Prostate cancer

Bob was never ill. He went to his physician regularly for check-ups. As a general contractor and a weekend golfer, he felt he stayed in good shape. Even in the off-season, he went to the gym to use the Nautilus equipment, elliptical machines, and the treadmill.

After lifting 80-pound bags of cement on a contracting job, Bob thought he had injured himself. Instead, he learned he had an enlarged prostate and was prescribed medication. Everything seemed to be fine for the next year. Then, after a routine follow-up appointment, Bob’s physician informed him that the latest tests revealed he had prostate cancer, and that it was Stage IV.

His wife, Patty, immediately started doing research and talking with friends. Everything she read indicated that Bob needed a second opinion, and that his best chance for survival lay at Wilmot Cancer Institute. She learned Dr. Ahmed Ghazi had completed a laparoscopic fellowship in France under the physician who revolutionized the laparoscopic prostatectomy technique, in addition to completing a robotic fellowship at one of the most distinguished institutions in the United States. Bob and Patty met with Dr. Ghazi and, after a thorough discussion, elected to proceed with a robot-assisted radical prostatectomy. He paired them with teams of experts including Dr. Chunkit Fung, an oncologist whose clinical research interests are genitourinary cancer and cancer survivorship, and with Dr. Hong Zhang, chief of Radiation Oncology at Highland Hospital.

Today, Bob is in remission. He credits his wife, Patty, and the Wilmot team—who became family to him—with saving his life.

Bob is among the nearly one-in-seven men who will be diagnosed with prostate cancer during his lifetime. 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.

A revolutionary prostate cancer treatment restores a man’s health

When you have been diagnosed with prostate cancer, you want the most advanced treatments to increase the likelihood of an excellent outcome. At UR Medicine, we provide the full range of treatment options—surgery, radiation therapy, hormone therapy, and chemotherapy—to do just that.

Bob Friedberg, M.D., M.M.Sc.
Director, Wilmot Cancer Institute, Samuel E. Durand Professor of Medicine

We have the most experienced prostate cancer surgeons in Western and Central New York. We were the first in the region to start a robotic prostatectomy program. We are the only center in the region offering HDR Brachytherapy, a radiation treatment that precisely targets cancer cells while minimizing exposure to healthy tissues. We are the only center to offer the UroNav Fusion Biopsy System for a more precise biopsy. We provide complete multi-disciplinary care, so you will have all the specialists you need—right in one place. And our research is the key to developing new lifesaving treatments and care.
Help us move *Urologic Research and Care Forward*

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, and drawing new faculty and researchers of established distinction from around the world to the Wilmot Cancer Institute. 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.

**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.

**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.

**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 Wilmot Cancer Institute. 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