



Louis Gerstner, Jr., Vice Chairman of MSKCC's Boards of Overseers and Managers (left), and his wife, Robin, joined Chairman Douglas Warner III at the Campaign for Memorial Sloan-Kettering kickoff event in October.



The Campaign for Memorial Sloan-Kettering

Memorial Sloan-Kettering's excellence in cancer care, research, and education is directly tied to the dedication and strength of our staff and the generous support of our benefactors and volunteers.

The public announcement of the Campaign for Memorial Sloan-Kettering marked the beginning of an important new phase in this comprehensive fundraising initiative — the Center's first major capital campaign since the 1980s and its largest ever. With a goal of raising \$1 billion over five years, the Campaign reflects the depth of Memorial Sloan-Kettering's commitment to achieving significant new progress in the fight against cancer.

An event celebrating the Campaign kickoff took place on October 23, nearly two years after the Center began recording commitments from Board members and other supporters. By the end of 2003, the Campaign had attracted more than \$498.3 million in gifts and pledges, with three years to go until it concludes on December 31, 2006.

Serving as co-chairs of the Campaign are Douglas A. Warner III, Chairman of MSKCC's Boards of Overseers and Managers, and Louis V. Gerstner, Jr., Vice Chairman of the Boards and Chairman of the Board of Managers of the Sloan-Kettering Institute. Along with MSKCC President Harold Varmus, they addressed the 200 guests who attended the kickoff dinner, thanking donors for their generosity and describing the important role of philanthropy in support of key institutional objectives.

Memorial Sloan-Kettering has un-

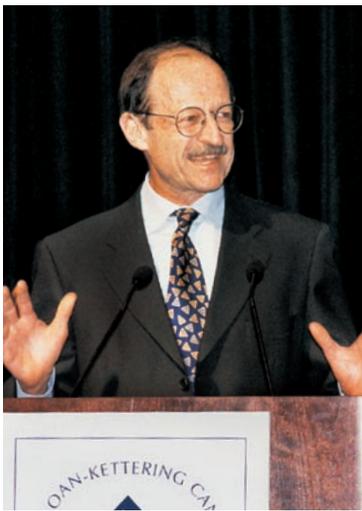
dertaken the Campaign to generate the resources it needs to make the most of today's extraordinary opportunities in cancer research and treatment. Against a broad backdrop of recent advances in understanding cancer at the molecular and genetic levels, MSKCC seeks to extend its role as a pioneer in integrating laboratory research and patient care, with the goal of spurring new breakthroughs.

As the Campaign continues to build momentum, the Center is delighted to acknowledge those farsighted donors who made substantial new commitments during the past year. These include:

- **The Starr Foundation**, which made a gift of \$25 million toward the creation of a new surgical center featuring 21 state-of-the-art operating rooms and related facilities.



David Koch



(Top left, from left) Wayne Gretzky, Gary Player, James Dolan, Harold Cohen, and MSKCC Board Member Michael Tarnopol took part in the first annual Memorial Sloan-Kettering Golf Invitational to Benefit Prostate Cancer Research, in Bedford, New York; (top right) Claire Tow is honored at a celebration for the new Claire Tow Pediatric Day Hospital, which will open in 2004; (bottom left) MSKCC President Harold Varmus gives the closing remarks at the Campaign for Memorial Sloan-Kettering kickoff event; (bottom right) Chris Sander (left), Chairman of SKI's Computational Biology Program, talks with MSKCC Board member Peter Crisp.

- Board member **David H. Koch**, who pledged \$10 million to establish an initiative focused on the immunologic control of cancer, including the creation of an endowed chair. Mr. Koch has also been a steadfast supporter of prostate cancer research.
- The estate of **Irma Howard**, which provided more than \$6.2 million to establish the Frank A. Howard Fellowships in honor of Mrs. Howard's late

husband, a business associate of Alfred P. Sloan and Charles F. Kettering who was instrumental in founding the Sloan-Kettering Institute.

- An anonymous benefactor, who pledged a minimum of \$6 million to support innovative studies of lung cancer from the perspective of cancer biology and to endow a chair for a senior scientist recognized as a leader in the field.

- The **TOSA Foundation**, which announced a challenge grant of \$2.5 million toward the renovation of the 12th floor leukemia and lymphoma unit in Memorial Hospital. The grant will be used to match other gifts for the project on a one-for-one basis, with the goal of providing the full \$5 million required to create a technologically sophisticated facility that will meet the full range of patients' needs.



(Above) The Body Glove Messenger Challenge, presented by Fellowes Inc., brought roughly 100 bicycle messengers to Union Square in Manhattan for a spirited competition to benefit the Aubrey Fund for Pediatric Cancer Research; (right) Jeff Rochford, coach of Fred's Team, trades "high fives" with well-wishers at mile 17 of the New York City Marathon.



Spurred by commitments from these and other generous donors, the Campaign helped Memorial Sloan-Kettering achieve significant gains in cash receipts during 2003. The total of \$165.5 million in cash contributions marked an increase of 30.9 percent over the previous year, carrying the Center to an all-time high. Just over half of all cash received — a total of \$84.76 million — came from individuals.

Among the best-known sources of annual support to the Center are the special events hosted for the benefit of Memorial Sloan-Kettering throughout the year. Many of these high-profile events serve the additional purpose of raising public awareness of cancer and disseminating useful information about it.

The 2003 New York City Marathon included many participants running in support of MSKCC, as nearly 400 members of Fred's Team together raised a total of \$1.7 million for the Aubrey Fund for Pediatric Cancer Research. Members of Fred's Team also carried

the Memorial Sloan-Kettering banner in a series of other marathons during the course of the year.

A new event in 2003 was the inaugural Memorial Sloan-Kettering Golf Invitational to Benefit Prostate Cancer Research, which featured a golf tournament at the GlenArbor Golf Club in Bedford, New York, followed by a gala dinner and auction. Co-chaired by Janice W. Calloway and MSKCC Board member Michael L. Tarnopol, the event raised more than \$1.3 million for prostate cancer research at MSKCC. Celebrity guests included Rudolph W. Giuliani, former Mayor of New York City, and Joe Torre, manager of the New York Yankees (who served with benefactor Sidney Kimmel as honorary chairman), along with hockey great Wayne Gretzky, sportscaster Jim Nantz, actor Jerry Orbach, and course architect and champion golfer Gary Player.

Another first-time event was the Body Glove Messenger Challenge, presented by Fellowes Inc., which brought 100

bicycle messengers to Union Square in Manhattan for the start of a spirited competition that benefited the Aubrey Fund.

And last spring's Citation Night honored the MSKCC Group Affiliates, a collection of nearly thirty organizations in the greater New York area that host events in support of Memorial Sloan-Kettering.

Earlier in the year, distinguished friends and supporters of Memorial Sloan-Kettering gathered far from New York's wintry weather for a reception in Palm Beach, Florida, hosted by Board Chairman Douglas Warner. The event also included presentations by two MSKCC physicians on recent advances in cancer treatment and research.

As 2003 drew to a close, friends, family, and admirers of Claire and Leonard Tow gathered in the new Claire Tow Pediatric Day Hospital to honor the couple on the establishment of that facility and to celebrate the creation of the Claire Tow Chair in Pediatric Oncology Research, held by Richard J. O'Reilly.



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The Byrne Foundation
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\$20,000,000 – \$24,999,999

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