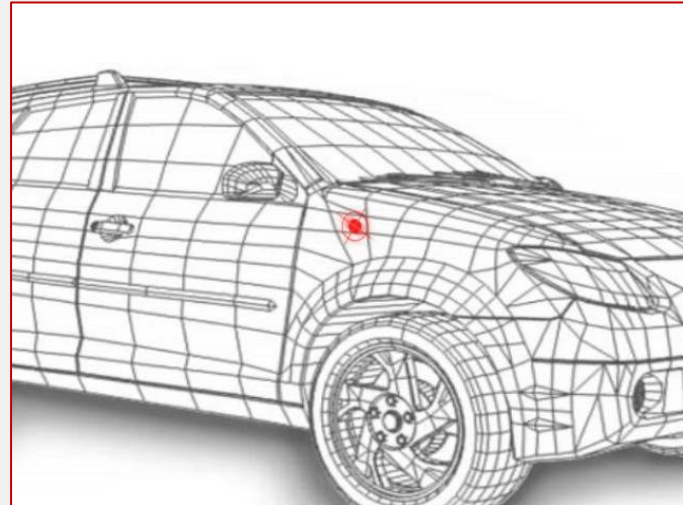




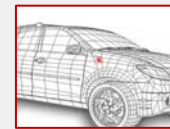
IN THE DRIVER'S SEAT:

When development helps guide
program development and implementation



Mary A. Maxwell
Development Director
Indiana University Melvin and Bren Simon Cancer Center

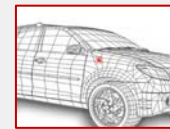
Karen Spataro
Director of Campaign Strategy
Indiana University School of Medicine



Our story

- IU Simon Cancer Center first NCI designated in 1999
- Approximately 200 members
- Matrix cancer center
- Clinical care delivered in collaboration with IU Health hospital system

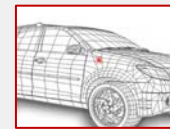




A case study

- Vera Bradley is an Indiana handbag maker
- Company foundation gives exclusively to breast cancer
- Began giving to IU Simon Cancer Center in 1999
 - Initial gift of \$1.2M
 - Was scheduled to complete a \$10M pledge in 2013, bringing total giving to IU research to \$20M



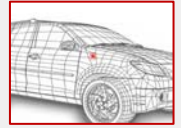


Vera: The research engine

- Giving was used to build program (recruitment/retention, cores, infrastructure, etc.)
- Program grew from 6 to 34 members
- Dedicated floor in new research building for breast cancer team

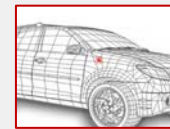


Future directions



Submit new proposal in 2013





Detours

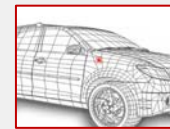
At IU

- Both breast cancer program leaders recruited away
- Longtime dean retiring
- Vera Bradley endowed chair empty after failed search

At Vera Bradley

- Company went public
- New CEO
- New members of foundation board





Donor's road map

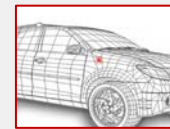
Give us something tangible

Something they could wrap their arms around and explain in two sentences.

Accountability

Narrative not enough. Requested 4 financial reports per year.

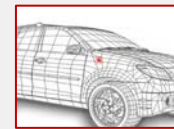


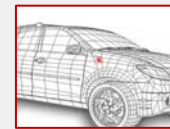


Development takes the wheel

- Met with individual breast cancer program members to solicit ideas
- Brought leadership to the table, including cancer center director
- Synthesized program concept into two-page case for precision therapeutics initiative
- Recommended strategies for success with solicitation





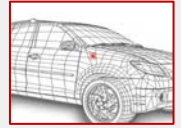


Rubber to the road

- Asked leaders and investigators to approach like a research grant
 - Clearly state objectives and goals
 - Identify personnel/infrastructure needs
 - Build budget
 - Develop timeline with achievable milestones

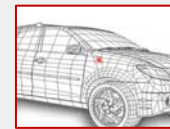


Packaging the program



Monogrammed
Medicine

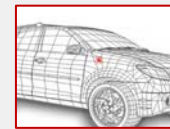




Mapping the way

- Development couldn't step back once commitment was made
- Needed a seat at the table
- Found a budget guru to maneuver within the matrix center and keep program on task



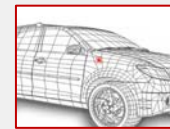


Journey underway

Resulted in:

- 5-year, \$15M detailed budget
- Three overarching research goals
- Strategic plan to implement Monogrammed Medicine





License to drive

Driver's Ed:

- Development adds value when participating in program development.
- Development cannot take a step back from the research program once the gift is secured.
- It's crucial to identify faculty and administrative advocates to ensure focus, progress and continuous communication "on the ground."
- While we always represent the donor, a principal gifts requires becoming accepted as a member of the research team.



