



# Key Updates

Unlocking A Mystery, Increasing Survival and Hope



## Executive Sponsor's Message



Brrr! I hope this finds you in a warmer location than I am! One of the most severe winters in the Midwest in recent years is keeping many of us shuttered in, but it's also providing an opportunity to get things done.

I'm recovering from my recent Gamma Knife Radiosurgery and am now on a Temodar regimen. In the meantime, we're keeping quite busy. Our outbound solicitation campaigns are progressing nicely, and we are underway on grant requests from the corporate world, while getting more familiar with other grant foundations we'll need to reach our fundraising goals.

I'm thankful for the ongoing work of our volunteers, who are helping to expand our presence. Soon we expect to make our YouTube debut, looking to replicate the success of other NFPs in spreading the word about their cause, and we hope to deliver something like the heartfelt messages that abound from survivors.

-Steve Coffman,  
Survivor since 2005



## UnlockingBrainTumors.org News

- UnlockingBrainTumors.org made its first grant of 2008 to **The Musella Foundation For Brain Tumor Research & Information** in January, sending \$15,000 to be channeled for research efforts.
- In January, we announced that we'd hit the \$50,000 mark in funds raised since our inception. We are on the way to \$100,000, and appreciate all of the charter donations that have helped us so far!
- We are now listed at **GuideStar.org**, an organization whose mission is "to revolutionize philanthropy and nonprofit practice by providing information that advances transparency, enables users to make better decisions, and encourages charitable giving". GuideStar advocates for the sharing of nonprofit information to better benefit a variety of groups, including donors, funders, researchers, educators, professional service providers, governing agencies, and the media.



## Medical Updates

- We recently reported on our blog that **HealthNewsDigest.com** picked up a study from the January issue of the **Journal of Nuclear Medicine**, where researchers "recently discovered a new treatment that effectively kills residual cancer cells in brain tumor patients without damaging healthy brain cells. The treatment utilizes an isotope called astatine-211 that is injected into the patient. This is the first ever clinical trial with astatine-211, an isotope that is very attractive because it can have more than five times the cancer cell-killing efficiency over standard radiation treatments." The article also indicates that the study "lays the groundwork for applying this treatment to other types of cancers, such as ovarian and breast, that have spread to the central nervous system". Visit our blog at <http://unlockingbraintumors.org/blog/> for the link.

*Continued on page 2.*

Unlocking A Mystery, Increasing Survival and Hope



Around The Community

- **Memorial Sloan-Kettering** announced receipt of a \$10 million commitment from **The Simons Foundation** that will support preclinical initiatives undertaken as part of its new **Brain Tumor Center (BTC)**. According to the announcement, the BTC “is designed to achieve fundamental new insights into the molecular and cellular properties that drive tumor development and growth. Investigators plan to apply that knowledge to the creation of therapies that target cancer cells and the abnormal signaling pathways needed to maintain them”.
- For our younger survivors, please continue to visit **I’m Too Young For This’s** site including its events section: <http://www.imtooyoungforthis.org/newsevents/index.shtml>.
- **The Brain Tumor Foundation For Children** is getting the spring golf season kicked off with two events in Georgia. Visit their events page at [http://www.braintumorkids.org/2007events\\_current.php](http://www.braintumorkids.org/2007events_current.php) for more information.
- **The Tug McGraw Foundation** announces a golf event on April 26<sup>th</sup> at: (<http://www.tugmcgraw.com/home.asp>)

Beneficiaries

We mentioned last month that UnlockingBrainTumors.org will be organizing a team for **ABTA’s** Path To Progress 5k Walk/Run in Chicago this April. We’re still looking for walkers, runners and donors – if you’re interested, please contact Mike Tancredi: [mike@unlockingbraintumors.org](mailto:mike@unlockingbraintumors.org). We are particularly enthusiastic about this event because 100% of the Path to Progress proceeds will support brain tumor research programs. The ABTA reports that last year it awarded \$2+ million for brain tumor research across the US and Canada. It’s goal for this year is \$2.5 million. For more information about the event, visit [www.abta.org](http://www.abta.org) and click on Events & Meetings.

Our lead beneficiary, **The Musella Foundation For Brain Tumor Research & Information**, links to a profile on Dr. Henry Friedman, the renowned brain tumor research at **Duke University** who was profiled by Raleigh news station WRAL at [localtechwire.com](http://www.localtechwire.com). Read the story, “Don’t Tell Prominent Duke Doctor that Cancer Can’t Be Cured”, at <http://www.virtualtrials.com/news3.cfm?item=4126>



Partners

UnlockingBrainTumors.org continues to believe that by partnering with other like minded organizations, we can work together to achieve a greater, faster and more lasting impact.

We have begun to discuss collaboration with several organizations who we believe would make excellent partners. The thrust of these conversations have been around the feasibility of national marketing and PR campaigns for brain tumors, and the possibility of creating some large scale national awareness projects. In this model, we could work with other organizations to leverage our collective expertise and network channels to better deliver our message to the largest possible audience. When we look at the combined reach and funds raised through brain tumor awareness campaigns, we believe the possibility exists that “the sum is greater than the parts”.

Stay tuned for more partner news!

Medical Updates continued from page 1.

- **The Musella Foundation For Brain Tumor Research & Information** links to an article (<http://virtualtrials.com/news3.cfm?item=4142>) on **Cyberknife**, a new medical device delivering a concentrated beam of radiation into the body, destroying cancer cells without making an incision. The tool, one of the latest advancements in radiosurgery, employs a robot to zero in on tumors and to minimize collateral damage to normal tissue. The technique is especially valuable where a tumor is inoperable or where conventional surgery, with its risks of mortality, pain and complications, can be avoided.
- As we recently posted on our blog, [WRAL and its localtechwire.com](http://www.localtechwire.com) report from Raleigh that researchers at **Duke University Medical Center** and the **University of North Carolina, Chapel Hill** are “exploiting an “Achilles Heel” of brain tumors that may selectively kill tumor cells while sparing surrounding brain tissue. Although most cancer cells thrive by avoiding the normal process of programmed cell death, or apoptosis, the researchers found a way to turn this normal cell suicide way up for brain cancer cells. The article continues by indicating that “In addition to turning off normal cell death, brain cancers, such as glioblastomas and medulloblastomas, are generally resistant to traditional chemotherapy. And chemotherapy and radiation can also lead to significant neurological defects because they kill both cancerous and healthy brain.”

## Unlocking A Mystery, Increasing Survival and Hope



### Feedback/Contact Us

- For more in-depth discussions or to get involved in this very important cause, please call, write or visit us. You'll find that it's easy to help, and that your help will quickly be operationalized.

- Whether you have a preferred beneficiary, level of involvement, or simply want to help our team in whatever area possible, we'll make it easy for you to do just that.

- [www.unlockingbraintumors.org](http://www.unlockingbraintumors.org)  
Stephen Coffman, Project Sponsor  
[stevecoffman@mac.com](mailto:stevecoffman@mac.com) and  
[steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org).

Send correspondence to 958 South Shore Drive - Holland, MI 49423. Office phone: (616) 335-9050 and (312) 375-8346 (cell).



### How to Support Us

As always, we can use your support in a variety of ways. This month, we've added two items of note to our site on this topic. The first is a new article on "Five Non-Monetary Ways To Assist a Charitable Foundation" and we'd be grateful if you read it and consider ways you might act on it. The second is a new page on planned giving options, which share information about the bequest of assets such as life insurance policies, stock or other assets of which you might consider making [UnlockingBrainTumors.org](http://UnlockingBrainTumors.org) your beneficiary.

Your financial support, either one-time or ongoing, or helping to arrange for [UnlockingBrainTumors.org](http://UnlockingBrainTumors.org) to become a corporate beneficiary, is invaluable to our core mission to raise funds and redistribute them to our beneficiaries, and therefore, directly to research. We also have a need for volunteers who can support [UnlockingBrainTumors.org](http://UnlockingBrainTumors.org) in any number of ways, including fulfillment of fundraising campaigns, event support, marketing, speaking events and other channels. Even linking to [www.unlockingbraintumors.org](http://www.unlockingbraintumors.org) from your site will help to raise awareness for our organization and support our community.

For more information, please contact Steve at (616) 335-9050 (office) or (312) 375-8346 (cell).



*KeyUpdates* is published monthly and distributed by **UnlockingBrain Tumors.org** via the internet. To view previous issues, visit our website.

Newsletter content submission is due the 1st of each month. Send content to Mike Tancredi, [Mike@unlockingbraintumors.org](mailto:Mike@unlockingbraintumors.org)

**2008 Editorial Review Board**  
Mike Tancredi, Board Advisor, Editor  
Steve Coffman, Executive Sponsor

