



Since 2008, Fox's Fight has raised over \$325,000 for melanoma research at the Abramson Cancer Center at the University of Pennsylvania. You may ask, what difference are we making? Let us give you a VERY relevant example.

Dr. Carl June is the Director of Translational Research at the Abramson Cancer Center. He has worked tirelessly for twenty years developing an approach to cancer treatment where modified versions of the patient's own immune cells attack their tumors. And the early results are not just promising, they are nearly miraculous. A great article about Dr. June is at <http://www.phillymag.com/articles/carl-june-key-fighting-cancer>.

Why is this such a relevant example? Dr. June used a disabled form of the HIV virus to carry cancer fighting genes into a patient's T-cells. The approach was so novel, and frankly so "odd" sounding, that Dr. June could not get any funding for his work from traditional government sources. His research was initially funded completely by private philanthropy.

So the lesson for us is that private philanthropy in cancer research matters. It fuels the "unusual" approaches that often unlock the most important doors. Where would we be without a 13 year old Edward Jenner observing in 1796 that those who contracted cowpox did not contract small pox? Or, Alexander Fleming observing the penicillin halo around the blue/green mold in a petri dish he left open in 1928?

In June 2013, Dr. June received the Philadelphia Award for his work. The Philadelphia Award was created in 1921 by philanthropist Edward Bok to honor those who enrich, educate, inspire and care for those who live in the region. In his acceptance speech, Dr. June said the following:

If and when we believe this theory proves to be a cure for many, if not all cancers, let it be said that cancer was cured not by me, but in Philadelphia.

On November 30, 2013, Fox's Fight will hold its Fourth Annual Three-on-Three Basketball Tournament and Family Fun Day at Harriton High School. It is fitting that the tournament is scheduled for Thanksgiving weekend. We are all thankful for your past support and ask humbly for your support again. We want nothing more than to make Dr. June's fervent wish a reality: a cure for cancer right here in our own home town.



DREAM TEAM (\$5,000)

Your giving allows:

A new clinical trial for one patient for targeted melanoma therapy.

Your giving provides you with:

- Special event day recognition as a Dream Team Sponsor
- Complimentary Registration for one team for 3 on 3 basketball tournament
- Headline logo placement on event t-shirts
- Headline logo placement on event signage
- Company logo and website link from www.foxsfight.com

GOLD SPONSOR (\$2,500)

Your giving allows:

A pilot research project for melanoma research in support of a large grant request.

Your giving provides you with:

- Complimentary registration for one team for 3 on 3 basketball tournament
- Prominent logo placement on event t-shirts
- Prominent logo placement on event signage
- Company logo and website link from www.foxsfight.com

SILVER SPONSOR (\$1,000)

Your giving allows:

Financial assistance grants for two families while a family member undergoes melanoma treatment.

Your giving provides you with:

- Listing on event t-shirts
- Listing on event signage
- Company website link from www.foxsfight.com

BRONZE SPONSOR (\$500)

Your giving allows:

Cancer counseling services for ten patients.

Your giving provides you with:

- Listing on all promotional materials
- Company website link from www.foxsfight.com

FRIENDS OF FOX'S FIGHT (\$250)

Your giving allows:

Ten patients to attend the annual melanoma conference.

All checks should be made payable to The Abramson Cancer Center (*please write on memo line "Fox's Fight"*) and be sent to Penn's Abramson Cancer Center, 3535 Market Street, Suite 750, Philadelphia, PA 19104, Attn: Laura Ferraiolo. You can also make payment by credit card by contacting Laura at 215-746-2948 or lferr@upenn.edu.



September 2013

Dear Community Partner:

Up until now, there have been few effective treatments for advanced melanoma. Physicians and scientists at Penn's Abramson Cancer Center and around the world have been focused on providing hope to this patient population, and in 2011 two new drugs were approved by the FDA! Just two months ago, two more drugs were approved for the treatment of melanoma. To highlight the importance of this, the last time a drug was approved by the FDA for melanoma was in 1982. All of these new therapies have shown to help extend the lives of melanoma patients. We are currently working on a vaccine that trains a patient's own immune system to attack the cancer. **Fox's Fight has helped to make these milestones a reality. This is a time for celebration for our patients – a time for hope!**

Six years ago, Andrew Fox lost his battle with melanoma. Right before Andrew passed, he gathered with family and friends to raise critical funds and awareness for this terrible disease through establishing Fox's Fight – a fund at Penn's Abramson Cancer Center to support melanoma research and patient care. In six years, Fox's Fight has raised close to \$300,000!

Given the current federal funding environment, the need for philanthropic support has never been greater. On an exciting note - research has never been so promising! Penn's melanoma program is one of the largest and most distinguished skin cancer programs in the country. For decades, the Abramson Cancer Center has led the nation in understanding the causes of melanoma, identifying the factors that contribute to increased risk, and developing new forms of treatment. To stay on the leading edge of skin cancer research and patient care, we need your help, so we can continue to be a resource for our patients and their families in the region and around the world.

This year's Fox's Fight event will be held on Saturday, November 30th at Harriton High School. This event will consist of a basketball tournament and family fun day as well as a forum to provide information to educate the community about melanoma and raise life-saving funds. As a community business leader, I hope that you will consider supporting Fox's Fight by sponsoring a part of the day. It is great publicity for your business, and your sponsorship donation qualifies as a charitable deduction for federal income tax purposes as permitted by law.

If you have any questions, please feel free to call Laura Ferraiolo at (215) 746-2948. On behalf of the Abramson Cancer Center, thank you in advance for your consideration of this important matter, and for your support, interest and good will.

Sincerely,

Chi Van Dang, M.D., Ph.D.
Director, Abramson Cancer Center

Lynn Schuchter, M.D.
Melanoma Program Leader, Abramson Cancer Center
Division Chief, Hematology Oncology

Cc: Laura Ferraiolo

