



under the  
**MICROSCOPE**

FUNDING CANCER RESEARCH SINCE 1968

Spring 2023



**48TH ANNUAL  
BLOCK PARTY FUNDRAISER**

**LAND BEFORE TIME  
THE EXTINCTION OF CANCER**

HONORING  
**THE KALLICK FAMILY**  
LIFETIME OF GIVING AWARD

SPECIAL SALUTE TO  
**CEDARS SINAI CANCER**

CELEBRATING  
**LOS ANGELES MAGAZINE'S BEST OF LA 2023**

**BEST OF LA 2023**  
*Los Angeles*

**SATURDAY  
EVENING**

**JULY 8, 2023**

**6:00PM**

PARAMOUNT STUDIOS, HOLLYWOOD

**A PLACE FOR ENTERTAINMENT AND CAMARADERIE, WHILE NEVER LOSING FOCUS ON THE GOAL TO CONQUER CANCER NOW!**

On Saturday evening, July 8, 2023 Concern Foundation will host its 48th Annual Block Party on the back lot of Paramount Studios Hollywood. The anticipated sold-out event will again be attended by 4,000 guests with a goal to raise \$2 million dollars for cancer research.

The theme for this year's event will be **THE LAND BEFORE TIME: THE EXTINCTION OF CANCER**. Concern will be honoring the Kallick Family with the Lifetime of Giving Award and saluting Cedars Sinai Cancer for their groundbreaking work focused on conquering cancer. The backlot streets will be filled with plenty of musical and interactive entertainment on multiple stages featuring the Tom Nolan Band on the main stage, D' City Sound & Events on the Yabba Dabba DJ Stage presented by the Hirsch Family Foundation and the Vibrato "Grotto" Grill Jazz stage. Throughout the venue, guests will find photo studios, lounges, casino style gaming, and beauty services provided by Beauty Bus Foundation. One of the highlights of the evening will be the online silent and live auctions sponsored by ZACUTO GROUP that will feature items and packages including one-of-a-kind opportunities, concert and event tickets, restaurants, staycations, golf packages and many other wonderful items donated by our friends throughout the community.

Concern is honored to celebrate The Best of LA 2023® on *Los Angeles* magazine's street for the 17th year, which will feature lounges, photo booths, food stations, DJ dancing and much, much more. *Los Angeles* magazine will once again make a financial contribution to Concern to help further our mission.

Great food and beverages will be found up and down every street including notable mainstays of the Block Party, such as Vibrato Grill Jazz, The Grill on the Alley, Factor's Famous Deli, A.O.C., Fogo de Chao, Someone's In The Kitchen, Dulan's Soul Food, Nobu Malibu, STK, Porta Via, Maria's Italian Kitchen, H & H Brazilian Steakhouse, Milagro Tequila, Deutsch Family, and Pink's Famous Hot Dogs just to name a few. Joining Concern for the first time are Calajo Catering, Brique LA, The Breakfast Club, The Hideaway, Leona's Sushi House, The Village, Firefly and many more joining every day.

Starting from a simple idea back in the early 70's that has grown to become a reality with thousands of moving parts is the one thing that sets Concern's signature Block Party apart from most other organizations in this city.

Please lend your support again this year by being a part of the generation that is making the most significant advancements in eradicating cancer. Your donation today enables us to support young researchers so they can continue to make new discoveries and breakthroughs.

For more information about the Block Party and how you can get involved or become a sponsor or vendor, visit our website at: <https://www.concernfoundation.org/block-party.html>

**IN THIS ISSUE**

Block Party 2023 ..... 1  
 Block Party Honorees - The Kallick Family .... 2  
 Block Party Salute to Cedars Sinai Cancer .... 3  
 Concern in the News ..... 3  
 Tribute Journal Form. .... 4

Auction Donation Form ..... 5  
 2022 Block Party Recap ..... 6  
 Concern in the Community ..... 7  
 Scan to donate.....back cover



**CONCERN  
FOUNDATION**

FUNDING RESEARCH - CONQUERING CANCER



## Meet **THE KALLICK FAMILY** *A Lifetime of Giving*

This year, the Kallick Family will be presented with Concern's "**Lifetime of Giving Award**," a recognition that is long overdue and well deserved for their hands-on involvement and support throughout our community. Deborah, Ivan and their children represent a beautiful legacy of commitment by helping to make our world a better place.

**Deborah Kallick** is the Vice President of Government and Industry Relations at Cedars-Sinai Health System. For the past 23 years Deborah has been responsible for overseeing and coordinating Cedars' public policy involvement at the Local, State, and Federal levels of government. Deborah is a registered lobbyist at the State and Federal levels of government.

She is active in numerous civic and community organizations. She is currently the Board Vice President for Hillel International and the past Board Chair of USC Hillel and Hillel 818. Deborah serves on the Boards of Directors of the Beverly Hills Chamber of Commerce, the Los Angeles Business Council, the West Hollywood Chamber of Commerce, Hillel 818, Hillel at the Claremont Colleges, The Maple Counseling Center, Pitzer College, and the Getty House Foundation.

Deborah received her B.A. from Pitzer College and her MBA from USC.

**Ivan Kallick** has been a practicing attorney in California for more than 40 years specializing in financial workouts and bankruptcy law and practices at Manatt, Phelps & Phillips, LLP, a national law and consulting firm. He has represented and advised a broad range of business stakeholders including debtors, creditors, board members, trustee's creditors' committees, franchisors, real estate enterprises, and large corporate/institutional interests.

Ivan presently serves as a board member of the Concern Foundation, a board member of the Jewish Free Loan Association and is an active hands-on volunteer at Project Angel Food. He was selected and is listed in The Best Lawyers in America, 2008–2023 and was selected as a Southern California Super Lawyer, 2004–2022.

Ivan received his B.S. from UCLA and his J.D. from the University of San Francisco.

Deborah and Ivan have been married for more than forty years and have two grown children, Spencer (Rachael) and Andrew, as well as a loving goldendoodle named Cooper.

**Spencer Kallick** is a partner and Century City office operating partner at Allen Matkins, a full-service California based real estate law firm.

Spencer leads land use entitlement and real estate transactions for the nation's key real estate and business players. As a former assistant city attorney handling land use matters, Spencer leverages his deep understanding of the process and long-standing relationships at the city, county, state, and federal levels, to resolve issues quickly and close transactions smoothly.

Spencer is deeply committed to his community and serves on the Executive Committees of Moishe House and Northwestern Hillel. He also serves on the Advisory Board of the UCLA Ziman Center for Real Estate.

Spencer received his J.D. from Loyola Law School and his B.A. from Northwestern University's Medill School of Journalism.

**Rachael Kallick** is the Vice President of Global Marketing and Communications at Moishe House. In her role, Rachael leads the organization's marketing team to share with the world how Moishe House creates meaningful Jewish experiences for Jews in their 20's. Prior to Moishe House, Rachael has spent more than a decade as a strategic leader in the marketing and advertising industry. Rachael has led client teams for startups, government agencies, and Fortune 500 companies alike.

Rachael serves on the Board of Jewish Family Service Los Angeles and the Temple Isaiah Preschool Parents Association.

Rachael is originally from Santa Barbara, California. She earned her B.A. from Emory University.

Spencer and Rachael have two children, Sloane and Ezra.

**Andrew Kallick** is an entrepreneur and an investor in early stage companies. Andrew presently works for Google and has been with Listen Ventures, a consumer-focused early stage venture capital fund in Chicago for the past two years. At Listen Ventures, Andrew is responsible for connecting with early-stage founders and investors to find, back, and build the brands of tomorrow.

Andrew founded A Good Print ([agoodprint.com](http://agoodprint.com)) which collaborated with influential people (musicians, athletes, and cultural icons) to create modern art prints that raised money for organizations around the world. Andrew is a co-Founder of Branddeo ([branddeo.com](http://branddeo.com)), a brand exploration tool that helps consumers discover new brands and enables smaller brands to acquire new customers.

Andrew received his MBA from the Kellogg School of Management at Northwestern University, his Masters in Design Innovation from the McCormick School of Engineering at Northwestern University, and his B.A. in Journalism from USC's Annenberg School for Communication and Journalism.

# CONCERN FOUNDATION'S SPECIAL BLOCK PARTY SALUTE TO CEDARS SINAI CANCER



**Cedars Sinai Cancer** is a leader when it comes to scientific discoveries that are transforming cancer care far beyond our community, including their integrated clinical services to better meet the needs of highly diverse populations across Los Angeles.

Through an extraordinary level of innovation and collaboration in cancer biology, population science and experimental therapies, they are bringing new hope for longer survival and better quality of life to patients with the most complex and deadly cancers.

Their investigators' focus on maximizing the potential of precision medicine promises to revolutionize cancer science to advance methods of prevention, early detection and personalized therapy.

In addition to serving patients who come to their various locations for the latest treatments across the spectrum of cancer, they also reach out to diverse underserved communities through wide-

ranging research and clinical initiatives dedicated to improving population health and overcoming cancer disparities.

U.S. News & World Report lists Cedars Sinai Cancer as one of the top 10 cancer programs in the nation year after year. Their clinicians, nurses and healthcare workers continue to meet the critical needs of their patients throughout Los Angeles receiving exceptional care, including diagnosis, surgery, radiation oncology, chemotherapy, survivorship services and rehabilitation.

In addition to these accomplishments, the Cedars Sinai Cancer faculty has experienced remarkable growth over the last few years by recruited a large number of outstanding clinicians and scientists to leverage their existing strengths and take on new frontiers in translational medicine.

Concern Foundation is proud to salute Cedars Sinai Cancer at this year's Block Party for their commitment to transforming cancer through research and the major impact that they are making on the health and well-being of patients everywhere.

## CONCERN IN THE NEWS: A new investigational medication might treat brain tumors

**Christian Badr** and **Steven Bensinger**, two cancer researchers funded by Concern Foundation

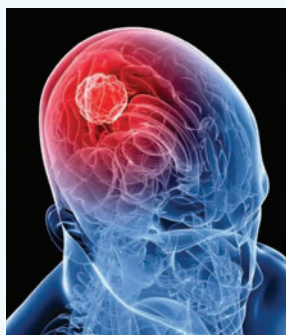
An experimental medication, YTX-7739, has been shown to slow tumor growth and increase glioblastoma cells' susceptibility to anticancer medications.

Researchers are looking for glioblastoma cells that may be candidates for new therapies due to its highly destructive and deadly nature.

To meet their energy demands, cells depend on de novo lipid synthesis, also known as the conversion of carbohydrates to fats.

When given to mice with glioblastoma, the drug delays tumor growth and increases glioblastoma cells' tolerance to anticancer therapies, according to new research published in *Science Translational Medicine*.

SCD converts saturated fatty acids to monounsaturated fatty acids during one step of de novo lipid synthesis. According to **Christian Badr, Ph.D., an assistant professor of neuroscience at Harvard Medical School**, glioblastoma cells depend on the activation of SCD and the availability of monounsaturated fatty acids.



The team conducted a phase I clinical investigation on the anti-glioblastoma potential of an SCD inhibitor, YTX-7739, which can cross the blood-brain barrier and is being evaluated as an oral medication for Parkinson's disease sufferers.

The scientists concluded that the MEK/ERK signaling pathway makes glioblastoma cells more susceptible to YTX-7739, whereas the AMPK

signaling pathway protects them from the loss of de novo lipid synthesis that occurs when YTX-7739 is present.

According to Badr, MEK/ERK and AMPK activities, which may be detected in tumor biopsies, may be predictive biomarkers for patient selection and stratification.

Patients with robust MEK/ERK activity would most likely benefit from YTX-7739, while those with weak AMPK activity would most likely not. "Our findings should also help tailor treatment strategies to maximize therapeutic efficacy.

"Targeting de novo lipid synthesis induces lipotoxicity and impairs DNA damage repair in glioblastoma mouse models,"

Katharina M. Eyme, Alessandro Sammarco, Roshani Jha, Lily Pechdimaljian, Anna Carvalho, Daniel F. Tardiff, Baolong Su, Kevin J. Williams, **Steven J. Bensinger**, Chee Yeun Chung, and **Christian E. Badr**.

The National Institutes of Health, the Defense Department, the American Brain Tumor Association, and the **Concern Foundation** contributed to this work.

# TRIBUTE JOURNAL FORM AND TICKETS

## PREMIER: \$100,000

Reserved tables, 50 Block Party tickets, Full Page Digital Tribute\*, event signage and sponsor name on invitation

## BENEFACTOR: \$50,000

Reserved tables, 36 Block Party tickets, Full Page Digital Tribute\*, main stage signage and sponsor name on invitation

## PLATINUM: \$25,000

Reserved tables, 24 Block Party tickets, Full Page Digital Tribute\* and recognition in publicity materials

## HALL OF FAME DIAMOND: \$13,000

Reserved tables, 18 Block Party tickets, Full Page Digital Tribute\*

## PRESIDENT'S GOLD: \$6,000

Reserved table, 12 Block Party tickets, Full Page Digital Tribute\*

## RESEARCH PATRON: \$3,000

Reserved table, 6 Block Party tickets, Full Page Digital Tribute\*

## FAMILY CONTRIBUTOR: \$1,500

4 Block Party tickets (2 adults and 2 children under 12), no table, Half page Digital Tribute\*

## INDIVIDUAL BLOCK PARTY TICKETS

@ \$400 EACH QTY. \_\_\_\_\_ \$ \_\_\_\_\_

\*Fair market value of each Block Party ticket is \$125.00

## DIGITAL JOURNAL PAGES & LISTING

- Full Page Digital Tribute (15" w X 8" h) \_\_\_\_\_ \$1,200
- Half Page Digital Tribute (15" w X 4" h) \_\_\_\_\_ \$750
- Quarter Page Digital Tribute (7" w X 4" h) \_\_\_\_\_ \$500
- Eighth Page Digital Tribute (3½" w X 2" h) \_\_\_\_\_ \$250
- Friends of Concern (name only) List as: \_\_\_\_\_ \$100

(Please Print) Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Concern Solicitor \_\_\_\_\_  Sorry, I am unable to attend. Please accept my donation in the amount of \$ \_\_\_\_\_

Enclosed is my check made payable to Concern Foundation \$ \_\_\_\_\_  Please charge my:  VISA  MC  AMEX  DISC

Amount \$ \_\_\_\_\_ Acct.# \_\_\_\_\_ CVV \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

## PLEASE MAIL THIS FORM

along with payment and artwork to:

**CONCERN FOUNDATION**

**ATTN: TRIBUTE JOURNAL 2023**

**11111 WEST OLYMPIC BLVD. SUITE 214**

**LOS ANGELES, CA 90064**

or you can submit your tribute and payment  
on-line at [www.concernfoundation.org](http://www.concernfoundation.org) and  
e-mail tribute to [wendy@concernfoundation.org](mailto:wendy@concernfoundation.org)

For further information call: 310-360-6100

LEARN MORE ABOUT CONCERN AT

**[WWW.CONCERNFOUNDATION.ORG](http://WWW.CONCERNFOUNDATION.ORG)**

## PLEASE RE-RUN THE SAME TRIBUTE AD FROM LAST YEAR'S JOURNAL.

**WE ARE CREATING A DIGITAL TRIBUTE JOURNAL THAT WILL BE DISPLAYED ON A CONTINUOUS VIDEO LOOP ON LARGE SCREENS THROUGHOUT THE EVENT.**

If you wish to submit your ad electronically, we accept PDF, EPS, JPEG, INDESIGN OR ILLUSTRATOR files suitable for 1920 x 1080 pixels (aspect ratio 16x9).

You can also send text in a Word document. If your ad includes logos or images, please send them separately as high resolution JPEG or vector files.

Email ads to Wendy Ohye at [wendy@concernfoundation.org](mailto:wendy@concernfoundation.org)

**AD DEADLINE:**

**FRIDAY, JUNE 23, 2023**

\*Rules regarding exempt income for charities require "messages, tributes or acknowledgements" (as opposed to "ads") for the Tribute Journal. Messages may include a corporate logo and/or trademark message, but should not constitute an "ad" for the company. Concern Foundation's Federal ID #23-7002878

# AUCTION DONATION FORM 2023

SILENT & LIVE AUCTION UNDERWRITTEN BY ZACUTO GROUP

## PLEASE PRINT

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact's signature required \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone (day) \_\_\_\_\_ E-mail \_\_\_\_\_

Concern Foundation Contact \_\_\_\_\_

Item(s) \_\_\_\_\_

Brief Description for the online listing: \_\_\_\_\_

\_\_\_\_\_

Do you have any promotional items or pictures to display on the auction site? \_\_\_\_\_

Company Website/Social Media Links \_\_\_\_\_

Any restrictions on this donation? \_\_\_\_\_

Retail Value \_\_\_\_\_ Expiration Date \_\_\_\_\_

**\* Please furnish gift certificates which are valid as of our July 8, 2023 event date**

**Please check one:**  Donation enclosed  To be delivered  Please create certificate

**Please return this form as soon as possible or no later than FRIDAY, June 9, 2023**

**Please send completed form by mail to:**

Concern Foundation, Auction Committee

11111 W. Olympic Blvd. Ste 214, Los Angeles, CA 90064-1842

OR electronically to **megan@concernfoundation.org**

Alternatively, you may scan the **QR code** on the right to complete the form online.



# Record Breaking **2022 Block Party** Successfully Raises **\$2,040,000** FOR CANCER RESEARCH

The 2022 event took place on **July 9, 2022** at its usual site, an unparalleled location – Paramount Studios in the heart of Hollywood. Hosting over 3,000 attendees, the outdoor fundraising event featured multiple stages of live entertainment which included bands/DJs such as Tom Nolan Band, D' City Sound & Events, and the Vibrato Grill Jazz stage. Guest enjoyed lavish food, sumptuous desserts and tasty beverages from over 70 of Los Angeles finest restaurants and caterers.

Throughout the venue, circus and dance acts, photo studios, lounges, and spa services provided by Beauty Bus Foundation entertained a celebratory crowd. While some tried their luck at the casino, others participated in the live and silent auctions underwritten by ZACUTO GROUP that featured items and packages including one-of-a-kind opportunities, concert and event tickets, restaurants, staycations, golf packages and so many other wonderful items donated by our friends throughout the community.

Themed this year as “Back on the Block” Concern celebrated its return to hosting its highly anticipated event in-person following the Covid-19 restrictions of previous years. **The sold-out event hosted nearly 4,000 guests, successfully raising \$2,040,000** for cancer research through ticket sales, donations, and bids on auction items. **This comes as a historic milestone for the foundation crossing the 2 Million Dollar mark in raising funds for cancer research with this event alone.**

To date, the foundation has raised over \$72 Million in salary support for over 1000 gifted cancer scientists studying cancer.

The evening’s guests of honor were humanitarian philanthropists and community leaders **Janet Crown and Steve Robinson**, with the first ever Larry Powell Spirit of Concern Award named after one of the founders of the organization.

For the 16th year, *Los Angeles* magazine has been Concern Foundation’s media partner and in their long-lasting relationship, has donated nearly \$400,000 to Concern Foundation to help conquer cancer as well as featuring their “The Best of LA 2022®” on *Los Angeles* magazine’s Street at the block party.

The Block Party event was led by event chair Lexy Carroll, a fabulous team of volunteers, the Concern office staff, and was designed once again by John Ferdenzi of Town and Country Event Rentals.

The incredible outpouring of friendship, togetherness, love, and support from our donors, sponsors, and vendors after a 2-year absence from being able to be “Back On The Block” in-person made the Annual Block Party fundraiser a truly magical evening to celebrate together once again in a safe environment with one focus in mind, to raise funds to support cancer research to conquer this insidious disease that will touch all of our lives.





## 2022 Holiday Party for Pediatric Cancer Patients and Their Families

This year, our annual holiday party welcomed over one hundred pediatric cancer patients and their families to enjoy a day of dancing, games, crafts, food, animals, presents, and photos with Santa. Paramount Studios was once again our generous host and was incredibly accommodating when we had to move the party into Soundstage 5 last-minute due to rain. The kids started out the day by watching *Paws of Fury* and then made their way to the soundstage, where they were greeted with a snow machine, provided by Event Special Effects, creating a winter wonderland at the entrance.

Adding to the splendor were our magnificent food vendors: The Breakfast Club, Factor's Famous Deli, Fresh Brothers, and Pink's Hot Dogs, our wonderful DJ who got everyone up and dancing, D'City Sound and Event Productions, our therapeutic "petting zoo" including Mini Therapy Horses, the fun photo booth provided by BobaLife/Snap It Studio, and Beauty Bus's pop-up, providing hair braiding, makeup, and glitter tattoos for everyone who wanted it. Our fantastic volunteers ran game and craft stations, helped set up and break down the party, and packed bags of toys for each patient and their siblings. Of course, no holiday party would be complete without Santa and his sleigh, and we were lucky enough to have Brian Kramer Photography with us once again to capture the holiday magic. Our friends at Town and Country Event Rentals worked in conjunction with Paramount to make the space truly beautiful and festive. It was an unforgettable day and a true honor to help brighten the holiday season for pediatric cancer patients and their families. Thank you to every board member, volunteer, donor, and vendor who made this day possible.



## Team Concern Raises Over \$130K at the 2022 Los Angeles Marathon and LA BIG 5K

Concern Foundation joined the 2022 Los Angeles Marathon as an official charity for the fourteenth consecutive year and raised over \$130,000 by its dedicated team!

The LA BIG 5K and Los Angeles Marathon were held on March 19 and 20, and it was a huge success. 10 runners and walkers took to the streets of Los Angeles and conquered the Stadium to the Stars marathon course. The day before the marathon, Saturday March 19, over 95 runners and walkers represented Team Concern at the LA BIG 5K at Dodger Stadium.

Six different organizations came together to support Team Concern and help make the event a success. These included AYA@USC, Beauty Bus Foundation, Cedars-Sinai Wellness, Resilience, and Survivorship Program, Giving From the Heart, The Kevin Cordasco Foundation: Something Yellow, and Sharsheret.

The event was a great opportunity to raise awareness about cancer and the need for continued research. It brought together people from all over the city to run and walk for a great cause. Participants ranged from experienced runners to casual walkers, all with the common goal of supporting cancer research and those affected by cancer. It also provided a chance for cancer survivors to come together and celebrate their triumphs while supporting a cause that is so important to them.

We're so proud of Team Concern and all of the athletes who tirelessly trained and fundraised on our behalf. It's an honor to be chosen as their charity of choice, and we promise that the money raised will be committed to programs for cancer patients, as well as innovative and life-saving cancer research.



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to donate now**

