

*Gynecologic
Cancer
Foundation*

**Annual Report
2004**



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Our Mission

The GCF was formed by the Society of Gynecologic Oncologists in 1991 to raise funds to ensure public awareness of gynecologic cancer prevention and the need for early diagnosis and proper treatment of gynecologic cancers. In addition, GCF supports research and training related to gynecologic cancers. GCF advances this mission by increasing public and private funds that aid in the development and implementation of programs to meet these goals. In 2002, GCF was ranked as one of “America’s 100 Best Charities” by *Worth* magazine. GCF was one of only two charities on the list solely focused on women’s health.

Our Motivation

Every hour, approximately **10 women** will be diagnosed with a reproductive cancer.

Each year, over **82,000 women** will be told that they have one of these cancers.

Although the majority of women diagnosed with these cancers will survive their diagnoses for years, some even decades, sadly, many will not. In the last five years alone, approximately **130,000 women** in this country have died as a result of their diagnoses of a gynecologic cancer.

A significant percentage of women diagnosed with these cancers are diagnosed in the **advanced stages** of their diseases, when five-year survival rates are far lower.

This year, an estimated **26,000 women** in the United States are expected to lose their lives to some form of gynecologic cancer.

Our Hope

The GCF was founded on the premise that providing women with up-to-date information about gynecologic cancer would empower them to take appropriate steps to reduce their risks for these cancers and to seek early and effective intervention if suspicious symptoms ever arose.

Diet, exercise and lifestyle choices play a significant role in the **prevention** of gynecologic cancers.

Regular screening and self-examinations can result in the **early detection** of certain gynecologic cancers, when treatment is more likely to be successful and a complete cure more likely.

Important **research** discoveries in the field of gynecologic cancer can dramatically improve the outlook for those diagnosed with one of these cancers.

Our Programs

GCF programs are designed to:

- ▶ **Raise public awareness** of ways to prevent, detect and treat gynecologic cancers;
- ▶ **Provide education** about gynecologic cancers and the central role of gynecologic oncologists in these activities;
- ▶ **Support promising, innovative gynecologic cancer research** and train a cadre of clinicians/scientists to participate in clinically relevant research.

GCF Funded Programs 2004

Research Grants and Awards

Since 1995, GCF has funded over 40 research grants totaling \$1.5 Million. Funding for our research grants comes from private funds received from individuals, corporations and foundations who share in GCF's interest in advancing research in the field of gynecologic cancers. Research grants may be limited to general research on gynecologic cancer or may be restricted to a specific area of research in the gynecologic cancer field. The average size of our research grants is \$50,000. In 2004, we funded 11 research grants. GCF also funds a fellowship in conjunction with the National Cancer Institute and annual awards recognizing excellence in gynecologic cancer research.

GCF/Ann Schreiber Ovarian Cancer Research Grant

This research project is for one year at \$50,000. This program is intended to support research focused around early detection, screening and basic translational research in ovarian cancer. GCF gratefully acknowledges the Ovarian Cancer Research Fund for support of this grant.

Rosemarie Schmandt, MD, PhD, M. D. Anderson Cancer Center was the 2004 recipient of this research grant for her application entitled, "*What is the role of BRK in Ovarian Tumor Growth?*"

GCF/Eli Lilly and Company Ovarian Cancer Research Grant

This research project is for one year at \$50,000. This program is intended to support research related to ovarian cancer. GCF gratefully acknowledges Eli Lilly and Company for support of this grant.

David O'Malley, MD, Yale University School of Medicine was the 2004 recipient of this research grant for his application entitled, "*Characterize the Molecular Mechanisms Regulating the Sensitivity of Ovarian Cells to Apoptosis Induced by Phenoxodiol.*"

GCF/Florence & Marshall Schwid Ovarian Cancer Research Grant

This research project is for one year at \$50,000. This program is intended to support innovative research related to ovarian cancer and assists the investigator in bridging long term funding.

GCF gratefully acknowledges the Schwid Family for their ongoing generosity in providing funding to support this research grant over the last seven years.

Amir Jazaeri, MD, University of Virginia was the 2004 recipient of this research grant for his application entitled, "*Evaluation of the MEIS1 Gene as a Potential Biomarker for Ovarian Cancer.*"

GCF/GlaxoSmithKline Therapeutic Approaches to Relapsed Ovarian Cancer Grant

This research project is for one year at \$25,000. This program is intended to support research related to relapsed ovarian cancer. GCF gratefully acknowledges GlaxoSmithKline for its support of this grant.

John Chan, MD, Stanford University School of Medicine was the 2004 recipient of this research grant for his application entitled, "*Dual Therapy of Epithelial Ovarian Cancer.*"

GCF/Kea Simon Ovarian Cancer Research Grant

This research project is for one year at \$50,000. This program is intended to support research related to ovarian cancer. GCF gratefully acknowledges Ms. Kea Simon for her generous support of this research grant through her endowment fund at the GCF.

Andrew Li, MD, Cedars-Sinai Medical Center was the 2004 recipient of this research grant for his application entitled, "*Androgen Modulation of EGFR Signaling in Epithelial Ovarian Cancer Biology.*"

GCF/Lee Kaplan Cancer Foundation Ovarian Cancer Research Grant

This research project is for one year at \$25,000. This program is intended to support research related to ovarian cancer. GCF gratefully acknowledges the Lee Kaplan Cancer Foundation for its generous support of this research grant.

Christine Walsh, MD, Cedars-Sinai Medical Center was the 2004 recipient of this research grant for her application entitled, "*Defining the Role of HNPCC in Women with Synchronous Ovarian and Endometrial Cancers.*"

GCF/Molly Cade Ovarian Cancer Research Grant

This research project is for one year at \$50,000. This program is intended to support research related to early detection focused primarily on treatment modality for women dealing with ovarian cancer and reoccurrences. GCF gratefully acknowledges the Cade Foundation for its generous support of this research grant.

Johnathan Lancaster, MD, Moffitt Cancer Center, was the 2004 recipient of this research grant for his application entitled, *“Reversal of Platinum Resistance in Ovarian Cancer Cell Lines by Silencing of Gene Expression Pathways using RNA Interference.”*

GCF/Ovarian Cancer Research Grant

This research project is for one year at \$50,000. This program is intended to support research related to ovarian cancer. This grant was made possible through the support of an anonymous donor in honor of her physician, Dr. Ellen Smith, MD, for her wonderful care and compassion. GCF gratefully acknowledges the generosity of this donor for her generous support of this research grant.

Joseph Connor, MD, University of Wisconsin was the 2004 recipient of this research grant for his application entitled, *“Intraperitoneal Therapy with HuKS-IL2 in a Mouse Model of Epithelial Ovarian Cancer.”*

GCF/Cervical Cancer Research Grant

This research project is for one year at \$25,000. This program is intended to support research related to etiology, treatment, and diagnosis for women with cervical cancer. This grant was made possible through the support of an anonymous donor in honor of her physician, Dr. Ellen Smith, for her wonderful care and compassion. GCF gratefully acknowledges the generosity of this donor for her generous support of this research grant.

Mark Einstein, MD, Albert Einstein College of Medicine was the 2004 recipient of this research grant for his application entitled, *“Role of Genetic Variances in Cervical Cancer Risk.”*

GCF/Susan G. Komen Breast Cancer Foundation Career Development Award

This research project is for two years at \$50,000. This program is intended to support research related to issues affecting women with breast cancer or at risk for breast cancer. GCF gratefully acknowledges the Susan G. Komen Breast Cancer Foundation for its generous support of this research grant.

Peter Argenta, MD, University of Minnesota was the 2004 recipient of this research grant for his application entitled, *“The Relative Expression and Activity Levels of Steroid-Converting Enzyme Isoforms in Breast and Ovarian Cancers.”*

GCF/R.O.C.C.S. Ovarian Cancer Research Grant

This research project is for one year at \$25,000. This program is intended to support research related to ovarian cancer. GCF gratefully acknowledges R.O.C.C.S. for its generous support of this research grant.

Heidi Gray, MD, University of Washington was the 2004 recipient of this research grant for her application entitled, *“Early Cancer Detection in High Risk Patients Using an Ovarian Cancer Specific Immunologic Screen.”*

GCF/National Cancer Institute (NCI) Scholar’s Program

This fellowship provides support for two years of study at the National Cancer Institute at \$50,000/year. The purpose of this program is to support the development of outstanding clinician research scientists. The program provides specialized study for up to two clinically trained professionals per year who are committed to a career in research and have the potential to develop into independent investigators. Laboratories in all divisions of the NCI are available to participants. Applicants who are selected will be assisted in identifying the laboratory in which they will carry out their research. The applicant must have completed or be in the final year of an approved fellowship in gynecologic oncology.

Margaret Greenfield/Carmel Cohen MD “Excellence in Ovarian Cancer Research Prize”

This prize is for \$7,500. This prize recognizes outstanding research in ovarian cancer. The prize is to be awarded to the individual who best demonstrates that he or she has used their GCF award to improve women’s health care. The prize honors Margaret Greenfield, who died of ovarian cancer and Carmel Cohen, MD for his excellent care of Ms. Greenfield. GCF gratefully acknowledges Mr. James Greenfield for his generous support of this prize.

George Coukos, MD, University of Pennsylvania Medical Center was the 2004 recipient of this research prize for his application entitled, *“Impact of Cytotoxic Chemotherapy on Vaccine Therapy Strategies in Epithelial Ovarian Cancer.”*

GCF/Eli Lilly and Company Award for the Outstanding Paper by a Fellow or Resident

This award is for \$1,500. This award recognizes outstanding research by a fellow or resident. GCF gratefully acknowledges Eli Lilly and Company for its generous support of this award.

Rahel Ghebre, MD, University of Minnesota was the 2004 Fellow Award Recipient for her application entitled *“Radiation and Anti-Angiogenesis Adeno-Associated Virus Mediated Gene Delivery of a Mutant Human Endostatin in Combination with Radiation Therapy in Cervix Cancer.”*

Public Service Award

GCF was honored to present Bill Freer and Mary Martin of Digital Bistro with the 2004 GCF Public Service Award. This award recognizes individual commitment to raising public awareness of gynecologic cancers. Bill Freer and Mary Martin have supported GCF by lending talents and developing print advertisements for GCF. GCF is grateful to Bill Freer and Mary Martin for their ongoing contributions to GCF’s efforts to educate others about gynecologic cancers.

SGO/GCF Member Service Award

GCF was honored to present Mitchell Morris, MD with the 2004 SGO/GCF Member Service Award. This award recognizes SGO/GCF member commitment and dedication to GCF. Dr. Morris has served on the Awards, Women’s Cancer Network, Membership and Nominating committees of GCF. He was the facilitator of the cervical cancer toolkit and is the visionary behind the Women’s Cancer Network. Most recently, he developed the business plan and led GCF’s transition to a stand alone office. GCF is grateful to Dr. Morris for playing a key role in GCF’s success.

GCF Public Outreach and Education Programs

Gynecologic Cancer Foundation Toll Free Information Line 1-800-444-4441

Women facing gynecologic cancer need clear, reliable information on their disease to enable them to make informed decisions about their healthcare. The GCF 1-800-444-4441 toll free information line is available 24 hours a day, 7 days a week to link callers with gynecologic cancer resources and to provide referrals to gynecologic oncologists in their local area.

Callers to the 1-800-444-4441 toll free information line are offered the following free information:

- ▶ The name, address and telephone number of gynecologic oncologists in their geographic area;
- ▶ Access to a complete directory of gynecologic oncologists and related specialists;
- ▶ Free copies of GCF's informational brochures, such as: *"Maintain Your Gynecologic Health"*, *the "Ovarian Cancer National Resource List"*, *"Beating the Odds"*, *"After Breast Cancer: What You Need to Know about your Gynecologic Health"*, *"Renewing Intimacy and Sexuality"* and the *"Women's Cancer Network (www.wcn.org)"*;
- ▶ Information on the Women's Cancer Network (WCN) www.wcn.org; and
- ▶ Instructions for contacting the Gynecologic Cancer Foundation by mail or telephone.

In 2004, the GCF 1-800-444-4441 toll free information line received over 8,000 calls. The GCF thanks Amgen for its generous support of the 1-800-444-4441 toll free information line.

GCF Online Resources

The Internet has become an increasingly popular tool for those seeking information about cancer. GCF currently maintains three Web sites designed to bring women the information they need about gynecologic cancers directly to their desktop.

The GCF Web site (www.thegcf.org)

The GCF Web site (www.thegcf.org) provides free downloads of all of GCF educational and awareness-raising materials including the Gynecologic Cancer Awareness Month publicity kit and lay public and medical professional educational kits. The GCF

Web site enables the dissemination of educational and awareness raising tools to a much larger audience by reducing the costs of distribution of our materials. In 2004, the GCF Web site received 1.7 million hits, representing a 262% increase from 2003.

Women's Cancer Network (www.wcn.org)

In 1998, the GCF launched the award winning Women's Cancer Network (WCN) Web site (www.wcn.org) in partnership with CancerSource. Now in its sixth year, the WCN is a comprehensive gynecologic cancer Internet resource developed to help women discover their potential risks for cancers affecting women including gynecologic, breast, lung and colon cancers. The site also provides practical information for women who have developed cancer, including information about each cancer and various treatment options, access to information on emerging and experimental therapies, and contact information for cancer treatment specialists in by geographic area. In 2004, the Women's Cancer Network received 13.3 million hits, representing a 57% increase since 2003. GCF is grateful to Bristol-Myers Squibb Oncology for its generous support of the Women's Cancer Network Web site.

Cervical Cancer Campaign Web site (www.cervicalcancercampaign.org)

In 2004, the National Cervical Cancer Public Education Campaign launched the Cervical Cancer Campaign Web site. The Web site provides key facts about cervical cancer and information about cervical cancer screening. The Web site also offers free educational presentations and GCF's Cervical Cancer Product Guide for download. GCF is grateful to Cytoc Corporation for its generous support of the National Cervical Cancer Public Education Campaign.

Publication and Distribution of Educational Literature

The GCF publishes numerous patient education brochures on a variety of gynecologic cancer-related topics. These brochures are distributed at health fairs, educational seminars and at medical offices during Gynecologic Cancer Awareness Month and throughout the year. The GCF distributed approximately 70,000 brochures in 2004.

After Breast Cancer: What you Need to Know about Your Gynecologic Health

The GCF's *After Breast Cancer; What you Need to Know about Your Gynecologic Health* brochure was designed to address some of the health issues that breast cancer survivors face with regard to their gynecologic health including their increased risk for certain gynecologic cancers. GCF gratefully acknowledges the Susan G. Komen Breast Cancer Foundation for its generous support of this brochure.

Beating the Odds of Gynecologic Cancer

The GCF's *Beating the Odds of Gynecologic Cancer* brochure was designed to give women the tools they need to best protect their gynecologic health. The brochure includes information on GCF's 1-800-444-4441 information line and the Women's Cancer Network Web site (www.wcn.org).

Maintain Your Gynecologic Health with Education and Early Detection

The GCF's *Maintain Your Gynecologic Health with Education and Early Detection* brochure was designed to educate women about how reproductive cancers are diagnosed and treated, and the symptoms associated with these cancers. The brochure encourages women to log onto the Women's Cancer Network Web site to assess their risk for gynecologic cancer by using an interactive risk assessment tool. The brochure is available in both English and in Spanish.

Renewing Intimacy and Sexuality after Gynecologic Cancer

The GCF's *Renewing Intimacy and Sexuality after Gynecologic Cancer* brochure was designed to offer women general information about issues of sexuality and intimacy that affect women after diagnosis with gynecologic cancer. The brochure includes general information on sexuality and intimacy issues and encourages women to communicate openly about these issues with her partner and with her doctor. GCF gratefully acknowledges Amgen for its generous support of this brochure.

Women's Cancer Network Brochure

The GCF *Women's Cancer Network* brochure was designed to promote the Women's Cancer Network Web site which offers women comprehensive gynecologic cancer internet resource developed to help women discover their potential risks for cancers affecting women including gynecologic, breast, lung and colon cancers. The site also provides practical information for women who have developed cancer, including information about these cancers, the various treatment options, access to information on emerging and experimental therapies, and contact information for cancer treatment specialists by geographic area. GCF gratefully acknowledges Bristol-Myers Squibb for its generous support of the Women's Cancer Network.

Publication and Distribution of Resource Materials

The GCF produces gynecologic cancer resource materials to assist women in identifying the various resources available to them. These resource materials are distributed at health fairs, educational seminars and at medical offices during Gynecologic Cancer Awareness Month and throughout the year. In 2004, GCF distributed over 33,700 resource materials.

Ovarian Cancer Product Guide

GCF's user-friendly product guide in postcard format summarizes all of the information, products and educational materials offered by organizations that are listed in its Ovarian Cancer National Resource List. The Ovarian Cancer Product Guide includes a brief description of the products and materials available through these organizations. This guide allows women to review the available information so that they can get the most specific information relevant to their needs. GCF gratefully acknowledges GlaxoSmithKline Oncology and Tibotec Therapeutics for their generous support of this resource.

Ovarian Cancer National Resource List

The GCF's Ovarian Cancer National Resource List was designed to provide women with a list of national ovarian cancer organizations in pamphlet form. The Resource List is one of GCF's most requested materials. GCF gratefully acknowledges Tibotec Therapeutics for its generous support of this resource.

Cervical Cancer National Resource List

The GCF's Cervical Cancer National Resource List was designed to provide women with a list of national cervical cancer organizations in pamphlet form. The Resource List is currently available online through GCF's Web site (www.thegcf.org) and the National Cervical Cancer Public Education Campaign's Web site (www.cervicalcancercampaign.org).

Educational Programming

The GCF offers educational programming during September, Gynecologic Cancer Awareness Month, and throughout the year. Programming is offered in both English and in Spanish. The GCF also offers educational toolkits to be used by healthcare professionals to educate women in their communities about gynecologic health.

Ovarian Cancer Survivors Course

In 2004, the GCF offered an Ovarian Cancer Survivors Course in conjunction with the Society of Gynecologic Oncologists Annual Meeting on Women's Cancer™ in San Diego. The event was open to all ovarian cancer survivors, friends, family members, and others interested in hearing from the leading experts in ovarian cancer. Attendees were pleased to have the opportunity to speak openly with other cancer survivors who are effectively overcoming the disease. As a result, many women felt that the course provided them not only with the power of knowledge but also the support and hope that they need to fight their disease. The Ovarian Cancer Survivors Course is currently offered one time per year. Additional courses will be added beginning in 2005. In 2004 over 250 women from 28 states attended GCF's Ovarian Cancer Survivors Course. GCF gratefully acknowledges Aventis Pharmaceuticals for its generous support of this event.

Lunch and Learn Educational Course

In 2004, GCF once again offered its *Lunch and Learn* course for hotel employees at the site of the SGO Annual Meeting on Women's Cancers. The course provided information about gynecologic cancers, detection, and screening options.

Ovarian Cancer Educational Kit for the Lay Public

The GCF's Educational Kit for the Lay Public was designed to be used by medical professionals to educate women in their communities about the early detection of ovarian cancer. The educational kit includes a PowerPoint presentation and slide-set. GCF gratefully acknowledges the Ovarian Cancer Research Fund for their generous support of this educational kit.

Cervical Cancer Educational Kit for the Lay Public

The GCF's Educational Kit for the Lay Public was designed to be used by medical professionals to educate women in their communities about early detection and prevention of cervical cancer. The educational kit includes a PowerPoint presentation and slide-set. The educational kit was released in January, Cervical Cancer Screening month. The educational kit includes comprehensive information about the disease and was distributed to several

thousand GCF supporters in 2004. GCF gratefully acknowledges the National Cervical Cancer Coalition for their generous support of this educational kit.

Gynecologic Oncology Educational Kit for Medical Professionals

The GCF's Gynecologic Oncology Educational Kit for Medical Professionals was designed to be used by medical schools and gynecologic oncologists to teach medical students and healthcare professionals in their communities about gynecologic cancer. The educational kit includes a PowerPoint presentation and slide-set.

Physician and Allied Health Professionals Courses

GCF offered a course entitled, "*Cancer in Women: A Scientific Update in Prevention, Screening and Treatment for Ovarian, Cervical and Endometrial Malignancies*" for physicians and allied health care professionals. The course was held in San Diego and was designed to detail the current status of prevention, screening and treatment of these cancers. Participants were presented with current and practical data to enable the delivery of state-of-the-art care and treatment for patients. The event was produced in conjunction with the National Ovarian Cancer Coalition and the National Cervical Cancer Coalition. GCF gratefully acknowledges the Elizabeth Gillespie Fund for Life for its generous support of this event.

Media Outreach

2004 SGO Annual Meeting Media Campaign

At the 2004 SGO Annual Meeting media campaign three of the meeting's most newsworthy research papers were strategically pitched to local and national media. 15 on-site interviews were conducted by registered media with physicians in the newsroom.

The campaign secured more than 140 media hits, including 49 print and 97 online placements, resulting in more than 47 million media impressions. This year's results included significant placements in trade media including *Oncology Times*, *OB GYN News*, *Doctor's Guide*, *Hem-Onc Today*, *Biotech Week*, *Internal Medicine News* and *Women's Health Weekly*. Coverage also appeared in such media outlets as *CNN Money*, *CBS Marketwatch* online, *Orange County Register* and *Excite.com*.

Audio News Release

An audio news release was developed for the first time as part of the 2004 SGO Annual Meeting media campaign, resulting in more than 479 radio stations, many from major media markets, with a combined audience of more than 16 million listeners.

The Group Room

At the 2004 SGO Annual Meeting media campaign, SGO/GCF facilitated interviews with physician spokespeople for the onsite taping of *The Group Room*, the nationally syndicated weekly radio call-in cancer talk show. *The Group Room* airs live every Sunday in cities throughout the United States, reaching more than half a million radio listeners each week.

SGO/GCF Media Response Team

The SGO/GCF Media Response Team follow key media response procedures when responding to requests from the media for interviews. Messages and important media techniques are provided by the communications team. The SGO/GCF Media Response Team participated in 35 regional and national media interviews in 2004. GCF would like to thank the 20 SGO/GCF members that volunteered their time in 2004 to participate on this important team. The 2004 SGO/GCF Media Response Team members included: Bobbie Gostout, MD (Chair); Ronald Alvarez, MD; Andrew Berchuck, MD; Cecelia Boardman, MD; Diane Bodurka, MD; Carol Brown, MD; Ilana Cass, MD; Jonathon Cosin, MD; Susan Davidson, MD; Linda Duska, MD; Wesley C. Fowler, MD; Kris Ghosh, MD; Barbara Goff, MD; Beth Karlan, MD; Kathy Look, MD; Carolyn Muller, MD; David Mutch, MD; James Orr, Jr., MD; Karl Podratz, MD, PhD; Cheryl Saenz, MD; Hector Tarraza, MD; Fidel Valea, MD; Vivian von Gruenigen, MD and S. Diane Yamada, MD.

Today Show Appearance

On March 24, 2004, with assistance from the GCF, the *Today Show* featured Marti Spittel Ziegelbauer, a cervical cancer survivor, as part of a segment regarding the importance of regular health exams. Marti shared her experience of being diagnosed and treated for cervical cancer, and stressed the critical need for women to get screened each year for the disease. The *Today Show* reported that many women called or emailed to say that they had made an appointment for an annual exam after watching the program and learning the importance of regular screening for cervical cancer.

GCF Events

Go for the Gold...Jog for GCF

The fifth annual GCF run/walk event named "Go for the Gold...Jog for GCF" was held at the SGO Annual Meeting in San Diego, California. More than 70 members participated in this event. GCF gratefully acknowledges Digene Corporation for the its generous support of this event.

Roll the Dice for GCF and Everybody Wins

At the 2004 SGO Annual Meeting on Women's Cancers, GCF hosted a Monte Carlo themed event named "Roll the Dice for GCF and Everybody Wins." The event raised over \$55,000 for GCF. GCF gratefully acknowledges the Society of Gynecologic Oncologists, Amgen, Cytoc Corporation and Eli Lilly and Company for their generous support of this event.

Gynecologic Cancer Awareness Month (GCAM)

For the sixth consecutive year, GCF raised awareness and educated millions about the prevention, detection and treatment of gynecologic cancers during September — *Gynecologic Cancer Awareness Month* (GCAM).

Throughout September, GCF contacted more than 6,000 media outlets about GCAM with information about the importance of early and regular screenings for gynecologic cancers. Many top publications have published information about GCAM and gynecologic cancers, including *Better Homes and Gardens*, Yahoo! News, the *Connecticut Post*, *Glamour* and *Vive Magazines*. Other GCAM media outreach included an "on air" discussion with Barbara Goff, MD on the Vital Options radio show, a weekly syndicated cancer talk show.

GCAM Publicity Kit

As part of GCAM, GCF annually produces a publicity kit to assist individuals and advocacy groups engage their communities during this key awareness raising month. The publicity kit includes information, tips and tools for events, reaching the media and sharing key messages. Many changes were made to both the design and content of the publicity kit to update information and keep the "look and feel" current. GCF developed a new questionnaire about the usefulness of the kit that was included in the mid-July mailing to more than 3,000 GCF supporters. Additionally, a Spanish-language Web site, www.AhoraUSA.com, translated GCF's press release announcing GCAM and published it online. The site has helped GCF more effectively communicate with Hispanic and Latina women.

Supplement Receives "Award of Excellence"

GCF's "Gynecologic Cancer: What Every Woman Needs to Know" newspaper supplement, which was developed for *The Washington Post*, was awarded a **2003 Award of Excellence** by the American Society of Association Executives (ASAE). Over 300 applications were submitted as part of ASAE's Associations Advancing America Awards Program, which recognizes associations that propel America forward. GCF gratefully acknowledges Aventis Pharmaceuticals for its generous support of this resource.

All 50 States Declared Gynecologic Cancer Awareness Month (GCAM)

In 2004, Governors in all 50 states proclaimed September as Gynecologic Cancer Awareness Month, creating the first ever nationwide declaration of the month. This landmark effort was accomplished following months of GCF virtual road trips to state capitals across the U.S., urging governors to issue proclamations as part of GCF's "50 or Bust" challenge. To reach this goal, supporters sent hundreds of letters and emails to their governors explaining the importance of GCAM as a month of awareness and education about gynecologic cancers. GCF gratefully acknowledges Women In Government for their assistance and Hector Tarraza, MD for his tireless efforts in leading the "50 or Bust" program for GCF.

The State of the State Annual Report

GCF has created an annual report to the women of America about the "State" of gynecologic cancers. This report, which will be developed each year and distributed to the media, the public, and key organizations and policymakers, describes each major gynecologic cancer and the medical advances and latest developments within each cancer area. Physicians from the Society of Gynecologic Oncologists drafted each respective cancer section ensuring that this first "State of the State of Gynecologic Cancers" will be a resounding success. It was distributed late September. GCF is grateful to Ortho Biotech for providing an unrestricted educational grant to support the report.

Public Policy

The Gynecologic Cancer Education Awareness Act of 2003 – Johanna's Law

In September of 2002, GCF newspaper supplement editor and GCF Public Service Award Winner Sheryl Silver contacted Karen Carlson to discuss a legislative initiative related to gynecologic cancer awareness that she intended to pursue. This bill became a reality and named "Johanna's Law" by Congressman Levin in honor of Sheryl and her sister. The bill authorizes a National Gynecologic Cancer Early Detection and Awareness Campaign to be directed by the NIH. Johanna's Law seeks to educate America's women about gynecologic cancer symptoms and risk factors.

Strategic Partnerships

National Cervical Cancer Public Education Campaign

In 2004, GCF continued as the lead partner of the National Cervical Cancer Public Education Campaign. The goal of the campaign is to reduce the burden of disease, unnecessary procedures and preventable deaths caused each year by cervical cancer through increased education, outreach and communication between women and their health care providers.

The National Cervical Cancer Public Education Campaign Partners came together October 1 in Washington, D.C. to discuss plans for the Campaign and ways they can work together to inform women about cervical cancer, screening and treatment. The meeting brought together Campaign partners from across the country and gave GCF, as the lead partner, an opportunity to articulate its vision for the Campaign, describe plans for upcoming activities and meet with partners one-on-one. Ideas exchanged in the future will help the Campaign strengthen its effort for January, Cervical Cancer Screening Month, as well as develop new strategies and plans for Campaign outreach efforts. The member organizations that make up the campaign include: America Online; American Cancer Society; American Cancer Society-South Atlantic Division; American College of Nurse-Midwives; American College of Obstetricians and Gynecologists; American Medical Women's Association, Founding Lead Partner; American Social Health Association; American Society for Cytotechnology; Association of Reproductive Health Professionals; Association of Women's Health, Obstetric and Neonatal Nurses; Business and Professional Women; Cancer Research and Prevention Foundation of America; Centers for Disease Control and Prevention; Gynecologic Cancer Foundation, Lead Partner; National Alliance for Hispanic Health; National Asian Women's Health Organization; National Black Nurses Association; National Cervical Cancer Coalition; National Cancer Institute; National Coalition for Cancer Survivorship; National Council of La Raza; National Education Association Health Information Network; National Family Planning and Reproductive Health Association; Office on Women's Health, U.S. Department of Health and Human Services; Planned Parenthood Federation of America; Society of Gynecologic Oncologists; Society of Gynecologic Nurse Oncologists; Society for Women's Health Research; Women In Government; YWCA of the USA.

In January, the National Cervical Cancer Public Education Campaign commemorated Cervical Cancer Screening Month by announcing the availability of its new *Cervical Cancer Educational Kit for the Lay Public*, a new *National Cervical Cancer Resource List*

and a public service announcement that encouraged women to be screened for cervical cancer. Information about the campaign was distributed to more than 400 journalists across the United States throughout the month of January.

Additionally, GCF distributed table tent signs to women, physicians and supporters stressing the importance of getting screened annually.

GCF's Allied Support Group

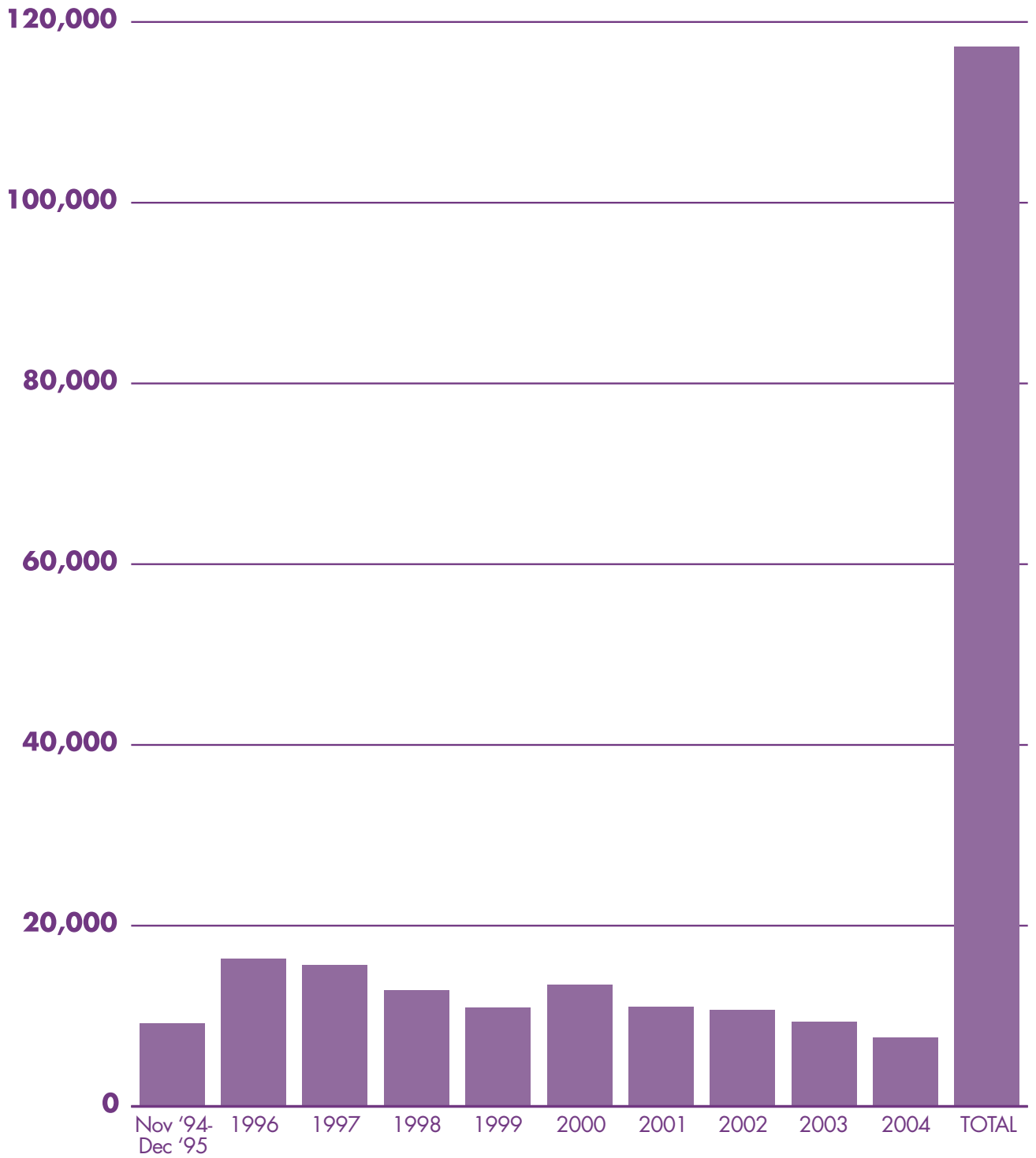
GCF hosts meetings with its Allied Support Group two times a year which brings together physicians, nurses, cancer survivors, and leaders from national organizations to update each other on programs and to talk about ways the organizations can collaborate on future projects. The 26 member organizations who make up this group as of September 30, 2004 include: American Cancer Society, American College of Obstetricians and Gynecologists, CancerCare, Centers for Disease Control & Prevention, Conversations, Department of Defense, EyesOnThePrize.Org, FORCE, Gilda's Club Worldwide, Gynecologic Cancer Foundation, Gynecologic Oncology Group, International Gynecologic Cancer Society, The Lynne Cohen Foundation, National Cancer Institute, National Cervical Cancer Coalition, National Coalition for Cancer Survivorship, National Ovarian Cancer Association, National Ovarian Cancer Coalition, Office on Women's Health, Ovarian Cancer Canada, Ovarian Cancer National Alliance, Ovarian Cancer Research Fund, SHARE, Society of Gynecologic Nurse Oncologists, Society of Gynecologic Oncologists and The Wellness Community.

GCF is pleased to welcome our five most recent additions to the group: *American College of Obstetricians and Gynecologists*, *Department of Defense*, *Eyes on the Prize*, *International Gynecologic Cancer Society* and *Ovarian Cancer Alliance of Canada*. *American College of Obstetricians and Gynecologists* is dedicated to the advancement of women's health through education, practice, research and advocacy. The *Department of Defense* has a mission to provide hope by promotion innovation research, recognizing untapped opportunities, creating partnerships, and guarding the public trust. *Eyes on the Prize* is a national non-profit organization whose mission is to provide information and emotional support from the survivors' perspective to women with gynecologic cancers, their families and friends, and healthcare providers. The *International Gynecologic Cancer Society* is a not for profit, non political, and independent organization contributing to the prevention, treatment and study of gynecologic cancer and the quality of life of women suffering from gynecologic cancer throughout the world. *Ovarian Cancer Alliance Canada* is a Canadian-based organization whose mission is to support women with ovarian cancer and their families, women in general and the broader community through awareness campaigns and activities, the creation and dissemination of education materials appropriate in language, format and content for particular audiences, and fundraising for research in ovarian cancer.

2004 Finance Report

	2004 Audit
Income	
Members	\$ 84,103
Corporate	\$ 504,033
Individual	\$ 400,925
WCN Sponsorship	\$ 50,000
Cervical Cancer Education Campaign	\$ 200,000
Casino Night Sponsorship	\$ 117,600
Elizabeth Gillespie Fund for Life — Investment Income	\$ 3,200
Kea Simon — Investment Income	\$ 28,290
Unrealized Gain on Investments	\$ 2,015
Investment Income	\$ 19,741
TOTAL INCOME:	\$ 1,409,907
Expense	
<u>Administration</u>	
Accounting	\$ 16,938
Salaries	\$ 156,235
Benefits	\$ 22,736
Depreciation	\$ 18,135
Data Processing	\$ 9,609
Mailing	\$ 17,033
Supplies/Copies	\$ 12,474
Printing/Stationery	\$ 14,154
Postage	\$ 12,596
Legal	\$ 4,000
Insurance	\$ 3,915
Telephone	\$ 11,350
Travel	\$ 20,333
Miscellaneous	\$ 17,807
Rent/Utilities	\$ 18,142
Communications	\$ 159,837
Annual Meeting	\$ 143,256
Development Officer Research	\$ 3,840
Research Grant Awards	\$ 514,000
Printed Pieces	\$ 120,094
GCAM	\$ 102,283
National Cervical Cancer Public Education Campaign	\$ 152,429
Women's Cancer Network	\$ 40,382
Elizabeth Gillespie Fund	\$ 6,000
SUBTOTAL:	\$ 1,597,578
TOTAL INCOME	\$ 1,409,907
TOTAL EXPENSE	\$ 1,597,578
INCREASE (DECREASE) IN NET ASSETS	\$ (187,671)

1/800-444-4441
Information Hotline



GCF Donors

GCF donors play a pivotal role in realizing our quest to help women be and stay healthy. GCF gratefully acknowledges each and every donor for his or her support the foundation and commitment to women's health.

I. Members

The following is a listing of generous GCF members who have supported GCF since 1992.

An * denotes that a contribution was received in 2004.

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Over \$15,000

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Over \$9,000

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*Donald Gallup
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*Barbara Goff

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*Michael Goldberg
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Cornelius Granai
*Benjamin Greer
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James Hall
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*Charles Harrison
*Kenneth Hatch
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Wilfredo Hernandez
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Peter Johnson
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*Eli Serur
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Mack Barnes, III
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(continued)

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*Michael McCollum
*Kathryn McGonigle
*Larry McGowan
William McGuire
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David McIntosh
Laverne Mensah
David Michelin
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William Nahhas
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*Patrick Timmins
Daniel Tobias
Jose Torres
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Edward Trimble
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*Deborah Turner
Richard Upton
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Joseph Vardi
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*Ignace Vergote
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*Mark Wakabayashi

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*Kenneth Webster
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Donald Wiper
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*Kris Ghosh
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Elizabeth Poyner
Andrew Saltzman
Joseph Santoso
Benjamin Schwartz
Bernd-Uwe Sevin
Valena Wright-Soto
Cornelia Trimble

Note: GCF has been named as a beneficiary of a life insurance policy which is part of a corporate charitable donor program: By J. Taylor Wharton, MD, GCF's share is \$500,000.

Hugh Shingleton, MD, has also given a bequest of \$15,000 to GCF.

II. Individuals

The following is a listing of generous individuals who have supported GCF since 1992 including donations in honor or in memory of a friend or loved one or towards research.

An * denotes that a contribution was received in 2004.

Over \$750,000

*Kea Simon

Over \$250,000

Karin & Peter Smith

*Cade Foundation

*Schwid Family

\$100,000 to \$250,000

*Anonymous Donor

Eva Metzger

Over \$9,000 to 99,999

Anonymous Donor

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\$1,000 to \$9,000

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Women's Cancer Research Foundation

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\$100 to \$999

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Al Boiler

Irvin Bomberger

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*Catherine Chen

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*Rex Cooley

Linda Corwatts

*Arlene Cowan

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*Pauline Cutting

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*Pansy Dailey

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*Thomas Drape

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*Santosh Gill

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Vilmain & Klinger, Inc.
Virginia Dressage Assoc. (N. Lowey)
Vinh Vuong
*Tayyab Walker
Thomas Walley
Cortney Walton
*Joanne Wamsley
*Jenny Wang
*Robert Ward
*Mary Whalen
*John White
Gwen Whitehead

\$100 to \$999

(continued)

David Whiting
*Kimberlee Whitman
*Wicking J. Sleepwear
M. Eileen Widmer
Nathan Williams, MD
Sonya Williams
James Windsor
*Marian Wiseman
Women Executives
Women In The Wind
Susan Wong
Lilly Wong
*Glenn Wood
*Koleen Wright
Mr. & Mrs. Robert Wright
WVU Medical
*Jenn-Feng Yan
*Ling Yang

**GCF has been named
as a beneficiary of a
charitable trust in the
amount of \$150,000:
By Shirley Van Cuyck**

III. Corporations

The following is a listing of generous corporations and Foundations who have supported GCF 1992.

An * denotes that a contribution was received in 2004.

\$800,000 and over

*Bristol Myers-Squibb Oncology

\$500,000 and over

*Aventis Pharmaceuticals
*GlaxoSmithKline
*Ortho Biotech

\$250,000 and over

*Amgen
*Cytoc Corporation
*Susan G. Komen Breast Cancer
Foundation
United States Surgical Corporation

Over \$150,000

*Digene Corporation
*Ovarian Cancer Research Fund

\$90,000 to \$150,000

Alza Pharmaceuticals
*Eli Lilly
National Ovarian Cancer Coalition

\$50,000 to \$80,000

Ethicon Endo-Surgery
Frog Jog Running Club
National Cervical Cancer Coalition

\$30,000 to \$49,000

Impath
Novartis Pharmaceuticals
*Oncotech
OWH/CDC
State of Connecticut

Over \$5,000 to \$25,000

*American Cancer Society
Atairgin Technologies, Inc.
California Endowment
Centecor
Chem Bio Corporation
*EMD
Entertainment Industry Foundation
Fujirebio
National Cancer Institute
Serono Laboratories, Inc.
SEQUUS Pharmaceuticals
*Telik
The Bel Air Chamber Orchestra

\$200 to \$5,000

Amazon.com
AstraZeneca
Blue Shield of California
Foundation for Gynecologic
Oncology, Inc.
Glaxo, Inc.
Health Officers Association of
California
Ideal Ride
Mayo Foundation
M. D. Anderson Cancer Center
Microtek Medical
Motorola/Gus Macker Charity Fund
Neuromedical Systems
New Jersey State Wmn. Platform
Tennis League
Nortel Telecom, Inc.
Oncogene Science
OSO Home Care
Sandoz Pharmacaecuticals Corporation
Smith, Bucklin Corporation
*Society of Gynecologic Oncologists
*Society of Gynecologic Nurse
Oncologists
Society of Memorial GYN/ONC
St. Peter's University Hospital
University of Virginia
US Bioscience
Venodyne
Women's Cancer Center (Palo Alto, CA)
Zinnanti Surgical Instruments, Inc.



For further information, contact:

Gynecologic Cancer Foundation

230 W. Monroe, Suite 2528

Chicago, IL 60606

312/578-1439

Fax: 312/578-9769

E-mail: info@thegcf.org

Women's Cancer Network: www.wcn.org

GCF Web Site: www.thegcf.org