



# PROGRESS UPDATE

## The Pan-Mass Challenge

*Fall 2014*

## 2014: THE 35<sup>TH</sup> PAN-MASS CHALLENGE

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The Pan-Mass Challenge (PMC), founded in 1980 by Executive Director Billy Starr, who was made a Dana-Farber Cancer Institute Trustee in 1987, is the largest athletic fundraising event in the nation. This bike-a-thon has successfully melded support from committed cyclists, volunteers, corporate sponsors, and individual contributors to raise over \$450 million for Dana-Farber and the Jimmy Fund. The PMC is Dana-Farber's largest single contributor and the event raises more than 50 percent of the Jimmy Fund's annual revenue. Most of the funds raised through the PMC are unrestricted funds that provide flexible support for Dana-Farber's most pressing needs.



The PMC is nationally recognized as a model in fundraising efficiency and gives 100 percent of every rider-raised dollar to conquering cancer. Each PMC rider raises an average of more than \$6,000, a remarkable testament to the riders' shared goal to eliminate cancer. There are thousands of participants who have returned year-after-year to travel this historic ride, and the PMC boasts an average annual rider retention rate of 75 percent.

Of the approximately 5,700 cyclists who rode in the PMC in 2014, over 300 are cancer survivors or current patients. These dedicated participants hail from 35 states and 8 countries, and chose to ride one of 12 routes, traveling between 25 and 190 miles as part of a collective effort to end cancer. More than 3,000 volunteers organized luggage, unloaded cargo from trucks, distributed water, and prepared meals to ensure that the event ran smoothly and efficiently.

For your remarkable and continued support, we thank you.

**“The PMC has made what we do at Dana-Farber possible.”**

*-President and CEO Edward J. Benz Jr., MD*

## PMC'S UNRESTRICTED FUNDING: MAKING THE GREATEST IMPACT

We are grateful for the unrestricted gifts and flexible funds received through the PMC which are applied without restriction to the Institute's most urgent needs, promising programs, and patient care initiatives. These unrestricted funds are always focused on where they will have the largest impact.

In 2013, adult and pediatric patients were seen at Dana-Farber for more than 360,000 clinic visits and infusions. Like the PMC, there are countless others who support these patients in myriad ways, including the 479 patient services volunteers who contributed more than 23,000 combined hours of service. To further support patient care, 3,946 units of blood and 7,317 platelet units were collected through the Kraft Family Blood Donor Center at Dana-Farber and Brigham and Women's Hospital. This selfless giving, combined with unrestricted funds raised through the PMC, enables Dana-Farber to provide expert, compassionate care to children and adults with cancer.



### PMC Impact: By the Numbers

**360,000** patient visits

**6,000** tumors  
genetically sequenced

**4,000** women seen  
annually in the  
Mammography Van

**325** new offices in the  
Dana-Building

**54** cancer specialists  
named "Top Doctors"

**14** countries with  
Dana-Farber programs



Every day, the Institute puts unrestricted gifts and flexible funds to use as it makes strides toward eradicating cancer. Through use of precision medicine, Dana-Farber physician-scientists are targeting each patient's individual and specific tumor makeup to create and administer more effective therapies. Leveraging the PMC's unrestricted funds, the incredible minds at the Institute today are helping to shape the future leaders who will deliver on the promise of cancer science and medicine. Your support is vital to early-stage research that holds the potential key to the next breakthroughs as well as the translation of these discoveries into treatment and care given not only at the Institute, but also in the wider community and worldwide. Locally, community outreach, including preventive education and expert cancer care, is being made available to medically-underserved groups in the greater Boston area and throughout New England. Globally, PMC's unrestricted dollars are also making an impact through research, training, and partnership projects in more than 14 countries through Dana-Farber's international programs and through the Global Health Initiative at Dana-Farber/Boston Children's Cancer and Blood Disorders Center.

The PMC's unrestricted funds are fortifying Dana-Farber's foundation and shaping the future of cancer care. The innovative advances and exciting progress happening in programs and projects across the Institute right now are made possible by the power of your generosity.

With **100 percent of every rider-raised dollar from the PMC directed to our shared cause**, your enthusiastic support aids us in all of the areas described on the following pages. The impact of funds raised through the PMC and its dedicated riders is far-reaching and profound, fueling cancer discovery and the compassionate care essential to our shared mission.



## Your Unrestricted Gifts:

- Sustain Dana-Farber Cancer Institute with crucial dollars that can be directed where and when they are needed most. As our patient care, research, and outreach initiatives continue to grow, so too does our need for this steady, adaptable funding.
- Enable Institute leaders to apply monies rapidly when promising new research opportunities arise; they provide the most forward thinking form of support. Early-stage research is not eligible for government funding, yet many of the discoveries that lead to significant breakthroughs begin as promising theories.
- Advance our signature, total patient care philosophy by enhancing the programs and initiatives that serve the spiritual, emotional, and psychosocial needs of our patients and their families throughout the cancer journey.
- Support the core infrastructure and technologies that foster the exchange of ideas and information across the Institute.
- Allow us to attract, develop, and retain the brightest minds who will lead the next generation of cancer care and research.
- Help cover insurance reimbursement gaps, so that expert patient-centered care is delivered without compromise
- Bolster under-funded services including social work, community outreach and education, and cancer prevention and screening.
- Fund the expansion and renovation of much-needed clinical and research spaces.



## YOUR IMPACT TODAY: DELIVERING PRECISION CANCER MEDICINE

Understanding the different genetic subtypes and the molecular underpinnings of cancers is at the core of *Profile*, a comprehensive research study launched by scientists at Dana-Farber and Brigham and Women's Hospital, and now including Boston Children's Hospital. Since the project began in 2011, *Profile* scientists have analyzed the DNA in tumor tissue from more than 6,000 patients, studying the genetic makeup of tumors for variations in the more than 300 genes that scientists believe are most likely to be involved in cancer. While this molecular profiling rarely overturns a diagnosis, it can identify treatable targets, provide a more comprehensive picture of disease, and lead to research options and potential drug targets.

In parallel to this work, Dana-Farber has established the Joint Center for Cancer Precision Medicine, a collaborative initiative with Brigham and Women's Hospital, Boston Children's

*"We have a broad spectrum of clinical research trials, often based on precise identification of specific molecular targets, which is especially important for those with advanced cancers with no known curative options."*

*- George Demetri, MD, Director, Center for Sarcoma and Bone Oncology, and Senior Vice President for Experimental Therapeutics*

Hospital, and the Broad Institute of MIT and Harvard. The center will create precision medicine treatment pathways for patients with advanced cancers and speed the development of personalized therapies.

Your support is essential to keeping this research moving forward, creating the right treatment, for the right patient, at the right time.





## YOUR IMPACT TODAY: CREATING FUTURE LEADERS

With your support, Dana-Farber is improving the future of cancer treatment and care through the education of clinicians and researchers. Our highly selective fellowship programs in adult and pediatric oncology offer an exceptional opportunity for bright minds to receive expert training in all of cancer's disciplines. Dana-Farber is committed, as an affiliate of Harvard Medical School, to training the next generation of oncology leaders who will continue their careers here or elsewhere in the world.

Your generosity allows us to attract and retain the best and brightest minds of the highest caliber, and to recruit young, promising, innovative scientists and clinicians from around the globe to join our seasoned experts in redefining cancer care and research.

*"I am learning epidemiology, biostatistics, how to conduct large scale studies using databases, and how to do primary data collection. It's helping me develop the skills I need to do the type of research that I want to do, and I am incredibly grateful to the fellowship for this invaluable opportunity."*

Pallavi Kumar, MD,  
Dana-Farber/Partners Cancer Care  
Hematology/Oncology Fellowship Program



## YOUR IMPACT TODAY: ADVANCING PROMISING RESEARCH

Scientists have gained better insight and have more tools available than ever before to wipe out cancer, yet securing federal funding for cancer research remains a challenge. There is a tremendous need for early-stage support for investigators to pursue their innovative ideas and bring studies far enough along to qualify for federal support. Unrestricted funds raised through the PMC fuel this promising work and allow the Institute to keep pace with advances in cancer genomics, refine better ways of working, and invest in new initiatives that distinguish Dana-Farber as a world leading cancer institute.

The Medical Oncology Department at Dana-Farber currently houses 40 independent research laboratories and 14 interdisciplinary disease centers, each directed by a nationally recognized leader who is responsible for the research activities of their center. Physician-scientists in every disease area are making important discoveries, including those related to cancer prevention and early detection that help identify high-risk patients. In order to tailor medicine to target each of the many subtypes of cancer, disease-based research defines the biologic “drivers” that may be susceptible to drugs.

Your passion and philanthropic giving fuel this creative, innovative cancer science leading to tomorrow’s cures.



### Spotlight on Recent Research Advances

- In 2014, based on results of a clinical trial led by Dana-Farber scientists, the U.S. Food and Drug Administration (FDA) approved a molecularly targeted drug (ramucirumab) for advanced stomach cancer.
- In 2013, Dana-Farber/Harvard Cancer Center was the only center in the nation to be awarded six highly competitive Specialized Programs of Research Excellence (SPORE) grants by the National Cancer Institute in the areas of breast cancer, gastrointestinal cancer, multiple myeloma, prostate cancer, brain cancer and sarcoma.
- In 2013, a cross-disciplinary team of scientists, engineers, and clinicians from Dana-Farber and Harvard University began a Phase I clinical trial of an implantable vaccine to treat melanoma (National Clinical Trials Identifier NCT01753089)



## YOUR IMPACT TODAY: IMPROVING COMMUNITY HEALTH

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Unrestricted funds raised through the PMC allow the Institute to enhance cancer care equity programs and other community-based initiatives like this that bring our services directly into our neighborhoods. Your generosity helps us bring education, screening, and treatment to Boston's surrounding communities, making a powerful difference in the fight against cancer for both adults and children.



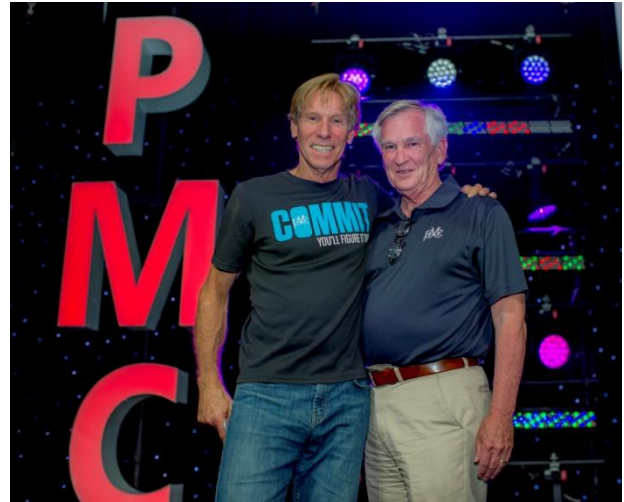
- After more than a decade of partnering with the Whittier Street Health Center in Roxbury, Mass., on early detection and cancer survivorship efforts, Dana-Farber Community Cancer Care Clinic was established as a clinic at the health center's brand-new Tremont Street building, one of the country's first dedicated oncology spaces in an inner-city health center.
- Dana-Farber opened a mammography suite at the Whittier Street Health Center, doubling the number of mammograms the center can provide to members of underserved and minority communities. This new effort augments the services of the Institute's Mammography Van, the only mobile digital mammography program in Massachusetts, accessed by more than 4,000 women annually.
- In affiliation with Lawrence + Memorial Cancer Center, Dana-Farber opened a state-of-the-art cancer center in Waterford, Conn., to deliver a complete program of services and the highest level of cancer care to the surrounding community.

## YOUR IMPACT TODAY: SHAPING STATE-OF-THE ART FACILITIES

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By 2016, Dana-Farber's Longwood and Harbor campuses will be enhanced by the completion of five major capital projects. Your gifts make possible these improvements to our campuses that enable us to lead the field in innovation and ensure the Institute remains at the forefront of cancer medicine, discovery, and delivery.

- Revitalization of the Charles A. Dana Building is complete and now unifies Dana-Farber's Longwood campus, visually and physically, establishing a welcoming gateway to the Institute with new offices and additional conference areas to facilitate increased collaboration.
- Expansion of the Jimmy Fund Clinic will increase the space by 40 percent to provide state-of-the-art pediatric cancer care, designed with significant input from patients and caregivers, sensitive to the unique needs of our youngest patients and their families.
- The opening of the Longwood Center in early 2015 will significantly advance the delivery of precision medicine. The powerful combination of the foremost scientists backed by the infrastructure they need to conduct their work will position Dana-Farber to enhance its partnerships with the biotechnology and pharmaceutical industries, aimed at accelerating cancer drug discovery and development.
- The Molecular Cancer Imaging Facility at Dana-Farber's Harbor Campus in Boston's Innovation District will house radiochemistry space and the only cyclotron in Massachusetts solely dedicated to cancer research. The research performed here will establish a comprehensive platform for determining drug efficacy within days, versus weeks or months, ultimately shortening the time it takes for new drugs to reach patients.
- The Leonard P. Zakim Center for Integrative Therapies is scheduled to relocate to Dana-Farber's Shields Warren building, opening its new doors to patients in 2016. The Center's space will increase by 31 percent, including acupuncture and massage rooms, and a dedicated exercise studio.



Report written by Sharon Mathelus.

## FOR MORE INFORMATION

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