

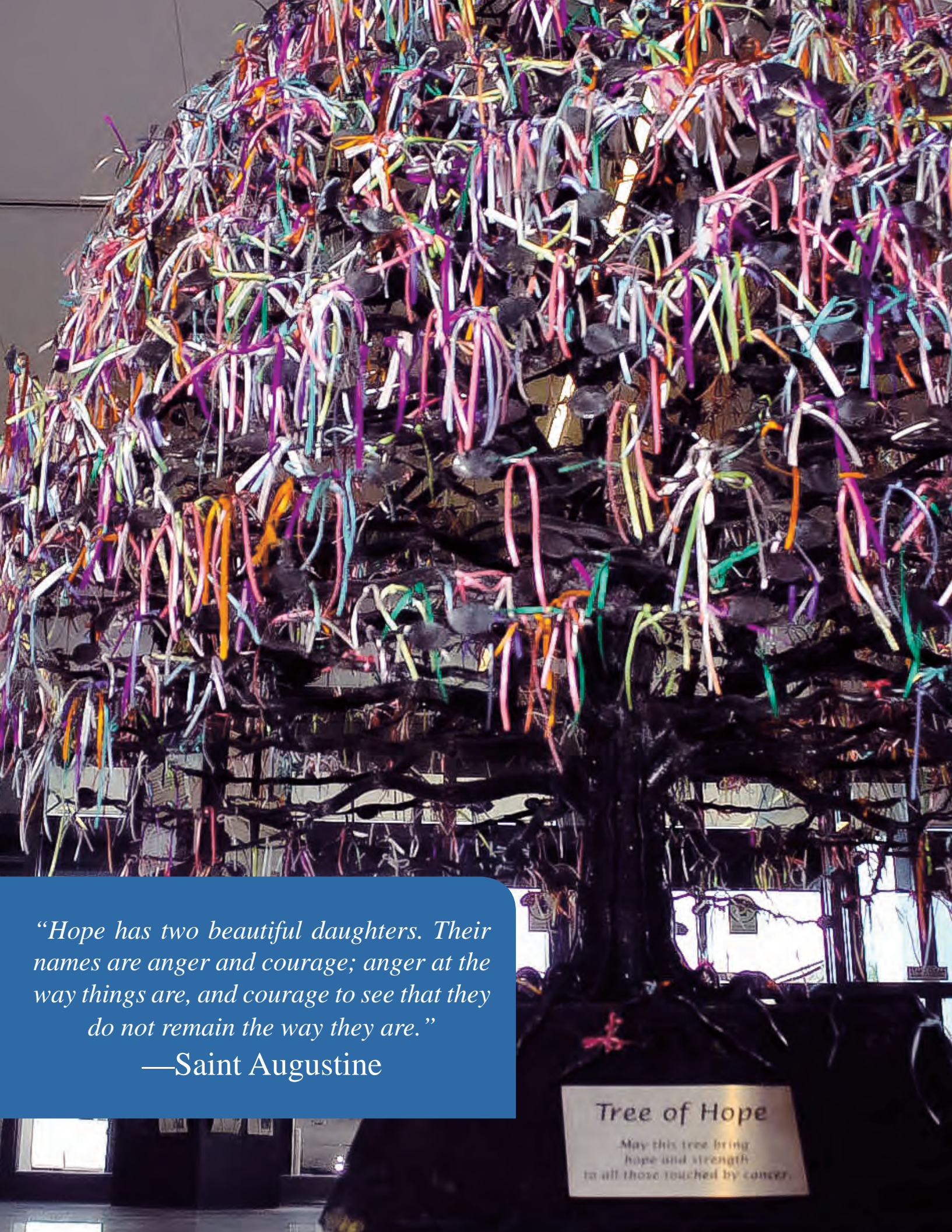


Banner MD Anderson
~~Cancer~~ Center
Making Cancer History®

Hope Starts Here

CAMPAIGN






“Hope has two beautiful daughters. Their names are anger and courage; anger at the way things are, and courage to see that they do not remain the way they are.”

—Saint Augustine

Tree of Hope

May this tree bring
hope and strength
to all those touched by cancer.



Banner Health and MD Anderson *World-Class Cancer Care in Arizona*

Established in 1999, Banner Health is one of the largest nonprofit health care systems in the United States, and it is ranked among the top five large health systems nationally for clinical excellence by Truven Health Analytics. As a testament to its nonprofit mission of *making a difference in people's lives through excellent patient care*, Banner Health provides millions of dollars worth of charity care each year. In 2013, the organization rendered \$153 million in such care.

The University of Texas MD Anderson Cancer Center, founded in 1941, is the nation's largest and one of the world's most respected cancer treatment and research centers, with 25 percent of its patients taking part in clinical trials each year. *U.S. News & World Report* has ranked MD Anderson No. 1 in cancer care for nine of the past 11 years.

These two distinguished health systems joined forces in 2010, bringing together the Southwest's largest health care provider and an internationally renowned center for comprehensive, patient-centered care to deliver an unprecedented level of cancer care in Arizona. The \$130 million Banner MD Anderson Cancer Center, which opened in September 2011 on the campus of Banner Gateway Medical Center in Gilbert, has become one of the region's most regarded comprehensive cancer treatment and research centers. In addition, it is estimated that Banner MD Anderson Cancer Center will positively impact Arizona's economy by \$1 billion over the next 10 years.

In just a few short years, Banner MD Anderson Cancer Center has experienced dramatic growth in patient volumes and, as a result, additional programs designed to meet the varied needs are underway.

Due in part to early detection and an aging population, the *American Journal of Managed Care* projects a 46 percent increase in Arizona residents treated for cancer from 2010 to 2020. Banner MD Anderson expects to care for at least 25 percent of those patients. To meet that demand, Banner Health committed an additional \$62.6 million to fund a 111,000-square-foot expansion of the cancer center, which opened April 1, 2014. Yet, there is much more to be done.

Timeline

MD Anderson
established

1941

Banner Health
established

1999

Banner Health and
MD Anderson
announce creation of
Banner MD Anderson
Cancer Center

2009

Banner MD Anderson
Cancer Center opens

2011

Cancer Has Met Its Match
campaign exceeds goal

2013

Hope Starts Here
campaign launches

2014



Hope Starts Here

The search for a cure for cancer has accelerated since 2006, when the first cancer gene was effectively sequenced. This breakthrough was a significant step in a series of advances in cancer treatment, including the development of new treatments centered on killing or starving individual cancer cells without damaging nearby healthy cells.

Hope Starts Here, a community-led campaign supported by Banner Health Foundation, seeks \$22 million in philanthropic support from individuals, corporations and foundations to establish programs focused on cancer research and the development of genetically targeted treatment options. *Hope Starts Here* also will expand the cancer center's community education and cancer prevention programs, personalized medicine, and a host of family assistance services, including survivorship programs.

The following funding priorities were established in response to the needs of patients at Banner MD Anderson. They capitalize on the strengths of the center's medical and research staff, and the close collaboration and coordination with researchers and care professionals at MD Anderson.

MORE THAN
11,210

*people in Arizona die
from cancer each year*

American Cancer Society, 2013

Hope Starts Here

Priority Projects

Oncology Medical Director Endowment	\$3,000,000
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Funds

Patient Assistance Fund	\$1,000,000
Cancer Prevention and Integrative Oncology	\$1,000,000

Comprehensive Treatment Programs

Gastrointestinal Cancer	\$3,334,500
Head and Neck Cancer	\$2,957,000
Survivorship	\$2,734,800
Triple-Negative Breast Cancer	\$2,663,800

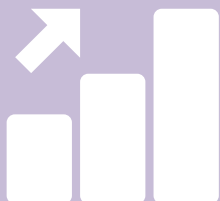
Research

Institute for Advanced Cancer Therapeutics	\$4,890,000
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Gene Sequencer (2)	
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	\$750,000
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Total:	\$22,230,100
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Between 2010 and 2020, Arizona is projected to have a 46% increase of residents treated for cancer

ENDOWMENT

ONCOLOGY MEDICAL DIRECTOR - ENDOWED POSITION

Banner MD Anderson Cancer Center will establish a named endowment to support the medical director. This will be the first of several named endowments to fund the implementation and growth of projects deemed necessary by the medical director.

Nationally
**ONE IN THREE
WOMEN**
*will develop cancer
in her lifetime*



American Cancer Society, 2013



FUNDS

Meet *Crystal Reidy*

Crystal Reidy is no stranger to overcoming adversity. In youth, her family was poor and battled homelessness. Reidy worked her way out of poverty, earning a bachelor's degree in human service and a master's in counseling. She is even working on a doctoral dissertation focusing on teaching resilience.

Today, the community outreach officer for the Maricopa County Attorney's Office and Army National Guard sergeant is grateful for many things, but perhaps even more so after recently winning a battle against a very aggressive form of breast cancer.

NO FAMILY HISTORY OF CANCER

A lump found in March 2013 surprised both Reidy and her doctors. Even more surprising was the diagnosis: Triple-negative breast cancer, an aggressive and fast-spreading form of the disease.

"At first you don't have any answers; you just have cancer," she said. "I think answers and information are the most calming things a person can have to combat cancer."

The mom of three boys chose not to slow down her daily life while undergoing treatment. She still worked full time and even completed her annual Army basic training assignment, which includes firing an M-16 rifle.

MAKING THE RIGHT DECISIONS

Reidy said her Banner MD Anderson doctors encouraged her to make the right decisions for herself when it came to everyday living while undergoing treatment.

"For some people, working would stress them out," she said. "My goal was not to give up everything. They [her doctors] didn't pressure me either way. I didn't feel like they said 'Here are the rules of cancer.'"

After finishing her last few rounds of radiation treatment, Reidy is now cancer free and has one thing on her mind: her boys.

"I was always a real road tripper with my boys," she said. "We would always go out and take a trip in the car and go to places in and around Arizona. I'm ready to get the hair growing and go on vacation."

Once established, the funds outlined below will become major components of Banner Health Foundation's annual campaign, and they will be replenished via restricted and unrestricted gifts to Banner MD Anderson Cancer Center.

PATIENT ASSISTANCE FUND

Cancer does not distinguish between rich and poor, but effective treatment is expensive and the burden often falls heavily on patients who have limited resources. The patient assistance fund will help bridge the financial gap for patients with high-deductible insurance plans. It may also provide assistance with transportation, lodging and other services for patients and families during the treatment process.

CANCER PREVENTION AND INTEGRATIVE ONCOLOGY FUND

The most effective cancer treatment currently available is prevention and early detection. In conjunction with The James M. Cox Foundation Center for Cancer Prevention and Integrative Oncology, the cancer prevention and integrative oncology fund will support community education, prevention, screening and early detection services. It also will support integrative therapies such as acupuncture, massage, nutritional guidance, meditation and music therapy.

RESEARCH

INSTITUTE FOR ADVANCED CANCER THERAPEUTICS

The Institute for Advanced Cancer Therapeutics will be the only one of its kind in the Southwest focused entirely on cancer. The institute will establish the infrastructure for conducting clinical trials to investigate and evaluate new anti-cancer drugs.

For some patients, the institute may provide the only opportunity to delay the spread of cancer or possibly cure the disease. Patients will have access to research, clinical trials and the newest cancer drugs and treatments. By 2015, ten percent of Banner MD Anderson Cancer Center patients will be involved in clinical trials.

A central function of the Institute for Advanced Cancer Therapeutics will be researching rare cancers for which there are currently no diagnostic protocols or established standards of care. Ten percent of patients at Banner MD Anderson Cancer Center are being treated for rare forms of cancer.





COMPREHENSIVE TREATMENT PROGRAMS

Banner MD Anderson Cancer Center delivers a comprehensive treatment experience for every patient, and the demand for such care is growing rapidly. Philanthropic support for three years will enable the cancer center to staff and equip specific treatment programs to ensure they are available now to those who need them. The impact on current patients will be immediate, and funding will enable Banner MD Anderson to attract and retain the best medical and research staff.

PERSONALIZED TREATMENT OF GASTROINTESTINAL CANCERS PROGRAM

Gastrointestinal cancers are among the most common types of cancer and have some of the highest mortality rates. This program will develop one of Arizona's most comprehensive gastrointestinal cancer programs, and the first such program in the Phoenix metropolitan area. It will focus on early detection and prevention, screening, genetic testing and diagnostic/treatment options for colorectal and other gastrointestinal cancers.

HEAD AND NECK CANCERS PROGRAM

Head and neck cancers occur in the soft tissues of the nose, mouth and throat. Even successful treatments can affect a patient's ability to eat, speak, swallow and even breathe. Many need extensive reconstructive surgery and post-surgical physical rehabilitation along with emotional support. The Head and Neck Cancers Program will be a robust, multidisciplinary program, encompassing both research and clinical care.

SURVIVORSHIP PROGRAM

It is estimated that by 2022 almost 18 million Americans will be cancer survivors. Banner MD Anderson Cancer Center's Survivorship Program known as **REACH** (REstoration And Cancer Healing) will serve patients living with, through and beyond their treatments. For survivors and caregivers, life after treatment brings an array of physical and psychological challenges. Managing the risk of a secondary cancer; understanding the long-term effects of treatment; and addressing social, physical and psychological concerns are at the core of the Survivorship Program.

TRIPLE-NEGATIVE BREAST CANCER

Unlike most breast cancers, there is no targeted treatment currently available for triple-negative breast cancer, which accounts for almost 20 percent of all breast cancers. Triple-negative breast cancer targets younger women, and it is more aggressive and difficult to treat. It also is more likely to spread and recur. The Triple-Negative Breast Cancer Program will establish Arizona's first comprehensive, multidisciplinary program dedicated to the complete care of triple-negative breast cancer, including diagnosis, treatment and research.

GENE SEQUENCER

CAPITAL EQUIPMENT

GENE SEQUENCERS AND RELATED SOFTWARE AND EQUIPMENT

No two patients or their cancer diagnoses are exactly alike. Onsite gene sequencers will enable Banner MD Anderson to immediately test patients' tumor cell samples to determine the best therapeutic match. Gene sequencers are at the heart of targeted medicine and comprehensive, individualized cancer treatment.

Nationally
ONE IN TWO
MEN 
*will develop cancer
in his lifetime*

American Cancer Society, 2013



The background of the entire page is a photograph of the Banner MD Anderson Cancer Center building. The building is a modern structure with large glass windows and a dark facade. In the foreground, several large, thick tree trunks are visible, partially obscuring the building. The sky is a pale blue. The title 'SEIZING AN IMPATIENT FUTURE' is written in white, bold, sans-serif capital letters on a dark blue rectangular background in the top right corner.

SEIZING AN IMPATIENT FUTURE

With the advent of gene sequencing in the last decade, new and better ways of targeting and treating cancer cells have been and continue to be developed. The idea that cancer can ultimately be defeated is no longer a dream. Even as we grapple with the many mutations of cancer, it is becoming clear that there really is light at the end of the tunnel. In the Southwest, Banner MD Anderson Cancer Center is illuminating the path toward prevention and proving that hope does indeed start here!

Banner MD Anderson Cancer Center is focused on positive clinical outcomes:

- Cancer prevention through education and screening
- Cancer treatment using the best tools available to stop or reverse its course
- Aggressively seeking the ultimate cure through research and clinical trials

These priority projects signal a commitment to target some of the most abundant and aggressive cancers affecting our community. Banner MD Anderson Cancer Center has brought together some of the best minds and the most advanced treatments available.

Through the *Hope Starts Here* campaign, you can join us in “*Making Cancer History.*”

