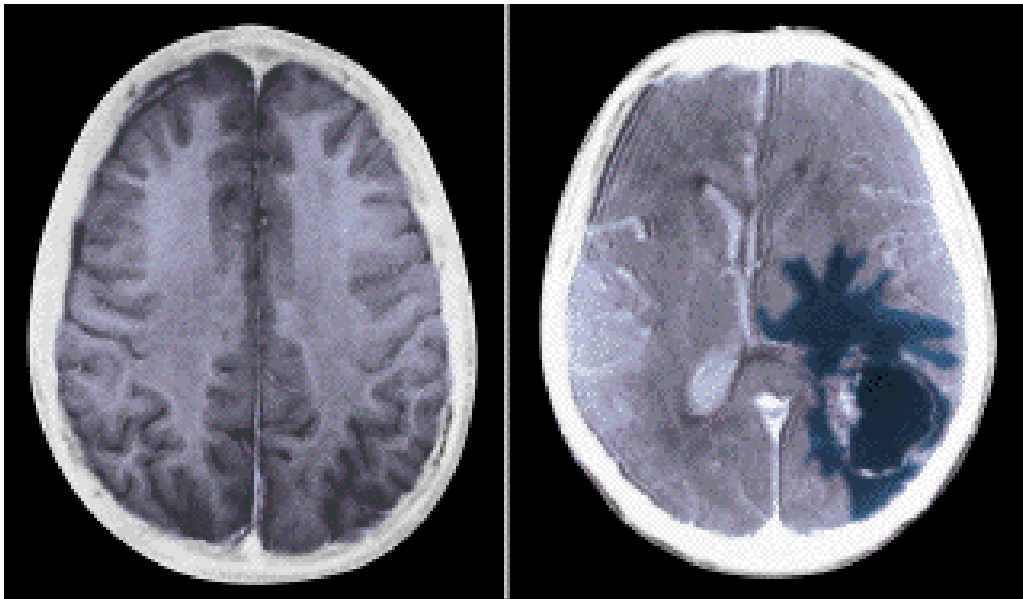


Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

**Brain Tumor Awareness and Fundraising  
Project Plan  
Updated 8/24/08**

During a routine follow up CT scan for the head neck cancer in 2005, Steve Coffman was diagnosed with a GBM brain tumor. This is not only Steve's story, but also the story of many other brain tumor victims, and a plan for facing the challenge that we have in securing funding for desperately needed research to combat this awful disease.



Healthy brain (left) compared to brain tumor (shown in blue, right).

Photo from [www.healthinplainenglish.com](http://www.healthinplainenglish.com).

See [www.healthinplainenglish.com](http://www.healthinplainenglish.com) for copyright information

Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

|   |   |
|---|---|
| <b>1. PROJECT GOALS</b> .....                               | 3 |
| <b>2. FACES OF THE PROJECT</b> .....                        | 4 |
| <b>3. OUR BENEFICIARIES</b> .....                           | 4 |
| <b>4. TURNKEY CORPORATE AND ORGANIZATIONAL GIVING</b> ..... | 5 |
| <b>5. EXPERT SUPPORT</b> .....                              | 6 |
| <b>6. STEVE COFFMAN – PROJECT SPONSOR</b> .....             | 7 |
| <b>7. PROJECT ACCOMPLISHMENTS AND NEXT STEPS</b> .....      | 7 |

Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

## 1. PROJECT GOALS

This project has an ambitious, yet simple goal: **Rapid fundraising dedicated to research for brain tumors.** There is strong evidence to suggest that some solutions, with proper funding, may only be 4-6 years away. All funds raised through this project will be allocated in streamlined fashion, using existing channels and foundations with the goal of distributing money quickly and fairly, to those who can operationalize it quickly, and who limit their overhead to make more money available for research and treatment. Good research takes a long time, and sizeable amounts of money need to be raised. **OUR PROJECT GOAL IS AN AMBITIOUS \$53 MILLION.**

Money we raise will go directly toward novel brain tumor research, exciting novel treatment targets and improved treatment choices. Together, we will help reignite existing research teams at top medical institutions that are under funded or have faced funding shutoff, thus stalling their research. Some of the nation's most talented researchers and physicians are making strong progress in solving the brain tumor mystery, but have literally lost the funding needed to continue their work.

The value of research and finding a cure is even more important because of challenges in the healthcare landscape. As many commentators have noted, access to promising cancer treatments and therapies may be restricted by federal agencies or funding, further slowing the ability to explore trials based on new treatments and therapies. [http://www.businessweek.com/technology/content/jul2007/tc20070724\\_550192.htm](http://www.businessweek.com/technology/content/jul2007/tc20070724_550192.htm)

It should be noted that significant fundraising and matching efforts for brain tumor research, treatment and support are raised every day, by large organizations, small groups and dedicated employees, friends and families. These inspiring efforts demonstrate to us that there are many who are like-minded and committed to solving this tragic mystery.

Because research is a painstaking process, the sooner that it can get underway, and by as many researchers as possible, the more likely we are to find cures. And along the way, these researchers will continue to learn and discover things about our bodies and cancer that has impact well beyond the brain tumor community. In short, support of this project will offer support to many more victims and their families, as we accumulate greater understanding of cancers and how to conquer them.

- A) Rapid fundraising dedicated to research for brain tumors, generated through corporate channels, Individuals, celebrity foundations, private foundations and E-Giving programs.
- B) Awareness of specific science and challenges around Brain Tumors, including incidence, pediatric prevalence, environmental contributors. Note decline in funding and the need for public and corporate support.
- C) Racing for a Cure - create awareness of how close (4-6 years) some believe solutions could be, with proper funding.
- D) Streamline funding allocations, using existing channels and foundations - goal of distributing money quickly and fairly to those who can operationalize it quickly. Avoid paralysis of funding battles. Make it clear that every dollar raised goes

Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

- directly to fund Novel Brain Tumor Research and exciting novel treatment targets and improved the treatment choices.
- E) Help reignite existing research at top medical institutions that are underfunded.

## 2. FACES OF THE PROJECT

Every day, talented researchers, physicians and experts are working to unlock the mystery behind brain tumors. But there is one aspect of this effort about which there is no doubt: brain tumors are one of the most devastating forms of cancer that we know. While great advancements in treatment have given so many cancer victims many extra years or even decades of living and return to well being, brain tumors remain one of the most costly and debilitating forms of cancer. Because of its location, the brain tumor can have serious impact on an individual's personality, memories and basic motor skills, robbing the patient of their very being; in this way, the impact on family and friends is also felt, as the brain tumor patient may be "lost" to them even earlier than feared.

Survival rates vary by the type of tumor, but for the most common, Glioblastoma multiforme, or GBM, which is unfortunately also the most serious type, the chances of living 5 years is less than 3%, (with most patients dying within 2 years of diagnosis) and these remaining months or years may be characterized primarily by patient discomfort and palliative efforts at stabilization. All the while, the financial impact of a brain tumor on patient and family is staggering. A May 2007 report by the National Brain Tumor Foundation concluded that the financial impact for a brain tumor patient could be ruinous; the high cost of drugs, diagnostics and other treatment, coupled with greater difficulty in obtaining healthcare coverage and an inability to work and earn income present unique challenges to these patients and their families.<sup>i</sup>

The devastating brain tumor picture is especially in need of support. Research funding, which has historically already less adequate than necessary, has been further curtailed, and the National Cancer Institute reports decreased research funding for the most common forms of cancer in the United States.<sup>ii</sup> A slowing of research has impacted the ability to focus on long term results, and coupled with shrinking research budgets and rising operational costs, critical research advancements are under funded. And while many organizations and individuals are expending great energy and dedication in these efforts, there is too often difficulty in getting existing dollars directly into the hands of researchers. The advancements we need – **possibly just 4-6 years away if the right advancements get fully funded**, are simply out of reach due to funding deficits. Few maladies manage to both simultaneously confound researchers in their mystery, yet hold such promise for the cure and management as prominently as brain tumors. While substantial progress is being made toward unlocking the mystery of brain tumors, advancements in isolating causes, disease management, therapies and treatment courses, more help is needed.

## 3. OUR BENEFICIARIES

The Musella Foundation For Brain Tumor Research & Information is our lead beneficiary. The Musella Foundation is a non-profit organization dedicated to improving the quality of life and survival times for brain tumor patients by using computer

Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

technology to index brain tumor clinical trials, streamline the flow of information, organize the brain tumor community and raise money for brain tumor research. It operates [virtualtrials.com](http://virtualtrials.com), and has worked tirelessly and successfully to bring attention to clinical trials, patient outcomes, research, letter writing campaigns for expanded treatment options, and a great many other contributions to the community. In our experience, the Musella Foundation has demonstrated an untiring commitment to the brain tumor cause, and it operates with a streamlined, influential and productive model that is known throughout the brain tumor community. The Musella Foundation for Brain Tumor Research & Information, Inc. strives to improve the lives of families dealing with brain cancer, by:

- Funding innovative and creative research, with a special emphasis on research that complements, rather than duplicates, the research funded by the federal government.
- Providing the most comprehensive and up to date information about brain tumor treatments to families dealing with brain tumors, including the largest video library of topics relating to brain tumors.
- Referrals to brain tumor centers and help finding clinical trials - including obtaining free scan reviews from some major brain tumor centers.
- Running online support groups
- Advocacy issues such as fighting Medicare decisions that deny treatments to our members
- The brain tumor virtual trial - the first patient registry of brain tumor patients, the treatments they choose to do and the outcome.
- Easy access for asking questions of our world renown medical advisory board

Musella Foundation for Brain Tumor Research  
1100 Peninsula Boulevard  
Hewlett, NY 11557  
888.295.4740/516.295.4740  
Fax 516.295.2870  
[musella@virtualtrials.com](mailto:musella@virtualtrials.com)

The Musella Foundation has also been instrumental in helping direct us on specific fundraising campaigns on behalf of specific researchers; for example, we have initiated highly targeted grant/foundation applications on behalf of several researchers focused on specific efforts aligned with promising treatments, therapies and discoveries.

#### 4. TURNKEY CORPORATE AND ORGANIZATIONAL GIVING

We believe that the generosity of the world's corporations and foundations is great evidence of the commitment to solve the brain tumor mystery and many other diseases and conditions. Our goal is to harness the power of these organizations and to leverage their immense commitments to solve problems with all available resources:

- Their **customers and patrons**, through e-commerce donations and other promotions
- Their **employees**, through charitable giving and matching programs, volunteerism and fundraising
- Their **foundational/charitable efforts**, through structured giving programs, and

Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

- Their **commitment toward green living** through dedication to environmentalism, conservationism and healthy living.

If you'd like information on the various programs we've structured around each of these giving models, please contact us.

There are other simple ways to support our efforts, simply by the way you search for information on the internet, or the shopping you already do. Many e-commerce websites will donate a percentage of your purchase to our program.

- Igive.com
- Goodsearch.com
- Amazon.com
- Online retailers such as Nordstrom's and Land's End
- We are rapidly adding additional turnkey giving opportunities

Visit our web site at ([www.unlockingbraintumors.org](http://www.unlockingbraintumors.org)) or contact us at (616) 335-9050 (office) and (312) 375-8346 (cell) for other charitable programs we'll link to who support our cause

## 5. EXPERT SUPPORT

This document is simply a beginning point to learn more about the brain tumor mystery, its causes, treatment options and manageability. We have also assembled a panel of experts working on our behalf who give as generously of their time as they do of their skills and expertise. You are invited to reach out to these experts with questions, ideas, and discussion about how we can work together.

### **Our Expert Panel, Links and Resources You May Find Helpful**

There are also a great many resources ranging from scientific and research focus, treatment and trial updates, support services for patients and loved ones, and a very large community to become part of.

There are also a number of extraordinary individuals making a difference in this area each day. Please see our web site [www.unlockingbraintumors.org](http://www.unlockingbraintumors.org) for more information on the impressive cross section of subject matter experts and concerned parties that are helping to further our cause and who are available to interface with you. We also welcome your support if you are interested to be a resource for this cause. Our model is to channel funds to organizations that can quickly operationalize it for research that works to unlock the brain tumor mystery. A partial listing of these organizations includes:

- **The Musella Foundation** - [www.virtualtrials.com](http://www.virtualtrials.com)
- **The International Brain Tumour Alliance** - [www.theibta.org](http://www.theibta.org)
- **The American Brain Tumor Association** - [www.abta.org](http://www.abta.org)
- **The Brain Tumor Society** - [www.tbts.org](http://www.tbts.org)
- **Pediatric Brain Tumor Foundation** - <http://www.pbtfus.org/>
- **National Institutes of Health's Clinical Trials** - [www.clinicaltrials.gov](http://www.clinicaltrials.gov)
- **BrainLife** - [www.brainlife.org](http://www.brainlife.org)

Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](http://www.unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

- **Jonsson Comprehensive Cancer Center (UCLA) -** [www.cancer.mednet.ucla.edu](http://www.cancer.mednet.ucla.edu)
- **Memorial Sloan-Kettering Cancer Center -** [www.mskcc.org/mskcc/html/44.cfm](http://www.mskcc.org/mskcc/html/44.cfm)
- **Duke University Comprehensive Cancer Center -** <http://cancer.duke.edu/>
- **Robert H. Lurie Comprehensive Cancer Center of Northwestern University -** [www.cancer.northwestern.edu/home/index.cfm](http://www.cancer.northwestern.edu/home/index.cfm)
- **M. D. Anderson Cancer Center at the University of Texas -** [www.mdanderson.org/](http://www.mdanderson.org/)
- **University of Pittsburgh Cancer Institute -** [www.upci.upmc.edu](http://www.upci.upmc.edu)
- **The Tug McGraw Foundation -** [www.tugmcgraw.com](http://www.tugmcgraw.com)
- ***Surviving Terminal Cancer: Clinical Trials, Drug Cocktails, and Other Treatments Your Oncologist Won't Tell You About*, by Dr. Ben Williams.**

## 6. STEVE COFFMAN – PROJECT SPONSOR

Steve Coffman is the executive sponsor and director of the project. Steve is in a unique position to launch and support this effort, for many reasons. Steve was diagnosed with a head neck cancer in 2003 which caused him to leave a 25 year career in the Human Resource Services arena, first as president of Reid Psychological Systems and later as General Manager of Pearson Reid London House resulting from a merger of two industry competitors. During a routine follow up CT scan for the head neck cancer in 2005 Steve was diagnosed with a GBM brain tumor. Now two years into the journey, Steve would like to share how he has used the Internet as well as other available data sources as a means to build confidence about his diagnosis and on how to be a good consumer of medical information while not becoming overwhelmed by the sheer volume of information that is available. Steve's only goal here is to help, to help those that follow him with a brain tumor, help to speed up the timeline for finding a Cure and to help identify improved treatment methods and improved quality of life for individuals living with brain tumors.

During Steve's career he also participated in a number of service and business organizations in Chicago including the Worksite Wellness Council of Illinois as a board member, an active member of the Rotary Club of Chicago chairing various committee's including The Gift of Life program, Youth Services and the International Services Committee and was a founding member and past board chair of the Association of Test Publishers and industry trade association.

[www.unlockingbraintumors.org](http://www.unlockingbraintumors.org)  
Stephen Coffman, Project Sponsor  
[stevecoffman@mac.com](mailto:stevecoffman@mac.com)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

## 7. PROJECT ACCOMPLISHMENTS AND NEXT STEPS

**Accomplishments:**

**Structure -**

V13

8/26/2008

Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

- Preliminary organization and approval as a 501(c)3 Public Charity (Advance IRS ruling good through end of 2011)
- Development of the organization's advisory board
- Expert review and participation in early concept, strategies and documentation
- Initial employment of two part time marketing professionals involved in short and long-range marketing strategy and execution

#### **Resource Documents**

- Creation of a complete suite of documents including fundraising solicitation tools, and documents outlining the challenge, and our organization's structure, strategy and goals

#### **Presence and Identity**

- Launch of site's blog
- Approval of organizational logo/identity
- Relaunch of [www.unlockingbraintumors.org](http://www.unlockingbraintumors.org) web site, reflecting expanded coverage and new design
- Steve Coffman attend's Duke University's "Angels Among Us" program
- Search Engine Optimization process; ongoing publication of knowledge-based articles to increase search engine recognition
- May 2008 UnlockingBrainTumors.org becomes one of three founding members of United Front Against Brain Tumors (UFAB), also known as The Grey Ribbon Crusade. The group, a consortium of organizations and individuals dedicated to fighting brain tumors, seeks to pool resources for research and have members in all 50 states.

#### **Donations and Financial Progress**

- January 2008 UnlockingBrainTumors.org announces its first **\$50,000** raised in donations
- March 2008 UnlockingBrainTumors.org announces its first **\$75,000** raised donations
- August 2008 UnlockingBrainTumors.org announces its first **\$100,000** raised donations
- Have published a goal of dedicating at least 95% of every dollar raised (or up to 100% as directed by a donor for a specific research effort) directly for research efforts.
- April 2008 UnlockingBrainTumors.org participates in ABTA's Walk of Progress 5k in Chicago – team raises nearly **\$7,000** (approximately 1% of overall event total) with nearly 30 team participants
- April 2008 UnlockingBrainTumors.org arranges wine tasting and jewelry sale with partners; model to be formalized and repeated in other locations to increase volunteer and support opportunities
- April 2008 UnlockingBrainTumors.org announces **\$5,000** gift from the TJX Foundation (arranged for The Musella Foundation) and May 2008 announces **\$10,000** gift from the Glickenhau Foundation
- May 2008 UnlockingBrainTumors.org announces **\$5,000** gift from Pearson
- August 2008 UnlockingBrainTumors.org holds first annual charity golf event, netting **\$3000** to be dedicated to pediatric brain tumor research.

Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

### **Gifts Made**

- 2007 – UnlockingBrainTumors.org gives **\$35,000** to The Musella Foundation
- January 2008 UnlockingBrainTumors.org makes a **\$15,000** donation to its lead beneficiary, The Musella Foundation to help fund research on Microbeam Radiation Therapy
- June 2008 UnlockingBrainTumors.org, through its membership in United Front Against Brain Tumors, makes a **\$10,000** gift to support Glioma Immunotherapy vaccine research by Dr. Hideho Okada and his team at the University of Pittsburgh
- June 2008 - UnlockingBrainTumors.org contributes **\$6,667** to Emory University, for research on Pan PI3-kinase Inhibitor
- August 2008 – UnlockingBrainTumors.org gives **\$3,000** for Ruta6 Research Program and a Quality of Life Study
- August 2008, UnlockingBrainTumors.org contributes **\$10,000** the Pediatric Brain Tumor Foundation via a fundraiser from BrownBagForACure.org

### **Marketing Campaigns**

- Formal program launch and receipt of first donations
- Initial marketing strategy developed – to include outbound campaigns, web site and blog, press releases, advertising, search engine optimization efforts, volunteering and event planning, and more
- Electronic giving/donation acceptance launched at web site
- Extensive outbound solicitation efforts underway, with 5000+ pieces of targeted mail to specific donor groups sent as of January 2008.
- Highly targeted grant/foundation campaigns are underway to support the specific projects of several leading researchers, including Dr. Jeffrey Raizer (Northwestern University), Dr. Hideho Okada (University of Pittsburgh) and others.
- Continued outreach/mailings to niche audiences – Large Corporations, High Net Worth Individuals, Celebrities, Corporate Giving Programs, Foundations

### **Next to be Accomplished**

- Development of organizational structure and volunteer network - ONGOING
- Institution of project effectiveness tracking
- Ongoing interface with expert panel and partner organizations to maximize effectiveness of efforts and messaging
- Solicitation efforts: funding and support from foundations, corporate grants or fundraising initiatives, high net worth individuals, public figures, partner organizations, individual donors and volunteers, linkage/establishment of other easy-click donation/giving models and tools – ONGOING
- Exploration of partnerships with possible partner organizations and large philanthropic institutions - ONGOING

Stephen Coffman – [stevecoffman@mac.com](mailto:stevecoffman@mac.com) and [steve@unlockingbraintumors.org](mailto:steve@unlockingbraintumors.org)  
958 South Shore Drive - Holland, MI 49423  
(616) 335-9050 (office) and (312) 375-8346 (cell)

---

<sup>i</sup> *Nobody Can Afford a Brain Tumor...The Financial Impact of Brain Tumors on Patients and Families: A Summary of Findings.*  
Patterson, Harriet. National Brain Tumor Foundation.

[http://braintumor.org/newsroom/NBTF\\_no%20one%20report\\_correctedFINALa.pdf](http://braintumor.org/newsroom/NBTF_no%20one%20report_correctedFINALa.pdf)

<sup>ii</sup> <http://www.cancer.gov/cancertopics/factsheet/nci/research-funding>