



American Association
for Cancer Research®

FOUNDATION

PHILANTHROPY BRIEF

FALL 2020

Letter from the Chief Philanthropic Officer

The COVID-19 pandemic has had a profound effect on the world today. At the American Association for Cancer Research (AACR), we've seen how the COVID-19 pandemic has greatly affected our 47,000+ members. We remain committed to bringing together the greatest minds in cancer science to drive progress against cancer while we also now consider how our expertise and resources can help cancer patients and the medical community as they face the threat of COVID-19.

To that end, the AACR has undertaken a number of initiatives, including the creation of a COVID-19 Task Force, the addition of special sessions on COVID-19 and cancer at our recent AACR Virtual Annual Meetings, hosting a special virtual conference that focused on COVID-19 and cancer, and an online COVID-19 and Cancer Resource Center that is free to access for the duration of the pandemic.

COVID-19 has also impacted how we conduct our work as many of our conferences and events have transitioned to online platforms. In April 2020, the AACR held the first of our two-part Virtual Annual Meeting. This best-in-class scientific conference was held in lieu of our in-person Annual Meeting, which was rescheduled due to the global Coronavirus pandemic. The response to this first meeting was tremendous, drawing more than 61,000 registrants from 140 countries. The AACR Virtual Annual Meeting II was then held in June 2020 and covered the latest discoveries across the spectrum of

cancer research, including special sessions on COVID-19 and cancer as well as cancer care disparities.

The AACR also brought its fundraising events online by offering fun and innovative opportunities for people to help from the safety of their own home or neighborhood. Our virtual runs, fitness challenge, and gaming fundraiser proved successful in rallying supporters from all over the globe to raise essential funds for cancer research.

As we navigate this pandemic, AACR supporters, cancer patients and survivors, cancer scientists, and oncologists form a team that makes the biggest impact possible. Our members working on lifesaving cancer prevention and cures, and those now deployed on a global scale to battle COVID-19, are creating something that is greater than the sum of its parts: better, longer, and healthier lives for us, our loved ones, and all cancer patients.

We're all in this together. Please show your support by donating to the AACR at AACR.org/Donate.

Remember, cancer doesn't stop because of COVID-19, and neither do we.



Mitch Stoller
AACR Foundation,
Chief Philanthropic
Officer

Players vs. Cancer



Players vs. Cancer (PvC) is an initiative launched in late 2019 to engage the gaming community and benefit the AACR by raising support and awareness about lifesaving cancer research. In recognition of the gaming community's commitment to supporting charitable causes, PvC is building an online community of gamers, viewers, developers, and others.

In June 2020, PvC hosted their first charity livestreaming event, PLAY to End Cancer. Over three days and 20 total hours, the livestream brought together scientists, cancer patients, and gamers to raise awareness and funds for vital AACR programs. Guests on the stream discussed the importance of big data in cancer research, challenges, and opportunities for young investigators in cancer science, patient advocacy, and the important role philanthropy plays in cancer research. PLAY to End Cancer garnered over 200,000 unique viewers and raised more than \$5,500.

Learn more about PvC by visiting PlayersvsCancer.org.

Choosing Hope and New Perspectives During the Pandemic

Life has changed for virtually everyone during the COVID-19 pandemic; this includes cancer scientists, survivors, and their families. The American Association for Cancer Research (AACR) continues to engage our member and survivor networks for their insights and to learn how to best support them. We recently checked in with Jill Hamer-Wilson, a survivor advocate who is an alum of the AACR Scientist↔Survivor Program® (SSP) and who is living with ALK, a rare form of lung cancer.

Jill credits much of her effectiveness as an advocate to her participation in the AACR SSP because it gave her credibility that opened doors to important work in Canada and around the world. As someone who has benefited from one treatment extending her life long enough for there to be a new treatment approved that then improved her life, and so on for nearly seven years since her initial diagnosis, Jill truly knows that cancer research can be the difference between life and death. She collaborates with a community of lung cancer advocates in Canada with a desire to work together to make a difference.

One of her greatest griefs in this pandemic is not being allowed into the Cancer Center in Ottawa, Canada where she first mobilized a team to man an information



table on World Lung Cancer Day two years ago. “Cancer patients are inspired and encouraged to see how healthy we are,” Jill explains, referring to the importance

of the in-person connections she and other volunteers, most of whom are cancer survivors, got to have with the cancer patients until COVID-19 precautions kept them from volunteering.

Jill recognizes other challenges resulting from the pandemic, such as some research slowing down, clinical trials not launching as planned, and some of the projects she was working on being paused. So, she’s shifted focus to determine how to be strategic in these times. Rather than focusing on the disappointments, she and her teammates choose to look for opportunities. And they are finding them.

Jill states confidently, “COVID hasn’t stopped us.” At the AACR, we stand with her, other advocates, cancer survivors, and their families, as together we face this new set of challenges in our pursuit of treatments and cures for all types of cancer. We know that COVID-19 won’t stop us either.

The AACR’s 48,000 members worldwide have been at the forefront of every major advance and breakthrough in cancer research, prevention, detection, treatment, and cures. Donations help us ensure that this work continues during the pandemic and into the future.

Donate today at AACR.org/Donate.

A Company-Wide Movement Against Cancer

IPS-Integrated Project Services, LLC, a technical consulting, architecture, and engineering firm in Blue Bell, Pennsylvania, wants to play a larger role in driving progress against cancer. To that end, they partnered with the American Association for Cancer Research (AACR) to develop a Corporate Social Responsibility (CSR) initiative that engages their employees in raising awareness and funds for cancer research. The collaboration also aligned with an IPS corporate initiative to promote employee wellness.

One of the first activities was a “Pink Out” dress-down day fundraiser on October 16, 2019 during Breast Cancer Awareness Month. Shortly after, Shannon Gallagher-Colombo, PhD, from the AACR, spoke to employees during a company-organized Lunch and Learn. She shared information about the latest advancements and progress against cancer based on findings in the *AACR Cancer Progress Report 2019*.

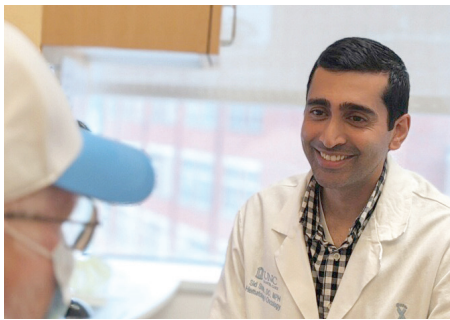


“Our corporate mission is to enable our clients to create and manufacture lifesaving products around the world,” said Dianne Hart, global vice president and chief human resources officer at IPS. “So, the partnership with the AACR is a special one for us. It provides our employees the opportunity to collectively rally around a positive philanthropic initiative to help accelerate the prevention and cure of cancer.”

IPS hopes their collaboration with the AACR will help raise awareness of the disease and offer opportunities for the company to unite with other corporations in support of cancer research. They plan to develop more activities and virtual events to promote their involvement with the AACR.

To learn more about how corporations get involved with the AACR, visit AACR.org/UNITE.

An Amazing Opportunity



Siddharth (Sid) Sheth, DO, MPH, offers a first-person take on receiving the AACR-AstraZeneca Immuno-oncology Research Training Fellowship.

During my medical oncology fellowship at the University of North Carolina (UNC), I explored research interests to complement my clinical focus on head and neck cancers. After much soul-searching, I determined that my great passion was developing and leading early-phase clinical trials. Fortuitously, I received an email about a new program—the Immuno-oncology Research Training Fellowship sponsored by the American Association for

Cancer Research (AACR) and AstraZeneca. I applied for and was accepted as the program's first participant.

In July 2018, I moved to Gaithersburg, Maryland, home of AstraZeneca's U.S. headquarters. Leaving UNC's nurturing academic environment for an unproven industry-led program was unsettling. However, the opportunity to work with AstraZeneca's clinical development team and participate in their expansive and innovative immuno-oncology portfolio was too appealing.

During my fellowship year, I was placed on three investigational immunotherapy programs that were being evaluated in early-phase clinical trials. I was mentored by accomplished clinicians and scientists who were committed to maximizing my experience.

In one year, I achieved tangible milestones. I helped interpret clinical trial data and completed manuscripts for publications. I reviewed clinical concepts submitted by external investigators and even proposed trial concepts of my own. With the help of a great team, I led efforts to evaluate the

safety and efficacy of re-treatment with durvalumab (Imfinzi) in solid tumors. This work resulted in an oral presentation at the 2019 European Society for Medical Oncology annual meeting and a first author publication in the *Journal for ImmunoTherapy of Cancer (JITC)*. Perhaps most importantly, I learned how to think about clinical trials from industry's perspective. While I ultimately returned to UNC to commence my professional career, I firmly believe that advancements in oncology depend on close collaboration with industry.

I am extremely thankful to have participated in the AACR-AstraZeneca Immuno-oncology Research Training Fellowship. I encourage all interested oncology trainees to consider this amazing opportunity!

Siddharth Sheth, DO, MPH was awarded the Scholar-in-Training Award from the American Association for Cancer Research and American Head and Neck Society (AACR-AHNS) in 2018. He works at the UNC School of Medicine in Chapel Hill, NC as the Assistant Professor of Medicine in the Hematology/Oncology Division.

Running for “Popi”: The Youngest AACR Runner for Research

Over the past four decades, Daneen Marchiano's family has provided her neighborhood with authentic Italian specialty breads and tomato pie. She is the general manager of Marchiano's Bakery in the Manayunk neighborhood of Philadelphia. The family-run bakery has been in business since 1984.

In recent years the Marchiano family has been repeatedly touched by cancer. Daneen's mother, Kathy, is a lung cancer survivor who was diagnosed in 1996. In 2012, Daneen was devastated to learn that her father, Frank Marchiano Sr., was diagnosed with metastatic prostate cancer. Frank has been fighting it ever since.

Daneen felt compelled to make a difference in the fight against cancer and joined the AACR Runners for Research team in 2018. Her nephew, Jace, who was only three years old at the time, also joined the team and ran the Dunkin' Munchkin Kids Fun Run in honor of Frank, his beloved “Popi”—becoming the youngest participant on the AACR Runners for Research team.

Daneen ran the Dietz & Watson Half Marathon event with the AACR Runners for Research team in 2019. It was Daneen's second time running that race. She raised \$1,300 dollars and Jace raised \$1,100 running the 2019 Dunkin' Munchkin Kids Fun Run.

“Jace and I really do run with a passion for my dad, though we've seen how [cancer] affected our whole family,” Daneen said. “It's different when you run for a purpose.”

Today Jace is five, but even at that young age he understands why they are running.

Daneen describes him as wise beyond his years. “He understands that Popi is sick, and we run for cancer research in honor of my dad,” she explained. “He doesn't want people to be sick.”

Though the 2020 Philadelphia Marathon weekend was cancelled in 2020, Jace and Daneen are still fundraising—and plan to run in 2021. “We want to make sure no daughter and grandchild feel the way we feel,” Daneen said.

Visit [Runners4Research.org](https://www.runners4research.org) to learn more.





Philanthropy that Works for Your Life

The AACR understands that each person and each stage of life is unique. We greatly appreciate the support of our donors and we want to be sure we offer you ways to continue to partner with us in our work while also recognizing that your philanthropy must fit your situation. Here are some options of ways to give today or include us in your legacy planning.

Giving Through Your IRA

The IRA charitable rollover, or qualified charitable distribution (QCD), is a tax-wise giving option for donors age 70 ½ and older. The tax law allows eligible individuals to transfer up to \$100,000 tax-free from an IRA directly to a charitable entity, like the AACR.

Giving Through a Donor-Advised Fund

A donor-advised fund (DAF) is a simple, flexible, and tax-efficient way to support the mission of the AACR. Consider recommending the AACR as an organization to support through your donor-advised fund. The sponsoring organization of your DAF will handle all the record-keeping, disbursements, and tax receipts, allowing you to simplify your charitable giving and focus on your philanthropic goals.

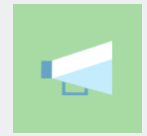
Planning Your Legacy

The AACR partnered with FreeWill to provide you the ability to write your legal will for free. August was National Make-a-Will Month, but it's not too late to get started. For most people this process only takes 20 minutes.

To learn more about planned giving, visit [AACR.org/PlannedGiving](https://aacr.org/PlannedGiving).

CONTACT INFORMATION

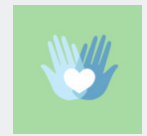
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ADVOCATE

Learn how you can help raise awareness at [AACR.org/Advocate](https://aacr.org/Advocate).

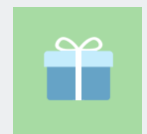
Be a powerful voice for lifesaving cancer research by contacting policymakers in Congress or encourage and inspire others by sharing your own cancer story.



PARTICIPATE

Get involved by visiting [AACR.org/Action](https://aacr.org/Action).

From San Diego to Syracuse, thousands of people are running, walking, and volunteering to support the AACR.



DONATE

Please donate today at [AACR.org/Donate](https://aacr.org/Donate).

Donate today to help us achieve our goal of a world without cancer.

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