

FOUNDATION FOR WOMEN'S CANCER

Gynecologic Cancer
Awareness • Research • Education

WINTER 2011 HIGHLIGHTS

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1991-2011

HONORING THE PAST
CELEBRATING THE PRESENT
EMBRACING THE FUTURE

Celebrating its 20th Anniversary in 2011

WHAT A YEAR!

The Foundation for Women's Cancer has enjoyed a blockbuster year.

- Celebrated our 20th anniversary, marking 20 years of steady progress in improving the lives of women
- Changed our name from the Gynecologic Cancer Foundation to the Foundation for Women's Cancer, signaling an expanded focus on all women in addition to women with a gynecologic cancer diagnosis
- Published the first Foundation for Women's Cancer *Research Portfolio*, documenting the positive impact of our research grants on the next generations of clinician-scientists
- Hosted the second annual Gynecologic Cancer Awareness Movement Weekend, bringing together the entire gynecologic cancer community and changing a great race into a great movement

And, it goes without saying, that without you, none of this would have been possible. The Foundation leadership and staff sincerely thank you for your support, and pledge to continue to honor your commitment to us by working each and every day to improve the lives of the women we serve.



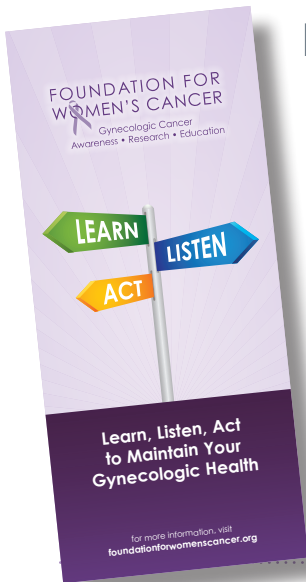
LEARN, LISTEN, ACT to Maintain Your Gynecologic Health

The Foundation for Women's Cancer launched a new campaign, LEARN, LISTEN, ACT during September, Gynecologic Cancer Awareness Month. To support this campaign, it recently published an accompanying brochure, *Learn, Listen, Act to Maintain Your Gynecologic Health*.

The brochure guides readers through each gynecologic cancer type by outlining important facts, including risk factors, under the LEARN section. Women are encouraged to LISTEN to their bodies for the symptoms described for each cancer. And, finally women are urged to ACT to take preventive steps when possible, and to seek care first from a gynecologic oncologist when a gynecologic cancer is suspected or diagnosed.

The brochure is available for download on our Web site, foundationforwomenscancer.org. There also is an order form to request copies of the brochure.

It is our hope that every woman in America will read this brochure to better enable her to maintain her gynecologic health. ●



Ovarian Cancer Symptoms and Risks Recognition: A Powerful Duo

First, thanks to the many readers who sent suggestions in response to the "Tipping Point" article in the Fall Newsletter. You will see many of your suggestions put into action during the next several months.

One very important message emerged from the responses: risk assessment is equally, if not more important, than symptoms recognition.

As mentioned in the last Newsletter, the Foundation and Project Hope have published an abridged version of *Understanding Your Risk of Ovarian Cancer: A Woman's Guide*. The new, shorter brochure, *Are You At Risk for Ovarian Cancer*, presents this powerful duo in an easy to understand manner and is available for download on our Web site, foundationforwomenscancer.org. There also is an order form for requesting copies of the brochure.

"Women's knowledge about their personal risk for ovarian cancer is critical in managing this disease," said Dr. Noah Kauff, an author of the new brochure. "By identifying women at risk, we can take advantage of proven prevention strategies to markedly reduce the risk that these women will develop or die of ovarian and other closely related cancers." ●

OCTOBER 11, 2011

Carol's Cause held their 4th Annual Peaches 'N Cream Gala on Tuesday, October 11, 2011 at the Westbury Manor in Westbury, New York. The dinner raised close to \$60,000 which will be used for research and education for uterine cancer. Carol's Cause is a longtime supporter of the Foundation for Women's Cancer and we congratulate them on a successful event and thank them for their continuing support and friendship.

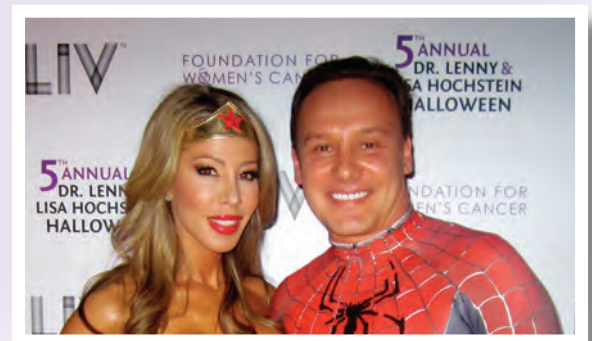


(L to R) Standing: Dr. Jon Haas, Winthrop-University Hospital; 2011 honoree Ms. Angie Coleman, Citibank; 2011 honoree Dr. Alex Hindenburg, Winthrop-University Hospital; loyal supporter and former honoree, Dr. Eva Chalas, Winthrop-University Hospital; Mr. Richard Rivera, Winthrop-University Hospital; Ms. Sharon Krinsky, Foundation for Women's Cancer.

Seated: Joe Laino, Carol's Cause; Ms. Lindsay Maleson Esq., Nixon Peabody LLP.

OCTOBER 29, 2011

On October 29, Dr. Leonard Hochstein and his wife Lisa hosted a Halloween costume party at their home in Miami to benefit the Foundation for Women's Cancer. The event raised just over \$18,000 to help advance the important work of the Foundation for Women's Cancer.





MARK YOUR CALENDARS!

- March 2012, Ovarian Cancer Survivors Course, Austin, TX, in conjunction with the SGO Annual Meeting on Women's Cancer
- March 3, Ovarian Cancer Survivors Course, Phoenix, AZ
- April 21, Ovarian Cancer Survivors Course, Evanston, IL
- September 14, Ovarian Cancer Course, Orlando, FL
- November 3, Cervical, Ovarian & Uterine Cancer Survivors Courses, Washington, DC
- November 10, Ovarian Cancer Survivors Course, Los Angeles, CA

Plans are underway for courses in Boston, Indianapolis, New York, North Carolina, Orlando, Sacramento and St. Louis. Look for confirmation on the Foundation for Women's Cancer Web site, foundationforwomenscancer.org.

Join the Sisterhood of Survivorship by Attending a 2012 Survivors Course



Chairman's Message

As a charitable organization, the Foundation for Women's Cancer depends upon the generosity of our supporters to promote our research, awareness and education programs. So, it is very important for us to understand why people give to enable us to continue to attract the support needed to fund our mission and charitable purpose.

The American Institute of Philanthropy offers five reasons for giving: religion/spirituality, feeling good, image, personal experience and tax deductions.

The Foundation recently established the Development Advancement Council to hear directly and receive guidance from the individuals and families who have supported us over the years. In each instance, personal experience was the driving force behind the gift. Each person on the Council has been touched by a gynecologic cancer, either because of a personal diagnosis or because a loved one lost her life due to these cancers.

As I looked across the sea of women, men, children, dogs waiting to begin the 2011 National Race to End Women's Cancer, I saw the story of individual's personal experience with a gynecologic cancer. Unless you were there, it is hard to imagine the spirit and passion that was palpable as the more than 2,200 individuals literally voted with their feet to support the Foundation and its programs.

Most readers of the Newsletter also have been touched by a gynecologic cancer. Please know that we are sincere when we say that each gift is greatly appreciated regardless of its size. So please reflect upon why you give, and hopefully we will earn a place on your list of end-of-year charitable donations.

David M. Gershenson, MD
Chairman, Foundation for Women's Cancer

Foundation for Women's Cancer Research Grants & Awards: Results Count



Clinical Cancer Research, the journal of the American Association for Clinical Research (AACR) recently published an article based upon research funded by the Foundation for Women's Cancer.

In 2009, Dr. Charles N. Landen, Jr., was awarded the "Sarah Biedenharn Ovarian Cancer Research Grant in Honor of Dr. Ellen Smith." His \$50,000 research project, "Targeting the Notch Pathways in Ovarian Cancer Stem Cells," was the genesis of his continued work to address highly aggressive and chemoresistant ovarian cancer cells.

"We are excited to have our work published in *Clinical Cancer Research* because it is a widely-read journal by physician scientists, and gives exposure to the Foundation for Women's Cancer without whose support this project could not have been completed," said Dr. Landen. "The research conducted in this project represents a transition from my work with Dr. Anil Sood, which focused on angiogenic pathways to studying a mechanism which may contribute to survival of a highly aggressive and chemoresistant population of cells within ovarian tumors," he continued."

Citation: Steg AD, Katre AA, Goodman B, Han HD, Nick AM, Stone RL, Coleman RL, Alvarez RD, Lopez-Berestein G, Sood AK, Landen CN. Targeting the Notch Ligand Jagged1 in Both Tumor Cells and Stroma in Ovarian Cancer. *Clin Can Res*, 17(17): 5674-85, 2011



IN MEMORIAM

The Foundation for Women's Cancer mourns the passing of Sarah Biedenharn, who funded Dr. Landen's research, among other generous gifts. She left this world on November 2, 2011, after a lengthy struggle with ovarian cancer. She continually thanked her physician, Dr. Ellen Smith, for her excellent care and friendship. ●

FOUNDATION FOR WOMEN'S CANCER

Gynecologic Cancer
Awareness • Research • Education

formerly the Gynecologic Cancer Foundation

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Mark Your Calendar for the 2012 Gynecologic Cancer Awareness Movement Weekend in Washington, DC

SATURDAY, NOVEMBER 3:
Cervical, Ovarian & Uterine Survivors Courses

SUNDAY, NOVEMBER 4:
Annual National Race to End Women's Cancer

Stay Tuned for More Information & Registration Dates



National Race to End
Women's Cancer



GYN Cancer:
#EndWomensCancer

FOUNDATION FOR WOMEN'S CANCER

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We depend on your donations, bequests and other charitable planned gifts to help us provide information to women whose lives have been affected by gynecologic cancers.

foundationforwomenscancer.org

The Foundation for Women's Cancer, formerly the Gynecologic Cancer Foundation, has vibrant Facebook and Twitter pages. Please "Like" us on Facebook and "Follow" our Twitter page to stay current on the latest information on the 2012 cancer survivors courses, the National Race to End Women's Cancer, upcoming events and more! Please share your journey, connect with other survivors and friends, and add your photos on our social media platform. ●

This newsletter is the official publication of the Foundation for Women's Cancer. This non-profit charitable foundation was established by the Society of Gynecologic Oncologists (SGO) to ensure public awareness of gynecologic cancer prevention, early diagnosis and optimal treatment, as well as to support research and training related to gynecologic cancers. Information about the Foundation and its programs may be obtained by contacting Foundation Headquarters at 230 W. Monroe, Suite 2528, Chicago, IL 60606.

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AMGEN

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FOUNDATION FOR WOMEN'S CANCER

Gynecologic Cancer
Awareness • Research • Education

Dear Friends and Supporters of the Foundation for Women's Cancer,

April 23, 2010, might have been a day like any other for you, but for me it represents the day I was diagnosed with ovarian cancer and would join with other courageous and brave women, young and old, who like me, had our worlds shaken and realities altered.

Up until my cancer diagnosis, I was going through life as most of us do — working, travelling, volunteering and spending time with family and friends. The thought of retirement was the furthest thing from my mind — convinced that I would live to the ripe old age of 100! Although I began feeling ill months before the diagnosis, symptoms were dismissed as acid reflux by my primary care doctor. Life since the diagnosis has forced me to confront my own mortality and refocus my priorities.

Hospitalization became a revolving door, with inpatient admissions monthly, I realized that I had to do something different. My oncologist and I agree that my work with the Foundation is good medicine — a focus on inspiration, education and awareness that has improved my outcome and allowed me to spend more time on what I enjoy and less time being a cancer patient. During the journey, I have come to understand how important the work of the Foundation is in the lives of those yet to be diagnosed and those who are fighting to defeat gynecologic cancer alongside me.

The Foundation is leading the charge and it is because of its essential and life-saving work that I ask you to join with me in supporting this year's annual appeal. For those yet to be diagnosed, the Foundation is there spearheading awareness campaigns that are helping women listen to their bodies and act accordingly because we know early detection saves lives. For those diagnosed with a reproductive cancer, they are there providing essential information and education to help us manage the disease to achieve the best possible outcome. The Foundation is also there investing in research, which I believe is one of the best weapons in our fight to ultimately defeat this enemy!

Because the Foundation has and continues being there for me and countless others who are walking a similar path, I ask you to pledge your support to this year's campaign by simply donating on-line at **foundationforwomenscancer.org**.

Your donation has the power to make a difference for those whose lives have been redefined as a result of gynecologic cancer and those yet to be diagnosed.

On behalf of those we've lost much too soon, those still fighting, and those who will follow, thank you for your consideration and support.

Appreciatively,



Lynda Smith

Donate Now — Your Gift Will Make A Difference

Please don't let this season of giving pass you by without giving one of the best gifts of all — a gift that has the power to make a difference and improve the quality of life for women who have been diagnosed with gynecologic cancers, or those who may be at risk for these cancers.

You can make a donation in memory or in honor of a special person who has impacted your life — for any occasion.

There are other ways to support the work of the Foundation for Women's Cancer. Please consider one of the following options as you make year-end charitable decisions.

Matching Gifts Program

Double the power of your donation through a matching gift. Many companies offer matching gift programs. If your company has a matching gift program, please obtain a form and include it with your tax-deductible donation to the Foundation for Women's Cancer. The following link can guide you through the process of determining if your company is among those offering such a program.

<http://www.matchinggifts.com/wcn/>

If your employer is on the list, we invite you to join with others who are making a difference by leveraging the power of their individual donations with employer matched contributions.

Turn your gift-giving into philanthropy. When purchasing CharityChoice Gift Cards, you can select the Foundation for Women's Cancer as your designated beneficiary. You decide on the amount you wish to donate. When using CharityChoice, 100% of your donation is tax deductible at the time of purchase.

What a great way to donate to your favorite charity. Simply register through iGive.org and select the Foundation for Women's Cancer as your charity of choice. iGive allows you to shop at brand name online stores through the iGive Mall. A portion of each purchase is donated to the Foundation for Women's Cancer. SAVE money with exclusive coupons/free shopping deals. Plus, when you shop within 45 days of registering, iGive will donate an extra \$5 to the Foundation for Women's Cancer.

Discover everyday ways to support the Foundation for Women's Cancer. Charity gift cards. Charity wedding registry. Charity gift collections, you can do it all in one place at JustGive.org — the online destination for charitable giving™.

Gifts of Stock or Securities

Gifts of appreciated stock or mutual funds are another great way to pledge your support to the Foundation for Women's Cancer. You get an income tax deduction for the full fair market value of securities you have owned for more than one year, subject to usual limitations, and capital gains tax can be completely avoided on these assets.

Planned Gifts

Leave a legacy with a planned gift — include the Foundation for Women's Cancer in your will. Consult your estate planning representative, tax advisor or attorney for information on how you can establish a planned gift to benefit the Foundation for Women's Cancer. Your generosity enables the Foundation to continue its important work for generations to come.

To make a gift to the Foundation for Women's Cancer or for additional information, please contact Sharon Krinsky, Director of Philanthropy, at 312.580.1165.