



PANCREATIC CANCER ACTION NETWORK
ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

YOU

CAN RAISE THE CURE



DEAR VISIONARY

It gives us great pleasure to announce the single largest funding initiative ever for the pancreatic cancer community: **RAISE THE CURE**.

RAISE THE CURE is a comprehensive campaign designed to secure federal and private funding for pancreatic cancer research. At the federal level, our highly esteemed Scientific Advisory Board has created the *National Plan to Advance Pancreatic Cancer Research* and we have submitted it to Congress for consideration for implementation of full funding.

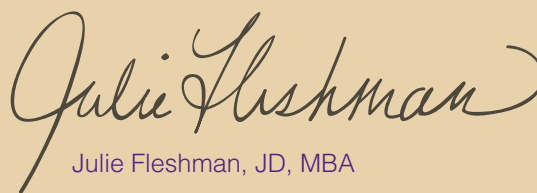
On the private side, we are committed to enriching our research portfolio by expanding the number of grants awarded to pancreatic cancer investigators. The joining of these funding efforts will support **RAISE THE CURE** and puts pancreatic cancer research on the fast track toward scientific progress. We are determined to change the course of history for pancreatic cancer.

We know that the past successes and achievements of the Pancreatic Cancer Action Network are the result of the steadfast commitment of our many friends and supporters. We look forward to taking the next steps with you, our friends and supporters, and anticipate even more progress as we **RAISE THE CURE**.

Sincerely,



Jason Kuhn
Chairman of the Board



Julie Fleshman, JD, MBA
President & CEO

THERE'S HOPE FOR PANCREATIC CANCER PATIENTS AND IT STARTS WITH YOU

You, who do not want to see pancreatic cancer take the life of one more mother, one more father, one more sister or brother, one more friend, one more person who could make a difference in the lives of hundreds of others. You, who see that raising the cure starts with a significant investment in research to better understand the disease, to create better diagnostics and better treatment. You, who can create progress, create momentum, and create hope.

CURES DON'T JUST HAPPEN—YOU MAKE THEM HAPPEN. YOU RAISE THE CURE.



Laurie Maccaskill, Survivor and Donor

**“ THE DOCTORS COULDN’T FIGURE OUT
WHAT WAS WRONG
WITH MY MOTHER. BY THE TIME WE LEARNED
IT WAS PANCREATIC CANCER
IT WAS TOO LATE.”**

ROGER MAGOWITZ, ADVOCATE AND DONOR



WE MUST RAISE THE CURE

MILLIONS OF AMERICANS HAVE LOST SOMEONE THEY LOVE TO PANCREATIC CANCER.

Those lives were lost because so little is known about this deadly disease. Medical research on pancreatic cancer is scant relative to other cancers. There are no early detection methods, few treatment options, a lack of knowledge among physicians and an alarming lack of awareness among the general public. As a result, pancreatic cancer has become the 4th leading cause of cancer death in the United States. Too many Americans are left to care for loved ones with too little hope. But it doesn't have to be that way if you take action to **RAISE THE CURE** for pancreatic cancer.

RAISING THE CURE starts with significant, dedicated and focused research funding—the same kind that made real progress on breast cancer. Today, 2.4 million women are alive, living with their breast cancer and making instrumental contributions to the lives of their families and communities—all due to the result of focused, well-funded medical research efforts spurred by the donations and collective voice of patient advocates.

The difference in research funding makes a staggering difference in the number of lives saved. 75% of pancreatic cancer patients die within the first twelve months of diagnosis and less than 5% survive more than five years due to a lack of early detection diagnostics and effective treatments that provide a fighting chance for survival. In the next five years, 188,400 people will be diagnosed with pancreatic cancer. Only 10,000 will survive to contribute to their families and society. The toll is even more tragic because it is unnecessary. People could be saved if we knew more through increased medical research. Lives can be saved, but we need to advance research and develop early detection tools and novel therapeutics to combat this disease.

Since 1999, the Pancreatic Cancer Action Network has led the nationwide fight to advance research, support patients and create hope. Our goal is to raise the urgency, elevate the science, increase treatment options and improve the survival rate. We have a comprehensive plan to make it a reality but we need your help to **RAISE THE CURE**.

WE TAKE ACTION

The Pancreatic Cancer Action Network is the only national nonprofit organization fighting pancreatic cancer in a comprehensive way—funding private research for tomorrow’s cures, providing patient support for today’s needs, and advocating for greater public awareness and more government focus on finding cures. We are guided by science, driven by the passion of volunteers and advocates and funded by the generosity of donors big and small.

TOGETHER, WE MAKE A BIG IMPACT FOR THOSE WITH PANCREATIC CANCER BY WORKING IN FOUR DISTINCT AREAS:

MEDICAL RESEARCH. We fund a robust private peer-reviewed research program through the prestigious American Association for Cancer Research. The program incubates innovative research, grows the number of researchers directly working on pancreatic cancer, nurtures collaboration across disciplines and institutions, and acts to expedite scientific progress for patient benefit.

ADVOCACY. The federal government is the largest funder of cancer research, spending close to \$5 billion through the National Cancer Institute (NCI), yet less than 2% of these funds are dedicated to pancreatic cancer research. Our goal is to change that by advocating for increased federal research funding that reflects the severity of pancreatic cancer and what needs to be done to stop it, according to the *National Plan to Advance Pancreatic Cancer Research*. Our government affairs team works with our nationwide network of advocates to educate elected officials about pancreatic cancer and demand increased federal spending on finding cures.

PATIENT SUPPORT. We make sure information about the latest research and treatment options reaches pancreatic cancer patients, their families and caregivers through our Patient and Liaison Services (PALS). We connect patients and caregivers with dedicated staff members who provide personalized information and resources throughout the course of treatment—free of charge. Our comprehensive database of current pancreatic cancer clinical trials helps to connect patients with promising new research across the country. Our reliable, medically accurate educational and resource materials from our extensive library are also available free of charge.

COMMUNITY OUTREACH. Thousands of our volunteers around the country work diligently at raising awareness and motivating people to take action against pancreatic cancer. They host local events, attend health fairs, distribute patient information to hospitals and doctors’ offices, contact the media and alert their elected officials about the urgent need for scientific progress in the area of pancreatic cancer research.

Every step the Pancreatic Cancer Action Network takes and every investment we make reflects what patients and caregivers need most. Today, the biggest single need in our community is large-scale support for innovative, groundbreaking research. We can meet this challenge—because we have the vision and plan to do it.

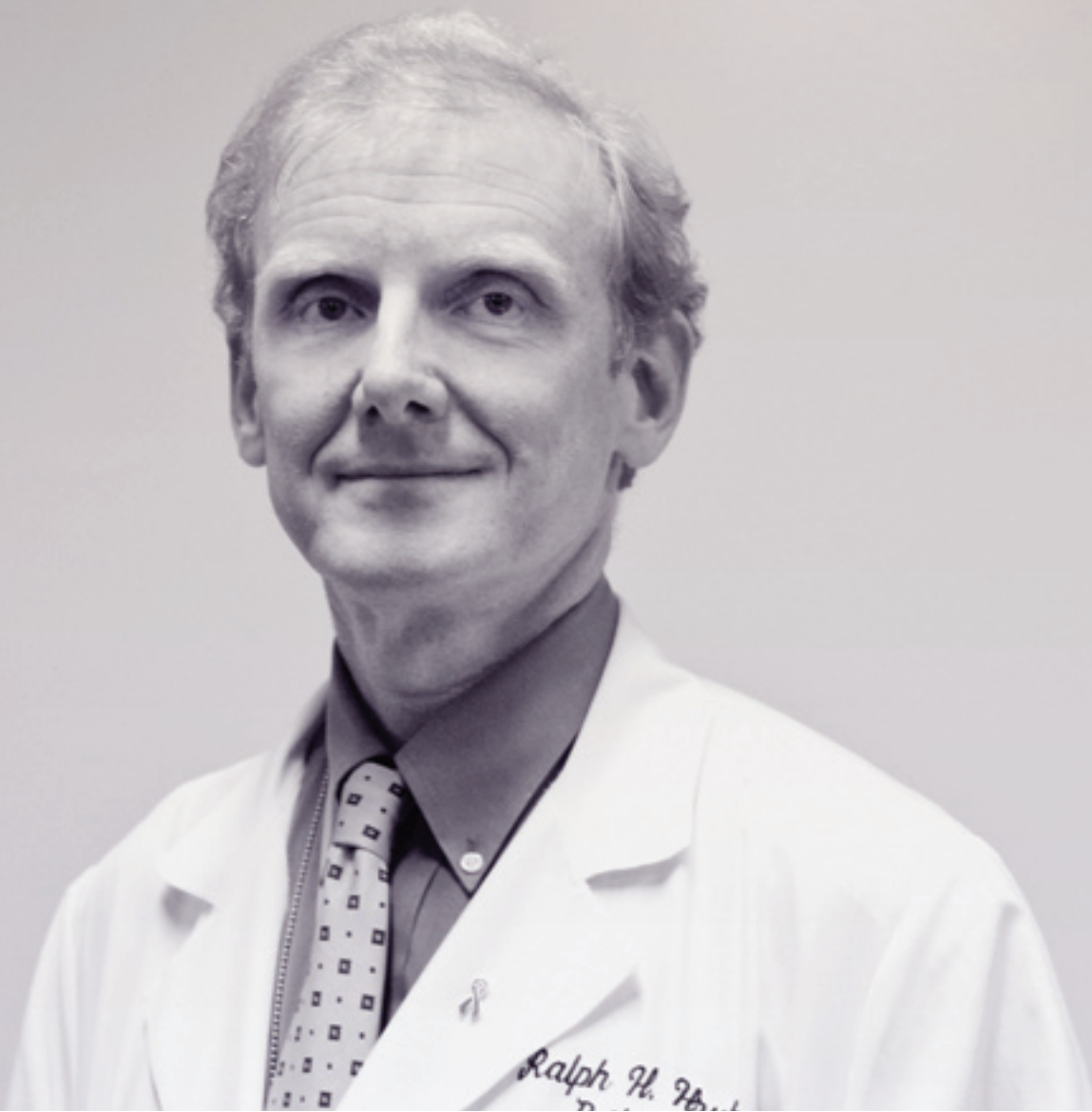
**“ MY DOCTOR TOLD ME THERE WAS NOTHING WE COULD DO BUT
I REFUSED TO GIVE UP.
THE PANCREATIC CANCER ACTION NETWORK
GAVE US THE RESOURCES TO
FIGHT FOR LIFE.”**

SANDRA MARTIN, SURVIVOR AND VOLUNTEER



**“ THERE IS A BREATHTAKING EXCITEMENT IN THE AIR. THE RECENT
REVOLUTION IN OUR UNDERSTANDING
OF PANCREATIC CANCER HAS OPENED THE DOORS TO
HIGH-IMPACT AVENUES OF RESEARCH.
HELP MAKE THIS EXCITEMENT A REALITY.
JOIN THE VISIONARY CIRCLE.”**

**RALPH H. HRUBAN, MD, DIRECTOR OF THE SOL GOLDMAN PANCREATIC CANCER RESEARCH CENTER,
JOHNS HOPKINS UNIVERSITY**



YOU RAISE THE CURE

THE PANCREATIC ACTION NETWORK HAS TAKEN THE LEADERSHIP ROLE IN DEVELOPING A NEW PLAN OF ACTION—RAISE THE CURE. It combines our national plan to increase federal pancreatic cancer research with our strategy to jumpstart and expand the research pipeline through private funding.

Our Scientific Advisory Board—made up of the most respected pancreatic cancer researchers in the country as well as other members of the scientific community—has created *The National Plan to Advance Pancreatic Cancer Research*. This comprehensive strategic action plan recommends establishing a Pancreatic Cancer Research Initiative at the National Cancer Institute. It also details in-depth programs for creating centers of excellence, coordinating across discovery teams, promoting physician and public awareness and developing a cadre of committed scientists. The *National Plan to Advance Pancreatic Cancer Research* calls for an initial \$170 million investment in public research to make true progress against the disease.

Our government affairs department is already mobilizing the advocacy effort to secure the federal funding component of **RAISE THE CURE**. At the same time, the Pancreatic Cancer Action Network seeks to raise \$25 million for private research over the next three years, with every dollar raised going directly toward advancing research.

Like the federal funding effort, the private side of **RAISE THE CURE** takes a thoughtful, strategic and scientific approach to making progress on medical discovery. Once again, we enlisted the support and insight of our Scientific Advisory Board, Board of Directors and other leaders in the field to develop a strategy with the most impact. Together, we analyzed what worked and what failed for other diseases. We found that the single biggest need is to advance research across a diverse portfolio of interrelated actions. The result is the **RAISE THE CURE** Research Portfolio.

RAISE THE CURE RESEARCH PORTFOLIO AN INVESTMENT IN ACTION

The **RAISE THE CURE** Research Portfolio consists of rich grant mechanisms that allow for different types of scientific ideas to rise to the top through a peer-review system and collaborative research tools and resources for the scientific community. This is a research investment portfolio, not an endowment. Every dollar raised will be immediately deployed into the best scientific ideas including basic science, early detection, therapeutics, clinical trials development, biomarkers and epidemiology.

CAREER DEVELOPMENT. One challenge faced by the pancreatic cancer research community is the shortage of funding for early-career scientists interested in pancreatic cancer. Career Development Awards address the inadequate number of investigators devoted to this disease by directly supporting early-career investigators, thus encouraging them to remain in pancreatic cancer research. These awards allow for the exploration of innovative ideas and the gathering of data necessary to prove their merit. Such proof is necessary for researchers to apply for larger federal grants from the NCI. Therefore, Career Development Awards serve both as stepping stones to major federal support and catalysts for innovation. They also ensure that we will have a cadre of scientists dedicated to pancreatic cancer research to advance the field into the future.

INNOVATION. Research funding for innovative ideas is scarce. Researchers face significant challenges in securing support for hypotheses without background data. Pancreatic cancer is a field in particular where we need new and innovative ideas to advance the science. The only way to launch new research ideas and obtain background data is through pilot studies. Our Pilot Grants for basic, translational, or clinical science speed the progress of new pancreatic cancer research discoveries and foster pioneering ideas. The important data generated with these Pilot Grants provides the foundation for grantees to subsequently obtain more significant federal grants and take their ideas to where they are needed most—the patients.

COLLABORATIVE RESEARCH TOOLS AND RESOURCES. The Pancreatic Cancer Action Network is uniquely positioned to offer collective tools and resources for the pancreatic cancer scientific community at-large. Through our extensive personal contact with researchers, the National Cancer Institute, clinicians, patients, and caregivers, we understand the needs and challenges faced from all perspectives.

YOU BELONG IN THE VISIONARY CIRCLE

The success of **RAISE THE CURE** is directly related to the success of our fundraising efforts. Recognizing the need for more research now, we've set an ambitious but necessary goal of raising \$25 million for private research funding over the next three years. If we are to make quick and significant progress, we must match the aggregate gifts of small donors with significant contributions from major donors.

In order to pair major gifts with specific research actions and impacts, the Pancreatic Cancer Action Network has created the Visionary Circle. This exclusive donor group is the core of our effort to **RAISE THE CURE**, providing the immediate investment necessary to jumpstart the research pipeline and spur medical discovery. Members of the Visionary Circle will receive personalized assistance in choosing the investments in the **RAISE THE CURE** Research Portfolio that interest them the most, receive frequent updates on the progress of their investment and have opportunities to name programs after family members and friends.

Becoming a member of the Visionary Circle puts you at the vanguard of advancing the research that will provide better treatments and create real hope for pancreatic cancer patients. With your generous participation, those who have passed will not be forgotten. Those who struggle today will not be without hope. And those in the future will benefit from your actions.

If your vision is to create real hope in the fight against pancreatic cancer, if your desire is to invest in action and impact, you belong in our Visionary Circle.

**“CURES DON’T JUST HAPPEN,
PEOPLE MAKE THEM HAPPEN
THROUGH SMART, DEDICATED ORGANIZATIONS LIKE
THE PANCREATIC CANCER ACTION NETWORK.”**

JORDAN, LAUREN AND BRAD TABACH-BANK, EVENING WITH THE STARS 2008 HONOREES



**“ THE MORE I LEARNED ABOUT THE
PANCREATIC CANCER ACTION NETWORK, THE MORE I
DEDICATED MYSELF
TO GETTING INVOLVED AND
MAKING A DIFFERENCE.”**

GLENDAL EE, SURVIVOR AND ADVOCATE





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Patient and Liaison Services (PALS)
PANCREATIC CANCER ACTION NETWORK

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FRONT COVER: CHRIS CALAPRICE, SURVIVOR AND PATIENT, WITH HIS WIFE JENNIFER AND MOTHER NORA LEE

Photography by The General Design Co.