Introducing the IMF’s newest publication recognizing our strongest asset: YOU!

Young supporters raising money for research

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Dear IMF Supporters,

Welcome to the very first issue of *Making Miracles*. The IMF’s development department has proudly created this magazine to highlight and pay tribute to the many special people who help us meet our goals of empowering and supporting the myeloma community and supporting cutting-edge myeloma research.

*Making Miracles* honors you – the IMF donor. Our donors come in all shapes and sizes, from elementary school students who send us collected pennies to adults who generously remember us as they plan their estates.

Since its founding in 1990, the IMF has grown because of the broad efforts of many thoughtful people doing and giving whatever they can do and give. We are honored and touched by the creativity of the more than 165,000 members who support us in ways both large and small. In this inaugural issue of the magazine, you will read about IMF members who have turned their adversity into generosity. We hope these engaging stories will inspire you to do the same.

The relationship we build with our donors is truly symbiotic. The IMF’s mission is to improve the quality of life of myeloma patients while working toward prevention and a cure. It is an honor for everyone who works here to see the rewards of this mission every single day. But we could never achieve these successes without you. When you support the IMF, you ensure that our life-saving programs and services continue uninterrupted.

We rely on you, and we are here to serve you. I invite you to get to know the whole development department. You’ll find our brief bios on page 8 of this magazine. Please send us an email or give us a call – even just to chat.

One final note; many of you may know that Susie Novis and Dr. Brian Durie co-founded the IMF with Susie’s late husband, Brian Novis. Brian lost his battle with myeloma in 1992. It is a quote from Brian Novis that inspires the name of this magazine, and we dedicate this publication in his honor:

“One person can make a difference. Two can make a miracle.”

With my deepest appreciation for every miracle,

Heather Cooper Ortner
Vice President of Development
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Vice President of Development

The IMF is proud to support cutting-edge research projects through Junior and Senior Grants awarded to doctors working in the field of myeloma. In 2006 and 2007 two annual member events, the WAMP Swim-a-thon and Music Against Myeloma, raised significant funds that the organizers decided to apply in support of IMF research programs. Their decision has a direct impact on the continued advancement of myeloma research, because their combined efforts are now funding a 2008 Brian D. Novis Junior Research Grant.

**“And I am incredibly grateful to the patients and families who make my research possible. Their support inspires my work.”**

– Dr. Sonia Vallet

The first annual WAMP Swim-a-thon took place in 2001 when Liz Stafford, with the support of her siblings Julianne, Christopher and Courtney, decided to raise money and awareness in honor of their father, Jeffery Stafford, who was diagnosed with myeloma that year. This swim-a-thon has taken place every year since at the Wampanoag Country Club (hence the event’s affectionate name: WAMP) in West Hartford, Connecticut, with nearly 100 swimming participants each year and dozens more supporters cheering them on.

The Staffords are a busy clan. Yet despite careers that have taken many of them far away from Connecticut, the family remains deeply committed to their tradition of coming together each year to swim (continues on page 9)

**Two Member Events Join Forces to Make a HUGE Impact on Research**

**“A Novel CCR1 Inhibitor for the Treatment of OBD in Multiple Myeloma”**

Sonia Vallet, MD
Massachusetts General Hospital
Boston, MA

Osteolytic bone disease (OBD) is a frequent complication of multiple myeloma. It is characterized by reduced bone formation and increased bone resorption, resulting in increased risk of fractures. Myeloma cells secrete several cytokines that promote bone resorption by interacting with specific receptors. MLN3897 (Millennium Pharmaceuticals, Cambridge) is a novel, orally available inhibitor of the cytokine receptor CCR1. It has a safe toxicity profile, and its anti-inflammatory properties are under study in rheumatoid arthritis and multiple sclerosis patients. Studies conducted by Dr. Vallet and her colleagues have shown that MLN3897 blocks the formation and activity of osteoclast cells, resulting in decreased bone resorption. Importantly, they have also shown that MLN3897 reduces myeloma cell growth by inhibiting the growth and survival advantage conferred on them by the bone marrow microenvironment.

Therefore, MLN3897 may be an effective treatment for osteolytic bone disease in myeloma patients. Dr. Vallet will study these potential anti-osteolytic and anti-myeloma effects of MLN3897 in an in vivo model. Data generated from these studies will provide the framework for clinical trials in myeloma patients with bone disease.

800-452-CURE (2873)
Members Making Miracles

The IMF is deeply touched when our members take it upon themselves to give back. These pages are our opportunity to publicly recognize some of the hundreds of members who help increase awareness and raise funds to support the IMF’s programs and services through member fundraisers. Whether large or small, these fundraisers empower each member to take action. Their combined success has a large impact on the myeloma community. We hope you will be inspired by their stories.

**Walking and Talking Toward a Cure**

*by Debra Exner*

“Anyone want to walk the P.F. Chang’s 1/2 Marathon with me?” I asked my morning walking group. Since 2004, the P.F. Chang’s Rock ‘N’ Roll Arizona™ Marathon & 1/2 Marathon has taken place in and around Phoenix, Arizona. When I invited my friends to join with me, getting in shape was only part of the challenge. I also had an ulterior motive: I wanted to raise funds for the International Myeloma Foundation.

I first learned about the IMF when my mom, Edamay Exner, was diagnosed with myeloma in February of 1998. We attended several IMF Patient & Family Seminars, where Mom, my son, Chris, and I not only learned to understand the unfamiliar language of myeloma, but also bonded with and were strengthened by other families dealing with similar issues. When the going got tough, the IMF’s hotline was available to help us through it. The Philadelphia Multiple Myeloma Networking Group (PMMNG) was also a huge part of our lives. I ultimately became a leader of that support group for many years, and I watched hundreds of people find hope at very vulnerable times in their lives. It is one of the many support groups that the IMF assists.

Even though my mom’s journey with myeloma ended five years ago, I am still very connected to the myeloma community. As a motivational speaker, I frequently tell my mom’s story and talk about many of the amazing people in the myeloma community who have impacted my life. Frequently there is someone in the audience who has or knows someone with myeloma and we end up having a conversation of hope and encouragement – and, of course, about the IMF!

(My Story continues on page 14)

**A Surprise Benefit Celebration**

After months of battling mysterious symptoms that doctors couldn’t figure out, Dennis Werra was finally diagnosed with myeloma in October 2006. With a grim prognosis, Dennis and his wife, Bonnie, took what they thought would be their final vacation together, a trip to Las Vegas.

Gratefully, Dennis defied the odds and survived his first year with myeloma. He gives much of that credit to his newborn first grandchild, Lydia, describing his time with her as “better than any medicine the doctors could prescribe.” His family knew a celebration was in order, but they also knew Dennis was too modest to want a party in his honor. So his children, Jayson, Robyn, and Kyle, hosted a surprise benefit celebration and donated the proceeds to the IMF.

This first Dennis Werra Multiple Myeloma Benefit Celebration was held in October 2007 at a lively pub, Magoo’s Bar, near their hometown of Franklin, Wisconsin. Dennis was indeed very surprised, and very moved by the outpouring of enthusiasm and support. Family and friends made donations, bought IMF awareness bracelets and pins, and participated in a drawing. More than 70 attendees toasted to Dennis’ recovery and raised over $2,200 for the IMF.

Today, Dennis continues to enjoy life. He and Bonnie have taken several more trips to Las Vegas and they are anticipating the birth of their second grandchild, due this summer. His family looks forward to hosting the 2nd Annual Dennis Werra Multiple Myeloma Benefit Celebration in October 2008, although this one won’t be a surprise.
Kids Take Action

IMF Fundraisers inspire more IMF Fundraisers

Becky Schlofner, who teaches a Continuing Faith & Confirmation Catechism Class at Saint Jerome Catholic Church in Phoenix, Arizona, learned about the IMF by reading about its Concert for a Cause in August 2007, and was impressed by the organization’s mission and goals. So when her class of 3rd through 5th graders decided they wanted “to raise money to help people,” Ms. Becky included the IMF on their list of potential benefactors.

By the semester’s end the group raised $5 through their classroom collection jar, and they reviewed the list of potential benefactors provided by Ms. Becky. After deep consideration, including a visit to the IMF’s website, their decision to support the organization was virtually unanimous. These dedicated youngsters donated $4 to the IMF, reserving their remaining $1 to jumpstart next semester’s fund. They now all wear awareness bracelets provided to them by the IMF, a celebration of their valued support of new friends in the myeloma community.

A Before and After Story

Jerra Barit has been living with myeloma for almost ten years. The Barit family, like many faced with myeloma diagnosis, frames their lives as “a before and after story.” Immediately upon Jerra’s diagnosis in December 1998, her daughter Ashley knew she wanted to do something to help her mother and the thousands of myeloma patients all around the world. Less than five months later, the high-school senior’s efforts came to life as Fashions 4 A Cure. This first fashion show and auction was held at the family’s church and raised over $5,000 for the IMF.

“[A cure] would mean that a mother could see her daughter walk down the aisle, or a grandfather could hold his namesake in his arms.”

– Ashley Barit

Since then, Ashley Barit and her family have spearheaded eight more events, in 2006 re-naming their endeavor Evening 4 A Cure. To date, the Barits and their loved ones have raised over $250,000 for myeloma research, care, and support.

Their ultimate goal is to find a cure for this disease, knowing that a cure would not only be a miracle for their own family, but for thousands of other families as well, many of whom they have met on their own journey. “It would mean that a mother could see her daughter walk down the aisle, or a grandfather could hold his namesake in his arms,” says Ashley.

Through Evening 4 A Cure, the Barits are honored to be a part of the fight against myeloma and bring hope for its cure. Building their event, and their community surrounding it, has been a big part of their “after the diagnosis” story. It’s a story with almost ten years of survival, ten years of trials, and ten years of commitment to finding a cure. It’s a story that continues.

Old Stuff for a New Beginning

When asked why she decided to fundraise for the IMF, Jodi Bianchi of Carlsbad, California says it’s because, “the IMF has been such a fundamental resource of comfort and information for our family.”

“The IMF has been such a fundamental resource of comfort and information for our family.”

– Jodi Bianchi

Jodi and her family contacted the IMF in 2006 to find out how they could help make a difference. After thinking through their options and talking with the IMF staff, Jodi decided to organize Clean for a Cause, a garage sale with the premise that “selling old stuff” in support of cure for myeloma means others can have a new beginning.

Jodi called upon her friends and neighbors to donate unwanted items, and was thrilled with their outpouring of support. She repeated the experience with another Clean for a Cause event in 2007. The experiences have helped Jodi realize that all good things begin with the efforts of just a few people, and that no effort is too small to make a difference. Clean for a Cause has raised over $1,000 for the IMF.
Donor Recognition: Giving Circles

The International Myeloma Foundation truly appreciates every gift we receive. Like Brian Novis’ saying, “One person can make a difference, two can make a miracle,” so too does every contribution make an impact on all that we strive to do.

To recognize our generous contributors the IMF is now establishing Giving Circles, a donor recognition program with seven levels of acknowledgment. By allowing us to publicly recognize those of you who have done so much in the battle against myeloma, we hope to inspire others to do the same.

Our Giving Circles will be listed each year in the Honor Roll section of the Annual Report, as well as in other IMF publications on various occasions. We will, of course, respect the desire of anyone who wishes to give anonymously.

We welcome donors in the following gift ranges into our Giving Circles:

- $500 – $999
- $1,000 – $4,999
- $5,000 – $9,999
- $10,000 – $24,999
- $25,000 – $49,999
- $50,000 – $99,999
- $100,000 and above

Friends Circle
Associates Circle
Partners Circle
Founders Circle
Benefactors Circle
President’s Circle
Chairman’s Circle

New Wall of Miracles

The IMF is blessed to have donors from all over the United States and throughout the world. But because our donors are spread so far and wide, it is impossible for us to properly recognize everyone in one physical location. We are therefore thrilled to announce the creation of our brand new “virtual” donor wall!

The IMF’s Wall of Miracles will reside for all to see and admire on the IMF’s website. Recognition on the Wall of Miracles gives you the acknowledgement you deserve and serves as an important inspiration to others. The Wall of Miracles will be updated quarterly and will recognize every donor who contributes a minimum of $5,000 total giving over the prior 12-month period.

Check our website in the coming months for the upcoming “ground-breaking” of our new Wall of Miracles: www.wallofmiracles.myeloma.org.
Introducing the Brian D. Novis Legacy Society

The International Myeloma Foundation proudly introduces the Brian D. Novis Legacy Society, a new recognition program for individuals who include the IMF in their long-term estate plans. Among the IMF’s most valued supporters, members of the Brian D. Novis Legacy Society are making a commitment to ensure a legacy of optimism for a brighter future for everyone affected by multiple myeloma.

In 1990, Brian Novis co-founded the IMF with his wife, Susie, and his doctor, Brian Durie. Their goal was to create an organization that would empower myeloma patients through education and support, and to establish research programs that would eventually lead to a cure.

Unfortunately, Brian lost his battle to myeloma in 1992. But his legacy continues to change other people’s lives, and both Susie Novis and Dr. Brian Durie remain as dedicated to the mission as ever. Today, the IMF has over 165,000 members and provides programs and services around the world. IMF-funded research continues to lead to a better understanding of the biology of myeloma, new treatments, and better outcomes for myeloma patients. Through these efforts we are now achieving chronic control of myeloma, which is a major step towards finding a cure.

On behalf of the IMF’s Board of Directors and myeloma patients everywhere, it is our privilege to invite you to become a member of the Brian D. Novis Legacy Society, helping to ensure that: “Until there is a cure, there is the IMF.”

To Join the Brian D. Novis Legacy Society

Becoming a member of the Brian D. Novis Legacy Society is easy. We gratefully accept the following types of planned gifts* as membership in the Brian D. Novis Legacy Society:

- A bequest provision in your will or revocable trust;
- A gift or assignment of qualified retirement plan assets, such as an IRA or 401(k);
- A gift of life insurance;
- Other planned gifts with the prior agreement of the IMF.

We request that members confirm their gift in writing by completing a Membership Form. No minimum commitment is necessary, nor do we ask for proof of your gift. Perhaps you have already made arrangements to include the IMF in your planned giving. If so, becoming a member is as simple as letting us know.

Members of the Brian D. Novis Legacy Society lead by example. Your participation inspires others to make a choice that will influence countless lives.

Members of the Brian D. Novis Legacy Society will be recognized in the IMF’s Annual Report (starting with the 2008 report), on our website (www.myeloma.org), and occasionally in other publications. This visible acknowledgement gives you the recognition you deserve and encourages others to join us. However, should you prefer to remain anonymous, we ask that you still consider notifying us of your plans, knowing that the information will be kept in the strictest confidence.

Each new member of the Brian D. Novis Legacy Society will receive a certificate to show the IMF’s appreciation of your commitment. We also invite you to dedicate your gift to a loved one; publicly honoring or memorializing a family member is particularly meaningful to many donors.

Please consider making this important commitment, ensuring that you are part of a legacy of making miracles and finding a cure.

For more information about the Brian D. Novis Legacy Society or other planned giving opportunities, please contact Heather Cooper Ortner at hortner@myeloma.org.

*The IMF is happy to work with you on many different planned gift vehicles, including charitable remainder trusts, gifts of real property, or charitable lead trusts on a case-by-case basis. Because the laws in each state are different, please consult your own financial advisor or call Heather Cooper Ortner, IMF Vice President of Development, at (800) 452-2873.
Making Miracles

The Members of the Development Department

Meet the members of the IMF’s development team. This dedicated group knows that every gift means something personal to the individual making it and strives for each giving experience to be as fulfilling as possible.

Heather Cooper Ortner  
Vice President of Development  
Heather is responsible for overseeing all of the IMF’s fundraising efforts, from major gifts to direct mail and special events. This year, Heather is spearheading the launch of the IMF’s planned giving program and recreating the major gifts program. Her primary responsibility is to build and cultivate relationships with IMF donors, whose contributions fund so many of the IMF’s services.
heortner@myeloma.org

Suzanne Battaglia  
Director of Member Events  
Suzanne’s main focus at the IMF is working specifically with patients, family members, and their supporters on grassroots fundraisers around the country. These local events raise awareness, help fund myeloma research, and enable members to become pro-active in the myeloma community.
sbattaglia@myeloma.org

Randi Liberman  
Development Associate  
Randi’s job includes managing our database of over 165,000 IMF members. Using this tool, Randi works diligently to improve and expand the IMF’s communication with patients, family members, physicians and donors. She helps manage the IMF’s direct mail and annual giving campaigns and plays an important role in coordinating several other projects, including special events and publication of the IMF’s Annual Report.
rliberman@myeloma.org

Colleen McGonigle  
Data Specialist  
Colleen is responsible for maintaining accurate data entry and record-keeping for IMF patients, friends and family members. She also processes contributions from fundraising campaigns, member events, tributes and memorial donations. Colleen also keeps Myeloma Today subscriptions up to date for each member.
cmcgonigle@myeloma.org

Sinmi Bamgbose  
Development Intern  
Sinmi assists with the on-going tasks associated with processing donations, such as facilitating phone donations or processing matching gift requests. Sinmi is often the first person members will hear on the phone and does her best to make sure that anyone who calls has all of their questions and needs addressed.
sbamgbose@myeloma.org
for myeloma research. In addition to this year’s research grant co-
sponsorship of $20,000, their 2005 event also sponsored a Brian
D. Novis Junior Research Grant. This year’s WAMP is scheduled for
July 19th. It is bound to be another energetic, life-affirming and
lucrative event.

Slava Rubin’s father, Mark, passed away from myeloma in 1993. Slava
was 13 years old, and he understandably wasn’t thinking about his
father’s illness in any context other than what it meant to him and
his family. But more than 12 years later, something occured to Slava
as he was drafting his 2006 New Year’s resolutions. He became
determined to stop internalizing his feelings over the loss of his
father, and start making something positive out of them. January 1,
2006 marked the first planning meeting for Music Against Myeloma
(MAM), an event dedicated in Mark Rubin’s honor.

In its first two years, MAM has raised more than $20,000 by gath-
ering together terrific bands, generous high-end merchant dona-
tions, enthusiastic volunteers, and revelers from three countries
and seven states. Unaware of the IMF during his father’s illness,
Slava developed a relationship with the organization to ensure his
efforts went directly towards funding myeloma research and the
pursuit of a cure. Slava continues MAM in his father’s honor, but
he is also tremendously inspired by and indebted to the expanding
circle of people who are now equally dedicated to the event, which
is also an important platform for raising awareness about myeloma.

This year’s MAM took place on April 24th at The Cutting Room, an
upscale Manhattan club. It was a wildly successful event and they
are already looking forward to next year.

Liz Stafford, Slava Rubin, and their families and friends are
now part of a rich IMF tradition of supporting the world’s most
promising myeloma researchers. The IMF established the Brian D.
Novis Research Grants Program in 1995 in order to identify, sup-
port and develop research that would most benefit the myeloma
community. The IMF’s $3.4 million investment in research grants
leads to publication in the world’s top research journals, as well
as further support from other highly-regarded institutions. Junior
Grant Recipients currently receive $40,000. Senior Grant Recipients
currently receive $80,000.

The Brian D. Novis Research Grants Program is wholly funded by
private individuals, IMF members like the Stafford family, the Rubin
family – and you. The research grant funded by WAMP and MAM
has been awarded to Sonia Vallet, M.D. to continue her research
into osteolytic bone disease. “I am excited about the prospect of
transforming myeloma into a chronic disease,” Dr. Vallet says. “And
I am incredibly grateful to the patients and families who make my
research possible. Their support inspires my work.” (Please see
inset on page 3 for a summary of Dr. Vallet’s research.)

The 2008 IMF grant award presentations took place during the
49th annual meeting of the American Society of Hematology (ASH)
last December. IMF President Susie Novis, Chairman of the Board
Dr. Brian G.M. Durie, and Scientific Advisory Board Chairman
Dr. Robert A. Kyle delivered the awards to the very deserving
recipients.

IMF-funded research continues to lead to a better understanding of
the biology of myeloma, new treatments, and better outcomes for
myeloma patients. With so many positive results, we’re now achiev-
ing chronic control of the disease, which is a major step towards
finding a cure.

Liz and Slava’s efforts prove that everyone can help make a signifi-
cant impact in myeloma research. Every effort counts.

For information about creating an event, please contact Suzanne
Battaglia at sbattaglia@myeloma.org.
Join the IMF’s Family of Fundraisers

As the year gears up, these are some exciting, upcoming, member events that are taking place in the near future – if they’re in your neighborhood, come on out and join the fun!

These and all the new upcoming events are listed on our web site – www.myeloma.org. Click on “Events” tab.

July 13, 2008 – Sea Cliff, NY
7th Annual Multiple Musicians Against Multiple Myeloma
Naomi Margolin – mmamm@aol.com – Tupelo Honey

July 16, 2008 – Naperville, IL Charity Golf Outing
Craig Czerkies – Czak16@aol.com, 630-721-0557 – Whitetail Golf Course, Yorkville, IL

June 20–21, 2008 – Beverly Hills, CA Inaugural Founders Circle Summit
Heather Cooper Ortner, Vice President of Development – hortner@myeloma.org or (800) 452-2873 – Peninsula Hotel, Beverly Hills, CA

November 15, 2008 – Los Angeles, CA
IMF Gala Celebrating Peter Boyle with host Ray Romano
Heather Cooper Ortner, Vice President of Development – hortner@myeloma.org or (800) 452-2873 – Wilshire Ebell Theatre and Club
FUNdraling

Across the country, people are bringing their communities together to raise funds and increase public awareness for multiple myeloma. The IMF’s FUNdraling program is designed to help you join the fight against myeloma by starting your own member event. With over 20 years of experience in event organization, our team is ready to help make your fundraiser successful from start to finish. We provide you with your own web page where your friends and family can make secure donations directly to the IMF in support of your event. We also provide you with myeloma awareness materials and merchandise that will help raise awareness in your community.

Since its inception in 1990, the International Myeloma Foundation has raised millions of dollars for patient support and cancer research. Our member fundraisers play a big part in making that number grow year after year. Our members often hear from people whose lives have been touched by cancer, whether it has affected them directly or someone they care about. Your member event gives them an opportunity to join you in making a difference!

Our team is ready to guide you through the process of selecting, planning and implementing a successful fundraiser. Together, we can keep making miracles!

Mail for the Cure

MAIL FOR THE CURE is a simple but very powerful concept with which you can make a big difference. Here’s how it works: All over the country, people just like you are mailing letters to their friends and relatives asking for their support of myeloma research and other important IMF programs. We provide you with a specially coded IMF donation envelope and a letter template, which you can personalize.

To get started on your MEMBER EVENT or MAIL FOR THE CURE, contact Suzanne Battaglia, Director of Member Events at sbattaglia@myeloma.org or (800) 452-2873!

Turn Your Old Cell Phone Into Cell Phones for a Cure

Collecting Cell Phones is an easy way to help the IMF.
To find out how you can set up a cell phone collection program at your business or school, contact Kemo Lee at klee@myeloma.org or 800-452-CURE (2873).

Each year, hundreds of millions of used cell phones are taken out of service as technologies change and people upgrade to newer models. Many of those cell phones end up in a box or drawer, taking up space but having no value.

Now, you can make a difference in the fight against multiple myeloma by recycling your old cell phones and turning them into funds for the IMF.

The IMF has partnered with the largest cell phone recycling organization in the world. We receive a donation for each cell phone they collect through our program. The phones are then refurbished or used for parts and resold, in some cases to underserved areas. Your donation not only helps the IMF, but it also keeps waste out of landfills and protects the environment.

Mail your cell phones to:
International Myeloma Foundation
12650 Riverside Dr Ste 206
North Hollywood, CA 91607-3421

800-452-CURE (2873)
College Students Honor Their President

Brad Bartel, President of Fort Lewis College, says of his Durango, Colorado campus, “We are a family.” Now diagnosed with multiple myeloma, Dr. Bartel’s college family is rallying around him.

Upon Dr. Bartel’s return to campus after a difficult period of time, Fort Lewis’ students were inspired to raise money for the IMF in his honor. During a Business Club fundraiser associated with last October’s Homecoming Weekend, students raised money by selling IMF awareness bracelets. His students plan to continue raising money through additional bracelet fundraising programs throughout this academic year. All proceeds from these sales are being donated to the IMF in honor of President Bartel, the leader of their college family.

An Evening of Love and Support

After learning of her mother’s myeloma diagnosis in May 2007, Jennifer Baker knew that she wanted to create a fundraiser that would support the IMF, the organization that was supporting her mother. “I’m not a runner, nor do I play golf – some of the more traditional fundraisers weren’t an option,” says Jennifer. But her mother, Lynda Walters, is a retired schoolteacher always found with a book at her side, and books have been especially helpful during chemotherapy treatment. A book sale event was a natural fit for both mother and daughter.

More than 6,000 books were donated for An Evening of Believing. But it became much more than a simple used book sale. Local businesses in Highland Village, Texas donated wine, bottled water, food, and incredible silent auction items, including Dallas Stars hockey and Dallas Mavericks basketball tickets. IMF awareness bracelets were sold alongside stationery items donated by Barnes and Noble.

Jennifer had two goals for her fundraising event: To demonstrate her love and support for her mother, and raise $10,000 for the IMF. The event raised over $12,000 for the IMF, exceeding Jennifer’s goal by more than 20 percent. And the hundreds of people who attended An Evening of Believing helped underscore Jennifer’s devotion to her mother, so much so that Jennifer now fondly refers to the experience as “an evening of love and support.”

Friendly Competition for a Cause

Gary Heuer, Jr. was a competitive man with a resilient spirit. During his battle with myeloma, he still continued to enjoy the camaraderie of competition through his participation in golf, softball, and other athletic endeavors. Not even the grueling effects of his chemotherapy treatments could keep him off the course, field or court.

“We are forever grateful for the show of caring that this tournament has provided...not only personally, but also as a means to continue to support the fight against multiple myeloma.

-- Nancy Heuer

When he lost his final battle with myeloma in November 1999, Gary’s family and friends felt the absence of a great man with a flair for life, a life that brought such joy to others. So, some of his friends approached Nancy Heuer, Gary’s wife, with the idea of creating an event to celebrate his memory. Their first event, held in September 2001, was a local horseshoe tournament. The turnout was so successful they decided to make the event even bigger the following year – and the annual Gary Heuer, Jr. Memorial Golf Tournament was born.

Since its inception, the Huey, as it has become known, has grown from 35 participants to over 350 golfers and revelers who play and rejoice in Gary’s honor. The Huey continues to raise myeloma awareness and has become more successful in raising funds than Gary’s friends and family ever anticipated. “We are forever grateful for the show of caring that this tournament has provided,” says Nancy. “Not only personally, but also as a means to continue to support the fight against multiple myeloma.

The 8th Annual Huey will be held on September 6, 2008. Gary’s friends and family will once again come together to enjoy a little friendly competition as they celebrate cherished memories of the man who continues to inspire them.
An Evening at Elko Speedway

Members of the Twin Cities Area Multiple Myeloma Support Group in Minnesota are no strangers to fundraising. Five years ago, they created the Twin Cities Myeloma Foundation (TCMF), an independent non-profit organization dedicated to financing the activities of the support group and sponsoring projects designed to raise awareness and contribute to myeloma research.

When local philanthropist Tom Ryan offered the group an opportunity to create a myeloma fundraising event at Elko Speedway (a well-known local attraction) for the fall of 2007, they were thrilled. They were also exhausted, because TCMF had just held their second successful sit-down dinner fundraiser that past April. But there was no way they were going to pass up the opportunity, so group leaders Donna Costello and Pat Harwood turned to the IMF for support. Kelly Cox, Director of Support Group Outreach, and Suzanne Battaglia, Director of Member Events, enthusiastically helped them organize what ultimately became Jammin’ For A Cause, held November 20, 2007.

Jammin’ For A Cause was instrumental in raising awareness of multiple myeloma to the community at large, because unlike the support group’s previous events, this audience included many people who were unfamiliar with the disease. Eight hundred people attended the hugely successful event, sponsored by Celgene and Millennium Pharmaceuticals, which featured a performance by popular musicians the Johnny Holm Band, a live auction, raffles, a martini bar, and a lot of great food provided by Famous Dave’s of Linden Hills, Minnesota. The event raised over $40,000. In keeping with their mission of supporting myeloma research, TCMF directed the proceeds to the IMF’s Bank On A Cure®, which is conducted at the University of Minnesota.

A Night on the Ice

While interning for the Philadelphia Phantoms during his senior year at York College of Pennsylvania, Matt Lertzman was tasked with the challenge of creating an event for the minor league hockey team with their local community. For Matt, this was a particularly meaningful opportunity, and he knew exactly what he wanted to do: use the occasion to raise money and awareness for myeloma.

Matt’s father, Bruce, was diagnosed with myeloma in December 2006. As members of the Philadelphia Multiple Myeloma Networking Group, the Lertzman family had participated in other myeloma community fundraising events. Matt was thrilled to have yet another opportunity to support the IMF, just as the IMF had supported his father and their whole family through Bruce’s diagnosis and stem cell transplant.

Matt negotiated with the Phantoms to discount their regular ticket prices for his block purchase. He then oversold the sale of those tickets at the regular rate, and donated the proceeds – the ticket price differential – to the IMF. Colleagues, friends, fellow York College students, and his family aided him in his ticket sales efforts, especially his sister Emily, who sold both tickets and IMF Awareness Bracelets at her high school.

Matt’s Philadelphia Phantoms event was a great success. He not only raised funds and myeloma awareness – he also created an incredible evening for the hockey organization and the crowd alike. But the most special experience was saved for his father, Bruce: a coveted ride on the Zamboni.

Julie’s Run for Joann

Julie Keefe’s mother, Joann, was diagnosed with multiple myeloma after a long battle with anemia, bone pain, and fatigue. The devastating news came the day after Julie had given birth to her third child. The diagnosis had profound effect on Julie and her entire family.

As they navigated through difficult times, they relied on their faith for guidance and the IMF for information and additional support. The trauma of diagnosis gave way to overwhelming relief when Joann experienced a successful transplant that led to remission. Julie wanted to use the occasion to honor her mother, and give back to the IMF, which “has been a place of comfort through it all,” she says. So Julie began to train for the half marathon portion of the Marathon of the Palm Beaches in Florida. She ran the event in December 2007. With the encouragement and pledged support of friends and family, Julie’s run raised $650 for the IMF.

To discuss ideas you can put into action in your community, please call Suzanne Battaglia or email her at sbattaglia@myeloma.org.
I moved to Phoenix two and half years ago. My decision to participate in this year’s P.F. Chang’s Marathon was made in honor of my mom, all my PMMNG friends back east, and all the inspiring people I have connected with in the myeloma community.

Four friends ultimately joined me for the challenge. The five of us started training in November, beginning with three-mile walks. We ultimately worked our way up to 13 miles! We walked at a rate of just over three miles an hour. This gave us a lot of time to talk. Our lively conversations took our minds off our tired feet, and that quality time we spent together is something I also cherish.

So how did my fundraiser work? Quite simply, I got the word out. The IMF created a page for me on their website and I sent an email to friends and colleagues. I asked them to contribute in any way possible – by cheering me on, wishing me well, by donating via the IMF website or mailing checks directly to me. I kept a log of the miles I walked and I sent updates. I tallied up the funds I raised and sent thank you notes.

Now that this particular fundraiser is finished, I’m on the lookout for next year’s challenge and for other locals ready to join in. Perhaps we’ll try hiking 10 miles on Lookout Mountain anyone in Phoenix want to join me? Or, since I’m a business and personal coach, how about Coaching for a Cure?

I am proud to help the IMF in any way I can. Good information, research, and new treatments gave my mom and me more than six years together to travel, to create fun times and great memories. Join me in helping the IMF do the same, and better, for many others. Until there is a cure…There is the IMF!
IMF Products

Your contribution for these items will help us provide critical education, research and support, raise awareness and show support for myeloma patients worldwide, and help us in our mission to improve the quality of life of myeloma patients while working toward prevention and a cure.

- Ribbon of Hope Lapel Pins ($5)
- IMF Caps ($15)
- IMF…A Brighter Future Visors ($15)
- Awareness Bracelets (10-pack for $10)
- Daily Caregiver Journal ($25)
- IMF T-Shirts ($15)
- Recipes for Research ($15)

All merchandise can be viewed and/or ordered on our website www.myeloma.org
This exclusive event for major donors includes intimate discussions with leading myeloma and world researchers, including Dr. Brian G.M. Durie, IMF Chairman of the Board.

Discussions will include:

- Breakthrough data from Bank on a Cure® to be released later this year
- Latest results from research studies and clinical trial data, and how they will impact treatment
- Founders Circle members will be invited to express their opinions and provide feedback on these important subjects

Program

Friday, June 20th:
Welcome Reception & Dinner – 6:30 pm

Saturday, June 21st:
Morning Session – 8:30 am–12:00 noon
Lunch
Afternoon Session – 1:00 pm–3:00pm
Private meetings with the experts – 3:00 pm–5:00 pm
Donor Appreciation Dinner – 7:00 pm

$250 per person couvert (does not include hotel or travel)

For additional information, please contact
Heather Cooper Ortner, Vice President of Development
hortner@myeloma.org or (800) 452-2873

* Members of the Founders Circle contribute a minimum of $10,000 a year.