Howard Griffin was busy caring for his wife, Evelyn, who had multiple sclerosis, when he learned that his PSA was elevated. He was referred to Dr. Jean Joseph at the University of Rochester Medical Center (URMC), and learned that he had prostate cancer. Dr. Joseph performed advanced robotic surgery on Howard—available at only eight other hospitals in the nation at the time. The faster recovery time that robotic surgery provided was critical for Howard’s life. He went right back to teaching at School #30 and taking care of his wife, whose health continued to deteriorate. As Evelyn’s health grew worse, Howard started missing his follow up visits with Dr. Joseph. Then Evelyn died.

More than nine months after he was scheduled for follow up visits, Howard finally had his PSA levels checked, and then had a CT scan. The absence of follow-up visits had allowed cancer cells to grow. Howard was referred to Dr. Ralph Brasacchio, a URMC radiation oncologist, to begin a three month regimen of radiation treatments. Howard also enrolled in a clinical trial to determine if exercise during cancer treatment could reduce the amount of fatigue. Then Howard had one final CT scan. He was cancer-free.

Howard is thankful for the multi-disciplinary team that took care of him physically, emotionally, and mentally, giving him the chance to take care of his wife in her final days. “They would talk with me, answer my questions. They didn’t leave me guessing about anything,” said Howard. “Now, I appreciate each day.”

Howard’s story is only one of many that could be told. This year, nearly 240,000 new cases of prostate cancer will be diagnosed. With your philanthropic partnership, we can provide state-of-the-art prostate cancer care for all of our patients, while we search for preventions and cures to help men around the world.
Every gift we receive—large or small—is appreciated and impacts our ability to attract and retain world-renowned researchers and faculty, develop new urologic cancer therapies, preventions, and cures, and ensure excellence in treating and caring for our patients. The following is a sampling of how you can help.

**ENDOWED AND DISTINGUISHED PROFESSORSHIPS—$1,500,000 to $2,000,000**

Professorships honor acclaimed leaders who perform groundbreaking research, mentor Ph.D. candidates and junior faculty, and attract talented medical students and residents. They are among the most coveted and defining rewards that a faculty member can receive, recognizing and fostering excellence. They also serve as a powerful recruitment tool for the Department of Urology, drawing new faculty and researchers of established distinction from around the world. Donors who establish professorships create a legacy that links them to quality medical education, research, and patient care in perpetuity. Your generosity allows us to advance medical science and do more for human health in the future than we have been able to do in the past.

**ENDOWED PROGRAM SUPPORT—$250,000 to $1,000,000 OR MORE**

With your support, we can move forward with strategic investments in multidisciplinary cancer research programs, grow our regional and national leadership in clinical trials, and increase patients’ access to promising therapies. Your investment will directly impact the lives of patients locally and globally, whether your interest is supporting the innovative research of our scientists, fellows, laboratory technicians, and graduate students, the technology that speeds the path to new therapies, or our team of caregivers who deliver state-of-the-art, personalized care.

**PILOT PROJECTS/SEED FUNDS—$50,000 to $100,000 (ANNUALLY)**

New ideas need exploration and nurturing before they can be developed into successful application from the National Institutes of Health (NIH), large foundations or other traditional avenues of support. Gifts for seed funding are “risk capital” for a promising researcher who has the potential to make groundbreaking discoveries that will impact people here and around the world. Funds invested today in innovative research help provide state-of-the-art cancer care for patients tomorrow. They can also be leveraged many times over, bringing external funding, jobs, and economic growth to the Rochester Community.

**BRIDGE FUNDS—$100,000**

As government research funds become more restrictive, it is increasingly difficult for current investigators with ongoing, well-established research to sustain uninterrupted NIH funding—interruptions that can have a significant, negative impact on the research being conducted—and for new investigators to renew their first grants; a crucial event for individuals establishing research careers. These factors have made private philanthropy an essential stopgap measure to sustain promising science and highly meritorious research projects.

**GEORGE EASTMAN CIRCLE—$7,500 to $100,000 OR MORE**

The George Eastman Circle recognizes those who pledge unrestricted annual gifts of at least $1,500 for five years, or more, to the Department of Urology. As a member, you will not only honor the legacy of one of our greatest benefactors and establish a new tradition to inspire others, but you will also provide the flexible programmatic support that allows us to take advantage of new opportunities in cancer research and care.

For more information about how your gift can make an impact, please contact Carolyn Donnelly at: (585) 273-3176 • carolyn.donnellly@rochester.edu