



Case for Support



Maine Cancer Foundation: *The Mission*

Maine Cancer Foundation (MCF), founded in 1976, is a nonprofit organization dedicated to improving the health and well-being of Maine people by funding cancer research, education and patient support programs. 100% of funds raised remain in Maine.

The Case for Support:

Funding research and finding hope for the people of Maine

Each year, 8,000 men, women and children in Maine will be diagnosed with new cases of cancer. This is an astonishing number – in the next five years, nearly two percent of Maine residents will be diagnosed with cancer.

But cancer is not winning. Maine is home to some of the world's leading cancer researchers. They are drawn to Maine for its beauty and resources and because Maine Cancer Foundation has made a commitment to fund progressive, innovative programs aimed at discovering a cure.

Maine Cancer Foundation recognizes that a cancer diagnosis affects not only the patient, but also his or her family, friends, workplace and community, taking a tremendous toll. Cancer is a complex disease with more

than 130 variations. Each type of cancer has its own signature characteristics amplified by a person's unique genetic makeup.

While there may never be one single "cure" that eliminates cancer from our reality, many steps have been taken, and more will be made, to lessen the impact of cancer and extend life. For over 30 years, Maine Cancer Foundation has provided early funding for research leading to insights, results and further inquiry. And because we know research alone is not enough, Maine Cancer Foundation is a critical source of funding for education and patient support programs.

Hundreds of cancer patients and their loved ones have benefitted from Discovery Weekend, a retreat offering emotional and spiritual support.



Our History of Support and Success

Often, when a loved one is lost to cancer, family members feel compelled to act. This is at the heart of Maine Cancer Foundation. The Foundation was founded by a small group of Maine citizens who, finding no organization in Maine with a commitment to keep 100% of funds in the state, founded a new nonprofit in 1976 to do just that. Originally known as Maine Cancer Research and Education Foundation, the new charity was managed by a volunteer board that made distributions each year while seeking to grow revenue from memorial and annual gifts and grants.

The charity underwrote an incredibly meaningful program, Discovery Weekend, for 25 years. Long before support groups were as commonplace as they are today, the founders identified an unmet need for patient education and understanding. At Discovery Weekend, patients and their loved ones gathered for a safe and welcoming experience that recognized the impact of cancer. Thousands of people in the midst of their cancer journey attended, finding strength and hope for the days ahead.

1980s – The Early Years

Early on, the Foundation was volunteer-managed, receiving memorial gifts, business and foundation support. The Board of Directors would answer requests for assistance throughout the year. In addition to underwriting Discovery Weekend, the Foundation stood ready to meet the needs of Maine providers and patients.

During the 1980s, the science of molecular biology was undergoing rapid development. All cancers are diseases of unregulated genes. Physicians on the board of MCF were anxious that cancer patients within the state of Maine benefit from whatever scientific applications this science had to offer. Because of the rapid development of this branch of science, it was determined that the Foundation could and should play an active role in the professional education of physicians, nurses and others in the application of DNA-based science.

1990s – Opportunity

The Board of Directors in 1992 agreed the Foundation had a more significant role to play in the fight against cancer in Maine. An office in Portland was opened and a grant secured to hire the Foundation's first staff person, an Executive Director. A plan was implemented that created a more well-rounded annual campaign. In addition to gifts, memorials and grants, special events were added to the menu. The Foundation joined Community Health Charities, which provided access to workplace campaigns. Not only did events raise additional revenue, but they introduced hundreds to the organization.

With more assets, MCF was able to fund more programs, including an annual symposium for oncology physicians and nurses. Requests for modest equipment purchases were met. An innovative program to integrate cancer genetics into patient care was funded for several years until it was incorporated into practice. Understanding familiar predisposition and its implications for increased



Maine Tri for a Cure and Mary's Walk have introduced many new donors to the Foundation while generating substantial dependable revenue.

risk was a new field of study and quickly embraced by MCF. With more and more genetic links identified, the Foundation established and presented an education program, first for providers and later for the public.

In 1998, the Foundation's second Executive Director was hired, and more ambitious plans to fundraise were adopted.

2000s – Growth

Early in 2000, Maine Cancer Research and Education Foundation's name was shortened to Maine Cancer Foundation. A unique logo was adopted, and the Foundation's grant-making policy evolved. Now, applications were welcome from nonprofit organizations in Maine seeking to advance cancer research, education and patient support.

Research was a defined priority with a majority of funds allocated to its pursuit. Requests for funding for scientists at institutions in Maine, among them the Jackson Lab, MMC Research Institute, Maine Institute for Human Genetics, University of Maine and University of Southern Maine, arrived in greater number. An independent panel of Ph.D.s and M.D.s reviewed increasingly more complex proposals. A majority of research conclusions are published,

and a number achieve additional national funding. Beyond research itself, MCF helps foster a dynamic research cluster in Maine and benefits economic development.

In order that funds meet a wide range of needs, MCF institutes a cap on the amount available to any single education or patient support grant. MCF funded activities reach thousands of people each year, enabling health promotion efforts, providing professional education and sustaining support programs.

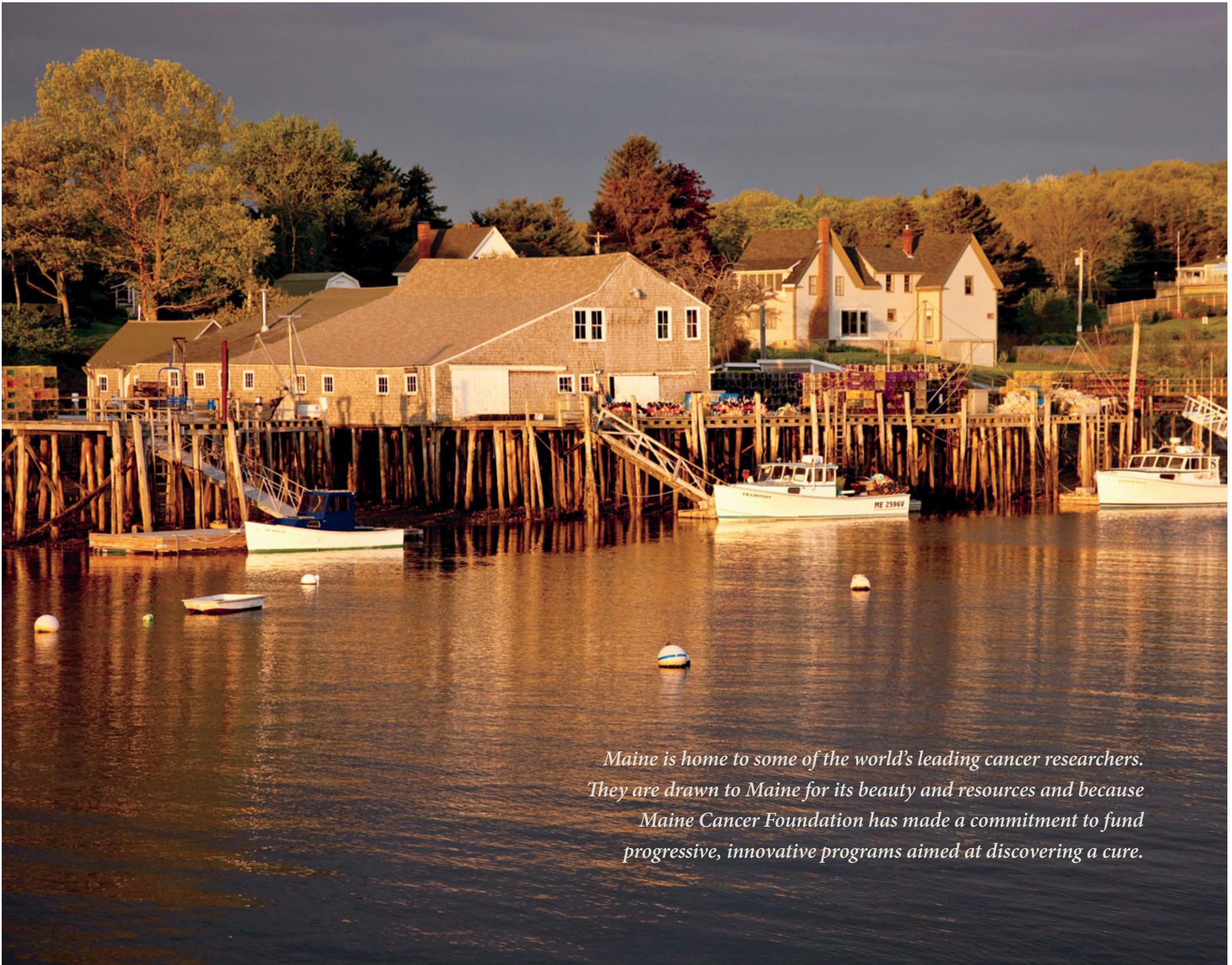
Unique groups of special events are identified as Foundation signature events. Tri for a Cure Triathlon in August, Cure Breast Cancer for ME Luncheon in October, Mary's Walk in March and the Pink Tulip Project introduce many new donors to the Foundation while generating substantial dependable revenue each year. A mail appeal, major gifts, planned giving and memorials round out a well-balanced campaign.

Maine Cancer Foundation is committed to addressing cancer trends unique to Maine and joins Maine Cancer Consortium and Maine Breast Health Collaborative. The Foundation strives to be cooperative, as opposed to competitive, and will partner with cancer colleagues to advance a particular issue.

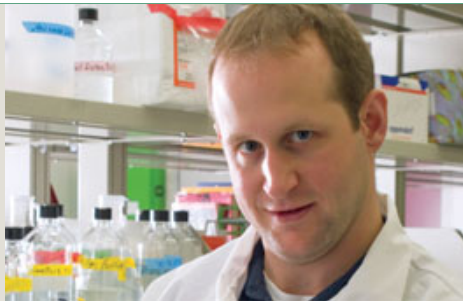
Several research grants and projects have been leveraged to gain additional national funding and are in the next stages of research trials.

A History of Success

Cancer is not winning. It is relentless. It develops 24 hours a day, every day of the year. The funding provided by Maine Cancer Foundation has led to major research efforts, care, education and support of the many causes, effects and outcomes of the cancer diagnosis as well as prevention and diagnostic efforts.



Maine is home to some of the world's leading cancer researchers. They are drawn to Maine for its beauty and resources and because Maine Cancer Foundation has made a commitment to fund progressive, innovative programs aimed at discovering a cure.



Funding research is a priority of Maine Cancer Foundation. Recent grants have supported the work of Kevin Mills, Ph.D., Jackson Lab, top photo; Lucy Liaw, Ph.D., MMC Research Institute, center; and Karen Rasmussen, Ph.D., Maine Center for Cancer Medicine.

The **faces** of research. The **hope** for success.

Cancer research takes many forms – from prevention to diagnosis to research for a cure. These are a few recent examples.

Funding novel research ideas that lead to national funding

Maine Cancer Foundation provides start-up funds for a new researcher or a researcher with a new idea. With one year of funding, the scientist can test a theory and produce evidence that it's worthy of further study. After outcomes are subject to rigorous peer review, they are then eligible for publication in a respected journal. Only then is the researcher able to apply for larger national funding.

Kevin Mills, Ph.D., of Jackson Lab, Bar Harbor, was a Foundation grant recipient in 2008. His investigation is focused on DNA damage and the relationship between that damage and the development of cancer. In July 2009, Dr. Mills was awarded a National Cancer Institute multi-year grant based on the outcome of his initial MCF-sponsored investigation. "I want to thank Maine Cancer Foundation for its support, which was key to securing the R01 funding from NCI. Getting this R01 was a major success for my lab. In the last year, we made some very important findings on this project," said Dr. Mills.

Inspiring the next generation of cancer researchers

In each research lab, students gain experience and credentials under the tutelage of a principal investigator. As Lucy Liaw, Ph.D., MMC Research Institute, explained,

"Maine Cancer Foundation's support has been very meaningful to my research project on notch regulation of breast cancer. When I applied for the grant, we had compelling data but no funding to go any further with this study."

With MCF funding, a Ph.D. student continued this work, resulting in several important findings related to suppression of breast cancer growth. Results were peer-reviewed then published in the *American Journal of Pathology*. The student went on to defend her thesis and graduate. She then did a postdoctoral fellow in cancer biology. "Not only has MCF funding allowed this important research to continue, but it has launched the next generation of cancer researchers," said Dr. Liaw.

Interpreting new knowledge for clinical care

For most cases of cancer, the exact cause is unknown. However, about 10% of cancer diagnoses can now be traced to inherited genetic alterations. Identifying the underlying genetic basis is an important part of cancer care for the patient. Equally important is cancer prevention for the patient's family members, who share a cancer susceptibility gene. Integrating genetic risk assessment into cancer medicine is becoming the standard of care, but that was not the case in 1998 when Maine Cancer Foundation funded the first hereditary cancer risk assessment and



Jennifer McCormack, Franklin Community Health Network, educates a program participant; Cancer Community Center volunteer Bruce Hopkins with his buddy George St. Clair.

prevention program in the state and one of the earliest such programs in the nation.

At that time, a few hereditary cancer services existed at major academic medical centers around the country. Patients could only access genetic medicine by traveling to those few centers for genetic testing, education and cancer prevention recommendations. Maine Cancer Foundation began funding genetic medicine in its infancy, realizing the profound implications for cancer care. Support from MCF allowed Karen Rasmussen, Ph.D., to establish a clinical cancer genetics program at Maine Center for Cancer Medicine. Since its creation in 1998, Maine's first cancer genetics program has served hundreds of patients and families, reaching every county in Maine.

Through genetic testing, many patients have learned the genetic alteration they carry that has caused their cancer and what additional cancers they're predisposed to. These patients, and relatives who share the same gene mutation, have received preventive medical management. MCF's funding for cancer genetics and hereditary cancer prevention has been critical in bringing this cutting-edge service to those at high risk for cancer throughout Maine. Additional MCF grants funded Dr. Rasmussen's research on genetic changes in cancer cells. This type of knowledge

has become vital in prescribing the optimal course of treatment in some types of cancer. In recognition of MCF's fundamental role in improving cancer care and supporting cancer research, she now serves on the Board of Directors and chairs the Research Review Committee.

Enabling communities to improve cancer awareness among their residents

The Healthy Community Coalition serving Franklin County educated more than 1,100 community members in a six-month period with a grant from MCF. A cross section of the population received information about skin, lung, colorectal and prostate cancer. Outreach events were held for groups of seniors, for the entire school district, at health fairs and at several other well-attended outlets. "Having these funds really allowed us to reach people in a meaningful way. We provided take-home materials, information for the uninsured and an opportunity to have questions answered one-on-one," said Healthy Community Director Heather Davis.

Guiding patients and their loved ones to a place of strength and hope

No one wants to hear the words "You have cancer," but when you do, there are programs available to help not only the patient but their family and friends before, during and after treatment. In communities across the state, caring, well-qualified programs are engaged in providing support. With a grant from Maine Cancer Foundation, organizations like the Cancer Community Center in South Portland continue what they do best: offering frequent, quality programming and support services in a warm and caring setting at no cost to patients or their family and friends.

MCF is pleased to support the CCC's Maine Buddy Program, a one-to-one peer support program that supports people facing their own or a loved one's cancer diagnosis and treatment or, those grieving a loss to cancer. "Being a Cancer Buddy has enriched my life with new and wonderful friends," said one Buddy participant. "Talking on the phone to my buddy really helped him to focus and feel more ready for his treatment," said another.

Maine Cancer Foundation

A Case for Support



A gift to the Foundation will support Maine Cancer Foundation's mission to improve the health and well-being of Maine people by funding cancer research, education and patient support programs.

In addition to grant awards, MCF is committed to oncology nurse education, distributing copies of the book *Portraits of Courage, Voices of Hope*, and responding to compelling needs as they arise. Well-funded research will unlock the remaining mysteries. The Human Genome Project has informed the 21st century, like no other time in history, heralding astonishing advancements. Cancers that 10 years ago were largely untreatable are now survivable. Much more is possible, but only if the brightest minds remain at work.

Your Donation at Work

Funding Research

A grant-making organization, the Foundation seeks proposals annually that are often the first attempt at validating a hypothesis. Once peer-reviewed, awards are made to fund ideas whose premise, when proven, have the greatest potential for good. Since researchers are not able

to secure large national funding until their ideas show merit, Maine Cancer Foundation provides essential start-up funds. MCF is one of the only sources of funding that researchers have in Maine. Without initial MCF funding, scientists would not be able to secure large national funding.

As an example, the decade bounded by 1998 and 2008 saw growth in consistent revenue generation combined with a more robust grant-making procedure. During this time, \$2.1 million was provided by the Foundation to investigate more than 30 types of cancer at institutions ranging from Jackson Lab to MMCRI to the state's colleges and universities. More than 60% of research papers were published, and 15% led to subsequent federal funding.

Advances seen today are the result of investments made in research 10 and 20 years ago. MCF is a charity that depends on individual and business support for its success. Your donation (and that of so many others) is the reason that progress is being made. You are fueling a hopeful future – one where personalized medicine and treatments tailored to an individual's unique genetic tumor profile is more commonplace and where cancer is no longer the leading cause of death.

Funding Education

Professional and public education can have an impact on cancer. Educating nurses and doctors on the latest surveillance, detection and treatment options assures that even though Maine is geographically remote, we meet the standards of more urban settings. Public education about cancer can elicit lifestyle changes and increase screening and early detection.

Each year we invite grants for evidence-based education programs. Typically a community's health coalition or area medical center will create and deliver the program, knowing what their local needs are and the methods that may be most effective. Grants have been awarded to activities in nearly every county in Maine.

Funding Patient Support

A cancer diagnosis has a huge impact on a great many people. The Foundation seeks to assist local programs in delivering support programs in their communities. Support is essential to a positive treatment outcome and also the well-being of the patient's friends and family.

The initial reaction of fear can be overcome with knowledge and hope instilled with the wisdom of other survivors.

We seek not to create programs but to make them happen. Thousands of Maine people have experienced the strength and comfort offered by a support group funded in part by Maine Cancer Foundation.

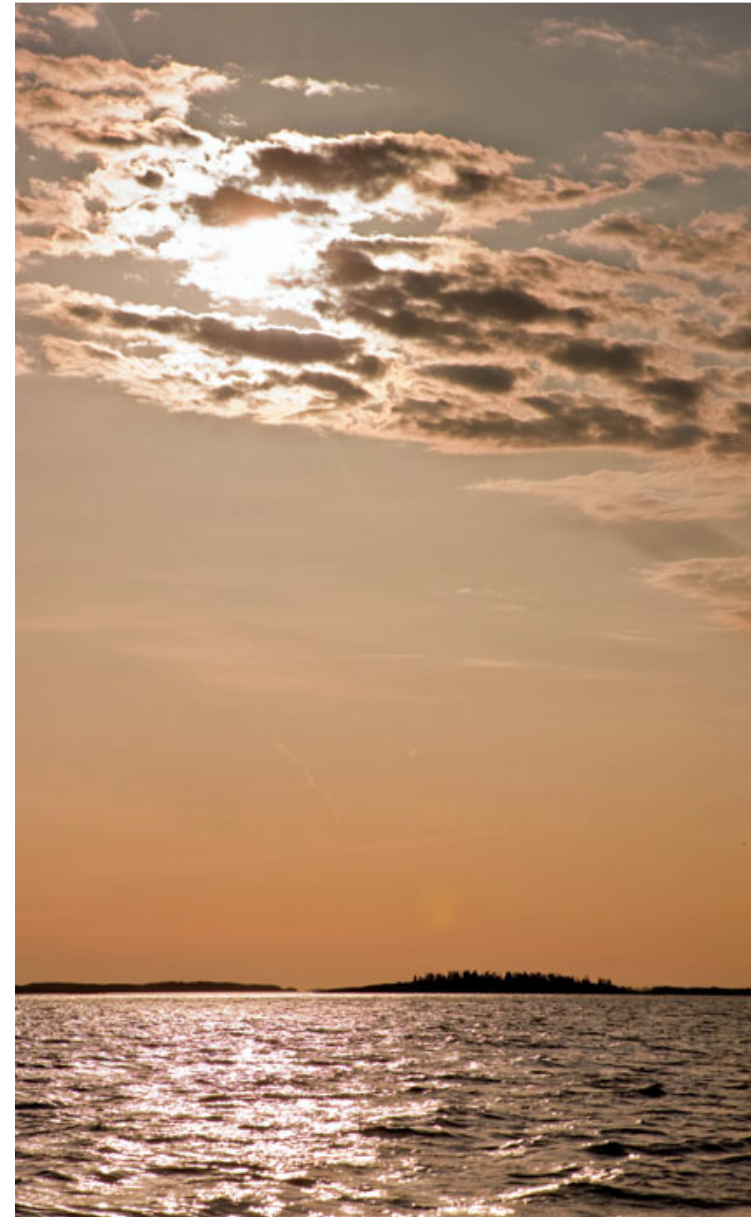
Sixty grants for education and patient support were awarded between 1998 and 2008. The total value of these investments was \$363,000.

Program Support

While funding grants is our number one priority, we also seek to address cancer issues unique to Maine by collaboration and targeted funding. The wide community that encompasses Maine Cancer Foundation gains awareness of the complex social, demographic and economic issues that impact prevention, early detection and treatment of cancer. Because we are independent and fundamentally grassroots, we can easily move to make a difference.

For instance, Maine's colon cancer rate is higher than the national average. MCF supports programs that increase awareness and encourage screening. With a large immigrant population in the state, MCF helped an effort to understand cultural differences in end-of-life care. In hopes that seeing a pink license plate may remind women to have their annual mammogram, we were instrumental in having a breast cancer license plate created. To address the question of whether or not cancers run in families, we supported southern Maine's first cancer geneticist, who educated and counseled concerned families. Because knowing the outcomes of treatment is vital to meeting best practice guidelines, MCF helped fund the initial National Comprehensive Cancer Network's community-based program. To aid researchers who need donated tumors, as well as blood samples to further their work, MCF helped improve MMC's Blood and Tumor Bank.

Over \$260,000 was allocated to programs in the past 10 years.





Your support is **vital**. Your **participation** is critical.

While the researchers do their work, cancer is doing its. Every week at Maine Cancer Foundation, we hear another story of a stricken friend or family member. A mother's love now gone, a father's devastating illness, a child's potential forever lost to this disease.

They do not suffer alone. But Maine Cancer Foundation needs your help. Your dollars will be invested in remarkable research that is entirely Maine-based. All of the grants awarded by Maine Cancer Foundation are dollars that stay in Maine, that help build the reputation and leadership of Maine health care.

Maine Cancer Foundation is entirely independent. Our funding comes from the generosity and commitment of individuals like you who believe in the promise of better treatment, better prevention and a cure.

In any one year, Maine Cancer Foundation receives more applications for grants than it can fund – grants that could lead to a cure, a treatment, an answer to the question "Why?" Our assets permit us to fund only a fraction of these projects, yet each one could be the breakthrough in detection, care or cure we are aiming to achieve.

Your support is vital. Your gift will help continue the important work of Maine Cancer Foundation. Because of your support, we will be able to continue to meet the

needs of cancer patients, cancer researchers and cancer survivors. Cancer is not winning – because of **you**.

How to **Give**

We're glad you're interested in giving to Maine Cancer Foundation. One hundred percent of your gift will remain in Maine. You can give to the Foundation in a variety of ways.

Give now.

You can make a secure online donation to the Foundation via credit card now at www.maineccancer.org and choose the "Donate Now" button. You can also contact us directly by calling toll free in Maine, 1-866-627-2411.

Commit today and give in the future.

Charitable Bequests

Through your will or living trust, you can designate a specific percentage, dollar amount or item to be donated to Maine Cancer Foundation. You can also designate that after other specific bequests have been filled, the remainder be directed to the Foundation.

Life Insurance

You can name Maine Cancer Foundation as a beneficiary, or owner and beneficiary, of a life insurance policy. You can change the owner and/or beneficiary designation of an existing policy or purchase a new policy with such designations.

Retirement Plan Assets

Retirement plan assets are subject to income taxes during your lifetime and upon your death. If you leave retirement assets to a non-spouse beneficiary, he or she may be subject to both income and estate taxes. Many people prefer to avoid this double taxation by directing retirement plan assets as a gift to charity, in which case the gift is fully tax deductible from the estate as a charitable gift. Other assets, that are not subject to income taxes when received, can be left to family members.

Give a gift that returns an income to you.

Charitable Gift Annuity

A charitable gift annuity is a simple contract between you and Maine Cancer Foundation. In exchange for your gift of cash, real estate, stocks or bonds, the Foundation will pay a fixed income to the named beneficiaries for their lifetime. You receive an immediate charitable income tax deduction. A deferred gift annuity allows you to delay receiving fixed income payments to a future date while receiving an immediate charitable income tax deduction. Deferring the payments increases the payout rate, thereby providing higher annuity payments. Additionally, a portion of the income payments is considered a nontaxable return on investment and not subject to income tax.

Please phone the Executive Director or e-mail her at susan@mainecancer.org to begin the conversation.



Susan
Donnell Konkel
1937 – 2009

In 1996 Susie and Harry Konkel were pleasantly immersed in life in Maine when Susie was diagnosed with neck and throat cancer. Susie did well through several months of treatment, supported by friends and family, and returned to enjoying her favorite things – baking, gardening and the arts.

Wishing to help others avoid the experience she faced, Susie spoke with her oncologist, who recommended Maine Cancer Foundation. Dr. Ron Carroll, then President of the Board, and Susan Rowan, Executive Director, visited Harry and Susie to share information about the Foundation – that it is independent, Maine-based and primarily funds cancer research. The Konkels liked what they heard and saw a way to help. Their first gift was made in 1998, with subsequent gifts received each year.

“Harry and Susie’s support was tremendously helpful at a time when the Foundation’s fundraising was less robust and varied from year to year,” said Rowan. In the face of growing requests for grants, the Konkels’ support, along with other annual donations, provided a degree of predictability while it encouraged higher aspirations.

Sadly, in the spring of 2009, Susie passed away. She so admired the Foundation and all it was accomplishing that she named the Foundation in her will. The Foundation is very grateful for this kindness. There is no better illustration of the quote, “The generosity of one can change the lives of many,” than Mrs. Susie Konkel.



MCF | **Maine Cancer**
FOUNDATION

Funding research. Finding hope.

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