



Partnering for Cures  
*with*  
City of Hope



## City of Hope: Saving Lives By Setting a New Standard

City of Hope is a biomedical research and patient care center dedicated to the prevention, treatment and cure of cancer and other life-threatening diseases. With nearly 100 years of experience in healing patients, we are one of 39 National Cancer Institute-designated comprehensive cancer centers, certifying our superior depth and range of research integrating our laboratory and clinical initiatives.

City of Hope scientists have dramatically shaped the practice of medicine and improved the well-being of patients here and beyond our nation's borders. Synthetic human insulin and targeted cancer-fighting drugs such as Herceptin, Rituxin and Avastin are just a few of today's advanced medicines owing their origin to City of Hope research. We pioneered the technology of bone marrow transplantation and continue to advance innovative therapies in the fight against HIV and diabetes. Each year, City of Hope faculty on average participate in hundreds of collaborative studies, meaning that our reach and dedication to patients reaches around the globe. We also train future scientists so their lifesaving legacy extends even farther.



Our life-saving pursuit has influenced the standard of care across the country. Aside from our status as a Comprehensive Cancer Center, we are a founding member of the National Comprehensive Cancer Network, an alliance of 20 top centers that recommends national guidelines for treatment. Our institution also is ranked as one of "America's Best Hospitals" in cancer and urology by U.S. News & World Report.

We at City of Hope know that patients facing life-threatening disease need solutions now. Not satisfied with the traditional pace of scientific discovery, we have created a powerfully integrated paradigm for aggressive, cost-effective, results-oriented and patient-focused medical research. Our committed staff does this by combining our basic science, clinical studies and our compassionate care into a sophisticated and nimble collaboration.

City of Hope is moving into an extraordinary future of discovery. This uncharted course requires support from partners with the vision and commitment to help us meet the medical and scientific challenges ahead. We invite you to join us in our journey of bringing hope to millions worldwide.

We value the trust placed in our mission. As confirmed by the independent non-profit watchdog group **Charity Navigator**, City of Hope received its **highest 4-star rating**, meaning that we invest all precious donor funds efficiently. Our conscientious stewardship allows us to seize more scientific and medical opportunities to benefit patients. Below are some of our advances that help save lives everyday, accomplished with the help of our dedicated partners:

- Four of the world's most widely used cancer treatment drugs were developed from research conducted at City of Hope:

**Herceptin** for breast cancer

**Rituxan** for Non-Hodgkin's lymphoma

**Avastin** for colorectal cancer

**Erbix** for colorectal cancer

- City of Hope doctors helped pioneer bone marrow transplantation, the standard of care for numerous diseases worldwide, including leukemia. Scientists are now developing this therapy to provide new hope for type 1 diabetes patients.

- Researchers from City of Hope identified a tumor suppressor gene that inhibits many forms of lung cancer. This discovery is guiding more research to develop new therapies.

- Recombinant DNA technology developed at City of Hope led to Humulin — a type of synthetic insulin that is now used by millions of people with diabetes around the globe.

- City of Hope's advanced research and treatments helped boost survival rates of children with cancer to 80 percent today, from just 10 to 20 percent twenty years ago.

- City of Hope developed a more precise way to diagnose colon cancers by devising a laboratory substance called a monoclonal antibody that can locate and bind to cancer.

- Our doctors pioneered the use of targeted radiation to marrow — a method that is especially beneficial to children whose healthy organs are spared contact with radiation, preserving their growth, and shielding their lung, brain and heart functions.

- The first human trial using ribozymes — “molecular scissors” — to treat HIV occurred at City of Hope, ushering in a new era of scientific exploration for developing improved treatments.

## Consumers Shop With Cause in Mind

When consumers make choices, one of the strongest influences on their buying decisions is a cause affiliation. The Cone Cause Evolution Survey, a marketing communications staple, demonstrated this in its 2007 report. Below are highlights of its findings showing that cause matters:

- More than 2/3 of Americans say they consider a company's business practices when deciding what to buy.
- 83% of Americans say that companies have a responsibility to help support causes.
- 87% are more likely to switch from one product to another if the other product is associated with a good cause, an increase from 66% in 1993.
- Health is the #1 cause-related issue Americans feel companies need to address.

## Value of Partnering with City of Hope

Align your brand with a cause consumers care the most about to attract their purchasing loyalty. By integrating values and social issues into brand equity and organizational identity, you can:

- Drive consumer loyalty
- Increase revenues
- Create a caring corporate image





## Our Cause Marketing Partners Innovate

City of Hope's work to battle devastating diseases would not be possible without our dedicated and loyal cause marketing partners. A sampling of our affiliations and their successful projects are provided below:

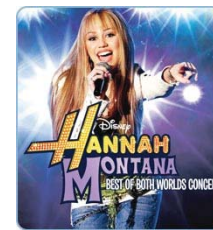
### Post-It®

- Helping in the battle against breast cancer, Post-It® contributes a portion from product sales of specially-marked Post-Its® & Post-It® Highlighter pens. [www.3m.com/us/office/postit/research](http://www.3m.com/us/office/postit/research)
- To launch their partnership, Post-It® featured a giant billboard in Times Square and created "The World's Largest Pink Ribbon," creating national media attention and generating supplemental funds through an online consumer call-to-action.



### Miley Cyrus / Buena Vista & Walt Disney Music Group

- City of Hope received \$1 from every Miley Cyrus / Hannah Montana ticket sold from her sold out 2007-2008 "Best of Both Worlds" concert tour. The campaign raised \$1,000,000 for the cancer center. <http://disneymusic.disney.go.com>
- On June 2, Miley entertained nearly 2,000 of City of Hope's youngest cancer patients, survivors, their families and caregivers at the 10th Annual Pediatric Picnic, an event commemorating National Cancer Survivors Day.



### Sharpie®

- From January 15, 2008 throughout the year, Sharpie® is donating \$0.10 per specially labeled pink permanent marker packs to City of Hope for breast cancer research, treatment and education. [www.sharpie.com](http://www.sharpie.com)



### Kellogg's®

- From April 16-May 7, 2008, Kellogg's® is donating \$0.25 for each purchase of specially marked Special K cereals in Albertson's markets in Southern California to City of Hope, up to a maximum of \$25,000. [www.kelloggs.com](http://www.kelloggs.com)



### Staples

- Staples' "Give. Hope." national fundraising initiative involves a \$1 scratch card coupon given to customers, entitling them to return visit discounts. Since its beginning in 2006, this promotion has raised nearly \$1 million for City of Hope. [www.staples.com](http://www.staples.com)



### Sutter Home

- Sutter Home Winery's "Capsules for Hope" program encouraged consumers to return specially-marked tops of Sutter Home wines, generating a \$1.00 donation from the wine company to City of Hope for every seal received. Co-title sponsor Colavita USA also joined in and donated \$1.00 per olive oil capsule submitted.
- Sutter Home partnered with the Angels of Anaheim baseball team to encourage fans to submit their wine capsules during a sponsored day at the stadium in support of City of Hope. Breast cancer survivors were honored during the pre-game festivities.



## Sponsorship Opportunities

City of Hope has developed a broad range of ongoing national and local fundraising events offering ideal opportunities for partnership.

A glimpse of our current roster is provided below.

### City of Hope's Walk for Hope

(Spring-Fall) — This national event is held in nine major metropolitan cities, featuring a family-oriented walk that supports City of Hope's breast cancer awareness, research,



treatment and education programs. Current participating metro markets include: Chicago, IL; Edison, NJ; Los Angeles, CA; Philly-Metro, PA; Phoenix, AZ; San Diego, CA; San Francisco, CA; Seattle, WA; and Washington, D.C. In 2007, Walk for Hope drew over 26,000 participants, raising nearly \$3 million.

National

### City of Hope's Underwear Affair (August 2008)

— This creative fundraising event involves a Los Angeles-based 10K run/ 5K walk to raise funds for the research, education and treatment of cancers such as prostate, colorectal, ovarian, testicular, bladder, cervical, and others that occur below the waist. As a lighthearted twist, participants are encouraged to wear their underwear as their outerwear to raise awareness about these serious diseases. The *Underwear Affair* will be the first event of its kind in the United States, inspired by the earlier success of its Canadian launch two years ago which raised nearly \$2.3 million.



Los Angeles, CA

**Spirit of Life (2008)** — Annual Spirit of Life Award celebrations serve as national fundraisers for City of Hope and recognition events for highly accomplished industry leaders with a strong record of philanthropic service. Participating business sectors include: Hardware/Homebuilding Industry; Music and Entertainment Industry; National Home Furnishings Industry; National Insurance Industry Council; National Office Products Industry; National Professional Salon Industry; and the Real Estate and Construction Business Alliance. To date, these industry groups have raised over \$200 million for City of Hope's treatment and research programs, along with underwriting major building and technological opportunities.



National

**ThinkCure! (2008)** — Dedicated to championing cancer research at both City of Hope and Childrens Hospital Los

**ThinkCure!**

Angeles, this program is the official charity of the Los Angeles Dodgers. At the recent attendance record-breaking game at the Los Angeles Memorial Coliseum between the world champion Boston Red Sox and Los Angeles Dodgers, \$1 million in ticket proceeds were generated for ThinkCure.

Los Angeles, CA

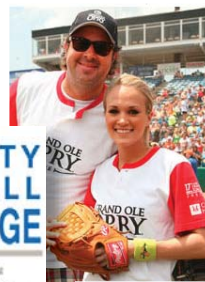
### American Express Celebrity Golf Invitational (2008)

— Sponsored by the Hilton Family of Hotels, this event features two days of golfing at the beautiful Riviera Country Club in Pacific Palisades, CA, including golf instruction from renown pros and entertainment, while raising funds for City of Hope. Additional golfing and reception festivities are conducted at The Beverly Hilton Hotel in Beverly Hills, CA. Last year, over \$225,000 was raised for the institution.



Los Angeles, CA

**Celebrity Softball Challenge** (June) — Country's hottest stars have teamed up for almost two decades to benefit City of Hope's research programs, raising more than \$1.5 million. Billed as the official kickoff to the CMA Music Festival, the 18th annual City of Hope Celebrity Softball Challenge is a high profile game attracting country fans everywhere. More than 6,000 spectators attended last year's game in Nashville, TN. Some of country music's power hitters joining our team include Carrie Underwood, Vince Gill, Phil Vassar and Jake Owen.



Nashville, TN

**La Gota de la Vida** (June/July) — Focusing on Latinos in the Southern California area, this program educates the community about health and cancer while encouraging enrollment to the National Marrow Donor Program. During a month-long promotion, participating retailers offer consumers tickets to the festival and concert by purchasing select partner products. In the past seven years, this effort has raised over \$1.4 million for City of Hope and has registered thousands of potential bone marrow donors. Last year, 22,000 guests attended the Hollywood Park concert through the participation of over 400 Southern California retailers. The invitation-only Angels of Hope Awards caps the festival and recognizes Latino leaders in the community for their achievements and charity.



Southern California

**Kids 4 Hope** (Fall) — Kids 4 Hope features an in-store sale of mobiles to shoppers and other retail promotional elements to raise funds benefiting City of Hope's pediatric programs and research initiatives. In 2007, nearly 900 grocery retail locations in Southern California participated, generating a record-breaking annual total of over \$750,000. Since 1999, the program has raised over \$1.5 million on behalf of the institution's pediatric pursuits.



Southern California

**The Best Medicine** (September) — Supporting breast cancer research, this laugh fest includes top-notch comedians such as Denis Leary (event host), Martin Short and an array of musical artists, featuring a live and silent auction offering a variety of celebrity items. At its inaugural debut in Malibu, California, the program raised \$44,000 for City of Hope.



Los Angeles, CA

**Racing for Hope** (March 2009) — Combining the festive nature of horseracing with charity, this event brings together equestrian notables, Hollywood celebrities and City of Hope supporters to the beautiful and fabled Santa Anita, California racetrack grounds. Last year's event raised \$130,000 for the cancer center's initiatives.



Arcadia, CA

## Celebrity Support that Advances Our Mutual Goals

City of Hope has a tradition of attracting supporters from the entire entertainment spectrum. Our celebrity partnerships connect your brand with their fans while advancing our life-saving goals. By leveraging our celebrity network, your company gains:

- Exposure to a broad audience, both geographic and demographic
- Access to the top U.S. metropolitan markets through our national brand awareness campaigns, supported by our integrated media partnerships
- Press attention through our national and cornerstone events, delivering leading news and lifestyle outlet coverage.

## Our Celebrity Partners Make a Difference

The creativity and enthusiasm that our celebrity partners bring to our cause is extraordinary. Here are a few star-powered examples of their efforts:

- Miley Ray Cyrus has raised \$1 million by donating \$1 to City of Hope for each ticket sold from her “Best of Both Worlds” concert tour.
- Sheryl Crow and Kiefer Sutherland recorded PSAs that continue to air on Clear Channel stations nationwide. There are plans to air the Kiefer Sutherland PSA on Fox.





## Join Our Cause Marketing Effort

We welcome you to join us in our life-saving mission. Call or email us about our programs by contacting any of our staff listed below. Together, we can help find the cures while helping you achieve your business objectives.

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