



under the MICROSCOPE

FUNDING CANCER RESEARCH SINCE 1968

Spring 2016 Volume XXVI



2016 Block Party Dreams Big

On Saturday, July 9, Concern Foundation will host its 42nd annual Block Party fundraiser at Paramount Pictures Studios.

We're thrilled to honor Dr. Peter and Rebecca Grossman as Humanitarians and Community Leaders who are truly making a difference throughout our community and across the world. The Grossmans have established the Grossman Burn Centers and the Grossman Burn Foundation, and we are proud to recognize their important work in restoring the lives of burn survivors by providing comprehensive treatment and support for patients and their families. They are fully committed to Concern and to helping us reach our dream goal of \$2 million dollars.

This year Concern is introducing a new recognition award in honor of its former executive director, Beth Goldsmith, who passed away in November after a courageous 4 1/2 year battle with cancer. Barry and Sue Brucker will receive the first Beth Goldsmith Conquer Cancer Now Heroes Award. With more than 40 years of friendship with Beth, plus their 30 year commitment to Concern, they are the perfect choice for this special honor. Since 2011 Barry, Sue and the Brucker family have personally directed over \$2.7 million to Concern via Aunt Marion Brucker, which indeed makes them true heroes in our quest to conquer cancer.

Each of our honorees deserves to be applauded for their work throughout the community. Their efforts have changed many people's lives, and their support of Concern and our Block Party ensures they will make an even greater impact by advancing live-saving cancer research.

The event's theme, "Fields of Dreams" for a cancer free world, will celebrate a carefree country lifestyle. As always, the evening features multiple stages of live entertainment including the Tom Nolan Band and DJ Dwayne and D' City Sound, casino style games and a live and silent auction featuring one-of-a-kind experiences, in addition to the more than 60 restaurants and caterers who provide delicious food and refreshments all night long.

Los Angeles magazine® returns as our media partner and will bring the Best of LA® 2016. Their street party will be outfitted by many of their sponsors and will include specialty cocktails, photo booths and several interactive displays. With the support of these sponsors, Los Angeles magazine® will once again donate \$25,000 to Concern Foundation.

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A message from Ilyse Teller

Concern Foundation Board Chair

In this my first Board Chair message, I wanted to first thank everyone for their support of Concern Foundation over the years, as well as going forward. We're looking to make 2016 our biggest ever, and hope that everyone joins in our efforts.

You might ask why I wanted to be Chair. Concern has always been close to our family. I attended the Block Party with my parents when Concern began their long stay on Rodeo Dr. In the early '80's, Steve and I became involved with Concern II and have been active ever since. As with many of our friends, we "moved up" to Concern Foundation about 25 years ago. Supporting cancer research has always been important to us, as to most everyone. I would imagine not one of us can say we haven't been touched by cancer—whether personally, or through a family member or close friend. Never did it become so "real" to me as it did ten years ago.

A somewhat routine office visit with my nephrologist (I had donated a kidney to my brother in 1994) led to a "we saw something in a scan" conversation, and later that day I was at USC Norris talking to radiologists. Within a short time and a few tests, my rare and malignant stomach tumor had to come out. The surgery resulted in 80% of my stomach being resected. Fortunately, aside from some daily limitations on what would be considered a "normal" life, I've been ok, thanks in large part to the available treatments then and now.

Being around Norris and City of Hope for years on a regular basis, I've come to even more appreciate all our efforts in raising monies to fund such varied cancer research. While we fund research projects around the world, several of our grants have gone to programs locally. Being around these institutions over the last decade, I've seen doctors and researchers who Concern II funded thirty years ago, as well as those who Concern Foundation has funded over the years and most recently in the last few years. So many of these projects that we provided seed monies for have gained tremendous momentum and achieved research goals to allow them to raise significantly more monies through national and private grants to expand their programs. This is what Concern is about.

So, my brief story, and a little bit of Concern's. Our efforts have been tremendous, but they are not over. I look forward to working with everyone to further our impact on the research community by continuing to fund innovative research to many programs. As you know, or can see from above, you never know when one of those programs might just be the key to curing or putting into remission someone close to you.

Ilyse Teller



CONCERN'S ANNUAL Holiday Party

On December 13, Concern Foundation held its 28th annual Holiday Party for pediatric cancer patients. With over 600 patients and family members in attendance and an exclusive screening of *The Peanuts Movie*, the festive event was a smashing success.

A big thank you to everyone who supported the party with toy donations and volunteer hours. A special thanks to our amazing participants: 3D Cheeze Flip Photos,

Beauty Bus Foundation, Brian Kramer Photography, Factor's Famous Deli, Island Ink, Krispy Kreme Doughnuts, Skinny Pop, Town and Contry Event Rentals, and of course Santa Claus. The event wouldn't have been possible without our wonderful partners at Paramount Pictures Studios. Visit our Facebook page to check out additional photos from this incredible day www.facebook.com/concernfoundation.



Researcher Spotlight

Scientist seeks answers for pediatric brain tumors

Dr. Shahab Asgharzadeh of Children's Hospital LA and the USC Norris Comprehensive Cancer Center recently caught up with Concern Foundation and shared an update about the work he performed with the help of *Concern's Conquer Cancer Now Award* and how that was instrumental to developing his career.

Dr. Asgharzadeh's work focuses on neuroblastomas and other nervous system tumors in children and which types of treatments offer the best long-term results. Some tumors have the ability to hack the body's immune system and create environments that help them grow.

Using the grant from Concern Foundation, Dr. Asgharzadeh was able to learn more about the role of the immune system in those types of tumors and develop a test that can accurately predict if the tumor will respond to conventional therapies. These predictions mean that alternative therapies can be proposed. He is working to identify new approaches for treating children with neuroblastomas and brain tumors through the development of novel immunotherapies that weaken cancer cells and activate the immune system against the tumors.

Dr. Asgharzadeh has come very far since first receiving the *Concern's Conquer Cancer Now Award* in 2010. Today he runs a laboratory at Children's Hospital Los Angeles and the test he developed with Concern's

support is being used in trials that represent over 250 children's hospitals in the United States.

His work on the importance of the immune system's role in tumor growth is widely respected and has even opened a new field of research. The Department of Defense and National Institute of Health have recognized this and have since granted Dr. Asgharzadeh over \$3 million to further study the role of the immune system and immunotherapies, and develop novel tests to accurately predict recurrence of pediatric tumors. The treatments he has developed may have applications in other types of pediatric cancers and in certain types of adult tumors as well.

Concern Foundation is honored to play a pivotal role in the careers of talented researchers like Dr. Asgharzadeh. It is especially rewarding to stay in touch with our grant recipients and see how the Conquer Cancer Now Award helps to pave the way for their future success and makes a lasting impact in the area of cancer research and therapy. We thank you, our donors, for your support of incredibly important projects like this one.



CONCERN FOUNDATION SPRING NEWS

Team Concern Raises a Record \$160K for the LA Marathon!

TEAM CONCERN EST. 1968

Concern Foundation joined the Los Angeles Marathon as an official charity for the seventh consecutive year, and is thrilled to announce a record-breaking \$160,000 was raised by its dedicated team!

This Valentine's Day, 16 runners and walkers took to the streets of LA and conquered the famed Stadium to the Sea marathon course, even braving record high temperatures to boot. Many of our runners were new to Team Concern this year; Team Concern veteran Patrick Baker brought a team of five high school runners all the way from sunny Hawaii. At only 16 and 17 years old, these dedicated athletes ran their very first marathon and finished with flying colors.

Patrick and his team were first introduced to Concern Foundation through our collaboration with the Adolescent and Young Adult Program at USC Norris Comprehensive Cancer Center (AYA@USC). By joining forces with Concern in recruiting runners and raising funds toward the marathon campaign, AYA will

be awarded a \$50,000 grant to support its program which focuses on providing treatment, emotional needs and social support for teens and young adults with cancer.

"It was so great to witness these kids give back and work hard to reach a personal goal. It really was one of the best teaching moments in my 16 year career," says Patrick.

The day before the marathon, Saturday February 13, more than 40 runners and walkers represented Team Concern at the LA Big 5K at Dodger Stadium, the traditional fun run before Sunday's main event. Together, this group of marathon and 5K participants committed to raising funds and awareness to conquer cancer, and collectively raised \$160,000—an all-time high.

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 all of the money raised will be committed to innovative and life-saving cancer research.



Meet our 2016 Block Party Honorees

Humanitarians & Community Leaders: Dr. Peter & Rebecca Grossman



Dr. Peter H. Grossman is a board certified plastic surgeon whose medical practice is divided between cosmetic and reconstructive surgery. He is the Director of the world-renowned Grossman Burn Centers caring for burn-injured patients across the globe. Formerly an expert reviewer by the Medical Board of California, Dr. Grossman has lectured extensively around the United States and the Consumer

Research Council of America listed him among America's top surgeons. Dr. Grossman currently serves as the President of The Los Angeles Society of Plastic Surgeons and is a Clinical Instructor at the UCLA Department Of Medicine. He has been featured on CNN, Oprah, ABC Primetime and Good Morning America among others and was named one of ABC News' Heroes Of The Year in 2003. Dr. Grossman is also the President of The Grossman Burn Foundation, the philanthropic arm of the Grossman Burn Centers.

Rebecca Gray Grossman is currently the CEO of Powerhouse Lux Media, Inc., a multimedia publishing and software development company. She is the Publisher and Editorial Director for *Westlake Magazine* (established in 1992) and *West Luxury Magazine*, two premier west coast luxury publications. Rebecca is also the Chair of The Grossman Burn Foundation and has

developed such programs as their training, treatment and telemedicine initiative and their Stop Violence Against Women Globally campaign. She was honored by The American Heart Association in 2007 at their annual Go Red For Women event and has been featured in a number of books including *Fearless Women - Visions Of A New World and Afghans and Americans United*.

Peter and Rebecca married in 2000 and in 2002 they became the legal guardians for a young girl named Zubaida Hasan who was a burn patient from Afghanistan. Zubaida became like a daughter to the Grossman's and Dr. Grossman performed over fifteen reconstructive surgeries while Zubaida lived with he and Rebecca over a seven year period. A book was written about this journey entitled *Tiny Dancer* (St Martins Press 2005). After learning of the trials and tribulations of loving a young burn survivor, the Grossman's formed The Grossman Burn Foundation, a 501(c)(3) nonprofit in 2006 and strive to partner with organizations both locally and internationally to better provide burn care support, healthcare education and training worldwide. Rebecca and Peter sit on the Department of State U.S. Afghan Women's Council working closely with Vice Chair Laura Bush. Additionally, they remain involved with a number of charitable organizations ranging from autism support to education, the arts and global healthcare initiatives. In 2003 they received the Baha'i Human Rights Award and in 2009, The Bayat Foundation honored the couple with their Humanitarian and Leadership Engagement Award in Washington D.C. They currently reside with their two children (Alexis 11 & Nicholas 9) in Hidden Hills, California.

Beth Goldsmith Conquer Cancer Now Heroes: Sue and Barry Brucker

Sue and Barry Brucker have always shared a deep commitment to public service, community, youth and finding a cure for Cancer. They have been giving their time, knowledge and resources to civic, educational, cultural and humanitarian service organizations since they married almost 34 years ago.

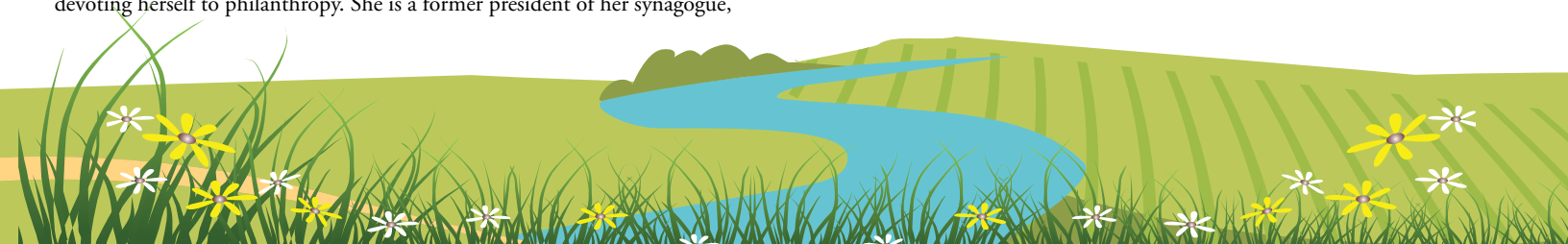
Barry, a former Beverly Hills Mayor, Crisis Response Counselor and an inventor, is a 2nd degree black belt in Hapkido Karate. He prides himself on thinking outside the box and holds 11 US patents. Barry is the President Elect of Temple Emanuel of Beverly Hills and also serves on the boards of Concern Foundation and Camp Newman. After graduating with honors from UCSB, Barry entered the family business and is the president & CEO of an international manufacturer of specialty, digital and security printing inks. Additionally, he's a private consultant, specializing in strategic planning, crisis management and governmental relations. In 1997 Barry made headlines when he ran as a write-in candidate and won a seat on the Beverly Hills School Board. This began his 16-year tenure in public office, including two terms on the Beverly Hills City Council where he served as Mayor in 2008 and 2011. While in office, Brucker championed the first Outdoor Smoke-Free Dining Ordinance, authored the strongest Code of Ethics Ordinance in the State of California, led the City Council to Adopt California's Cutting Edge Environmental Green Building Standards and created the "Beverly Hills Green Team," among many other outstanding accomplishments.

Sue, a New Jersey native, community activist, artist and graphic designer, graduated from UCLA and enjoyed a successful medical sales career before devoting herself to philanthropy. She is a former president of her synagogue,

Temple Emanuel of Beverly Hills, as well as a past president of her children's PTAs. Currently, Sue is proud to serve on the boards of Concern Foundation, A Place Called Home, the URJ (Union for Reform Judaism), Camp Newman and 6 Points Sports Academy, California. Although petite in size, don't be fooled — Sue holds a black belt in Hapkido Karate.

In 1999, Barry and Sue were recognized as the Humanitarians of the Year from the Amie Karen Cancer Fund for their work and dedication to eradicating cancer. Sue was honored by Hadassah Southern California as their 2002 Youth Aliyah Award Recipient. She also received the 2006 Woman of Valor award from Friends of Sheba Medical Center. In 2008, Sue and Barry received the Beverly Hills Purim Ball Community Spirit and Humanitarian of the Year awards. Barry was awarded the 2009 Los Angeles County Democrat of the Year.

The proud parents of Lauren & Josh and Richard & Lindsey, Sue and Barry can't wait for their next role in life...that of grandparents... their first grandchild is due this June.





FIELDS OF DREAMS FOR A CANCER FREE WORLD

TRIBUTE FORM

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 listing 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.# _____ Exp. Date _____ Signature _____

PLEASE MAIL THIS FORM

along with payment and artwork to:

CONCERN FOUNDATION
Attn: Tribute Journal 2016
11111 West Olympic Blvd. Suite 214
Los Angeles, CA 90064

or you can submit your tribute and payment **on-line**
at www.concernfoundation.org and e-mail tribute to
jena@concernfoundation.org

For further information call: **310-360-6100**

Learn more about Concern at www.concernfoundation.org

*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

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

In lieu of a PRINTED TRIBUTE 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 will ONLY accept PDF, EPS, JPEG, INDESIGN OR ILLUSTRATOR files suitable for 1920 x 1080 pixel resolution, aspect ratio 16:9. 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 Jena Brown at jena@concernfoundation.org

AD DEADLINE: Friday, June 17, 2016

FIELDS OF DREAMS FOR A CANCER FREE WORLD

AUCTION DONATION FORM



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 bid sheet _____

Do you have any promotional items (i.e. brochures, pictures, etc) to display at the auction? _____

Any restrictions on this donation? _____

Retail Value _____ Expiration 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, MAY 27, 2016

Please send completed form to:

Concern Foundation, Auction Committee

11111 W Olympic Bl, Ste 214, Los Angeles, CA 90064

Phone (310)360-6100 • Fax (310)473-8300

info@concernfoundation.org • www.concernfoundation.org

Concern Foundation's Federal ID #: 23-7002878. Donations are tax deductible as permitted by law.





CONCERN

ONQUER CANCER NOW

under the MICROSCOPE

UPCOMING EVENTS:

Saturday, April 30, 2016

*Scientific Review Meeting at
Hillcrest Country Club*

Saturday, July 9, 2016

*42nd Annual Block Party at
Paramount Pictures*

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