to Cancer features peer advice on practical issues as well as professional counseling from the program directors, Dr. Don Rosenstein and Dr. Justin Yopp.

One father says, "You see people dealing with the same issue you're dealing with so you don't feel alone. So, if someone else has found something that works with a kid or worked with grief, I think to myself, 'I may try that."

Don Rosenstein, MD, professor of psychiatry and director of the UNC Comprehensive Cancer Support Program, explains, "The experiences of the current support group illustrate that men in crisis, when given a safe and supportive environment, express deep emotions, establish psychological bonds with other men, and use those connections and encouragement for healing."

Drs. Rosenstein and Yopp have developed a website that includes resources and videos with several of the fathers addressing issues ranging from "The Wedding Ring Thing" (whether and when to stop wearing their wedding ring) to "Get Yourself Together, Man" (dating).

Dr. Yopp explains, "We launched the website to help with this common but virtually ignored challenge for families affected by cancer. The site also includes a research survey that fathers are invited to complete so that we can learn more about their coping and adjustment needs and then develop more resources to help."

Single Fathers Due to Cancer has been featured on the NBC "TODAY Show," in health writer Jane Brody's column in the *New York Times*, in *USA Today* as well as other local and regional media.

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Bioluminescent mice provide window into aging and cancer



Ned Sharpless, MD

A team led by Norman Sharpless, MD, Wellcome Distinguished Professor of Cancer Research and Deputy Cancer Center Director, has developed a new tool that will allow researchers greater insight into aging and cancer bioluminescent mice.

The mice have been bred with the bioluminescent gene from a firefly to glow when the gene for a protein known as p16INK4a (p16) is activated. The p16 protein plays a role both in the formation of cancerous tumors and normal aging. The university will offer the mice for researchers studying cancer and aging, and Dr. Sharpless expects that they will provide researchers with valuable insights into both biological processes.

For cancer researchers, the mice serve as a window to the formation of a tumor from its earliest stages. Using the mice, Dr. Sharpless observed the earliest recorded observations of neoplasia—the abnormal divisions of cells that lead to cancer.

In aging, the mice can serve as an effective tool to measure how different substances and environmental changes impact aging. This type of gerontogen testing could lead to the development of ways for toxicologists to measure how substances accelerate aging in the same way that researchers can currently account for cancer-causing effects.

Mouse models such as these can greatly accelerate research into human diseases. Human trials take far longer to develop results, while the shorter lifespan of the mice allows researchers to track the development of a disease for a lifetime and across generations in the same timeframe that it would take to conduct a single human trial.

The Sharpless Lab has already had a surprising finding using the P16 mice. In experiments with genetically identical mice fed the same diet and kept in the same conditions, the researchers found that the aging process was different for each mouse. That suggests that aging is the result of processes more complex than just genetics and lifestyle.

The Berryhill Society

In 2003, the Medical Foundation of North Carolina, Inc. created the Berryhill Society to recognize those individuals who have provided for the School of Medicine through a planned gift from their estates. This recognition society is named for the late W. Reece Berryhill, longtime dean and leader at the School of Medicine.

At UNC Lineberger, planned gifts can leave a legacy in your name or honor someone important to you. We honor and recognize the following supporters who have generously included UNC Lineberger in their estate plans. We extend a special welcome to our newest members, whose names are bold.

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Mr. and Mrs. Zack Bacon

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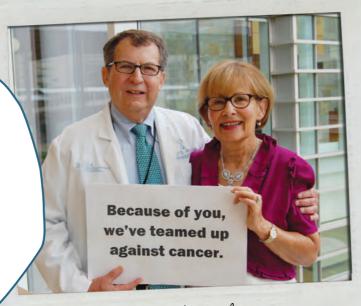
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