



MAKING *Miracles*

Volume 4, Issue 1
Spring/Summer 2011

A publication of the IMF recognizing our supporters

Celebrating *Life* by **GIVING BACK**



A *Celebration of Life* at Kasbah



M200



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7 days and 6 nights – at the beautiful
Four Seasons Costa Rica at Peninsula Papagayo.
See page 8



Dear IMF Supporters,

Throughout the year, people from all over the country call and email the IMF to ask one simple question: What can I do? I like to think of these people as the unsung heroes of the myeloma community – people who, having already been put through the ringer with a myeloma diagnosis, bring together their friends and families not just to raise money for the IMF, but also to increase myeloma awareness in their communities.

This is why we began publishing *Making Miracles* more than two years ago, and why putting it together has become one of the projects I most look forward to during the year. It is our opportunity to brag about how wonderful the people who support the IMF truly are.

In the past year, we noticed a very positive trend. In total, IMF members raised nearly \$400,000 through events ranging from bake sales to fashion shows and everywhere in between – and that is definitely something to celebrate!

As we move forward through 2011, there are already a dozen events in the works, and plenty more to be planned. We're looking to further expand the abilities of our members to set up their own event web pages and use social media (find us on facebook.com/myeloma and on twitter @IMFmyeloma) to help promote these events as their dates draw near.

It takes a lot of work to help organize dozens of events all over the country at the same time, and for that I have to thank Suzanne Battaglia, Director of Member Events, for her passionate dedication to ensuring that all those who ask "What can I do?" get the answers they need.

Looking forward to another year of celebrations in 2011!



Warmly,

Heather Cooper Ortner
Vice President of Development

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Racing Toward Awareness

by Keith May

When I was diagnosed with myeloma, I had a burning desire to learn as much as possible about living life with the disease, about the prognosis for survival with current treatments and updates on progress toward improvement of those treatments – and even a possible cure. For me, the International Myeloma Foundation's website (myeloma.org) became my safe haven for feeding this starvation for knowledge. And I was so thankful for what the IMF and its website provided that it moved me to begin thinking of ways to give back.

In June 2010, I was watching a NASCAR race on television. During a commercial break, I saw a commercial about a national contest called Sponsafier, promoted by Toyota Racing. The contest involved contestants designing graphics to place on a racecar model in order to promote a

cause. The contest rules explained that the winner would be determined by public voting, and that the winning design would be applied to a full-sized racecar and showcased at a future NASCAR event. This was it. This was exactly what I was looking for to help raise awareness of myeloma and the IMF.

The potential of a myeloma and IMF awareness design being showcased on a national stage was exciting. I have always enjoyed tinkering with graphic design, and I am a fan of NASCAR racing, so I knew how a typical "paint scheme" should look on a racecar. The contest involved a website that included graphic design software, so I also had a program to work from.

I enthusiastically called Suzanne Battaglia, the IMF's Director of Member Events. Her excitement and endorsement of my idea made me feel even more inspired. We talked for almost an hour, and brainstormed an outreach strategy contingent upon getting our design approved by Toyota.

I jumped into the design work right away. I named my design the "Myeloma Survivor." Creative juices were flowing, but the approval process was a difficult one. Toyota was very strict about approving designs because of trademark and copyright laws. We had to submit several iterations of our design. I won't lie, there was a point when I was within an eyelash of giving up. But like all of us battling this disease, I just kept fighting. Eventually the effort paid off, and our design was approved – we were allowed to move on to the public

voting stage of the contest. Since my goal was awareness, it was an emotional milestone.

Round One of voting opened in mid August. The IMF and I encouraged voting by communicating with people through web pages, email, Facebook, Twitter – all sorts of social media outreach. I even did a few local television and radio interviews, including a feature that appeared on WMDB-TV, the CBS affiliate in Central Illinois. Some folks were so inspired by our outreach that they initiated their own blog and Internet efforts. The ripple effect was terrific. That alone meant our vision for awareness had been realized.

Our "get out the vote" strategy really paid off. In mid-September we were selected as one of 100 entries to advance to Round Two – the semi-finals! One out of 100 from more than 52,000 entries! At this point I was truly already content with our success. Even if we didn't eventually win, we had already truly raised awareness for myeloma and the IMF.

But we had another round of voting to promote. We employed the same outreach strategy for Round Two. It too was a smashing success, and in early October we learned that we'd advanced to the Finals. The top 10! More awareness. More visibility. Another amazing victory.

In the Final Round of voting, we competed against nine other very worthy causes, including amyotrophic lateral sclerosis (ALS), Huntington's Disease, sarcoma, and promotion of teenage seatbelt use. The people behind these designs were as passionate about their cause as we are for ours, and I have enormous respect for that.

We all live everyday knowing that life's end will eventually come. But receiving the diagnosis that you have an incurable disease that could define that end changes your outlook on life. We didn't win the Sponsafier contest. By that I mean, our design wasn't the one selected for the racetrack. But over the course of three months, more than 20,000 voters supported the Myeloma Survivor, and our cause was promoted all over the world. How can we possibly call that not winning? And I had a blast.



Celebrating Life

by **GIVING BACK**

“It was way over the top of what people expected!”

This enthusiastic report comes from Marty Levine, part of a group of impassioned friends who prove that when people are inspired, great things can happen. On October 20, 2010, that great thing was A Celebration of Life at Kasbah, an evening of food, drink, entertainment and support of the IMF.

For several years, four couples – Nancy Nashban and Marc Rubin, Phyllis and Allan Weinstein, Adrienne and Marty Levine, and Jamye and Evan Katz—have together attended the IMF’s Annual Comedy Celebration. The friends’ ties run deep, as does their relationship with myeloma. Allan Weinstein was diagnosed with myeloma in 2002. When Marty, his best friend, learned about Allan’s diagnosis, he thought, “Oh my gosh—another kind of cancer.”

Jamye Katz had not heard of myeloma before Allan’s diagnosis either. “I investigated it more on my end,” she recalls. “I went to the IMF website and found a wealth of information.” Soon, myeloma entered the friends’ lives in other ways as well. Nancy Nashban’s brother and Marc Rubin’s son were also diagnosed.

When the couples, who live in Arizona, travel to Los Angeles for the Comedy Celebration, “We always make a great weekend out of it,” Marty says. “But we also gladly make the trip to show solidarity with the myeloma community.”

Last year, they saw an additional opportunity to celebrate that support closer to home, and to include a larger circle of their local friends. “We were inspired by the IMF’s Comedy Celebration, and also by Carol Klein and Nancy Moses’ annual Afternoon Tea in Washington, D.C.,” Allan explains. “Both of these events – and many others – create attractive atmospheres for raising money

and awareness.”

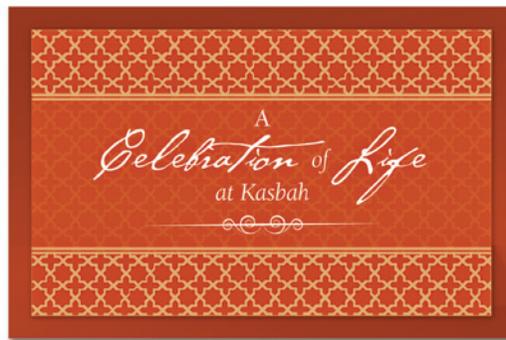
As they got started, the group reached out to the IMF. “Suzanne Battaglia and the organization were a great help,” Jamye says. “They gave us tools and the wisdom of their fundraising experiences to create our own event.”

They decided that the first step was to secure a venue. Allan visited the management office for the Intercontinental Montelucia Resort and Spa in Paradise Valley. “I live on their property, and I know they host several charity events every year,” Allan explains. “I was hopeful they might choose us for 2010.” And after a terrific initial meeting, they did. “We received tremendous venue support,” Allan says.

“They gave us the space free of charge, as well as all of our food for free or at a great discount. The Intercontinental’s enormous generosity was critical to the success of our event.”

The group identified their silent auction as another important component. Marty oversaw the team recruiting the auction’s items. “It was much easier than I anticipated, and I had fun doing it,” he says. He was helped by an IMF-prepared flyer that explains myeloma and the IMF, “Which also created a degree of myeloma education and awareness,” Marty adds. He also bolstered the group’s fundraising pitch to potential businesses by sharing the IMF’s annual report. “It was a great way for people who weren’t already familiar to see how credible the organization is,” he says.

The group was thrilled with the range of terrific auction items they were able to gather, including resort and hotel stays, golf foursomes, art collectibles and high-end dining experiences. “They were



“I went to the IMF website and found a wealth of information.”



very nice, very generous donations, and we're especially appreciative given the economy right now," says Jamye, who then oversaw the logistical end of the silent auction by compiling the lists, values, and opening bids, as well as creating the displays and props for showcasing the items the night of the event.

By the time they opened the doors that night, "We knew we were going to be able to give the IMF a sizable donation," Allan says. More than 200 people attended – "Crowded, but not overly crowded," as he describes it.



Neil Hamburger, honoree

Guests were treated to an extensive Mediterranean food buffet, a paella station, and free-flowing sangria, as well as entertainment courtesy of belly dancers, flamenco dancers, and live Spanish guitar music. Some people hovered by the silent auction tables in order to hang onto their bidding prospects. Everyone appreciated the thoughts expressed by Nancy's brother, who flew in from New York, and Marc's son, Spencer Rubin, who flew in from Northern California, when both of them took the microphone to share their myeloma stories with the crowd. "These moments were particularly special for the newly diagnosed patients who were among us," Marty says. They included guests who Marty personally

purchased tickets for, because he wanted them to see and be part of this community of support – both locally in Arizona and globally with the IMF.



Spencer Rubin, honoree

"That was a particularly heartwarming part for me," Spencer adds. "I really appreciated the opportunity to connect with other folks that have been touched by this disease."

Whether myeloma survivors themselves, family members or friends, all of the guests at the Celebration of Life at Kasbah did exactly that. "The IMF is a great organization, and I'm so grateful that Allan and the other myeloma survivors in our lives are doing as well as they are," Marty says. "It was a privilege to share this celebration with others, and whether you have a disease or not, it's great inspiration."

"The feedback was, 'This was the best event we were ever at!'" Allan shares. "Which is especially wonderful for us, because the crowd of people who gathered that night go to a lot of these types of events.

"The evening was spectacular," Allan adds. "But only as spectacular as the money we were able to raise, and the community we are able to support."



Phyllis and Allan Weinstein, honoree

To create your own event, please contact Suzanne Battaglia at SBattaglia@myeloma.org or 800-452-CURE.



Dear Friends,

I am thrilled to share with you that since the inception of the IMF's Member Events Program in 2002, individuals just like you have raised more than \$2.5 Million for myeloma research and educational programs that have an impact on the lives of patients and family members worldwide!

This outstanding accomplishment is made possible by people from across the country and around the globe, who are choosing to get involved. By organizing an event in your community, you are raising funds while also raising public awareness and helping those whose lives have been touched by this disease.

Being involved is very fulfilling and empowering. Join us in our search for a cure for myeloma. Maybe you want to do something in your community, but deciding on what to do and how to do it can be confusing. That's where we come in! The IMF is here to help you every step of the way. We make it as easy as possible for you to be involved, whether or not you have any previous experience. An activity you already enjoy – yard or bake sale, walk or marathon, swim-a-thon or golf tournament – can become a fundraising event that is tailor-made for you.

Our FUNdraising program is fun and easy, and brings with it the satisfaction of knowing that YOU have made a difference in many lives. Choose an established event model or create your own – no idea is too large or too small – and we provide you with the tools, assistance, and expertise to make your event a success. We are grateful to all who contribute their time, imagination, and hard work to benefit the myeloma community. Join us in working together toward our common goal... a CURE. Be part of making miracles happen!

I hope that reading about some recent member events will inspire you to get involved. Please contact me when you are ready at SBattaglia@myeloma.org or 800-452-CURE. I would love to chat with you in more detail about this program and any ideas you may have.



With warm regards,

Suzanne Battaglia
Director of Member Events

Honorable Mentions

In addition to the events and campaigns highlighted in this issue, 33 more member events have also contributed to community awareness and funding for myeloma programs and research. Many of these wonderful events have been highlighted in prior issues of *Making Miracles* or *Myeloma Today*.

They are: Carol Klein and Nancy Moses' *Afternoon Tea**; Matt Jacobs' *Annual Mail* campaign; Christine Phillips' *The Bloom Fashion Event*; Courtney Charatsaris' *Cabaret For A Cure*; Ken Fabian and the Central Florida Multiple Myeloma Support Group's *Car Wash and Bake Sale*; The Czerkies Family's *The Carolyn Czerkies Charity Golf Outing***; Ashley Tarter's *Cirque de la Mode*; Rob Bradford's *Coach Rob's Benefit Bash & Golf Tournament **; Carol Yee's *Casual Day*; Su Snook's *Casual Week*.

Also: Kathy Miller's *Family Portrait Marathon*; JoAnne Gunther's *Fishing For A Cure*; Meghan Lowell's *Help From Heaven*; Nancy Heuer's *Heuer Family Memorial Golf Tournament*; Steve Hirschorn's *Hirschorn For Myeloma*; David Johnson and Bob Zins' *JC Golf Tournament*; Lisa Mehalick's *Jeans & Jewels Gala*; Denise Bencel's *Kindness For A Cure*; Melanie Nichols and Suzanne Fiacco's *Meredeth Fiacco Memorial Golf Tournament and Bon Ton Fundraising Campaign*; Alexandra Zousmer and Joanna Share's *Misbehave for Myeloma in Honor of Arnold Zousmer ***; Philadelphia Multiple Myeloma Networking Group, the Central New Jersey Myeloma Support Group and the Central New Jersey Myeloma Support Group's *Miles for Myeloma 5K ***; Doug Ehrhardt's *MMA for Myeloma Awareness* event; Slava Rubin's *Music Against Myeloma*.

And finally: Fritz Coleman's *On the Fritz*; Dan Odegard's *Our Friend Dan* fundraiser; Barb Pytlik's *Pytlik Memorial Walk*; Kerri Marioni's *September Myeloma Awareness Month*; Jack Aiello's *Texas Hold 'Em Benefit Bash*; Julianne Basque's *Timberwolves 5K Run/Walk for Research*; Donna Marotta's *TriBeCans Against Myeloma*; Jerry Walton, Bob Brunner and Paul Keddell's *Veteran's Against Myeloma* campaign; Lisa Cash's *Who's Your Daddy? Rally*.

* Funded a Brian D. Novis Senior Research Grant

** Funded a Brian D. Novis Junior Research Grant

A WALK in the Woods



“It was a beautiful day,” Debbie Hadeka says. She is reflecting upon “Ida’s Day,” a nature walk Debbie organized in memory of her friend, Ida Wright, and she’s not only talking about the sunny weather, but also the group experience of honoring someone who they truly miss.

It was a game show that first sparked Debbie’s inspiration – specifically, her fondness for *Jeopardy!* She happened to catch the *Celebrity Jeopardy!* tournament the night that televised Michael McKean’s one million dollar win for the IMF. Debbie had not heard of the IMF before that night, but Ida had recently passed away, and myeloma was on her mind.

Watching Michael McKean’s win, Debbie realized, “I wanted to do something for Ida.” She discussed her desire with Ida’s husband, Jim, and together they decided upon a hike – an activity that celebrated Ida’s personality and interests. They chose Tim’s Trail, a 2.8-mile hike that is part of the Helen W. Buckner Nature Preserve at Bald Mountain. It was one of Ida’s favorites, and it was also personally meaningful for her because it was constructed in memory of Tim Kuehn, a friend of the Wright family.

On September 11, 2010 more than 20 of Ida’s friends and family members enjoyed

that beautiful day. They spotted the Five-lined Skink, a species of lizard whose sightings are extremely rare. “There are also rattlesnakes in the area, but thankfully we didn’t encounter any!” Debbie also reports.

Debbie wanted to raise money for the IMF, but she decided to leave it to each hiker to decide if they wanted to give. First and foremost, Debbie’s desire

was for everyone to have a small opportunity to step outside their busy lives, remember someone they loved, and create a greater awareness of myeloma and the IMF. But she did provide everyone with the IMF’s website and the fundraiser page the IMF created for “Ida’s Day.”

Ultimately, Ida’s friends and family gave generously to the IMF, and “Ida’s Day” is one everyone will remember fondly. “People gathered together and experienced beautiful views in her memory,” Debbie says.



Ida Hordijk Wright



Front Row: *Marion Hordijk, Jim Wright, Wendy Wright, Julie W. Finnegan*; Back Row: *Nicole Hordijk, Irene Hordijk, Jon Wright, and Willem Hordijk.*

MYELOMA 200 – CLOSER TO A CURE

Teamwork makes everything possible. Start your myeloma 200 Fundraising team and help the IMF reach a goal of \$200,000 for our Research, Education, Support, and Advocacy Programs.

Progress in myeloma research and new approaches to treatment are improving patient outcomes, but there is much more to be done. The International Myeloma Foundation is celebrating our 20th year providing myeloma patients, caregivers, physicians, nurses and researchers with the tools they need to fight against this disease.

In honor of this tremendous achievement, we have re-launched one of our most successful fundraisers MYELOMA 200 – CLOSER TO A CURE.

Participating in the MYELOMA 200 Challenge is easy: for every \$200 you give or raise, you will be entered in a drawing to win a fabulous

vacation getaway for two, for 7 days and 6 nights, at the beautiful Four Seasons Costa Rica at Peninsula Papagayo, including airfare on American Airlines and a \$400 gift certificate toward spa treatments. To participate all you have to do is register online at m200.myeloma.org or contact Suzanne Battaglia.

The MYELOMA 200 – CLOSER TO A CURE challenge will continue until April 30, 2012. Anyone can participate, and by helping us reach our goal of \$200,000 you help ensure that everyone wins!

m200.myeloma.org



M200

The Games We **PLAY**

When Haig Dikranian was diagnosed with myeloma in 2007, he quickly found that the IMF was the most useful resource available to him. He read the IMF's treatment publications, and spoke with the Hotline (800-452-CURE) several times. "The IMF was very helpful to me in understanding the medical terms and my own case," Haig says.

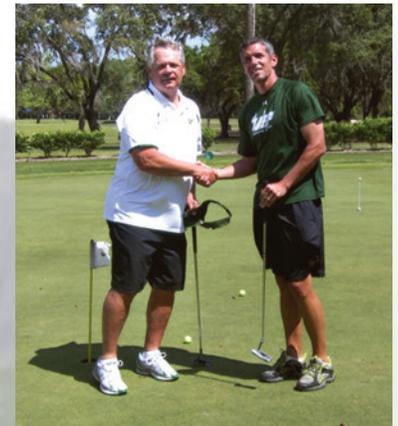
In gratitude, Haig wanted to give something back by raising money and awareness for the organization. His instinct was to keep it simple, both for himself and for the fundraiser's participants, but he also wanted to make his idea different and fun. He decided to create his own game, called Pitch & Putt. It is based on his love of golf, but carefully constructed so that you need not be a golfer to successfully play. Haig explains the detailed rules of the game to each group of players before they begin, but he gives

this overview: "You need at least four players, and you play it on a green at a golf course. Each player buys in to play. Half of the pot goes to the winner, and half goes to the IMF."

So far, Haig has overseen four Pitch & Putt tournaments, most recently at the University of San Francisco, where his son is an assistant coach for the men's soccer team. "My son helped me gather some of the university's coaches together, and I flew out there to join them – and explain the rules!" Haig says.

Haig is looking forward to overseeing more Pitch & Putt fundraising soon, especially now that winter is finally thawing in his home state of Connecticut. He has his eye on a group of potential players at Yale for his next event.

"I feel it's the least I can do for the IMF," Haig says. "It's certainly fun, and I hope that it's helpful."



Jim Diknoble, Haig Dikranian



left to right: Denise Schilte-Brown, Chris Brown, Jim Diknoble, Fred Dikranian, Dena Reif, Bryheem Hanckck (rear), George Keefer.

"I DO" for the IMF

Kristina (Briggs) Bolthouse and Beth Hoeflinger have never met, but they have things in common. Both of their lives were affected when their fathers were diagnosed with myeloma. And when they were each planning their wedding, they both had the generous idea to give back to the IMF as part of their celebration. Both women knew that they could do something simple yet powerful by honoring their fathers on their wedding days.



Beth with her dad, Tony Hoeflinger

Beth Hoeflinger

Beth felt frightened and powerless when father was diagnosed in August 2009. "My father has been there for me throughout my entire life," Beth says. "When someone you love is ill, you want to help, but it sometimes feels like there is so little you can do."

When Beth and her now-husband, Michael, married on December 10, 2010, the couple donated to the IMF as part of their wedding favors to guests. They also distributed the IMF's myeloma

awareness wristbands and placed IMF publications on each table so that more people could learn about the disease and how to help. "The IMF helped us put meaning and understanding to what was happening," Beth says. "I also work in clinical research, so I know what the power of research can do. The only way my father can beat this for good is to continue to support this amazing foundation."

Kristina Briggs

When Kristina's father was diagnosed on New Year's Eve 2006, his disease had already significantly progressed. "My family has always done everything together," Kristina says. "When my father passed away, it was one of the toughest things I have ever dealt with. But it also made me a much stronger person."

For her wedding on December 31, 2010, Kristina and her now-husband, Brent, created a "IMF dance fundraiser" in lieu of the traditional "dollar dance." They selected three songs to dance to as newlyweds, and announced that the money "earned" during those songs would be donated to the IMF. "It felt wonderful to remember my father in that way," Kristina says. "It was also wonderful, in this small way, to help people who are dealing with myeloma today get the best help possible."

4th Annual IMF Comedy Celebration



On November 13, 2010, almost 1,200 guests packed the Wilshire Ebell Theatre in Los Angeles for the IMF's 4th Annual Comedy Celebration benefiting the Peter Boyle Memorial Fund, which supports the IMF's award-winning research program and patient services. The fundraiser raised nearly \$570,000 this year, bringing the total funds raised for the Peter Boyle Memorial Fund to over \$2.5 million.

The Annual Comedy Celebration began when Loraine Boyle, IMF Board member and wife of the late actor Peter Boyle, reached out to Susie Novis and Dr. Brian Durie with a profound desire to help make a difference. Having established the Peter Boyle Memorial Fund, she invited Peter's colleagues and friends to put on a

comedy show in his honor to raise myeloma awareness and funds for the IMF.

This year, Loraine and returning co-chairs Amy and Steve Weiss once again rounded up an exceptional cast of comedians to come out in support of the IMF. As in previous years, the event was hosted by Ray Romano and featured appearances from fellow *Everybody Loves Raymond* castmates Doris Roberts and Fred Willard, as well as Jeff Garlin from *Curb Your Enthusiasm*. In addition, this year's show benefited from the talents of Dana Carvey, Carlos Mencia, Alex Trebek, Annette O'Toole,



on this page, L to R:
 Dr. Sol Barer receives the IMF Lifetime Achievement Award, Jeff Garlin, Annette O'Toole receiving the IMF Hero Award on behalf of her husband Michael McKean from *Jeopardy!* host Alex Trebek, gala host Ray Romano on the red carpet, Carlos Mencia



Benefiting the Peter Boyle Memorial Fund



and Susie Essman, and a special musical performance by Dr. Ken Jeong and Mike O'Connell.

Besides the stellar entertainment, the

IMF welcomed attendees to enjoy a pre-show cocktail party and silent auction that made a significant impact on the overall success of the event. Items up for bid in the auction included a guitar signed by Bruce Springsteen, a behind-the-scenes visit to 60 Minutes, a spectacular 18K white gold and sapphire

necklace, and a fantastic assortment of trips, memorabilia, jewelry, and more that were graciously donated for the cause.

VIP guests were also treated to a post-show champagne and dessert reception that lasted well into the night. The IMF would like to thank Celegene, our presenting sponsor, and the nearly 30 additional event sponsors for their generous support.



on this page, L to R:
Fred Willard, Dana Carvey,
Host Ray Romano,
Doris Roberts, Dr. Ken Jeong

Photos in this publication by Jerod Harris, John Heller, Jason Merritt, James Needham, and Craig Rucker.

The Hope Society

BRINGS PROGRESS

During the summer of 2009, the IMF introduced *The Hope Society*, a recurring giving program that allows members to contribute monthly or quarterly gifts to the IMF. In less than two years, *The Hope Society* has grown to include over 150 members who have contributed almost \$30,000 toward the IMF's research, education, support and advocacy programs.



Susan Gannon joined *The Hope Society* in December 2009. Diagnosed with myeloma three years earlier, she first learned about the IMF's research and education programs while attending a *Patient & Family Seminar* near her

hometown of Houston, Texas. She became an active supporter of the IMF soon after, often making more than one contribution in the same year. "I believe the more we can contribute to the area of myeloma research, the better my chances are," she says.

Susan believes that by participating in the program as a monthly donor, she is investing in the research that has already made a difference in her life as a myeloma patient. "The progress made thus far in treatment success is due largely to research that has been funded by the IMF," she explains. "It's a little selfish," she continues, "I support the IMF because I'm trying to save my own life."

To join *The Hope Society* and set up your own recurring gifts for the IMF, please contact Randi Lovett at rlovett@myeloma.org or 800-452-CURE (2873).



The Hope Society

*Cultivating the future
by planting the seeds
to sustain the IMF*

In addition, by joining The Hope Society, you will receive:

- ✓ Ribbon of Hope pin
- ✓ Annual statements
- ✓ IMF *Friends' Program* benefits for your annual giving level
- ✓ Recognition in future issues of *Making Miracles*

The Hope Society Sustained Giving Program

With small, easy steps, you can make a huge impact on the continuation of the IMF's mission. Hope Society members make simple, secure, recurring contributions to help maintain the level of quality that you expect from our programs and services.

You tell us how much and how often

Your monthly or quarterly gift will automatically be charged and you will be at the interval and amount that you choose. Each January, we will send you a statement of all your contributions for the previous year.

Benefits of Membership

Becoming a recurring donor means knowing that the IMF is getting the most out of your contribution by cutting the cost of paper and postage.

Membership Level	Giving Range
Member \$35 to \$149 annually	\$5 – \$12 Monthly \$10 – \$37 Quarterly
Supporter \$150 to \$499 annually	\$13 – \$41 Monthly \$38 – \$125 Quarterly
Friends' Circle \$500 to \$999 annually	\$42 – \$83 Monthly \$126 – \$250 Quarterly
Associate's Circle \$1,000 to \$4,999 annually	\$84 to \$208 Monthly \$251 – \$1,250 Quarterly
Partner's Circle \$5,000 to \$10,000 annually	\$417 – \$833 Monthly \$1,251 – \$2,499 Quarterly

For more information program benefits, or to find out how you can join The Hope Society and set up your recurring gift, contact Randi Lovett at 818.487.7455 or at rlovett@myeloma.org.

How to Make a *Good Gift* Even **BETTER**

More and more IMF members are taking advantage of the many gift-planning options available today by joining the *Brian D. Novis Legacy Society*, the IMF's planned giving program. This type of planned giving includes bequests by will, revocable trusts, gift annuities, pooled income funds, charitable trusts, gifts of securities and real estate, in-kind gifts, endowment giving and other possibilities.

Some of these gifts are made to benefit the IMF now (current gifts). Others are made to benefit the IMF later (deferred gifts). Some gift arrangements are revocable (you can change your mind); others are irrevocable.

Becoming a member of the *Brian D. Novis Legacy Society* and creating a planned gift typically requires more preparation than a quick check from a daily bank account or a credit card donation through our website (though we greatly appreciate those too!). The extra preparation for planned gifts is because they often come out of estate assets.

We are honored that members plan to support the IMF in this way, and we always want to make sure you are comfortable with all of the choices you make for you, your family, and your future. We encourage you to consider the impact of your gift on your overall financial condition: Can you afford a sizable gift at this time, or should you make it later by will? What is the best way to make this gift? Do

you need temporary or lifetime income from your gift arrangement? What are the tax implications?

This careful and thoughtful planning can actually make your already good and generous gift to the IMF even better. Please consider these potential benefits of planning your gift:

- Maximize the size of your gift.
- Obtain life income from your gift.
- Optimize the tax-related benefits.
- Tailor your gift to a specific need.
- Protect yourself from hasty decisions.
- Increase your personal satisfaction.

Heather Cooper Ortner, IMF Vice President of Development, is here to help. Heather can assist you in finding the best gift plan for your needs. She will explain the various options and provide helpful tailor-made illustrations. She will be sensitive to your financial needs and objectives, and will protect your confidentiality.

For further information about the *Brian D. Novis Legacy Society* and charitable gift planning, we welcome you to call Heather at 800-452-CURE (2873) or email her at hortner@myeloma.org.

Steve Hirschorn

Overland Park, KS

When Steve learned about the IMF's *Brian D. Novis Legacy Society*, he knew that it was a simple and powerful way that he could make a difference. By specifying now that he will be leaving a part of his estate to the IMF, Steve has the immediate satisfaction of knowing he's contributing to future myeloma research.

"Myeloma is such a rare disease and does not get the funding for research that other cancers do. I want to make sure that I do what I feel is necessary to help others and be part of the cure," Steve says. "The IMF has been so good to my family and me. That's why I wanted to specify that my partnership in the cure be linked with the IMF and everything that they do."

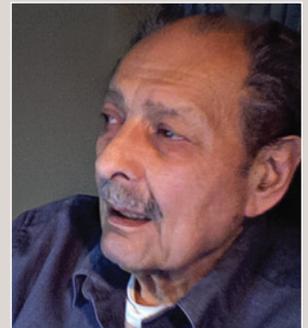


John Nesci

Freehold, NJ

John first read about the *Brian D. Novis Legacy Society* in *Myeloma Today*. He immediately liked the idea, especially that his bequest would continue to fund the IMF programs and services he has participated in and recommended to others for more than 20 years.

For John, participating in the IMF's planned giving program is a natural extension of what he already does by reaching out to newly diagnosed patients. "I believe in giving something back for all the good that I have received, and will continue to receive, from myeloma research and information supported by the IMF," he says.



Your Efforts **ADVANCE** Myeloma Research

For the last 18 years, the IMF's *Brian D. Novis Research Grants Program* has led the way in identifying, supporting and developing the world's most promising myeloma research.

All five 2011 Brian D. Novis Research Grants are fully funded by IMFers just like you – people making a difference through organizing and participating in member fundraisers.



Rob Bradford's Coach Rob's Benefit Bash & Golf Tournament

funded 2011 Brian D. Novis Senior Grant Recipient:

Laurence Catley, VIBBS, FRACP, FRCPA

Metabolic-Targeting Therapy for Multiple Myeloma
Mater Medical Research Institute Cancer and Immunology Program
South Brisbane, Queensland, Australia



The Czerkies Family's The Carolyn Czerkies Charity Golf Outing

funded 2011 Brian D. Novis Junior Grant Recipient:

Naoya Mimura, MD, PhD

Targeting IRE1 α -XBP1 pathway is a novel therapeutic strategy in multiple myeloma

Dana-Farber Cancer Institute – Boston, MA, USA



Carol Klein and Nancy Moses' Afternoon Tea

funded 2011 Brian D. Novis Senior Grant Recipient:

Hearn J. Cho, MD, PhD

Rationally Designed Pralatrexate Combination Therapies for MM

New York University Medical Center – New York, NY, USA



Alexandra Zousmer and Joanna Share's Misbehave for Myeloma in Honor of Arnold Zousmer

funded 2011 Brian D. Novis Junior Grant Recipient:

Vyacheslav Yurchenko, PhD

MMSET and epigenetic control in t(4;14) myelomas

Rockefeller University
New York, NY, USA



The Philadelphia Multiple Myeloma Networking Group, the Central New Jersey Myeloma Support Group and the Central New Jersey Myeloma Support Group's Miles for Myeloma 5K

funded 2011 Brian D. Novis Junior Grant Recipient:

Shirong Li, PhD

Targeting the Translational Machinery in Multiple Myeloma
University of Pittsburgh – Pittsburgh, PA, USA

More information about each grant winner's research can be found on our website at <https://grants.myeloma.org>, as well as in the Spring 2011 issue of *Myeloma Today*.

There are many ways for your member fundraiser to support the IMF's Brian D. Novis Research Grants Program, and plenty of inspiration to draw from these pages. Support can come from one big event, but it can also draw upon donations accrued over several years of an annual event. Please contact Suzanne Battaglia at SBattaglia@myeloma.org or 800-452-(CURE) 2873 to get your event rolling today!



The IMF's Development Team is pleased to welcome James Ross of Chambersburg, Pennsylvania as the new Major Gifts Officer

The IMF is pleased to welcome James Ross of Chambersburg, Pennsylvania as the new Major Gifts Officer. With his wealth of experience in non-profit fundraising, we know our members will find him to be

an invaluable resource when making important philanthropic decisions.

James is a graduate of Bloomsburg University in Pennsylvania and a four-year veteran of the United States Coast Guard. Before joining the IMF, James served as the Executive Director of Gettysburg Hospital Foundation where he managed special gift campaigns

that facilitated the construction some of the hospital's newer facilities. He has also served as the Director of Development and Director of Major Gifts at the Massanutten Military Academy and the Appalachian Trail Conservancy, respectively.

One of James's favorite aspects of working for non-profit organizations is the ability to meet people from all over the country. As such, he is enthusiastic to get on the road and visit the IMF's numerous and devoted supporters.

Feel free to contact James directly at 717-360-8687 or via e-mail at jross@myeloma.org if you have any questions regarding major gifts, bequests, planned giving opportunities, or if you would just like to chat about your experiences with the IMF.

The Great Cell Phone DRIVE



Put your old cell phone to good use!

Donate your old cell phone and become part of finding the cure. The IMF has partnered with a cell phone recycling organization that makes a donation for every cell phone we turn in. Current cell phone models are worth up to \$20 each. Many older models are worth \$1 to \$10.

You can help the IMF continue its research and programs. You can help our environment. You can provide cell phones to underserved communities. And it's as easy as sending us your old cell phones. For more information about how to turn your old cell phone into a contribution (or how to set up an IMF collection program at your business or school), contact Kemo Lee at 800-452-CURE (2873) or KLee@myeloma.org.

An estimated 200 million old CELL PHONES lie neglected in America's closets and drawers. Through Cell Phones For A Cure, IMF members can turn these phones into thousands of dollars in support of myeloma research.



Upcoming Member Events in 2011

July 13

Music Against Myeloma – NY
Contact Slava Rubin at slavarubin@gmail.com

August 13

Aloha Kakou Walk-A-Thon – MI
Contact Cyndi Schaap at 989-352-6526

September 25

Pytlik Memorial Walk – NY
Contact Barb Pytlik at barb3@hotmail.com

October 23 & 24

Coach Rob Benefit Charity Golf & Benefit Bash, FL
Contact Rob Bradford at rbradford@crothall.com

IMF Events in 2011

- June 11** Hartford Regional Community Workshop
Hartford, Connecticut
- July 23** Minneapolis Regional Community Workshop
Minnetonka, Minnesota
- Sept 10** Norfolk Regional Community Workshop
Norfolk, Virginia
- Sept 17** Honolulu Regional Community Workshop
Honolulu, Hawaii
- Oct 30** Raleigh-Durham Regional Community Workshop
Chapel Hill, North Carolina
- Aug 13** San Diego Regional Community Workshop
La Jolla, California
- July 15-16** Dallas Patient & Family Seminar
Dallas, Texas
- Aug 26-27** Philadelphia Patient & Family Seminar
Philadelphia, Pennsylvania
- Nov 5** 5th Annual Comedy Celebration
Wilshire Ebell Theatre & Club – Hollywood, California



International Myeloma Foundation

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Dedicated to improving the quality of life of myeloma patients while working toward prevention and a cure.

IMF *P*roducts



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 towards prevention and a cure.

- **Ribbon of Hope Lapel Pins** (\$5)
- **IMF Caps** (\$15)
- **IMF T-Shirts** (\$15)
- **Awareness Bracelets** (10-pack for \$10)
- **IMF Holiday Ornaments** (\$10)



Imagine Moving Forward is the theme of the IMF's myeloma bracelet. Wear one in honor, celebration, or in memory of a loved one. When people ask you about it, you'll have a perfect opportunity to spread the word about multiple myeloma.



All merchandise can be viewed and/or ordered on our website myeloma.org