

George Eastman Circle



Building a Greater Medical Center for Future Generations

More than 90 years ago, some of the most progressive minds in Rochester and in the nation—Abraham Flexner, Rush Rhees, George Eastman, and George Whipple—came together to change the course of medicine. With philanthropic gifts from Eastman, John D. Rockefeller and the daughters of Henry Alvah Strong—Gertrude Strong Achilles and Helen Strong Carter—their vision to establish a Medical Center that would combine scientific inquiry, learning, and patient care was realized.

Like an invisible thread connecting the past to the present, the **George Eastman Circle** links that early group of benefactors with today's leadership Annual Fund donors, honoring a legacy and helping to establish a new tradition which will inspire others. The George Eastman Circle recognizes **unrestricted, current-use gifts** to any of the University of Rochester Medical Center's schools and units.

CATEGORIES OF MEMBERSHIP

George Eastman Circle gifts are particularly meaningful because they represent a significant investment in our ability to make a difference in the world. Membership will be granted to those supporters who fulfill their five-year unrestricted pledge at one of our membership levels annually.

Gifts of all levels make it possible for us to build programs and facilities of national excellence, accelerate the pace of discoveries, train future leaders, attract and retain the best and brightest researchers, and care for our patients in the best way possible.

SUSTAINING MEMBERSHIP

Sustaining members make a five-year unrestricted pledge, of \$1,500 or greater annually, that provides continual support which is crucial to the Medical Center. Members make their gift to any areas they choose; many members choose to designate their gifts across multiple areas.

MEMBERSHIP LEVELS

MEMBERS	\$1,500-\$4,999
FELLOWS	\$5,000-\$9,999
BENEFACTORS	\$10,000-\$24,999
PATRONS	\$25,000-\$49,999
FOUNDERS	\$50,000+

The
MELIORA
CHALLENGE

THE CAMPAIGN *for the*
UNIVERSITY OF ROCHESTER

*For more information about the George Eastman Circle,
please contact Annual Giving Programs at (585) 276-4826
or GeorgeEastmanCircle@rochester.edu.*

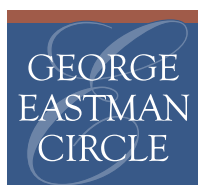
www.GeorgeEastmanCircle.com

A George Eastman Circle Gift with Heart



PHYLLIS AND NORMAN BREEN

Phyllis and Norman Breen became members after a life-changing experience at Strong Memorial Hospital. Norm is retired from Xerox, and Phyllis is vice president of educational sales for First Choice Travel.



UNIVERSITY OF
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"The progress of the world depends almost entirely upon education."

— GEORGE EASTMAN

Five years ago, Norm Breen got the call that would save his life. It was 3 a.m. when Dr. Leway Chen phoned to tell Norm a heart was available for transplant. By 10 a.m., Dr. Todd Massey arrived at Strong Memorial Hospital with the heart he had personally retrieved from the Midwest that morning, and Norm's transplant was under way.

Just two and a half weeks later, Norm was discharged, and since then, he has achieved his goal of not returning to Strong—at least not as an admitted patient. He has been back plenty of times as a volunteer, however.

Before his surgery, Norm was visited by a former heart transplant patient. He told Norm what he could expect and answered his questions. Now, Norm shares his own experience with other patients awaiting transplants at Strong. He also volunteers at Harbor House, a facility that houses out-of-town heart-transplant patients and their families, and its annual fundraising event called "And the Beat Goes On..."

Beyond volunteering, Norm and his wife, Phyllis, have become generous supporters of the Division of Cardiology through their George Eastman Circle membership. They are passionate about supporting the heart research being done at the Aab Cardiovascular Research Institute and strengthening the transplant program at the Medical Center. "I'm helping out of gratitude," says Norm. "People donated before me, so I could go through this process, have the transplant surgery, and be here for my family. Now I want to do the same and help others."

Through this experience, the couple gained a tremendous appreciation for the doctors and staff who treated Norm, including cardiologists Dr. Chen and Dr. Jeffrey Alexis. "The doctors and staff are all excellent, and we can't say enough about them," says Phyllis. "Norm is alive today because of them. The amazing thing is that a facility like this is in Rochester, and we didn't have to go somewhere far away. We are truly blessed beyond measure."

