A FUTURE WITHOUT CANCER IS HOW WE WILL MEASURE OUR SUCCESS

VCU MASSEY CANCER CENTER • 2015/2016 PHILANTHROPIC REVIEW
MASSEY IS GETTING CLOSER TO A FUTURE WITHOUT CANCER…
ONE HEARTBEAT AT A TIME,
ONE BREATH, ONE MORE LIFE, SAVED.
MESSAGE FROM THE DIRECTOR

DEAR FRIENDS

Each year, I welcome the opportunity to share this report with you. There is nothing more humbling and gratifying than summarizing how your extraordinary generosity has driven a year’s worth of discovery, progress and innovation at VCU Massey Cancer Center.

The 2016 fiscal year was one of transition and vision. Having realized the goals we established during the Research for Life campaign, we set our sights on outlining the growth of our people, places and programs in what I believe is our strongest-ever grant application to the National Cancer Institute. Tangentially, we embarked on a thoughtful process of designing our next road map of scientific focus with Vision 2021, the strategic plan that will ensure the alignment of our mission, our goals and our priorities over the next five years.

While our vision extends beyond the immediate horizon, our daily focus remains on discovery and innovation throughout our labs and clinics. Massey’s intellectual and collaborative power is strong, spreading across two campuses, 32 departments, 200 research members and 450 clinicians and 10 clinic locations. Throughout this report, I am proud to share just a few of the resulting scientific breakthroughs, clinical advances and other notable achievements that your donations have helped support.

There is not a day that goes by when I am not profoundly appreciative of Massey’s remarkable team that includes not only our doctors, researchers, nurses and staff, but also you—our donors. We are all bound by the common goal of eliminating suffering caused by cancer. Your investment and steadfast support fuels our efforts. I am grateful to continue to earn your support and partnership.

Thank you.

Gordon D. Ginder, MD
Lipman Chair in Oncology
Director, VCU Massey Cancer
TREATMENT FOR RARE CHILDHOOD CANCER
Massey scientist Anthony Faber, PhD and his team demonstrated that neuroblastoma cells are highly sensitive to an investigational drug called ABT-199 that is currently being evaluated in clinical trials for another disease and that another investigational drug called MLN8237 complements ABT-199 and is very effective at killing neuroblastoma tumors in laboratory experiments. Neuroblastoma is a rare cancer that develops in early forms of nerve cells in the embryo or fetus, and accounts for the most pediatric deaths for any tumor outside of the brain. The most lethal form of this tumor is often associated with amplification of the gene MYCN. “The positive preclinical activity and safety profile of this targeted combination therapy will hopefully set the stage for clinical trials in a subset of neuroblastoma patients who urgently need new, more effective therapies,” says Faber.

MODEL DEVELOPED TO PREDICT NICOTINE EMMITTED FROM E-CIGARETTES
Working in collaboration with investigators at the American University of Beirut, Massey scientists, led by Thomas Eissenberg, PhD, have developed a mathematical model to determine how much nicotine is emitted from various e-cigarette devices. Their findings indicate that without federal regulation of the levels of nicotine in these devices, users could become more addicted to nicotine from an e-cigarette than from smoking a conventional cigarette. With this mathematical model, researchers will be able to inform federal regulators about evidence-based recommendations on e-cigarette design restrictions that could potentially avoid a serious public health risk. Tobacco use remains the leading cause of preventable cancer incidence in the U.S., with the general assumption that e-cigarettes are a “safer” alternative. 

Photo: Lung Cancer Desmoplasia

MASSEY SCIENTISTS UNCOVER PROCESS THAT COULD DRIVE THE MAJORITY OF CANCERS
More than half of all cancers are thought to originate from a mutation or loss of function of the gene p53. Massey scientist Richard Moran, PhD, is now able to explain why. Moran’s research results describe how mutation or loss of function of the p53 gene activates a protein complex which helps regulate the energy resources needed for cell proliferation. “For the first time, we have uncovered the signaling process that leads to excessive growth of cancer when p53 is lost. These protein interactions are links in the chain of events leading to the development of cancer,” Moran says.

Photo: Gene Mapping
NOVEL COMBINATION THERAPY SHOWS STRONG PROMISE FOR PATIENTS WITH ADVANCED SOLID TUMORS

A phase I clinical trial developed by Massey Cancer Center scientists has proven to slow the growth of cancer in the majority of trial participants with advanced solid tumors. Approximately 61 percent of trial participants experienced some degree of tumor growth delay when placed on a drug therapy that combines the drugs sorafenib and pemetrexed. This success has led to the opening of a phase II study that now tests the same combination of drugs in patients with recurrent or metastatic triple negative breast cancer. The trial is based on pre-clinical research conducted by a team of Massey scientists led by Paul Dent, Ph.D., and Richard Moran, Ph.D., and is led by clinical investigator, Andrew Poklepovic, M.D.

Background image: Breast Tumor Microenvironment
WORKING TO IMPROVE LUNG CANCER SURVIVAL

Lung cancer is the leading cause of cancer-related deaths for both men and women. This year, Massey introduced new elements of lung cancer care and innovative clinical trials to better serve patients across Virginia. From precision medicine through state-of-the-art genomic sequencing to participation in two promising national clinical trials that also target specific genetic mutations and the next generation of highly-targeted radiation therapy, enhanced screening technologies and tobacco research that informs preventative interventions, Massey is helping to improve lung cancer survival. Massey’s ability to deliver specialized care for all lung cancers continues to expand.

Background image: Lung Cancer Autophagy
PATIENT CARE

EXPLORING NOVEL APPROACHES TO BRAIN AND CENTRAL NERVOUS SYSTEM CANCERS

Massey launched two innovative clinical trials based on the research of Paul Dent, PhD, Universal Corporation Chair in Cancer Cell Signaling. A phase 1 trial for newly diagnosed glioblastoma multiforme is testing the addition of dimethyl fumarate to the standard treatment for GBM and whether it could enhance the effectiveness of the existing protocol to kill brain cancer cells. Another phase 2 trial investigates how effectively a combination of the drugs sorafenib, valproic acid and sildenafil work in treating patients with recurrent high-grade glioma, a tumor that starts in the brain or spinal cord. These medications may be able to control and stop the growth of tumor cells by blocking some of the proteins needed to sustain cancer cell growth.

IMPROVING SURVIVORSHIP THROUGH CARDIO-ONCOLOGY PROGRAM

Cardiovascular disease is the leading cause of death for cancer survivors, and it often caused by the same treatment that once saved their lives. Intent on improving this statistic, VCU heart transplant specialist Michael Hess, MD, started Virginia’s first Cardio-Oncology Program. Cardio-oncology is the fastest growing discipline in the field of cardiovascular medicine and Hess’ program runs a full-time outpatient clinic and inpatient service. Hess works closely with 25 Massey oncologists and bone marrow transplant specialists to provide preventative care by screening patients prior to cancer treatment, and to provide cardiac treatment to patients who develop heart issues in the course of cancer treatment or whose pre-existing heart disease needs to be managed during the course of cancer treatment. Finally, when patients conclude treatment, the program helps them maintain good health.

PROVIDING CARE FOR BODY, MIND AND SPIRIT THROUGH SUPPORTIVE CARE CLINIC

Providing outpatient palliative care for all cancer patients through the Supportive Care Clinic is a significant point of differentiation for Massey Cancer Center. The clinic is part of Massey’s international award-winning palliative care program, which, in addition to providing patient care, also serves as a center for research and training in the field. Fewer than 50 percent of NCI-designated cancer centers have an outpatient palliative care program and few are able to see patients five days a week. Massey’s interdisciplinary team approach, allows patients to be seen more frequently to enhance quality of life during treatment and prevent hospitalization.
EDUCATION

GRANT ALLOWS MASSEY TO EXPAND COMMUNITY OUTREACH EFFORTS

Massey was awarded a grant of $248,600 over two years by the National Cancer Institute (NCI) to support the expansion of initiatives that connect at-risk and underserved communities with NCI research, training and outreach efforts. For the last five years, Massey’s related efforts have focused on Petersburg, Richmond and Emporia. The new grant allows expansion into communities located around the east end of Richmond and Lawrenceville.

The first initiative launched was Massey’s Breast Health Research Champion program, which trains breast cancer survivors, caregivers and advocates to motivate women within their own social circles to be screened for breast cancer. Designed to improve community health, the effort seeks to increase women’s understanding of the disease, and raise awareness of local and national cancer resources in their community.

CANCER RESEARCH AND RESOURCE CENTER OF SOUTHERN VIRGINIA MOVES TO NEW LOCATION

In response to the findings of cancer needs assessments conducted in the Crater, Piedmont and Southside health districts, the Cancer Resource Center was developed by Massey Cancer Center in May of 2013. Designed to connect individuals living within these regions with local, state and national cancer programs and resources, the center works to address specific needs and promote services to residents affected by cancer.

This year, the resource center moved to a new location that is more central to Lawrenceville area cancer patients, survivors and their families and caregivers. The new setting offers room for private health consultations and greater accessibility to area residents. The Cancer Resource Center helps foster open conversations about cancer research, community engagement in cancer studies and ways to advance cancer prevention, early detection, treatment and survivorship.
TRAINING AND EDUCATING THE NEXT GENERATION OF CANCER RESEARCHERS

Ensuring a future of strong, dynamic scientists and clinicians is an important part of Massey’s mission. When the National Cancer Institute (NCI) asked designated cancer centers to integrate training and education of biomedical researchers and health care professionals into programmatic efforts, Massey responded by formalizing and launching a training and education program. The program’s first “class” of students being funded through cancer center and philanthropic support was introduced this year. Students were selected through a competitive application process and are offered specialized cancer research experience, training and mentorship. The program is built to assist students by offering them firsthand cancer research experience and knowledge before going on to become physician-scientists.
MASSEY PHYSICIANS HONORED WITH FACULTY EXCELLENCE AWARDS

The VCU School of Medicine honored three Massey physicians with Faculty Excellence Awards in recognition of extraordinary accomplishments in education, leadership and professional achievement through their commitment to excellence, integrity, teaching and service.

• Harry D Bear, MD, PhD, Walter Lawrence, Jr. Chair in Surgical Oncology, was recognized with the MCV Physicians Distinguished Clinician Award for service to VCU and his profession and innovative research yielding discoveries that improve patient care.

• Mary Helen Hackney, MD, was awarded the Leonard Tow Humanism in Medicine Award, which recognizes exceptional compassion in the delivery of care; respect for patients, their families and healthcare colleagues; and clinical excellence.

• Amelia Grover, MD, was awarded the Women in Science, Dentistry and Medicine (WISDM) Professional Achievement Award in recognition of clinical, research and teaching excellence.
**FACULTY EXCELLENCE**

**VCU DISTINGUISHED FACULTY**

Gordon D. Ginder, MD, director of Massey Cancer Center and Lipman Chair in Oncology was recognized with the University Award of Excellence, one of the highest honors the University bestows. The award is a reflection of Ginder’s dedication as a scientist, teacher, leader and physician, and his commitment and vision for the growth of Massey Cancer Center.

**VCU DISTINGUISHED FACULTY**

Thomas Eissenberg, PhD, was awarded VCU’s Distinguished Scholarship Award in recognition of his nationally-recognized research related to the behavioral pharmacology of drugs of abuse, including tobacco products. Eissenberg played a key role in VCU’s receipt of an $18.1 million grant to create the Study of Tobacco Products in the Department of Psychology.

**NATIONAL CANCER INSTITUTE LEADERSHIP AWARD**

Andrew Poklepovic, MD, Harrison Scholar, received a National Cancer Institute (NCI) Clinical Investigator Team Leadership Award. This award supports outstanding mid-career clinical investigators at NCI-designated cancer centers whose leadership, participation and activities help promote cancer research through clinical trials.

**BEAR NAMED PRESIDENT OF THE RICHMOND ACADEMY OF MEDICINE**

Harry D. Bear, MD, PhD, Dr. Walter Lawrence, Jr. Chair in Surgical Oncology, was inaugurated as the Richmond Academy of Medicine’s (RAM) new president in January, 2016. RAM is an organized community of local physicians who engage through meetings and programs in an effort to advance health care practices and the medical profession for the benefit of the greater Richmond area and beyond.

**MASSEY RESEARCHER PENNED MOST-CITED REVIEW ARTICLE IN LEADING CANCER JOURNAL**

David Gewirtz, PhD, is author of the most-cited review article in Cancer Research, one of the world’s most influential cancer journals. In 2014, Gewirtz published “The Four Faces of Autophagy,” a review of research that challenged the conventional understanding of a cellular process with implications for virtually all forms of cancer.
### BY THE NUMBERS

#### OUR COMMUNITY OF SUPPORT

- **$10.5M** new philanthropic gifts and pledges
- **12,777** gifts
- **15,327** donors
- **3,845** first-time gifts
- **789** individuals participating in peer to peer fundraising
- **27** endorsed community partner events
- **10,000+** engaged on social media

#### OUR RESEARCH

- **$37M** in peer-reviewed research
- **92%** of total research funding is peer-reviewed
- **$12.8M** in NCI peer-reviewed funding
- **56** projects funded by NCI peer reviewed grants
- **$231,300** awarded in pilot project funding
- **5** pilot projects supported
- **12** researchers involved
- **29** new treatment trials opened
- **5** new cancer prevention and control studies opened
- **8** new Massey investigator-initiated trials opened
- **43** publications in high-impact cancer journals.
OUR NEW FACULTY

Seth Corey, MD, MPH, chair, Division of Hematology, Oncology and Stem Cell Transplantation, Department of Pediatrics; Children’s Hospital Foundation Endowed Chair in Pediatric Cancer Research

Bernard Fuemmeler, PhD, MPH, associate director for cancer prevention and control, Department of Health Behavior & Policy

Zhi-jian Chen, MD, PhD, Department of Neurology

Tamas Gal, PhD, director, cancer informatics core, Department of Biostatistics

J. Chuck Harrell, PhD, Department of Pathology

Paula Bos, PhD, Department of Pathology

OUR NEW RESEARCH MEMBERS

Cancer Prevention and Control Program
Dipankar Bandyopadhyay, PhD
Bernard Fuemmeler, PhD, MPH
Tamas Gal, PhD
Arun Sanyal, MBBS, MD

Cancer Molecular Genetics Program
Paula Bos, PhD
J. Chuck Harrell, PhD
Seth Corey, MD, MPH
Eun Lee, PhD
Zvika Schwartz, DMD, PhD

Cancer Cell Signaling Program
Zhi-jian Chen, MD, PhD
Arun Sanyal, MBBS, MD
Zvika Schwartz, DMD, PhD

Developmental Therapeutics Program
Sandro da Rocha, PhD
Gita Massey, MD
Aaron May, PhD

Non-aligned
Timothy Harris, MD, PhD

MASSEY CANCER CENTER FY 2016 SOURCES OF OPERATING INCOME
Total: $27,656,769

1% VCUH
12% Institutional
18% Sponsored Research
34% State General Fund
35% Philanthropy

MASSEY CANCER CENTER SOURCES OF PHILANTHROPIC FUNDS

14% Events and Cause Marketing
20% Annual Giving
66% Major Gifts

MASSEY CANCER CENTER FY16 BUDGET ALLOCATION

7% Development
7% Basic Research
10% Shared Resource Cores
16% Research Infrastructure
27% Clinical Trials Office
33% Faculty Support and Other
MASSEY’S STATEWIDE OUTREACH

CANCER RESEARCH AND RESOURCE CENTERS OF SOUTHERN VIRGINIA (CRRCSV)

With locations in Danville and Lawrenceville, Massey’s resource centers provide cancer patients, survivors and their networks of support with up-to-date, reliable and helpful information. The CRRCSV offices are funded by Massey and the Tobacco Region Revitalization Commission. In the 2016 grant year, the CRRCSV:

- Received 1,507 visitors
- Distributed 61,659 educational publications
- Hosted 3,444 participants in educational programming focusing on cancer prevention and early detection
- Delivered support services to 435 cancer patients
- Hosted Massey’s Breast Health Research Champion program, through which nine Lawrenceville community members were trained to share key breast health messages

HEALTHY LIVING AND LEARNING CENTER (HLLC)

A collaboration between Massey, the Virginia Department of Health and the Petersburg Public Library, the HLLC broadened its programming for further integration in the Petersburg community:

- 2,301 Petersburg residents attended free exercise classes
- Collaborated with the Petersburg Wellness Consortium on the Million Mile Challenge, a cancer prevention and health awareness campaign that inspired Petersburg residents to walk, run or jog and collectively record more than one million miles of activity
- Launched a monthly breast cancer social support group

CLINICAL RESEARCH AFFILIATE NETWORK

Massey assists eight affiliate practices with the development and ongoing management of a quality clinical trials program. This partnership provided access to innovative cancer trials initiated at Massey and the National Cancer Institute and specialized sponsored research studies. In fiscal year 2016:

- 22 clinical trials were available for enrollment
- 36 patients participated in treatment trials
- 44 patients participated in non-treatment (behavioral) trials
ENDOWED CHAIRS, PROFESSORS AND SCHOLARS

Endowed chairs, professors and scholars honor and recognize the distinction of outstanding faculty while providing invaluable support for Massey’s most distinguished researchers. Established through the generosity of donors, these gifts are invested in an interest-bearing fund for which the principal remains intact and the interest provides a perpetual source of annual income. Endowments are a powerful tool for recruitment and retention. Massey is proud to have a growing list of faculty awarded with such distinction and is grateful for the philanthropic support the following list represents:

CHAIRS
Jeanette and Eric Lipman Chair in Oncology  
Gordon D. Ginder, MD
Dianne Nunnally Hoppes Chair in Cancer Research  
Steven R. Grossman, MD, PhD
Florence and Hyman Meyers Endowed Chair in Radiation Oncology  
Douglas W. Arthur, MD
Dr. Walter Lawrence, Jr. Chair in Surgical Oncology  
Harry D. Bear, MD, PhD
Paul M. Corman, MD Chair in Cancer Research  
Charles E. Chalfant, PhD
Carolyn Wingate Hyde Endowed Chair in Cancer Research  
Charles Clevenger, MD, PhD
Children’s Hospital Foundation Endowed Chair in Pediatric Cancer Research  
Seth Corey, MD, MPH
Massey Endowed Chair in Palliative Care  
Egidio Del Fabbro, MD
Universal Corporation Chair in Cancer Cell Signaling  
Paul Dent, PhD
Thelma Newmeyer Corman Endowed Chair in Oncology Research  
Paul B. Fisher, MPH, PhD
Harrigan, Haw, Luck Families Chair in Cancer Research  
Charles Geyer, Jr., MD
Shirley Carter and Sture Gordon Olsson Chair in Cancer Research  
Steven Grant, MD
William G. Reynolds, Jr. Chair in Neuro-Oncology  
Mark Malkin, MD
Mann T. and Sara D. Lowry Chair in Oncology  
Sarah Spiegel, PhD

DISTINGUISHED PROFESSORSHIPS
Martha Anne Hatcher Distinguished Professor in Oncology  
Andrew C. Larner, MD, PhD
Harrison Foundation Distinguished Professor in Cancer Research  
Devanand Sarkar, MBBS, PhD
Mary Anderson Harrison Distinguished Professor in Cancer Research  
Xiang-Yang (Shawn) Wang, PhD
Irene Shaw Grigg Distinguished Professor in Genetics Research  
Jolene J. Windle, PhD

PROFESSORSHIPS
Dianne Harris Wright Professor  
Weldon Chafe, MD

SCHOLARS
Susan White Hollsworth Palliative Care Scholar  
Tara Albrecht, PhD, RN
Harrison Scholar  
Anthony Faber, PhD
Harrison Scholar  
Larisa Litovchick, MD, PhD
Harrison Scholar  
Andrew Poklepovic, MD
Harrison Scholar  
Victor Yazbeck, MD

Positions in process of being awarded
Linda Grandis Blatt Endowed Chair in Cancer Research  
Gordon D. Ginder, MD Chair in Cancer Research  
Theresa A. Thomas Memorial Foundation Chair in Cancer Prevention and Control

Positions designated for active recruitment
Natalie N. and John R. Congdon, Sr. Endowed Chair in Cancer Research  
Lacy Family Chair in Cancer Research  
Massey Alliance Scholar  
Massey Cancer Center Chair in Cancer Cell Signaling  
Massey Club Professorship  
RGC Professorship for Cancer Research  
Judith Talley Secor Chair  
Veronica Donovan Sweeney Professorship for the Chief of Breast Imaging  
Dianne Harris Wright Professorship for OB-GYN Oncology Research
VCU MASSEY CANCER CENTER ADVISORY BOARD
JULY 1, 2015 – JULY 1, 2016

The Advisory Board advises and assists the director of VCU Massey Cancer Center in accomplishing the Center’s mission of eradicating death and suffering caused by cancer. Toward that end, the Board leads fundraising and community advocacy efforts.

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Jennifer Mott Chair, Massey Challenge
Michael C. Gray, President,
Massey Alliance
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Massey Alliance
The Massey Alliance is a group of young professional ambassadors who work to foster and cultivate support for the research, resources and programs provided by VCU Massey Cancer Center through philanthropic and outreach efforts.

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Thomas Warthen

Members of the Massey Alliance Board present a check representing funds raised through events, individual efforts and corporate partnerships.
UNRESTRICTED FUNDS: UNLIMITED OPPORTUNITY

In fiscal year 2016, supporters of VCU Massey Cancer Center fueled innovation and discovery through unrestricted giving. 9,874 donors invested more than $5.1 million in flexible funds that enabled cancer center leadership to respond to exciting—and often unforeseen—cancer research opportunities. Whether fast-tracking novel research concepts, contributing to a successful faculty recruitment or ensuring promising concepts receive essential seed funding, these gifts are of the utmost value in an ever-changing, dynamic cancer research landscape.

“We have come to think of unrestricted gifts as ‘opportunity funding.’ Cancer research is progressing and changing at a pace that the ability to capitalize on an opportunity can mean the difference in being part of the next big breakthrough, providing a lifesaving clinical trial to a patient or being on the sidelines. I am extremely grateful for unrestricted gifts and the flexibility it allows me and my team to stay on the forefront of innovative research and cutting-edge patient care.”

—Dr. Gordon D. Ginder

IMPACT HIGHLIGHTS OF UNRESTRICTED GIFTS DURING FISCAL YEAR 2016 INCLUDE:

CLINICAL TRIALS

Massey provided a total of $7.5 million to support its clinical trials program, including physician leadership, patient enrollment, regulatory controls, risk management, statisticians, nurse coordinators, information technology, and reporting. With philanthropy representing more than 23 percent of this total, donors who designated their gift as unrestricted play a pivotal role in providing Massey scientists with the resources they need to move promising ideas along as quickly as possible.

Unrestricted funds supported the opening of 29 new treatment trials and five new cancer prevention and control studies. Eight of these trials were Massey investigator-initiated, meaning the clinical trial was translated from basic science performed in Massey’s labs.

RECRUITMENT

Unrestricted gifts provided critical funding towards the recruitment of five new leaders. Through packages that dedicate specific time to cancer research, unrestricted support ensures their ability to remain laser-focused on their quest for a future without cancer. Thanks to these gifts, the possibilities are unlimited.

PILOT PROJECTS

Unrestricted funding directed toward pilot projects can result in a powerful return on investment. Scientific data from a successful pilot project is often the key component in securing grant funding for the project’s progression to next stages of research. This not only allows for discoveries to be translated into clinical trials and new treatments in an accelerated timeframe, but also maximizes the investment and impact of the initial unrestricted support.

Unrestricted gifts fueled five pilot projects and benefited twelve researchers, providing each with the opportunity to test their theories. Our ability to support these new ideas is paramount to our success and is made possible thanks to visionary donors providing unrestricted gifts.

ONGOING APPRECIATION

At VCU Massey Cancer Center, we are proud of our partnerships and relationships with all donors, with special thanks to the loyal generosity of Massey Club supporters. You propel our mission to serve as a comprehensive center of excellence in cancer research, prevention and control, patient care and education. As we set out to address and solve the complex problem of cancer, we value your ideas, volunteer power and generosity. Together, we are creating a healthier community and building a strong foundation for a future without cancer. Thank you.
THESE GIFTS ARE OF THE UTMOST VALUE IN AN EVER-CHANGING, DYNAMIC CANCER RESEARCH LANDSCAPE
To make a contribution or inquire about ways to give or special opportunities, please call the Office of Development and External Relations at (804) 828-1450.

Contact our patient coordinators at (804) 828-5116 or 1-877-4MASSEY.

To get involved with special events and fundraisers, call (804) 827-9486.
To volunteer to serve patients, call (804) 828-8709.

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