

DTC GALA COMMITTEE MEETING REVIEW
THURSDAY, APRIL 10, 2008
STEPHANIE ERCEGOVIC'S HOME
9 BLUEWATER HILLS SOUTH, WESTPORT, CT

In attendance: Nancy Anderson-Smith, Marlene Marcus Bacher, Betsy Baird, JoAnn Bilyard, Maureen David, Jacques Dickinson, Stephanie Ercegovic, Sue Frankenbach, Marie Green, Sondra Kennedy, Wendy Long, David Reichbind, Karyn Reichbind

We had the pleasure of briefly meeting Lisa Cannella and Cindy Citrone, Regional Director and Vice President (respectively) of CancerCare of Connecticut. CancerCare is a national nonprofit organization that provides free professional support services to anyone affected by cancer: people with cancer, caregivers, children, loved ones, and the bereaved. Cindy and her husband are underwriting a fabulous golf outing on May 12 at the Fairfield Country Club to jointly benefit CancerCare and Discovery to Cure. Stephanie and Cindy have been close friends for years, and thanks to Cindy's generosity and interest in cancer research, DTC will be benefiting from this event.

We welcomed two guests to our meeting:

Sondra Kennedy is a colleague and friend of Wendy Long's. Sondra is a history teacher at Fairfield High School. She served as treasurer for Save the Children for about ten years. She is interested in finding out more about DTC thanks to Wendy.

Marlene Marcus Bacher is a real estate agent in Manhattan, and lives in Weston with her two teenaged children. Marlene is an ovarian cancer survivor who is on a mission to get the word out about early detection and the need for funding research for detection and treatment of ovarian cancer.

Stephanie reported briefly about the JPMorgan Charity Fair held on February 28. "Dr. Dan" Silasi and Elena Ratner joined Stephanie to present the work being done by Discovery to Cure at a large fair offered to JPMorgan employees to highlight their personal volunteer interest or charity.

Sue represented DTC at the Annual Women's Health Conference held on March 9 in Mystic. She met over 175 women, and made sure each of them received our new brochure and an insert about the upcoming Gala!

Nancy Anderson-Smith reported on a highly successful awareness and fundraising event her Women in Leadership group organized at Cartus in Danbury. Dr. Schwartz was the keynote speaker. Following him, there was a panel of three cancer survivors and one family member who discussed their experiences. Dr. Schwartz was fabulous and had everyone on the edge of their seats. Apparently this event was the talk of the water cooler the next day. Nancy's group raised over \$2,300 for DTC and provided critical information about the research being done at Yale, as well as early detection and treatment information for the 100 attendees. This is a wonderful model for anyone who would like to organize a similar event! Several committee members mentioned ideas they had for specific audiences (real estate agents, teachers etc.).

There was much discussion and sharing of ideas concerning how we can raise the visibility of DTC and ovarian cancer in people's daily lives. More and better publicity including regular articles in local newspapers was discussed as well as more regular press releases about the research being done at Yale. The visibility of gynecologic cancers needs to be raised through a consistent message. Our fundraising needs to stress facts – the number of women diagnosed with ovarian cancer, how many die annually, what percentage of all donations go directly to research and treatment at Yale, etc. Jacques offered to pursue a draft with specific talking points in the next week or so with Dr. Rutherford.

Jacques also mentioned that he hoped the new website discoverytocure.org will begin to be a resource for people about the program, as well as help patients or families who need to make a connection with others who have experienced cancer.

Celebrity connections were suggested and Wendy Long reminded everyone that her son, Justin Long, is a celebrity (we knew that!). She agreed to ask him to gather his famous friends to fill a table at the Gala, and she also agreed to ask him if he would agree to serve as our Master of Ceremonies. Stay tuned!

Sue reviewed the packet inserts she put together for everyone to begin to use for their solicitations – either table sponsorship or silent auction. **It was agreed that everyone should let Sue know who they were approaching to avoid duplication.**

There was discussion about levels of contribution and if donors would be recognized even if they only gave smaller (\$100 or \$50) amounts. All were assured that each donor would be listed appropriately in the commemorative Journal. Sue was asked to find out about the process for donors who may want to pledge a large gift but pay it over several years.

There was discussion about the types of items sought for the silent auction as well as whether to include a raffle. The committee was very enthusiastic about including a small number of items for a raffle in addition to the silent auction, as many people enjoy the suspense and excitement of a raffle. All were reminded to keep in mind the audience who has traditionally attended the Gala – who are not necessarily “high-rollers”.

The first drafts of the Gala poster and Save-the-Date were reviewed. Elegant and stylish were comments made, but a dash of color was suggested. Christine DiGuseppi is ready willing and able to make these pieces really work for us. She will have new drafts in the next week or so.

At the end of the meeting, Jacques distributed DISCOVERY TO CURE baseball hats and soft briefcases he had had embroidered by one of his clients. Sue sent everyone away with gift bags full of DISCOVERY TO CURE notepaper and solicitation packets. **Committee members who were unable to attend will receive packets from Sue via the US Mail.**

Stephanie served a delicious dinner, and we all thank her for her hospitality in her lovely home. Her sweet daughters were the icing on the cake!

Next meeting will be the week of MAY 5 – Sue will email all of you for a preferred day. It will be held in New Haven at 6PM.

Attached is a suggested solicitation letter to use with your packets for either sponsorships or silent auctions items.

Letter template – please personalize as you wish
Margins are set to work with the DTC letterhead

Name
Address
City, State Zip

Dear

Yale's Gynecologic Oncology ***Discovery to Cure*** program is ***providing hope for women:***

- **A new screening test**, currently in clinical trial in the US, China, Australia and Israel, is **99%+ accurate** in uncovering ovarian cancer at it's earliest stages. This can be an extraordinary benefit for women whose family history may make them at increased risk for ovarian cancer and for whom **early detection can mean a positive prognosis.**
- Ongoing work in **assessing tumor resistance** helps assure patients they will receive the best combination of treatment therapies. By narrowing treatment protocols to drugs that will be the most effective, **time is saved and so are lives.**
- Yale has also been the forerunner in coordinating the clinical trials for the drug **phenoxodiol**, an **anti-cancer therapy** that represents the next generation of oncology drugs. Developed by the pharmaceutical company Novogen, these agents act against the fundamentals of the cancer process. While the focus of the ***Discovery to Cure*** program is to combat gynecological cancers, **this research will have important ramifications for prostate, pancreatic, liver and breast cancer as well.**

Early detection, advanced diagnosis, state-of-the-art treatment and the opportunity to take part in innovative clinical trials are just a few of the many areas of excellence offered through the ***Discovery to Cure*** program. Our clinical programs offer nationally and internationally recognized physicians and specialists the ability to focus their expertise on specific types of gynecological cancers enabling them to provide superior care to our patients. **Most importantly, the scientific research our physicians and scientists conduct now offers real hope to patients battling cancer today and hope for the future.**

Our Annual ***Discovery to Cure Gala*** will be held this September in Commons at Yale University's Woolsey Hall. This elegant evening will feature cocktails, a lively silent auction, a sumptuous dinner and dancing. This is a wonderful opportunity for you and your guests to enjoy a festive event while supporting the important work being done by ***Discovery to Cure***. Your support will be widely publicized in all of the promotional material prepared and distributed prior to as well as during the evening. **Please look over the enclosed material to see the variety of support levels available. We are certain you will want to be included!**

We hope you will consider investing in the cutting-edge research and the promising innovative clinical trials initiatives ***Discovery to Cure*** is known for. Your donation will make a difference to cancer patients here in Connecticut and around the world. **You can help us to continue to provide the best individualized care and pioneering treatments we have become well-known for since *Discovery to Cure* was established in 2003.**

Thank you for your interest and support!

Sincerely yours,