

ERASE IT...

*Our 25th Anniversary
Initiative to Erase*

KidneyCancer

A thick red diagonal line is drawn across the word "Cancer", starting from the top right and ending at the bottom left, effectively striking through the text.

**Most cancer incident rates continue to drop each year.
Kidney cancer, however, is on the rise.**

Almost 50% of patients diagnosed with kidney cancer will develop metastatic, stage IV cancer. Most patients will die from their disease. There is no cure today.

The Kidney Cancer Association has been writing its story for 25 years.

In honor of our 25th anniversary and the patients, survivors, and caregivers we serve, we are exploring an initiative to help us erase kidney cancer.

There can be no greater celebratory gift than the eradication of kidney cancer.

Now is the time to take action before kidney cancer cases escalate even further, leaving its devastating marks behind.

KidneyCancer.com

THE MARKS OF KidneyCancer



Kidney cancer is among the 10 most frequently occurring cancers in Western communities. Globally, about 270,000 cases of kidney cancer are diagnosed yearly, and 116,000 people die from the disease. Approximately 90 percent of all kidney cancers are renal cell carcinomas (RCC).

The American Cancer Society's most recent estimates for kidney cancer in the United States are for 2015:

About **61,560**
new cases of
kidney cancer
will develop.

 **38,270**
in men

 **23,290**
in women

About **14,080**
people will
die from
this disease

 **9,070**
in men

 **5,010**
in women

These numbers include all types of kidney and renal pelvis cancers.

Most people with kidney cancer are older; the average age upon diagnosis is 64. Kidney cancer is very uncommon in people younger than age 45.

Like many diseases, kidney cancer is linked to obesity and smoking. With the number of obese people rapidly rising, physicians worldwide are seeing more and more cases of kidney cancer.

ERASE AND ERADICATE KidneyCancer

We are exploring a \$10 million philanthropic campaign to expand our efforts in the areas of research, advocacy, and education in order to erase kidney cancer and the life-altering impact it has on individuals and families.

We currently receive annual donations from thousands of individuals, their families, and friends. Corporate grantors and foundations also provide financial support for a number of patient and physician education, research, and advocacy initiatives.

These funds support our medical education symposia – both in the USA and abroad – as well as the creation of patient education literature and a variety of enduring media such as website and YouTube videos, podcasts, and information distributed through other information channels.

Our Erase It Campaign will enable us to take our efforts to the next level. The initiative will expand and strengthen current needs, and meet and help sustain evergrowing future needs.

OUR VISION

A world without
kidney cancer

OUR MISSION

The elimination of death and
suffering from renal cancers

Who We Are

The **Kidney Cancer Association (KCA)** is a charitable organization comprised of patients, family members, physicians, researchers, and other healthcare professionals around the globe. KCA is the world's first international charity dedicated specifically to the eradication of death and suffering from renal cancers. It is also by far the largest organization of its kind, with members in more than 100 countries.

We fund, promote, and collaborate on research projects with the National Cancer Institute (NCI), the American Society for Clinical Oncology (ASCO), the American Urological Association (AUA), and other institutions. We educate families and physicians, and serve as an advocate on behalf of patients both at the state and federal levels in the United States, as well as globally.

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History

When Eugene P. Schonfeld, PhD, a Chicago area resident was diagnosed with metastatic kidney cancer in 1989, he was dumbfounded that there were no treatment options. Sitting around his kitchen table with a small group of other patients and medical doctors in Chicago, he decided to chart the course to find a cure and educate patients and physicians. With no hope of a cure and no information available through existing agencies, Under Schonfeld's leadership, they founded the National Kidney Cancer Association with the aid of other patients, and medical doctors in Chicago.

Praised by the Food and Drug Administration for his remarkable cancer patient advocacy, Schonfeld demonstrated how essential activism is in cancer drug development. Schonfeld died in 1997 from metastatic kidney cancer, leaving a legacy illustrative of just how much of a difference one person can make.

Twenty-five years later, KCA reaches more than 70,000 people annually in 102 countries. It is the largest patient-led organization dedicated to the eradication of renal cancer in the world.

Over the past 25 years, KCA has invested \$37 million in research, education, and advocacy.

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The Next 25 Years...

We hope it doesn't take 25 years to erase kidney cancer. We are confident that with your participation in our Erase It Initiative, we can strengthen our quest to eradicate this deadly disease, and help the growing number of patients who are diagnosed each year.

TODAY'S CHALLENGES:

- ☒ Kidney cancer is on the rise
 - ☒ More research is needed for treatment options
 - ☒ More training is needed for young physicians and surgeons to meet the growing number of patients entering the healthcare system
 - ☒ Better clinical trials are needed in order to positively influence treatment
- ☒ More patient education, support, and resources are needed
 - ☒ Increasing public awareness about kidney cancer is vital

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TOMORROW'S HOPE: We want to infuse our core components with philanthropic capital to meet these challenges. These include...

\$6 million investment
for research expansion

\$2 million investment
for patient and
physician education

\$2 million investment
for advocacy to serve
patients seeking answers

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ERASE IT...

Pick up your eraser as together we explore what an infusion of philanthropic capital can do for patients, survivors, caregivers, and society.

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RESEARCH

Research is a key component in erasing kidney cancer. With numbers rising globally, KCA strives to be proactive in fostering cutting edge research programs to combat the growing numbers.

KCA currently supports research by...

- ✓ Encouraging private and public sector institutions to do more research.
- ✓ Assisting researchers in academic medical centers, government, and industry with research funding and information.
- ✓ Providing financial grants in honor of Dr. Schonfeld for research focused on kidney cancer.
- ✓ Acting as a catalyst for new research projects.
- ✓ Providing funds for early-career cancer researchers through the Young Investigator Award (YIA), which encourages and promotes quality urology and clinical oncology research.
- ✓ Granting awards to the American Society of Clinical Oncology (ASCO), the American Urological Association, the Conquer Cancer Foundation, and the Kidney Cancer SPORE (Specialized Programs of Research Excellence) to provide funding for kidney cancer research.
- ✓ Providing leadership to the National Cancer Institute's Renal Cancer Task Force, Biomarkers Consortium, Kidney Cancer SPORE, Cancer Leadership Council, Friends of Cancer Research, and many more collaborations, including our participation in The Cancer Genome Atlas.
- ✓ Offering a team of medical advisors, who submit research articles on the latest treatment options and vital information about kidney cancer for our website and educational materials – a trusted resource for kidney cancer patients, survivors, families, the medical community, and general public.
- ✓ Forging partnerships such as EmergingMed, to refer patients to medical sites conducting clinical trials.

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RESEARCH

Research is a key component in erasing kidney cancer. With numbers rising globally, KCA strives to be proactive in fostering cutting edge research programs to combat the growing numbers.

Our vision for expanding research includes:

- ✓ Developing innovative partnerships with leading thought leaders prominent in the field of kidney cancer, as well as healthcare systems to conduct more clinical trials.
- ✓ Making more patients aware of clinical trials by building a clinical trial connection and telemedicine portal on our website.
- ✓ Stimulating more research for early detection and innovative treatments.
- ✓ Seeking out the best and the brightest for even more extensive research on treatment, prevention and – ultimately – a cure.

“The only way that we will make significant inroads into developing curative treatments for kidney cancer is through research that seeks to understand the biology of renal cell carcinoma, and exploit any identified chinks in the armor. The current therapies that are being used to treat advanced kidney cancer are the direct result of laboratory research identifying molecular targets that drugs could be developed for. More research is needed if we ever hope to develop a cure for this disease.”

– Christopher G. Wood, MD, FACS,
Department of Urology, M. D. Anderson Cancer Center, Texas

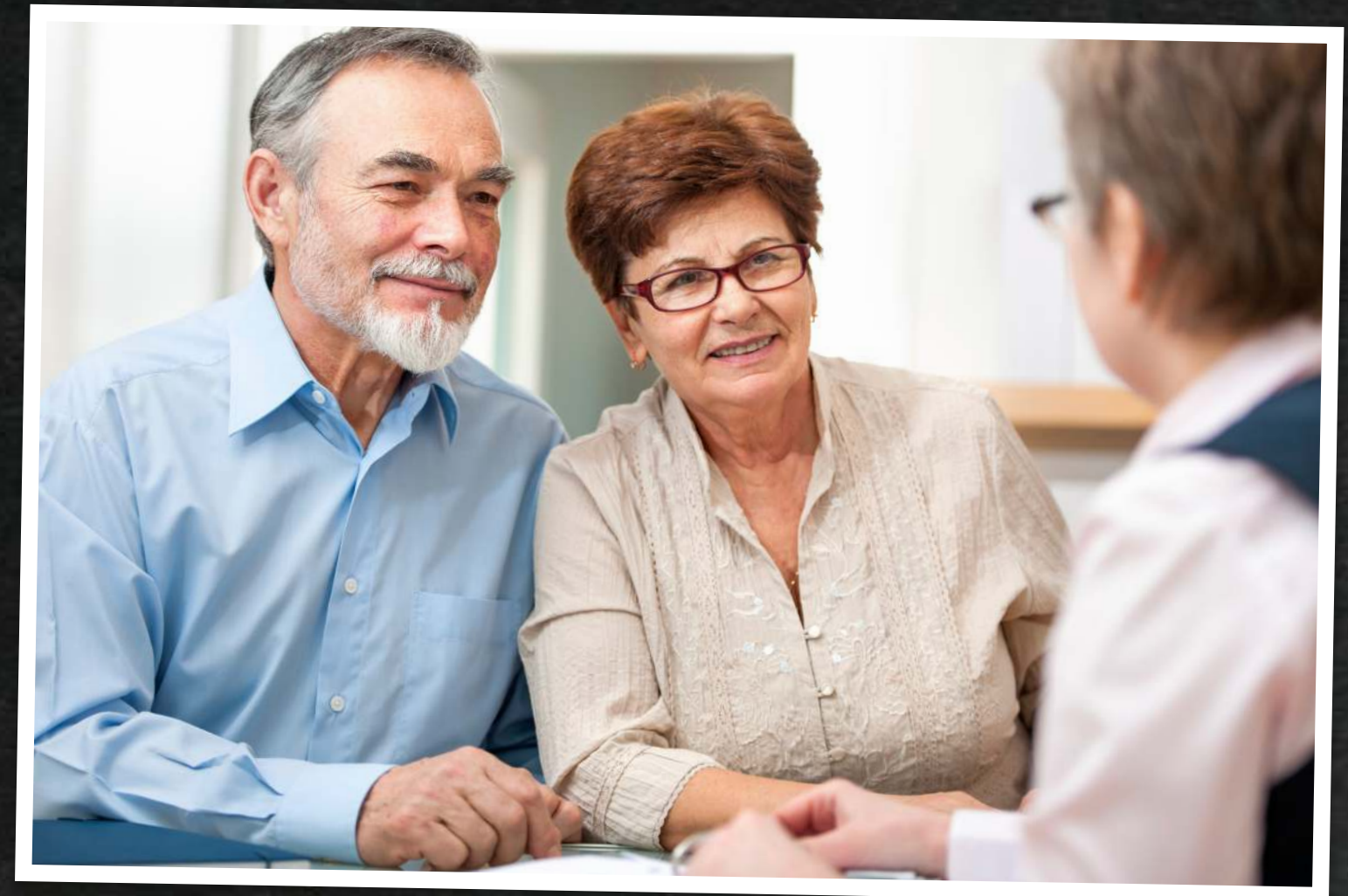
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EDUCATION

We all know that knowledge is power. It is also comforting, life-changing, inspiring, and it provides hope. KCA has been a source of hope for hundreds of thousands of people touched in some way by the disease.

Physicians and healthcare providers around the globe refer patients to KCA for the latest news and information about the disease. Our research component provides up-to-date information on kidney cancer, treatment options, nutrition, prevention, and more for patients, survivors, families, and healthcare providers.



“We thought when the kidney was out everything would be over and done. So problems later came totally out of the blue and were a big shock to us. And now we see, through the Kidney Cancer Association, that there are so many other people with the same problem.”

– Ed, kidney cancer survivor

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EDUCATION

As with research, our educational component needs to expand. Today it includes...

- ✓ More than 50 educational and support opportunities for patients, survivors, and caregivers in various American cities, including an annual national meetings featuring kidney cancer experts, held at MD Anderson Cancer Center;
- ✓ Meaningful and relevant content through our website and social media, a presence which has grown to include more than 85,000 Facebook friends around the globe;
- ✓ An online patient, survivor, and caregiver community on Inspire's peer-to-peer collaborative website platform;
- ✓ Annual kidney cancer educational symposiums held in Europe and the United States. Hundreds of medical professionals attend our symposiums every year to learn about the latest research and treatment options for kidney cancer;
- ✓ Information packets for families, as well as physician referrals;
- ✓ A membership database of more than 82,994 people from over 100 countries;
- ✓ Over 20,000 subscribers to our monthly e-newsletters;
- ✓ The Kidney Cancer News, a monthly video magazine on our website watched by hundreds of viewers; and
- ✓ Our 'We Have Kidney Cancer' publication, available in 13 languages.

ERASE IT...

EDUCATION

KidneyCancer

Our vision for expanding education includes:

- ✓ Providing further training opportunities for physicians worldwide.
- ✓ Utilizing technology to bring physicians together to share information and treatment options online.
- ✓ Creating a physician referral network on our website with up-to-date information on kidney cancer physicians, insurance, financial assistance, and specialized care facilities.
- ✓ Continuing to provide the latest news with relevant content using both digital and traditional channels of communications.
- ✓ Continuing to translate our materials into different languages.

“Well, I wanted to get the scientific stuff about all the odds and the charts, and that was available through the association. But I also wanted to find stories about kidney cancer patients to see how much they matched our own. I just wanted to hear what the options were because in the beginning you’re so confused.”

– Jim, whose wife is a kidney cancer survivor

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ADVOCACY

KCA plays an important role as advocate to kidney cancer patients, survivors, and caregivers. We strive to adequately inform the public, the political and regulatory world, healthcare professionals, hospitals, insurers, researchers, and the entire medical and pharmaceutical ecosystem.

“We would also like to thank the Kidney Cancer Association for the opportunity to share our story and to meet other wonderful and inspiring kidney cancer patients.”

– Billy, kidney cancer survivor

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As more and more patients are diagnosed with kidney cancer, the role of the advocate becomes increasingly important. Today it includes...

- ✓ Collaborative partnerships with organizations such as Cancer Leadership Council, Foundation for NIH, National Cancer Comprehensive Network, Patient Advocate Foundation, the National Coalition for Cancer Research, Friends of Cancer Research, and various groups concerned with improving the nation's healthcare;
- ✓ Ongoing collaborations with institutions interested in conducting cancer research;
- ✓ Playing a leadership role on various National Institute of Health committees;
- ✓ Participation in various meetings aimed at increasing public awareness of the need for public healthcare improvement and the promotion of research in North America, Europe, Latin America, and Russia;
- ✓ Providing assistance to patients registering for health insurance under the Affordable Care Act;
- ✓ Acting as a resource for financial assistance and support groups; and
- ✓ The establishment of a Monday through Friday nurse telephone hotline offering information about kidney cancer treatment, management of treatment side effects, and physician referrals. The outline is also available via email.

ERASE IT...

ADVOCACY

KidneyCancer

Our vision for expanding advocacy includes:

- ✓ Developing a comprehensive public awareness campaign with collaborative partnerships through public relations, social media, and public service announcements.
- ✓ Identifying and leveraging public awareness efforts from our celebrity endorser, Denise Richards.
- ✓ Recognizing new opportunities for working together with other voluntary health organizations.
- ✓ Continuing to provide the same level of support.
- ✓ Increasing the level of support as patient numbers increase.



"I started researching. I got involved right away with the Kidney Cancer Association because, like so many people, I went to their website and their Facebook page to get more information. And then that led to getting involved with the KCA and going to a KCA conference, where I met a bunch of other survivors."

– Maria Teresa, whose father is a kidney cancer survivor



TOGETHER WE CAN ERASE IT...

We believe our 25th Anniversary Fundraising Initiative to Erase Kidney Cancer will significantly affect the lives of patients, survivors, families, friends, caregivers, the medical community, and society as a whole.

Together we can fulfill our mission to eradicate kidney cancer – leaving behind a fresh slate of hope as the number 10 cancer is erased from the page of peoples' lives.

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TOGETHER WE CAN ERASE IT...

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