BRIAN NOVIS’ VISION PROVES TRUE –

“One person can make a difference, two can make a miracle!”

- It Takes a Team: Read what the fundraisers behind the 2014 Novis Grants have to share begins on page 3

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Dear Friends,

It gives me such pleasure to see the IMF’s Member Fundraising Program continue to expand each year. IMF members’ events not only raise critical funds for our cause, but also – equally critically – raise public awareness about myeloma in cities, towns, clubs, and circles of families and friends that we might not reach otherwise.

It continues to be my privilege to work with IMF members on these fundraisers throughout the country. Each IMFeer has his or her own personal story, and each of these stories inspires the work I do. I hope the events you read about in this issue of Making Miracles also inspire you to look at your own passions, your own schedule, and your own plans with your community, family, and friends – and brainstorm about how you might add a fundraising and awareness element to your life this coming year.

In this issue, you will read about some big member events, but may I remind you that no event is too small (bake/garage sale events welcome), so if you’ve ever thought of hosting a dinner, playing games with friends, running a marathon, throwing a holiday party, or celebrating a milestone, and would like to turn those moments into uniquely fulfilling events, please give me a call (800-452-2873) or send me an email (SBattaglia@myeloma.org). Together we’ll create a fundraiser for you with minimal burden and maximum fun, and you’ll have my guidance all the way through.

With warmest regards and much appreciation,

Suzanne Battaglia
Director, Member Events
All IMF member fundraisers make important contributions to our cause, but six 2013 fundraisers will have especially visible legacies, as each sponsored a 2014 Brian D. Novis Junior Research Grant.

Making Miracles gathered the fundraisers and advocates who organized these events to capture their experience and advice, and provide inspiration to us all. Joining us were Bob Zins on behalf of the 14th Annual JC Golf Tournament; Rob Bradford on behalf of Coach Rob’s 8th Annual Benefit Bash & Golf Tournament; Slava Rubin on behalf of the 8th Annual Music against Myeloma; Craig Czerkies on behalf of the 6th Annual Carolyn Czerkies Memorial Golf Outing; Karen Horan on behalf of the 5th Annual Miles for Myeloma 5K Run/Walk; and Sheree Pask on behalf of the inaugural Miracles for Myeloma 5K Run/Walk.

Ideas & Inspiration

Making Miracles: Can you speak to what initially inspired you to establish your fundraiser?

Rob Bradford for Coach Rob’s Benefit Bash & Golf Tournament: After being diagnosed with myeloma I was on a hiatus from work. During that time I truly felt that I got myeloma for a reason, and the reason was that I could make a difference in finding a cure.

Bob Zins for the JC Golf Tournament: For us, it originated with a group of friends of Janet “JC” Johnson, shortly after we lost her to myeloma. My wife, Shelley, and three of her friends were discussing “doing something” in memory of JC, knowing that JC would appreciate any effort possible to fund research and help others. My wife and her friends also knew that JC would also appreciate the fact that whatever was done, it would be organized and attended by a large group of friends that she knew so well.

Sheree Pask for Miracles for Myeloma 5K: Since I was first diagnosed in 2007, I always had the idea of doing something special like a 5K run/walk. Unfortunately, our inspiration came when Gina Klemm’s brother, Frank Guarino, passed away from myeloma. We knew that we wanted to turn that into working towards a goal of awareness and fundraising in pursuit of a cure.

Craig Czerkies for the Carolyn Czerkies Memorial Golf Outing: The inspiration was my mom, Carolyn, who passed away from myeloma in 2000. When we decided to have a fundraiser, I ended up speaking with Suzanne Battaglia at the IMF. She was, and continues to be, super helpful and supportive of our event.

Karen Horan for Miles for Myeloma 5K Run/Walk: The inspiration of the Philadelphia Myeloma Networking Group and the Central New Jersey and Northern New Jersey Multiple Myeloma Support Groups banding together for this was three-fold. We wanted to create an event that could include a patient’s and caregiver’s entire support team, we wanted to raise awareness within the Greater Delaware Valley and New Jersey regions, and we were committed to giving back to the top organizations that have supported us.

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MY STORY:

How Modern Art

by John Bianco

I have been fighting against multiple myeloma ever since I was diagnosed in November 2000 at age 43. During this time I have had my ups with long periods of remission, and my downs – I’m currently dealing with my third relapse. In August 2013, a month into this relapse, I attended my third IMF Patient & Family Seminar. It was the boost I needed. My wife Susan and I received the encouragement and support that is essential for me as a patient and for her as a caregiver. Grateful for what we were receiving, I began thinking about how I, in turn, could help the IMF in its efforts.

I have been an art lover for most of my life, and I have organized modern art exhibits in Williamsport, Pennsylvania with pieces from my personal collection because I’ve wanted to give our local community an opportunity to view lithographic works by Chagall, Matisse, Masson, Klee, Miro, Picasso, Rattner, and other modern masters. I thought, why not turn an event like this into a fundraiser for the IMF? With Modern Art against Multiple Myeloma I set out to do exactly that by donating some of my collection to an exhibit and sale of modern art while raising funds and creating awareness.

I secured the space for the art exhibition by talking to local business leaders about our cause. The ownership of DiSalvo’s, a great Italian restaurant, provided the space we needed in their new wine tasting room. We publicized the event locally through five quarter-page ads generously donated by our local newspaper, the Williamsport Sun-Gazette, as well as two feature articles they wrote about us in their weekly health section and weekly arts and entertainment sections. With the help of Suzanne Battaglia at the IMF, we also publicized the event by creating a dedicated page on the IMF’s website under the organization’s fundraising tab. I sent the link to family and friends, where individuals could donate and read about the event. Local businesses also supported us. I created sponsorship levels for their potential donations, and we secured one Platinum Level Sponsor ($1,000), one Gold Level Sponsor ($500), and one Silver Level Sponsor ($300).
Modern Art against Multiple Myeloma took place on the afternoon and evening of Saturday, November 9, 2013. That morning, my wife and a friend helped me set up 30 pieces of art on easels all around the wine tasting room. All of the art was available for sale, with 50 percent of all art proceeds going to the IMF. We also set up a donation box with 100 percent of all donations for the IMF. At 2 pm, we opened the doors for a private wine tasting for our sponsors, with wine generously donated from a supplier of DiSalvo’s restaurant. DiSalvo’s owner and chef Vince provided appetizers to go with the tasting. At 3 pm the event opened to the public, and over the course of the next 6 hours 65 people joined us – a good turnout for our town. Another crowd of people who couldn’t attend donated to the cause, many using our IMF website page to do so.

It was a wonderful event, and everyone who attended enjoyed the selection of art on display. In fact, 12 of the 30 pieces were sold, which is a very respectable percentage for a 6-hour art show. Altogether, between the sponsorship donations, individual donations, and proceeds from the art sale, we raised more than $5,000 for the IMF.

It is gratifying to be able to help out in a small way with this donation, but I found that the best part was that I had the opportunity to meet several individuals who were newly diagnosed myeloma patients, as well as individuals who have family members with myeloma. I had brought my binder from the August IMF Patient & Family Seminar, and as we paged through it together I shared information and hope that we would beat this disease.

Modern Art against Multiple Myeloma reinforced for me that the IMF is simply great at providing help for individuals who would not find the resources or support from any other group. If you want to see myeloma defeated, there is no other organization more dedicated than the IMF in achieving that goal.
Janine Granit’s reason for fundraising for the IMF is simple but significant. “I want more people to know and recognize this cause and this foundation,” she says. “I have made that my challenge.”

It’s a challenge Janine has accepted in memory of Jeffrey Stafford, and in honor of his family – particularly his daughter Courtney, a close friend since they met during their freshman year of college and later became sorority sisters.

Janine’s strategy boiled down to connectivity: To whom could she best reach out in order to create an ideal event? What were the most compelling motivators for her and for others? How would she spread the word?

Janine found an enormous ally in her boss, Dr. Angelo Chinnici, who also serves as the Medical Director for the Monmouth Race Track in Oceanport, New Jersey. One of the track’s board members had recently lost his father to myeloma; it was now a cause important to them all. Janine was put in touch with the track’s administrative, event, and catering staff. A Day at the Races was born.

Janine’s game plan for engaging others in her cause was to think about what most motivated her: love for her sorority sister and passion for her work in the healthcare field. She reached out to alumni and current members of her Chi Omega sorority with a message of the power of sisterhood. She networked with her healthcare colleagues by promoting the importance of myeloma awareness.

To spread word of her event, Janine used the “loud, loud voice of social media,” as she puts it – particularly Facebook, Instagram, and her IMF website page – in combination with more “traditional means,” such as fliers and word-of-mouth.

On August 31, 2013, 70 guests enjoyed a day of horse racing merriment, a catered luncheon, and an enticing auction, all for a “gate entry” of $50. Numerous other supporters jockeyed from afar. “In addition to my family and sorority sisters, I received donations from long-time friends, from people who had seen my event on the IMF website, from co-workers of friends and sisters, from patients in my office, from customers of my father’s, the list is endless,” Janine says.

As for A Day at the Races itself, she says, “It was absolutely incredible to see it come to fruition, and to have so many communities of people come together in support of a cause that I had made important to them.”

And she cannot wait to do it again. “I can’t find any reason to stop myself!” she says. “I love being a part of this, and I love supporting the IMF, which has welcomed my support with such open arms.”

After he was diagnosed with myeloma in 2010, Jim Miller attended two IMF Patient & Family Seminars. “They were awesome,” Jim says. His daughter-in-law Amanda agrees, “I was very inspired, she says.

Amanda and Jim felt motivated to give back. They decided to host a fundraiser that would be festive and easy-going. They landed on Halloween weekend as their target date, and worked with that holiday’s festive theme to create Scare Away Cancer.

On October 27, 2013, family and friends in La Quinta, California gathered at home plate of their community park’s baseball field for a “Walkabout for Myeloma” – purposely named “to keep it casual and attract more people,” Amanda explains. Participants were encouraged to wear costumes in the spirit of Halloween. Others wore t-shirts made by Amanda and Jim for the event as a way to spread awareness and raise more funds.

After the walk, participants enjoyed a carnival party, which included a lively and lucrative raffle. Along with the 35 walkers, 60 additional supporters joined the cause. “I felt humbled and overwhelmed that people care that much about me and this disease,” Jim says.

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Amanda and Jim were meticulously organized in their planning, with weekly meetings where “minutes” were logged and they discussed action items that kept them on track. Already looking forward to next year’s event, their strategy is to keep the day fun and festive but to move it to March, where it won’t “compete” with other popular holiday events. They also plan to reach out to media earlier to help market the event, following success they saw from radio promotion they received for Scare Away Cancer.

The day is fun, but the planning is serious – with good reason. “This cause is very special,” Amanda says.

One Game AT a TIME

For the 4th Annual Wayne Hamby Memorial Golf Tournament, Andrew Bertram and his fellow organizers sought to continue building on the success of the previous three years. They did exactly that. “This past year we improved our contribution by 33 percent,” Andrew reports.

Just as importantly, the fundraiser continues to grow in ways that honor its namesake. “Wayne Hamby was a friend who faced myeloma head on with dignity and courage,” Andrew says. “Wayne possessed a marvelous sense of humor, and never failed to make everyone around him feel better about themselves. His spirit is our motivation.”

“With each new year we seek to educate.”

– Andrew Bertram

On October 26, 2013, 104 golfers and 20 event volunteers gathered at the Pinecrest Golf Club in Bluffton, South Carolina to celebrate Wayne. In support of the IMF, the fundraising included entry fees, raffles, and silent auctions. For the first time, auction items included travel excursions, made possible through a partnership with Winspire, a charity auction procurement company. The organizers also secured hole sponsorships and created on-course contests: If a participant bettered a pro’s shot and made it closer to the hole, for example, he or she won a free round of golf.

In addition to new features, each year also brings new participants who did not know the event’s namesake. “With each new year we seek to educate,” Andrew says. They provide golfers and volunteers with IMF literature to teach them about myeloma and help them understand why their support is so important.

The organizers of the Wayne Hamby Memorial Golf Tournament view their fundraiser as a long-term investment of time and care. Each year, they ask for suggestions for improvement from golfers and volunteers. “There are a great many worthy fundraisers in our area, making for a lot of competition for sponsors and participants,” Andrew explains. “Finding new and improved ways of presenting our event is a challenge. “But our efforts have yielded results beyond our wildest expectations.”

800-452-CURE (2873)
Our 2014 member fundraisers are in full swing. But we wanted to take a moment to applaud the terrific success of all of our 2013 events, which raised critical funds for myeloma research and for patient and family support. They also spread myeloma awareness to new communities and individuals.

Let’s start with fundraisers that focused on food and drink, because who doesn’t like to indulge a little? Lisa Bence organized her Celebrating Mom Afternoon Tea, and Nancy Raible oversaw A Visit to Virginia’s Wine Country. Ruth Schimmel’s Day at Dairy Queen satisfied our sweet tooth, and Aimee Martin’s Iron Chef Night got to the nitty-gritty of delicious cooking.

Meryl Coughlin and Chrissie Ciletti were thoughtful enough to help us burn those calories with their Busy Body Exercise Dance-a-Thon. Coach Brian Cohen and Washington & Lee’s tennis team supported us with Wins for a Cause.

And how about all of our enthusiastic runners? Ellen Grammel and Teresa Meier ran in their 2nd Annual Cincinnati Flying Pig Half Marathon, and Brian Helstein laced up for us a second time as well, running the Laguna Hills Half Marathon For Seymour! The Philadelphia Multiple Myeloma Networking Group oversaw its 5th Annual Miles for Myeloma 5K Run/Walk; Lin Bostian and the Helping Hearts organization created Cynthia’s Pack 5K; and Sherree and Ron Pask teamed with Gina Klemm to bring us their Miracles for Myeloma 5K.

Slowing down our pulses a bit, Bob Zins organized our longest-running member fundraiser, the 14th Annual JC Golf Tournament. We’re honored to have many other established member fundraisers on the links as well. 2013 brought us the 8th Annual Meredith Fiacco Memorial Golf Tournament organized by Melanie Nichols; Coach Rob’s 8th Annual Benefit Bash & Golf Tournament organized by Rob Bradford; the 6th Annual Carolyn Czerkies Memorial Golf Outing organized by the Czerkies Family, the 4th Annual Wayne Hamby Memorial Golf Tournament organized by Gail and Andrew Bertram; and the 2nd RHS Open organized by the Saletan Family.
Music also gets us going. Slava Rubin organized the 8th Annual Music against Myeloma event, and Adam Baczkowski created Rock for a Cure.

In the world of art, John Bianco organized Modern Art against Myeloma, and Carol and Benson Klein’s ongoing Trooper Benson fundraiser continues to feature the effervescent comic strip artwork of Bill Rechin and Don Wilder. Adding beauty and fashion to the mix, Kerri Marioni spearheaded Salon 926’s Beauty with a Purpose for its eighth year, and Lu Woodward designed and sold beautiful Crystal & Silver Bracelets on our behalf. Chucking fanciness to the curb, Carol Yee organized a Jeans Day.

We’ll never forgo pure fun and games either. In the card sharks category, Jack Aiello oversaw his 9th Annual Texas Hold ‘Em Benefit Bash and Carol Klein and Anne Girod gifted us with their 4th Annual Ladies Game Day. If you prefer the ponies, there was Janine Granit’s A Day at the Races. If you like to celebrate Halloween, there was Amanda and Jim Miller’s Scare Away Cancer. And last but certainly not least, last year’s youngest fundraisers, Suzanne Novick’s grandchildren Hannah (age 13) and Sam (age 12), urged us to Go Fly a Kite.

What an inspired year 2013 was! Please keep up the wonderful work in 2014, and join in if you haven’t already – every idea you have can lead to something amazing. For more information and encouragement, please contact Suzanne Battaglia at SBattaglia@myeloma.org or (800) 452-2873.
The IMF Welcomes New Development Team Members

Elise Segar
Director of Major Gifts

Elise has been an active supporter of the IMF and its mission for many years, and has previously raised funds to support IMF projects in our search for a cure. We are thrilled to now welcome her to our team as the Director of Major Gifts.

Her initial goals include meeting and getting to know IMF’s major donors, and sharing the significance of the innovative myeloma research initiated and sponsored by the IMF. Elise’s outreach efforts have already demonstrated success, both from within the myeloma community and beyond. She is currently developing a roster of campaigns to increase support of the Black Swan Research Initiative®, while raising awareness of myeloma and the IMF.

Elise earned a Bachelor’s degree from the University of Connecticut and comes to the IMF with 10 years of experience as a senior executive and team leader in enterprise technology, management, marketing, and lead business development. Elise can be reached at esegar@myeloma.org.

Sharon Chow
Development Associate

Sharon Chow recently graduated from the University of California, Davis with a B.S. in Environmental Toxicology. While studying at UC Davis, she interned at Rite Aid Pharmacy and in both the Pediatric Emergency Room and the Operating Room at UC Davis Medical Center in Sacramento. In addition to these medical internships, Sharon was the Public Relations Officer for the Nursing Club at UC Davis and a member of Alpha Phi Omega, a community service fraternity. After graduating, she worked in advertising in San Francisco before moving to the Los Angeles area.

Sharon is excited to start her path with the IMF by providing administrative support for the development team and participating in all fundraising activities, including donor relations, direct mail, and special events. She can be reached at SCHow@myeloma.org.

Ilana Kenville
Development Associate

Ilana Kenville first learned about myeloma when her uncle, Brian Novis, was diagnosed with the disease in 1988, and Ilana became one of the IMF’s first volunteers when he co-founded the IMF with Susie Novis and Dr. Brian G.M. Durie in 1990.

When the IMF supported the establishment of Myeloma UK, Ilana traveled to Scotland to work with Eric Low on launching that new organization. Since then, the IMF has remained an important part of Ilana’s commitment to community involvement and her life as a whole. Ilana has held numerous fundraisers to benefit IMF programs and services.

Ilana holds a degree in Liberal Studies from National University, San Diego, California. Building on her experience of founding and managing a club for World War II veterans in Arizona, Ilana will assist with the IMF’s Veterans Against Myeloma initiative. She will work alongside Suzanne Battaglia, IMF’s Director of Member Events. Ilana can be reached at IKenville@myeloma.org.
Slava Rubin for Music against Myeloma: When I was 15 years old, my dad died of myeloma. Ten years later, I made it my New Year’s resolution to really face the loss and channel the difficult experience in a positive way.

Making Miracles: And how did you decide what type of fundraising event you would create?

Slava Rubin: My friend Matt was a musician, and I’ve always loved the way music brings people together. For our first year, Matt got a band and we rented a bar. I also wanted a unique takeaway, so we came up with the Cancer Sucks Socks, which have been a big hit.

Karen Horan: We chose a 5K walk/run because it was an event where a patient’s entire support team could participate. Walk/run events also give participants the opportunity to solicit sponsors, which would in turn raise more money.

Sheree Pask: We were actually inspired in part by Miles for Myeloma, which we’ve attended! We wanted to do something in New Jersey, because we had never seen any type of myeloma event in our state before. We had seen numerous 5Ks around our area, so we knew they could generate large sums of money and big crowds. Gina’s brother was also an avid runner, so it felt right in that way too.

Making Miracles: For you golfers, why did you decide to go that route, and why do you think golf tournaments in general are so popular?

Craig Czerkies: My dad, myself, and my two younger brothers all golf, and our tournament is really an annual gathering of friends and family.

Bob Zins: They’re good because they bring people of all ages and all walks of life, and it’s a chance to be with friends for the entire day. It’s also an opportunity to raise funds through not only the golf registration, but also raffle ticket sales, a silent auction, a putting contest, other contests on the course, and food sales. I should add that we also have a social hour after the golf tournament, and a very nice banquet and a dance that evening. Many nongolfers attend the dinner and party so there are also dinner ticket sales and door prizes.

Rob Bradford: I have actually heard both good and bad things in regards to raising money with golf tournaments. For me, I felt a golf tournament would appeal to family, friends, and work colleagues. But it’s not for everyone, which is part of the reason we also have the “bash” part of our event.

Making Miracles: Most of you have been organizing your fundraisers for quite some time now! How has your relationship with your initial inspiration changed over the years?

Bob Zins: Over 14 years, we have kept the JC Golf Tournament name and will always keep JC as our initial inspiration, but we have grown and branched out. Now, we also focus on the many other family and friends we have met who have been touched by myeloma. We are constantly meeting new people who want to join us.

“Now, we also focus on the many other family and friends we have met who have been touched by myeloma.”

– Bob Zins

Slava Rubin: What originally started as a way to process the difficulty of my dad passing has now become more of a movement associated with finding a cure for cancer. Over the eight years of running the event, I’ve met so many people with personal stories of how cancer has affected them or their loved ones. It is this community that now propels Music against Myeloma forward.

Karen Horan: Our inspiration continues to grow as we see our participation increase year after year. It became quite apparent that there is a need locally to come together as a community. We are also inspired by the tremendous advances in research.

Rob Bradford: Yes, my inspiration has also changed. I think we are all more determined than ever to continue to get more and more people involved in assisting us in finding a cure.

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Collaboration

Making Miracles: Each and every one of you has already touched upon this without prompting, which really underscores its importance: How is teamwork a factor in organizing your event?

Sheree Pask: I oversaw this with my good friend Gina, as well as my husband, Ron. We organized committees – we had 12 volunteers – and delegated responsibilities. We worked closely by contacting each other often with updates, and we looked to each other’s strengths and weaknesses to see where we would each work best.

Karen Horan: We have 10 committee members, and the collaboration is unprecedented. Each and every member works on one or more committees – food, logistics, public relations, website, etc. – and is willing to do whatever is necessary to make the event the best that it can be each and every year. Our committee is local, so we have also formed amazing relationships with our sponsors, team captains, volunteers, and participants.

Craig Czerkies: My wife, Bonny, and both my brothers and their spouses are involved with organizing the event each year. Everyone has their focused part of the event, including securing golfers and sponsors, keeping track of the donations, event day activities, etc. The grandkids, ages 2 through 9, also get involved now! It’s become a tradition at our event that the kids take turns picking the winning tickets for our raffle. They really enjoy it.

Planning

Making Miracles: Sheree, as an organizer of the new event in this bunch, what do you feel was your biggest “to-do” item starting out?

Sheree Pask: Getting key sponsors. Our aim was to secure pharmaceutical companies. Because this was our first year, we knew we needed to present ourselves to them in a way where they would believe in our endeavor, and would feel it “worthwhile” to support us. We were thrilled to succeed in getting them aboard. They were present at our 5K with a table and were named on our t-shirts and banners. Ultimately we proved our “worth” to them through our attendance and the money raised.

Rob Bradford: I would say securing big time sponsorship is always a big deal, probably because myeloma is still relatively unknown to the general population.

Making Miracles: How about the rest of you, with long-term events, what is your biggest challenge?

Karen Horan: Our biggest endeavor is keeping up with our tremendous growth over the years. We continue to seek assistance from our local myeloma community in order to keep expenses low and increase our donations, all while producing a quality event. We are always looking for patients and caregivers to take on leadership roles.

Craig Czerkies: We really aim to get golfers and sponsors to commit to being involved as early as possible each year. We’re extremely lucky since about 75 percent of our golfers and 80 percent of our sponsors have been with us since the start. The one thing we can’t control is the weather, but fortunately our tournament hasn’t been completely rained out yet.

Bob Zins: One large focus for us after 14 years is finding new participants. Many of our volunteers and participants have been with us since the beginning, but we are constantly looking for ways to branch out and reach new people. One way we’ve done that is to involve the next generation: Our children and their friends. Not only does it give us the opportunity to spend time with family, but it has also been a very successful way to continue to raise money and create awareness among those who are younger and perhaps haven’t been touched directly by myeloma.

Making Miracles: How has your planning and organizing evolved?

Rob Bradford: Our first year we planned it in about three months. Now we start working on it as soon as our last event has ended.

Craig Czerkies: The planning has continued to get easier year after year. I have spreadsheets and templates for most of the aspects of...
It Takes a Team – continued from page 13

our outing and simply re-use and update these each year. One big thing happened last year when we changed golf courses. Our old venue was wonderful, but we made the decision to move to a location that was more easily accessible to the majority of our golfers. It was terrific, and we hope they will be our partner for years to come.

Slava Rubin: When we first started, it was really challenging to raise money and awareness given the software available at the time. That was actually the inspiration for creating Indiegogo. Now we have the latest tools in payment processing, social sharing, email outreach, etc., to really amplify the impact with more efficiency. [Editor’s Note: Slava is a founder of Indiegogo, an international crowdfunding platform, which launched in 2008.]

Rewards

Making Miracles: All the meticulous planning obviously reaps enormous rewards!

Rob Bradford: The reward is that we come together each year, have a great time, and raise money for a great cause.

Bob Zins: In my mind, the biggest reward is the appreciation we’ve received from the many myeloma families that we’ve met. Another very rewarding part of our event is seeing the enthusiasm and generosity of the many people who want to donate in some way, whether it be monetary, prizes, in kind donations, dinner donations, or simply their valuable time.

Karen Horan: Our biggest reward at the end of the day is our ability to raise funds and awareness for myeloma while bringing the local myeloma community together. We continue to be inspired by one another as we see patients who are going through treatment walk, run, or volunteer with their teams on the day of the event. The smiles on participants’ faces, feeling empowered to be a part of the cure, is another huge inspiration.

“The smiles on participants’ faces, feeling empowered to be a part of the cure, is another huge inspiration.”

– Karen Horan

Slava Rubin: The collaboration between so many disparate entities around this shared experience has been continuously rewarding for me since the beginning. The event creates an opportunity for people to meet and interact in a fun, positive atmosphere, while concretely working towards the common goal of finding the cure.

Making Miracles: And sponsoring a Brian D. Novis Research Grant is definitely part of working towards a common goal.

Sheree Pask: We were surprised and honored when we were able to contribute enough for the grant.

Karen Horan: Yes, our Board of Directors, along with the Miles for Myeloma committee, continues to support the most promising research initiatives such as the Novis Research Grants, and we remain indebted to the IMF for their leadership and mission.

Craig Czerkies: Continued and focused research into what causes myeloma will help, one day soon, find a cure.

“Seriously, we hope to be hosting this event for decades to come.”

– Craig Czerkies

Rob Bradford: The IMF is a great organization that many myeloma patients and families rely on for assistance in fighting this disease. The research grants are getting us closer to finding a cure as well as better ways to treat myeloma.

Slava Rubin: We are honored to support cancer research through the Novis Research Grants, and hope that together we can get closer to the cure each year.

The Future

Making Miracles: Your Novis Grant sponsorships are part of a profound legacy, not just in terms of research, but also in terms of supporting the entire myeloma community. So, no pressure, but what are your future plans?

Karen Horan: Future plans include working with our public relations partner more closely in order to increase our corporate team participation and sponsorships.

Rob Bradford: We are also going to keep trying to gain several high-level sponsorships. We continue to be determined that eventually some key groups will hear our story and be willing to support our cause.

Bob Zins: We would like to continue to keep our event very much like it has been the last few years. We’ve built a solid foundation with dedicated people who are willing to continue to help make it all happen. We will continue to stay focused on making it a very

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memorable, worthwhile day, spent with family and friends, and having fun in memory of JC and in support of all of the other “Friends of JC” that we have been very fortunate to have met throughout the years.

Sheree Pask: We are currently working on our second annual 5K run/walk, and hope to continue for many years to come.

Slava Rubin: We plan to keep raising money for cancer research and making the event better and better each year. Who knows, maybe we’ll go big and throw a charity festival in the future!

Craig Czerkies: Our next big milestone will be our 10th annual outing in 2017. We’re just getting started. Seriously, we hope to be hosting this event for decades to come.

Whether you’re just thinking about a new event or your efforts are well under way, there are many different activities and plans that can lead to Brian D. Novis Research Grant sponsorship – including “banking” your funds raised from more than one year, as several of these organizers have done. To learn more about this and all fundraising opportunities, please contact Suzanne Battaglia at 800-452-2873 or SBattaglia@myeloma.org.

The CUTTING-EDGE RESEARCH

Coach Rob’s Benefit Bash & Golf Tournament funds:
Elke De Bruyne, PhD
Vrije Universiteit Brussel – Brussels, Belgium
Study of the epigenetic regulation of multiple myeloma cells within the bone marrow microenvironment

Miles for Myeloma 5th Annual 5K Walk/Run funds:
Sham Mailankody, MD
National Cancer Institute, National Institutes of Health – Bethesda, MD
High throughput sequencing of multiple myeloma and its precursor state, smoldering myeloma

8th Annual Music against Myeloma funds:
Laura Oliva, PhD
San Raffaele Scientific Institute – Milan, Italy
Exploiting the stress of amyloidogenic light chain production as a therapeutic target

Miracles for Myeloma 5K funds:
Bruno Paiva, PhD
University Hospital of Salamanca – Salamanca, Spain
Phenotypic and molecular characterization of circulating tumor cells and minimal residual disease myeloma cells: understanding disease dissemination and chemoresistance

14th Annual J.C. Golf Tournament funds:
Jinsheng Weng, PhD
The University of Texas MD Anderson Cancer Center – Houston, TX
Development of human tumor antigen-specific T cells against multiple myeloma

6th Annual Carolyn Czerkies Memorial Golf Tournament funds:
Brian White, PhD
Washington University School of Medicine – St. Louis, MO
Mechanisms of clonal progression in multiple myeloma
Cultivating the future by planting the seeds to sustain the IMF

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.

The IMF Shopping Mall
Shop with the leading merchants on the internet, receive the same price as anyone else visiting their sites, and support the IMF at the same time! Visit the merchants using the links at shop.myeloma.org and, if you make a purchase, a percentage goes to support the IMF. Please remember that the IMF receives a donation only if you use the links on the shop.myeloma.org page, so please bookmark this page to ensure that when you are shopping your purchases are properly credited. E-commerce vendors include Amazon, Macy’s, Walmart, iTunes, 1-800-Flowers, Hotwire, The Sharper Image, Omaha Steaks, Dollar and Thrifty Car Rental, and many others. Keep checking back as we regularly add new stores to our mall. Thanks for your support!

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

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Giving Range</th>
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<tbody>
<tr>
<td>Member</td>
<td>$35 to $149 annually</td>
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<tr>
<td>$35 to $12 Monthly</td>
<td>$10 to $37 Quarterly</td>
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<tr>
<td>$13 to $41 Monthly</td>
<td>$38 to $125 Quarterly</td>
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<tr>
<td>$42 to $83 Monthly</td>
<td>$126 to $250 Quarterly</td>
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<tr>
<td>$84 to $208 Monthly</td>
<td>$251 to $1,250 Quarterly</td>
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<tr>
<td>$417 to $833 Monthly</td>
<td>$1,251 to $2,499 Quarterly</td>
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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.
Dedicated to improving the quality of life of myeloma patients while working toward prevention and a cure.

**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 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