

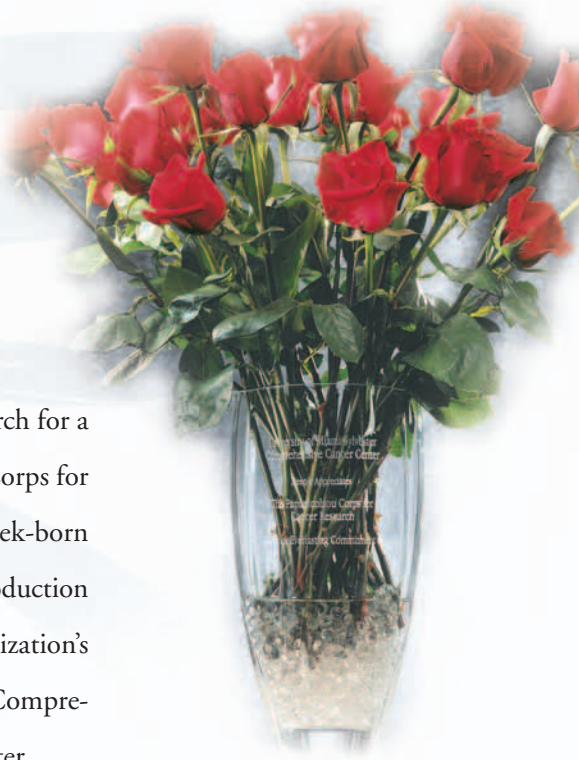
PARTNERS IN HOPE

Imagine a world without cancer, a world without the heart-ache and suffering, without the hopelessness and fear—not to mention the loss of precious life—that all too often accompanies a cancer diagnosis.

That day may not be far off. The search for a cancer cure is what fuels the tireless efforts of the Papanicolaou Corps for Cancer Research, named after Dr. George Papanicolaou, the Greek-born physician and researcher whose impressive legacy includes the introduction of the Pap smear. The all-volunteer grassroots fundraising organization's support of cancer research at the University of Miami Sylvester Comprehensive Cancer Center continues to grow, as does the cancer center.

“Cancer is something that affects everybody whether directly or indirectly,” says Gloria Berkowitz, president of the Pap Corps. “Many of our volunteers are cancer survivors themselves so they know that research is the key. It may not be this year or the next, but if history is a guide, the cure will come from research, and hopefully we will be a large part of it.”

A crystal vase symbolizing the cancer center's endless gratitude for the Pap Corps' everlasting efforts as a fundraising organization sits on display at the Pap Corps office in Deerfield Beach and acts as a constant reminder of the incredible work its volunteers accomplish each day. The vase, which is shown on the cover of this issue with brilliant red roses, was bestowed on the organization in 2003 by UM/Sylvester to recognize the Pap Corps' extraordinary contribution to cancer research. Today, the 54-year-old organization is considered one of the largest donors in



UM/Sylvester's history and an invaluable community partner, whose commitment to the cancer center has been unwavering.

“The Pap Corps truly has created new hope in our search for a cancer cure,” says W. Jarrard Goodwin, M.D., F.A.C.S., UM/Sylvester Director. “Working together, we are making a difference in the lives of cancer patients today and setting the stage for even more dramatic advances in the near future.”

With 47 units throughout Palm Beach, Broward, and Miami-Dade counties, the Pap Corps is one of the largest grassroots fundraising organizations in the United States. Nine new units have been added to the organization in the last three years alone, helping to increase membership as well as overall fundraising dollars. But the Pap Corps won't stop there. The organization plans to expand into neighboring Martin County soon.

Helping UM/Sylvester conduct pivotal cancer research is the driving force behind the more than 17,000 dedicated Pap Corps volunteers. These individuals work diligently to raise money to fund a variety of research initiatives at UM/Sylvester.

Since 1980, the Pap Corps has raised more than \$35 million to support critical research in tumor immunology,

cancer cell biology and genetics, melanoma, and ovarian cancer. The fundraising group also helps fund ongoing research in breast cancer, prostate cancer, lung cancer, immunotherapy, gene therapy, and drug combinations used to treat aggressive, inoperable cancers, as well as the side effects of chemotherapy.

“No group works harder than the Pap Corps to support our research effort,” says Joseph D. Rosenblatt, M.D., UM/Sylvester Associate Director of Clinical and Translational Research. “The work we do would not be possible without the loyal support and singular focus of the Pap Corps.”

Many exciting research initiatives at the cancer center have been funded by the Pap Corps. A lung cancer vaccine, now in its second generation, is showing promise when administered to patients with advanced cancer. UM/Sylvester scientists also are researching new gene therapy and immunotherapy for breast cancer.

“Pap Corps funding has been essential for our research program in many ways, and we've been able to leverage into greater National Cancer Institute funding,” says Glen N. Barber, Ph.D., co-leader of the Viral Oncology Group at UM/Sylvester and a professor of microbiology and immunology at the University of Miami Leonard M. Miller School of Medicine. “It has allowed us to invest in research programs, procure data, and develop translational research projects.”

In the past few years, Pap Corps funding also has enabled Barber's laboratory to obtain National Institutes of Health (NIH) grants as well as other government money. These grants are directly related to cancer research and involve studying the causes of cancer as well as the development of novel therapies.



Top: left to right; UM/Sylvester Director W. Jarrard Goodwin, M.D., F.A.C.S.; Pap Corps President Gloria Berkowitz; Pap Corps Treasurer Deborah Steiner; UM/Sylvester Board of Governors Chair Joaquin F. Blaya; and Pap Corps luncheon co-chairs Joy Goldstein and Marise Rudnick

Opposite page: Distinguished Investigators Lecture and Tour-2005

Left: Pap Corps Celebration of Life Walk-a-Thon raised an estimated \$200,000 for cancer research at UM/Sylvester in 2005.

“The Pap Corps has consistently raised money to support UM/Sylvester’s breast cancer research efforts in the last several years, which is essential,” says Joyce M. Slingerland, M.D., Ph.D., F.R.C.P. (C), professor of medicine and director of the Braman Family Breast Cancer Institute at UM/Sylvester. “But they also help raise community awareness about the importance of academic-based medicine where clinical care is linked to research.”

In May 2005, the Pap Corps presented a record-breaking \$3.25 million gift to fund cancer research at UM/Sylvester, part of a five-year pledge which was increased from \$10 million (in 2003) to \$12 million to make 2005 a banner year.

Through a diverse and creative range of fundraising activities—including golf tournaments, theater parties, walk-a-thons, fashion shows, and “giving from their own pockets,”—the Pap Corps is the largest all-volunteer grassroots fundraising organization in the state of Florida with funds directly underwriting cancer research.

“You name it, we do it,” says Berkowitz. “We go to local supermarkets with a small can collecting coins (through the “Coins for the Cure” fundraising program) or we’re out there walking for a cure—we’ll do whatever it takes.”

Earlier this year, more than 2,500 Pap Corps volunteers, their families, and friends attended the fifth annual Celebration of Life Walk-a-Thon and Health Fair, one of the organization’s larger fundraising events, raising more than \$200,000 for cancer research at UM/Sylvester.

“Our volunteers are very passionate about giving and continually growing the organization,” says Berkowitz. “We are just some very dedicated people trying to eradicate an insidious disease.”

Creating new fundraising opportunities and teaming up with innovative sponsors are just some of the ways the organization remains so successful. “We have a lot of different venues that we use, some work for some units and some don’t. That’s the beauty of this grassroots organization, each unit does its own thing,” adds Berkowitz.



Pap Corps volunteers stand proudly at the Papanicolaou Cancer Research Building on the Miller School of Medicine campus.

The Pap Corps has taken on a new initiative called Shaping the Future. Y.S. Liedman and Associates, a financial consulting firm, has been asked to assist in developing charitable giving strategies that can significantly enhance contributions and create legacy gifts. Individuals also can add the Pap Corps to their wills, bequests, and estates as a way to create a legacy that will lessen

the burden on future generations. And there are different programs of giving through donor societies such as Royal Crown (\$2,500 pledge), Pap Angels (\$1,000 pledge), Pap Friends and Founders (\$10,000 up to \$25,000), and Plaques (beginning at \$200 up to \$1,000 and more).

Another key factor in the organization’s success is its solid leadership and dedicated volunteers. “Unit presidents are only as good as the board that serves under them and they are as passionate as we are—it’s sort of a trickle up effect,” says Berkowitz.

“The Pap Corps does wonderful work and its volunteers are an inspiration to us all,” says University of Miami President Donna E. Shalala. “In my opinion, they are quite simply the number one cancer fundraising volunteer group anywhere.”

As for the future, Pap Corps leadership will strive to raise even larger amounts of money and attract more volunteers. “Several people actually contact us when they hear about our wonderful work, and we have added many volunteers that way,” explains Berkowitz.

Meanwhile, increased marketing efforts will help raise the overall awareness of the organization. A television ad, sponsored by UM/Sylvester, has hit the airways. And to keep volunteers informed of the various projects underway, a new Pap Corps newsletter (*Pap Corps Press*) is published twice a year and distributed to current volunteers.

“We are very proud of our partnership with UM/Sylvester and they have been very supportive of us,” says Berkowitz. “We only hope that we can do bigger and better things for them... and that the time will come when we will close down this organization because they have found a cure for cancer.”