In 2007, 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.

Now, Norm, and his wife, Phyllis, have become 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.”

With your support, we can continue to provide state-of-the art care
and innovative research that saves the lives of heart patients around
the world.
The most common cause of death in America is heart disease, including heart failure. More than 2% of all Americans have congestive heart failure, and 50% of individuals with heart failure die within five years of diagnosis. UR Medicine cardiovascular scientists and clinicians have tremendous strengths in the field of heart failure. You can help us make a tremendous difference in the lives of patients here in Rochester and around the world. Please join us.

Your Gift Helps Us Provide Advanced Care for Heart Failure

**ENDOWED PROFESSORSHIPS IN HEART FAILURE—$1,500,000 to $2,000,000**

Professorships recognize and foster excellence among faculty who perform groundbreaking research, mentor junior faculty, and attract and train talented medical students and residents. They are among the most coveted and defining rewards that a faculty member can accomplish. Professorship support for heart failure specialists will have a lasting effect on the innovative research and care provided to heart patients. These funds support the salary, benefits, research stipend, and programming for the individual who holds the professorship.

**ENDOWED FELLOWSHIPS—$750,000+**

Young investigators are fundamental to advancing biomedical research and translating laboratory findings into the treatment of disease. Your support of research fellows will help propel basic, translational and applied biomedical research, and inspire early-career scientists who have the imagination and drive to reach their highest potential. Clinical fellowships help our health care practitioners hone their clinical skills with patients, increase their knowledge of their chosen area of expertise, assimilate scientific evidence, and provide care of optimal value.

**ENDOWED RESEARCH AND EDUCATION FUND—$500,000 to $1,000,000**

You can support the contributions of our entrepreneurial, innovative heart failure teams who care for patients in the Rochester area’s only heart failure program, or our mid-career scientists who have not yet attained the rank of full professor, but whose work has distinguished them from their peers.

**RISING STAR FUNDS—$250,000 to $500,000 (multi-year)**

Support at this level can help the best and brightest, early-career researchers fund promising science that may be too cutting-edge to attract external funding from traditional avenues of support like the National Institutes of Health (NIH); work that is vital to scientific discoveries and advances.

**ENDOWED LECTURE SERIES IN HEART FAILURE—$100,000 to $250,000**

Lecture series foster the interdisciplinary discussion that is often central to discovery. An endowed lecture series brings world-class physicians and scientists into contact with their colleagues throughout the Medical Center, and the surrounding medical/scientific community.

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

Gifts for seed funding are “risk capital.” They allow scientists to shift the direction of their research to follow promising leads or new ideas, propelling scientific discoveries in new ways. You can help give researchers the time they need to push the boundaries of science and allow innovative ideas to reach their full potential.

**PATIENT- AND FAMILY-CENTERED CARE—$25,000 to $75,000 (annually)**

We are committed to giving every patient and family the best experience possible. We truly believe that the best medical care happens when patients and family members feel like full partners in their health care. Your gift for our programs can help fund continuing education opportunities for our nurses and care givers or funds to ensure that families of patients get the assistance they need while their loved ones are in the hospital.