



FACT SHEET

Overview: *Stand Up To Cancer* (SU2C) is a movement created to raise funds to accelerate groundbreaking cancer research that will get new therapies to patients quickly and save lives. Utilizing the assets of the entertainment industry in unique ways, SU2C is engaging Americans of all income levels and walks of life, building awareness that each and every one of us has a stake in this fight, and that together we can end cancer. On September 5, 2008, ABC, CBS and NBC donated one hour of simultaneous, commercial-free primetime for a nationally televised fundraising event.

Distinctive Grant Funding Model: SU2C supports research conducted by teams of scientists, as well as by young, individual investigators:

- **Dream Teams:** On May 28, 2009, one year from its launch, SU2C announced its first round of three-year “Dream Team” grants to five multi-institutional, cross-disciplinary research teams, totaling \$73.6 million. SU2C’s distinctive approach to funding cancer research was specifically designed to eliminate barriers to creativity and collaboration, in part, by enabling scientists with different expertise from different institutions across the country – and in some cases, internationally – to work together. Each Dream Team’s project is “translational” in nature, geared toward moving science from “bench to bedside” where it can benefit patients as quickly as possible.

Collectively, the research that will be done through the Dream Team projects could impact the diagnosis and treatment of a wide range of cancers in adults and children across ethnicities including, but not limited to pancreatic, breast, ovarian, cervical, uterine, brain, lung, prostate, rectal and colon, which represent two thirds of all U.S. cancer deaths.

- **Innovative Research Grants:** On December 7, 2009, SU2C announced its second major funding commitment of \$9.68 million to support high-risk, high-reward cancer research by 13 young scientists. The grants will provide up to \$750,000 over three years to each investigator as part of SU2C’s Innovative Research Grants initiative, which supports the next generation of cancer research leaders.

The chosen projects address a wide range of cancer types and organ sites, including lung, ovarian and breast cancers, as well as leukemia and lymphomas. Some projects focus on developing improved therapies for difficult to treat cancers that affect children and young adults, including Ewing sarcoma and rhabdoid tumors. All the projects have the potential to significantly advance the identification of the complex mechanisms that cause cancers to occur and spread; to lead to the development of a new generation of targeted treatments; and to improve the methods of diagnosing cancers and monitoring the effects of treatment.

The Innovative Research Grants program is dedicated to Dr. Judah Folkman, who pioneered angiogenesis research. Dr. Folkman, who died in 2008, was an early supporter of SU2C and helped establish its grant criteria.

The American Association for Cancer Research (AACR), the oldest and largest scientific organization in the world focusing on cancer research, is *Stand Up To Cancer's* scientific partner. AACR assembled SU2C's highly regarded 20-member SU2C Scientific Advisory Committee (SAC); together they provide scientific oversight and expert review of the research projects. AACR also handles the complex administration of SU2C's grants. The SAC is led by Chairperson and Nobel Laureate Phillip A. Sharp, Ph.D., Institute Professor at Massachusetts Institute of Technology and David H. Koch Institute at MIT, and Vice Chairpersons Arnold J. Levine, Ph.D., Professor at the Institute for Advanced Study and Cancer Institute of New Jersey, and Brian J. Druker, M.D., Director of the Oregon Health & Science University Cancer Institute. After an extensive and unusually interactive review process, the SAC recommended the five Dream Teams (out of an initial field of 237) to be funded.

SU2C's 45-person Innovative Research Grants Review Committee is chaired by Richard D. Kolodner, Ph.D., Professor of Medicine at the Ludwig Institute for Cancer Research, University of California San Diego. The vice-chairpersons are William G. Kaelin, Jr., M.D., Professor of Medicine at the Dana-Farber Cancer Institute at Harvard University, and William G. Nelson, M.D., Ph.D., Director of the Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins. The selection process was similar to that used to choose the Dream Teams, with finalists making in-person presentations. The 13 grant recipients were selected from 412 applicants.

Entertainment Community Involvement:

- **Performers:** The September 5th, 2008 SU2C telecast aired in over 170 countries and featured more than 100 celebrities. Network news anchors Charles Gibson, Katie Couric and Brian Williams reported on cutting-edge cancer research. Meryl Streep, Halle Berry, Jennifer Aniston, Forest Whitaker, Jack Black, America Ferrera, Keanu Reeves, Ellen DeGeneres, Melissa Etheridge, James Taylor, Sheryl Crow, and the late Patrick Swayze were among the many who participated. The show also included a group performance of "Just Stand Up" featuring Ashanti, Beyoncé, Carrie Underwood, Fergie, Keyshia Cole, Leann Rimes, Leona Lewis, Mariah, Mary J. Blige, Miley Cyrus, Natasha Bedingfield, and Rihanna. "Just Stand Up" is an original song written and produced by Island Def Jam Chairman Antonio "L.A." Reid and Kenny "Babyface" Edmunds; net proceeds benefit SU2C.

Countless other actors, musicians, athletes and public figures have also volunteered their time in support of SU2C. The broadcast Public Service Announcement "Stand Up For Something," for example, features Sidney Poitier, Lance Armstrong, Susan Sarandon, Morgan Freeman, Mayor Michael Bloomberg, Jodie Foster, Tobey Maguire, Tilda Swinton, Casey Affleck, Tony Hawk, Itzhak Perlman, and Keanu Reeves standing up in a visual act of protest.

- **Leadership:** *Stand Up To Cancer* is a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was established by a group of media, entertainment and philanthropic leaders whose lives have been affected by cancer in significant ways. The Co-founders include Katie Couric; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen and Vice President Kathleen Lobb; Laura Ziskin, who produced the Sept. 5 broadcast; Noreen Fraser, founder of the Noreen Fraser Foundation; Rusty Robertson and Sue Schwartz of the Robertson Schwartz Agency; and nonprofit executive Ellen Ziffren. Both Ziskin and Fraser are cancer survivors.

Cancer's Impact: Cancer claims one person every minute of every day in the United States. Every year it takes the lives of more than half a million Americans and seven million people worldwide. Because we're living longer, the likelihood of our being diagnosed with cancer has never been higher: 1 out of 3

women and 1 out of 2 men will be diagnosed with cancer in their lifetimes. The economic cost of cancer is staggering; reducing cancer deaths by 1% would increase national wealth by an estimated \$500 billion.

Federal Funding: Between 2005 and 2007, the National Cancer Institute's budget was cut by \$31 million; and the 2008 NCI budget actually represented a loss in purchasing power since 2004. In 2009, the Obama administration committed to increasing cancer research funding, both through the 2009 stimulus package, and a sustained, multi-year plan that, if passed, would double cancer research funding through the National Institutes of Health.

SU2C Fundraising and Donors: Since its launch in May 2008, the SU2C initiative has raised more than \$100 million. In addition to the thousands of individuals who have made donations through the website and via phone, *Stand Up To Cancer's* major contributors include the country's single largest individual supporter of cancer research, Sidney Kimmel, who pledged \$25 million during the telecast, as well as lead donor Major League Baseball which made a \$10 million commitment and actively encourages fans to support SU2C. Other major supporters include Amgen, Bloomberg Philanthropies, GlaxoSmithKline, Inter-American Development Bank (IDB), Revlon, Wallis Annenberg & The Annenberg Foundation, Alliance for Global Good, Milken Family Foundation, Philips Electronics, Steve Tisch, Stonyfield Farm and many others.

The SU2C initiative has received unprecedented marketing support from ABC, CBS and NBC as well as AOL, Condé Nast Media Group, eBay Inc., Facebook, Hachette Filipacchi Media U.S., Hearst Corporation, Los Angeles Times, Meredith Corporation, The New York Times Company, Time Inc., WebMD and MasterCard Worldwide.

Online Community: With both interactive applications and rich content, the SU2C website, www.standup2cancer.org, fosters an online community for everyone affected by cancer, with various ways for people to share opinions and support, view video updates, contribute, and learn of ongoing initiatives and progress in the fight against the disease.

Features include **The Constellation:** For a dollar donation or more, users can launch a star in honor of anyone who has received a cancer diagnosis; **SUTV:** Video segments rich in scientific and research information, including profiles of the five SU2C Dream Teams featured in "The Lab" channel, as well as ones that confront cancer's human and personal impact; and **SU2C Magazine:** Diverse content describing cutting-edge research and offering unique perspectives of cancer researchers, patient advocates and others.

The online community provides ample opportunity to share SU2C's efforts via a variety of social media outlets, including Twitter, Facebook, AOL, MySpace, YouTube, flickr, and several other sites that are accessible through the SU2C website. SU2C is implementing ongoing grassroots efforts, and is participating in national and regional events to raise awareness and funds.