

Fundraising Off to Incredible Start for DeBakey Library & Museum

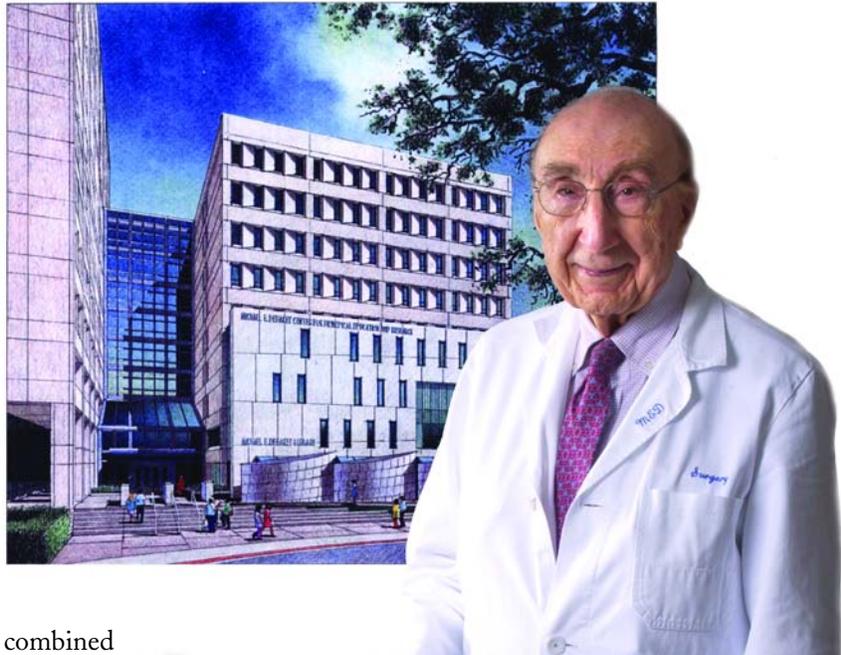
Baylor College of Medicine (BCM) has started the new year with exciting momentum for one of our most important fundraising campaigns: The Michael E. DeBakey Library and Museum and the expansion of the DeBakey Center for Biomedical Education and Research on the College's main campus.

Set to begin construction in late spring, the new facilities will pay tribute to the legendary physician and educator Michael E. DeBakey, M.D., and his contributions to humanity. Expansion of the DeBakey Center will help BCM's medical students become first-class physicians and researchers.

The leadership of the DeBakey Library and Museum Steering Committee, combined with generous donations already received for this project and support from The Partnership for Baylor College of Medicine, has generated a great deal of enthusiasm on campus and around the country.

The DeBakey Steering Committee welcomed The Honorable George H.W. Bush, 41st President of the United States, and Colletta McMillian, BCM Trustee Emerita and community philanthropist, as Honorary Chairs of the fundraising effort. Another 38 community leaders have agreed to serve on the steering committee, which includes subcommittees for Greater Houston Friends, National Partners, Faculty Colleagues, and Surgical Colleagues. With the support of this dynamic group, we are confident that we will raise record amounts for this project.

The project has received a gift of \$10.5 million from the Cullen Trust for Higher Education. Of that contribution, \$4 million will be a matching gift challenge. In mid-December, Trustees of the DeBakey



Friends for the Prevention of Heart Disease and Stroke Raise More Than \$480,000

The Friends for the Prevention of Heart Disease and Stroke enjoyed the success of raising more than \$243,000 at this year's dinner, an amount that was matched dollar for dollar by philanthropist George P. Mitchell, resulting in \$486,000 for the Center for Cardiovascular Disease Prevention.

The September 29 event at the Houston Country Club was hosted by honorary chairmen The Honorable Bill White and his wife, Andrea, event chairmen Carolyn Moore Khourie, Ph.D., and Matt Khourie, underwriting chairmen Leslie and Jack Blanton, Jr., and dinner chairmen Meredith and Fielding Cocke. The event gave the air

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Insert
Corporate Philanthropy
and Academic Medicine:
A Perfect Union

Message from the Vice President of Development



Lisa Kennedy
Vice President, Development

As 2006 begins, I am enthusiastic about what the future will bring. Baylor College of Medicine has started this year with a strong sense of direction and positive momentum in philanthropy. Now more than ever, the support of our partners in the community is helping us accomplish the College's mission of delivering tomorrow's medicine today,

leading the advancement of biomedical research, educating the next generation of leaders in medicine, and collaborating to meet the growing needs of our community.

This strength is most evident in the early success of our Michael E. DeBakey Library and Museum and Education Center Expansion. The project has experienced several exciting new developments, including the agreement of The Honorable George H.W. Bush, 41st President of the United States, and Mrs. Colletta McMillian, local humanitarian and BCM Trustee

Emerita, to lead the DeBakey Library and Museum Steering Committee as Honorary Chairs. BCM has received two of the project's lead donations: \$10.5 million from the Cullen Trust for Higher Education and \$10 million from the DeBakey Medical Foundation, both extremely generous contributions in support of this tribute to an extraordinary man.

We also witnessed the true spirit of American philanthropy in the aftermath of Hurricane Katrina, as donors responded to KETRA initiatives with significant year-end gifts.

The College's vision will remain focused on its core values to provide the best possible preparation for the future of medicine, and to provide our patients the highest quality of care and treatment, as demonstrated in the Baylor Clinic.

Medical research is another vital component of our work. Every inquiry provides opportunity for better understanding, and every discovery provides hope for a cure. It is my great privilege to witness how every aspect of BCM's mission is both generated and fulfilled by philanthropy.

Friends for the Prevention of Heart Disease and Stroke

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of "a vast, lively dinner party, rather than your typical staid benefit," according to *Houston Chronicle* society columnist Shelby Hodge.

The 375 guests in attendance enjoyed a delicious, heart-healthy menu including Alaskan king salmon and truffled breast of Cornish game hen as Mayor White began the night's informative program with mentions of his city-wide initiative, "Get Moving Houston," to raise awareness of the importance of physical activity and fitness. Michael E. DeBakey, M.D., also was on hand and spoke about the importance of heart disease and stroke prevention, citing some new, surprising statistics from the Center for Disease Control on the incidence of heart disease by age.

The program then turned to Christie M. Ballantyne, M.D., director of the Center for Cardiovascular Disease Prevention, who gave an update on the Center and its research projects. The Center was created in 2000 as a partnership between BCM and The Methodist Hospital to help physicians search for better and more effective therapies to prevent heart attack and stroke from vascular disease, the number one killer of Americans today. Among the ongoing clinical research projects underway at the Center are studies on new

therapies to treat lipids and vascular disease; studies on lifestyle modification and its effect on diabetes and the metabolic syndrome; research on the role of inflammation in vascular disease; new imaging tests for atherosclerosis; and new blood tests for heart disease, stroke, and diabetes.

Keynote speaker Peter H. Jones, M.D., associate professor in the Department of Medicine Section of Atherosclerosis and Lipid Research at BCM and medical director of the Weight Management Program for The Methodist Hospital Wellness Services, delivered a powerful and informative presentation on "The 'Roll' of Obesity in the Metabolic Syndrome and Heart Disease: Why 'Weight' to Intervene?"

The event paid tribute to the generosity of Center supporters Zeina and Nijad Fares and Wendy and Jeff Hines. Both couples have supported the Center since its inception and have significantly helped the Center further its mission.

The success of this event and contributions from our many generous donors bring the Center for Cardiovascular Disease Prevention even closer to understanding what causes heart attacks and strokes, developing new tests to determine who is at risk, and studying and perfecting better therapies for prevention.

Remond

PCRI Golf Tournament a Big Win for Research

Nearly 90 players teed off for a wonderful cause and raised \$177,000 at the 11th Annual Prostate Cancer Research Initiative Golf Tournament held



November 14 at Champions Golf Club. The tournament honored Lester and Sue Smith for their passion and generosity in supporting the search for

a cure for prostate cancer. All proceeds will benefit prostate cancer research through the Prostate Cancer Research Initiative at Baylor College of Medicine.

One of the many foursomes that played on the beautiful day were (pictured left to right) Dr. Donald Griffith, Dr. Timothy Boone, Dr. Seth Lerner, and Tripp Stephens.

Hurricane Rita Poses No Threat to Parkinson's Golf Tournament's Record-Breaking Success

Undaunted by Hurricane Rita, former Beaumont Mayor Maury Meyers and fellow organizers rescheduled the Dr. Sol and Miriam Rogers Golf Tournament and succeeded in raising \$62,000 for Parkinson's disease research—a record amount in the Beaumont event's 10-year history.

The tournament is the brain-child of Meyers, an avid golfer, who wanted to find an active way to raise funds and awareness for Parkinson's disease after being diagnosed with the debilitating illness 12 years ago.

All proceeds benefit the Parkinson's Disease Center and Movement Disorders Clinic at Baylor College of Medicine. Under the direction of Joseph Jankovic, M.D., (pictured with Myers) the clinic remains one of the world's leading clinical and



research institutions focusing on Parkinson's disease and related movement disorders.

Pink Ribbon HouseSM Lays Foundation for 2006 Showhome

Commemorating National Breast Cancer Awareness Month, breast cancer survivors and their friends and family gathered at the site of the 2006 Pink Ribbon HouseSM to begin "laying the foundation" for another successful year of promoting breast cancer awareness.

Messages of hope and wisdom, and in memory of those who have lost their battle with breast cancer, were inscribed on pink foundation boards (pictured) used while the foundation was being poured for the new showhouse.



Barnett Customs Homes, Inc. will construct the Tanglewood-area home, which will be opened to the public for tours in May. This third Pink Ribbon HouseSM is expected to raise more than \$500,000 for breast cancer research at Baylor College of Medicine.

Marti Shlenker Memorial Golf Tournament Raises \$75,000 for Peripheral Neuropathy

Dozens of golfers showed off their best swings at Karpas Properties' Marti Shlenker Memorial Golf Tournament held October 29 at the Wildcat Golf Club to raise money for Peripheral Neuropathy (PN). This common neurological disorder resulting from damage to the nerves of the arms and legs affects more than 20 million individuals and is the cause of a limb being amputated every 10 minutes.

Proceeds from this year's successful tournament will be used to help fund PN research under Dr. Yadollah Harati, professor of neurology and director of the Nerve and Muscle Pathology Laboratory in the Neuropathy Center at Baylor College of Medicine.

Local television personality Marvin Zindler (pictured) of Channel 13 News was awarded the special *Humanitarian Angel Award* for his commitment and dedication to the underprivileged in the Houston community at the tournament program following the day's play.



Medical Foundation notified BCM that the Foundation would contribute \$10 million to the project.

These two generous lead donations, along with other sizable contributions from individuals whose lives have been touched either professionally or personally by Dr. DeBakey, have led the College to expand the fundraising goal for the DeBakey project to \$40 million. This increased amount will help further one of our chief goals—ensuring the long-term sustainability of the project’s public and medical education mission by establishing endowments to provide a source of financial support in perpetuity.

The first endowment will underwrite the care and conservation of the archives and historic materials that belong to the DeBakey Library and Museum. The second will support the training and mentoring of BCM students through six new honorary academic societies.



King of Hearts

The Partnership for Baylor College of Medicine, the College’s largest volunteer organization, has turned its focus to the Michael E. DeBakey Library and Museum and the expansion of the Education Center as its 2005-2006 Fundraising Project.

The Partnership’s *King of Hearts International Ball* will be held on May 13, 2006, at the Hilton Americas-Houston.

Expected to be a record-breaking fundraising event, the gala will celebrate Dr. DeBakey’s amazing life.

“Dr. DeBakey is the personification of the physician-scientist who conducts primary research and then develops those innovations to improve the healthcare of his patients,” said Partnership President Cora Sue Mach. “We anticipate that the DeBakey Library and Museum will become a landmark in the Texas Medical Center as both the general public and the medical community find an even greater appreciation for Dr. DeBakey’s passion for excellence, his quest for medical innovation, and his dedication to patient care.”



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Corporate Philanthropy and Academic Medicine: A Perfect Union

by Peter G. Traber, M.D., President, Baylor College of Medicine

Throughout my own career, I have approached medicine—and, indeed, academic medicine—as a gift I have a privilege to practice. In a career spanning just under a quarter-century, I have studied or known some of the greatest medical scientists and practitioners the world has ever known, have witnessed diseases being eradicated, chronic sickness cured and technology discovered that visualizes pending illness before a

patient is even aware of its existence. Yet, even I sometimes take for granted how these monumental events have been able to take place.

What people rarely think about is that our nation's academic medical centers, or AMCs, are responsible—both directly and indirectly—for virtually all the medical advances made in the last century. AMCs are made up of some of the nation's leading medical schools, their clinical practice plans, and their affiliated teaching hospitals; this combination of resources facilitates the integration of education, research, and patient care and the subsequent translation of those activities into medical innovations. There is a misperception that this role is filled by the pharmaceutical industry. Not so. In reality, pharmaceutical companies draw their talent from academic medical centers. Medical schools, such as Baylor College of Medicine, are the research and development engines of the health system—the idea generators, the discoverers of fundamental breakthroughs, the finders of creative solutions, and the sources of validation for those solutions.

So, back to where the money comes from to make such grand things happen. For centuries, royals and wealthy nobles were the benefactors of science—especially medical science. And, even in modern times, the nation's wealthy families and their foundations continue to funnel millions of dollars to medical endeavors. Yet, today, the United States boasts a very broad-based, strong culture of giving. Each year individuals, corporations, and foundations contribute nearly \$240 billion to philanthropy. Typically, corporations contribute six percent to this total—or about \$14 billion annually. This represents only 1.6 percent of the total assets of *Business Week's* annual list of the nation's 50 best-performing companies. About



36 percent of philanthropy goes to religious causes, while health-related areas receive only about nine percent.

The drivers of individual and corporate giving are different. Individual giving tends to be motivated by:

- a strong connection to the mission of an organization;
- personal relationships;
- possession of adequate resources;
- the good feeling that comes from giving to a good cause;
- recognition; and
- beneficial tax deductions.

Corporate giving, on the other hand, tends to be motivated by:

- a commitment to supporting local communities;
- a desire to enhance a corporate image or bolster the company's marketing efforts; and
- a desire to appeal to the altruistic sentiments of employees and shareholders.

All these driving forces are perfectly valid, yet a case can be made—based on strict business principles—for increasing philanthropic support from the corporate sector for academic medical centers.

At the risk of self-service, I will use Baylor College of Medicine as an example of why corporations should support AMCs. For one thing, we are consistently ranked among the top medical schools in the country. Among Baylor College of Medicine's achievements in the last year, we:

- ranked 13th overall among the nation's top academic health sciences centers in *U.S. News & World Report's* America's Best Graduate Schools 2006;
- were listed 11th among U.S. medical schools for research funding from the National Institutes of Health;
- ranked first among Texas medical schools and second among all the state's universities in total funding for research and development; and
- received research support totaling \$401.5 million, with \$340 million from federal sources.

Many top medical schools associate themselves with one or more teaching hospitals, but Baylor College of Medicine has the most robust set of primary teaching hospitals in the nation, including St. Luke's Episcopal Hospital, The Methodist Hospital, Ben Taub General Hospital, the

Michael E. DeBakey Veterans Affairs Medical Center, Texas Children's Hospital, The Institute for Rehabilitation and Research, and The Menninger Clinic. Each of these prestigious institutions enjoys an international reputation for medical excellence, and together, we provide the full spectrum of patient care.

Baylor College of Medicine is committed to delivering tomorrow's medicine today, leading the next generation of biomedical research, educating the next generation of leaders in medicine and biomedical research, and collaborating to contribute to the community. That means providing the best health care, making breakthrough discoveries in the laboratory and moving them quickly and efficiently to the bedside, training the best doctors and scientists, and giving back to the community. We believe our mission has real relevance for corporations because our objectives are meaningful to employees, shareholders, and customers alike.

Baylor College of Medicine is committed to efficient fundraising and to being a good steward of the gifts provided to us by the philanthropic community. For the fifth consecutive year, Baylor College of Medicine has been recognized with a four-star rating, the highest available, by *Charity Navigator*, the nation's most trusted and reliable charitable giving guide. This rating means that we received a maximum score of "10" in all performance categories. We also are committed to leveraging private philanthropic investments to their fullest potential. Often, initial funding provided by a private gift enables an investigator to move a project along to the point where it can then attract federal funding support. Baylor College of Medicine's corporate supporters have, in fact, been critical to our success in this area. Some examples:

Shell Center for Gene Therapy

In the mid-1990s, gene therapy was a promising, but largely unproven, concept. As a result, there was limited public funding available to advance the College's nascent research in this area. In 1995, **Shell Oil Company Foundation** representatives learned about Baylor College of Medicine's gene therapy work at a Community Leaders Luncheon. The next year, the Foundation made an incredible \$5 million commitment to establish the Shell Center for Cell and Gene Therapy.

This gift initially allowed the College to recruit Malcolm Brenner, M.D., Ph.D., as director of the Center. A pioneer in the development of gene therapy as a treatment for cancer and well known for his work in improving bone marrow transplantation for immunologic and hematologic disorders, Dr. Brenner brought with him a team of scientists with expertise in vector transfer and transgene regulation.

In 1998, the College, along with The Methodist Hospital and Texas Children's Hospital, created the Center

for Cell and Gene Therapy, which today serves as a critical resource for the Texas Medical Center and includes the Shell Center for Gene Therapy and Translational Research Labs, the Good Manufacturing Practice (GMP) Gene Vector Laboratory, the GMP Clinical Research Laboratory, and the Stem Cell Transplantation Program.

The Shell Oil Company Foundation's gift helped create a Center that today receives significant annual support from the National Institutes of Health (NIH) and other major funding agencies.

T.T. Chao Scholar Award

The T.T. Chao Scholar Award was created in 1993 through the generosity of the **Westlake Group**, a producer of petrochemicals, plastics, and fabricated plastic products. The award, which honors Westlake founder Ting Tsung (T.T.) Chao, has become one of the most coveted honors in the Department of Medicine because it provides young faculty with the vital support necessary to further their careers in research, teaching, and patient care.

Since its inception, 28 Chao Scholars have benefited from the award, including Tony Eissa, M.D., an associate professor of medicine who just received a grant from the NIH for a study of lung disease. The Chao scholarship helped fund the early stages of this research into cellular components called aggresomes, which are associated with lung diseases such as cystic fibrosis, alpha1-antitrypsin deficiency, and some forms of lung fibrosis, as well as several neurodegenerative disorders. Dr. Eissa's findings could open previously uncharted scientific territory in the pathologies of a wide array of diseases.

Chao Scholars in such fields as cardiovascular sciences, hematology and oncology, endocrinology, infectious diseases, and pulmonary medicine successfully have leveraged the Westlake Group's initial investment into more than \$7 million in additional funding and 12 new NIH grants.

These examples—and so many more—are emblematic of the far-reaching impact of partnerships between corporations and academic medical centers. In the end, we both strive to contribute to the economic, intellectual and physical well-being of the societies to which we belong. It is a shared responsibility—and indeed, one that accrues long-term interest and an immeasurable return on corporate investment.