

WHY I GAVE



Brenda Shivers in 1996

New lecture series

**Donor:** Peter A. Boxer, Dexter, Mich., vice president of development at OtoMedicine Inc. and a former associate director of neuroscience pharmacology at Pfizer Inc.

**Gift:** \$15,500, with an equivalent matching gift from Pfizer

**Purpose:** Create the Brenda D. Shivers Lecture Series at KU's Higuchi Biosciences Center to help KU scientists and invited lecturers share the latest research on neurological and neurodegenerative disorders. The lecture series honors Shivers, Boxer's partner, who graduated from KU in 1973 with a bachelor's degree in science education and in 1978 with a doctorate in cellular physiology. As a senior research associate at Parke-Davis Research Laboratory (now Pfizer), Shivers helped discover novel treatments for Alzheimer's and other neurological diseases. She suffered from multiple sclerosis and left her position in 1998 because of the disease. Shivers died in 2007.

**Why I Gave:** "As a scientist who has spent most of his career seeking treatments for neurological disorders, I understand the importance of researchers sharing their latest findings with fellow scientists. Establishing a lecture series at a first-rate institution like KU's Higuchi Biosciences Center will both further scientific research and honor a loved one."  
— Peter Boxer



Ann, Rud and Jay Turnbull

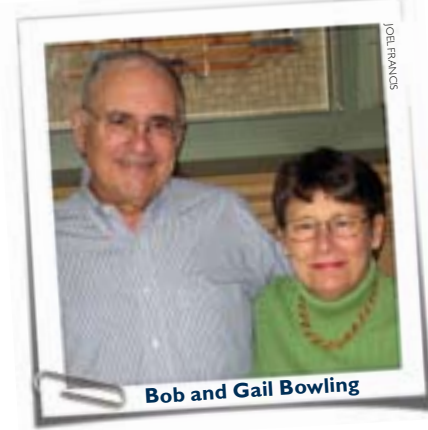
Beach Center fellowship

**Donor:** Rud and Ann Turnbull, Lawrence. The Turnbolls each hold a distinguished professorship at KU and are co-directors of the Beach Center on Disability.

**Gift:** \$26,000

**Purpose:** Create the Jay Turnbull Fellowship, in honor of their son, for doctoral students and researchers affiliated with the Beach Center. As a child, Jay Turnbull, now 41, was diagnosed with intellectual disabilities and autism. Since age 22, he has lived in traditional residential housing with support from family. He works as an office and clerical assistant at the Beach Center.

**Why I Gave:** "We wanted to honor our son, who has multiple disabilities and who has worked at KU for 20 years and been welcomed into this community everywhere he has gone. Also, without the Beach Center and the opportunities provided at this university generally, Ann and I would have had much more restricted professional lives. So we wanted to give back on behalf of ourselves, as well as for our son."  
— Rud Turnbull



Bob and Gail Bowling

Parkinson's research

**Donor:** Robert and Gail Bowling, Overland Park, Kan.

**Gift:** \$100,000, as well as a bequest

**Purpose:** To establish the Robert and Gail Bowling Clinical Research Fund for the study of Parkinson's disease and other movement disorders. Robert Bowling is a longtime Parkinson's patient of Dr. Rajesh Pahwa, the Laverne and Joyce Rider Professor of Neurology at KU Medical Center and director of the Parkinson's Disease and Movement Disorder Center. Pahwa helped pioneer the treatment known as deep brain stimulation, developed to control the effects of Parkinson's disease.

**Why I Gave:** "I was diagnosed with Parkinson's in 1989; by 2001 my medications were no longer effective. I was becoming disabled and began to search for an alternative treatment. I found only one that would relieve several major symptoms without creating a lesion in my brain: deep brain stimulation. I was amazed to find that KU not only offered the surgery but also had performed more procedures than any other hospital I had spoken with. That made for an easy choice, one I feel the benefit of every day."  
— Bob Bowling



Charles Stansifer with James Herynk

Graduate fellowship

**Donor:** Charles Stansifer, KU professor emeritus of Latin American history, Lawrence. He was the first professor in the U.S. to teach a course on the history of Central America.

**Gift:** \$115,000

**Purpose:** Create the endowed Stansifer Fellowship for KU graduate students working on a thesis or dissertation about Central America. Recipients can be seeking degrees in any area of study. The inaugural recipient, James Herynk, is a doctoral student in medical anthropology. He is researching chronic nutritional anemia and its biological and cultural consequences in a Mayan village in Guatemala.

**Why I Gave:** "Since graduate school at Tulane, I've had a strong commitment to Central America, a portion of Latin America often neglected by scholars. After teaching at KU for 42 years, I have a fervent sense of loyalty to KU, a leading center for Central American studies. Also, I consider every donation I make to KU a gesture of respect to my mentor, William J. Griffith, in his time the leading historian of Central America in the U.S."  
— Charles Stansifer



Yoshino and John Harmon in 1959

Humanities scholarship

**Donor:** Chico Herbison, former KU professor of African and African-American studies, now a faculty member at Evergreen State College in Olympia, Wash., and his sister, Tonya Farmer, a Kansas City, Mo., financial advisor and retirement specialist.

**Gift:** \$20,000

**Purpose:** Create the John S. and Yoshino Harmon scholarships to benefit KU Multicultural Humanities Scholars majoring in African and African-American studies, as well as students in American studies. The funds honor the donors' mother and stepfather. Herbison and Farmer's mother and father met during his military service in Japan. Their father was killed in an automobile accident, and later, their mother married John Harmon, a serviceman from Philadelphia. Herbison credits his mother and stepfather for instilling in him the importance of education.

**Why I Gave:** "My sister and I wanted to honor the memory of our parents with a gift that recognizes the accomplishments of KU students. Our mother and father loved Kansas and were so very grateful for the education that their children received here. The scholarships are, as well, a way for me to thank some of the many KU programs and departments that have meant so much to me over the years."  
— Chico Herbison



Cathy Sherman

ONLINE DONOR

Monarch Watch

**Donor:** Catherine Sherman, journalism '73, and Mike Ludwikosky, M.D. '82, Leawood

**Gift:** \$100

**Purpose:** Monarch Watch, an educational outreach program based at KU that provides information on the biology and conservation of monarch butterflies and other pollinators. Since its founding in 1992, Monarch Watch has become an electronically based program that involves more than 2,000 schools, nature centers and other organizations in the U.S. and Canada. An estimated 100,000 students and adults participate in monarch tagging activities each fall.

**Why I Gave:** "We all can help out pollinators, which is a lot of what Monarch Watch does. It's not only research but public involvement. It's so great that they are able to involve children particularly. I thought all this public outreach must cost money. "We can choose plants for our yards that are good for pollinators, and Monarch Watch helps people find out what these are. Fortunately, these plants are usually gorgeous!"

**Why I Gave Online:** "It's easy; I do everything online. It doesn't require a stamp, and I get the instant gratification of printing out my receipt right away."  
— Cathy Sherman

OVERALL GIVING			
November 2007-October 2008			
Giving level	Individual donors	Organizations	
\$1-\$99	17,140	203	
\$100-\$299	14,008	335	
\$300-\$499	2,496	98	
\$500-\$999	2,741	144	
\$1,000-\$4,999	4,642	348	
\$5,000 or more	2,431	428	
<b>Total</b>	<b>43,458</b>	<b>1,556</b>	

ONLINE GIFTS		July-October 2008	
<b>Total giving:</b>		\$	81,288
<b>Average monthly giving:</b>		\$	20,322
<b>Average number of donors/month:</b>			145
<b>Average gift amount:</b>		\$	140
<b>Largest gift:</b>		\$	5,000*

\*Molecular Bioscience Development Fund

FEATURED GIFTS

# The goal is in sight



PHOTOS BY MARK McDONALD

Kansas Gov. Kathleen Sebelius addressed the crowd gathered for the November announcement that the KU Cancer Center had been given the green light to apply for designation by the National Cancer Institute. The governor is a strong supporter of the effort to gain national recognition.

**Two major gifts aid KU Cancer Center's quest for national designation.**

This fall, two gifts provided the KU Cancer Center with additional leverage in its pursuit of National Cancer Institute designation. Behind each gift stood a woman who had faced a cancer diagnosis.

On Oct. 14, The University of Kansas Hospital announced what is believed to be the largest individual gift ever made to a hospital in the

Kansas City area or the state of Kansas. Philanthropist and civic leader Annette Bloch gave \$20 million for cancer services at the hospital.

Bloch publicly acknowledged that she had been treated for breast cancer at the facility this year. She said she hoped her gift would expedite the drive for NCI designation.

The gift will expand and strengthen blood and marrow transplant, radiation oncology and breast cancer imaging. The hospital's cancer program is blended with the KU

Cancer Center, and its cancer services are based in the region's largest outpatient cancer facility, situated in Westwood, Kan., one-and-a-half miles from the main hospital.

The hospital has renamed this outpatient cancer area at the Westwood campus the Richard and Annette Bloch Cancer Care Pavilion. The name also will go on the radiation oncology building on the main campus, south of 39th and Rainbow Boulevard.

Bloch said the funds had been earmarked by her late husband,



Sebelius visits with Dr. Roy Jensen (center), cancer center director and CEO of the Midwest Cancer Alliance, and with former Lt. Gov. Gary Sherrer, chair of the MCA Partners Advisory Board.

Richard, co-founder of H&R Block, to assist cancer patients through the R.A. Bloch Cancer Foundation Fund at the Greater Kansas City Community Foundation. The Blochs have been long-time activists for improved cancer care, establishing the R. A. Bloch Cancer Foundation in 1980.

"Our passion for quality and compassionate cancer care and for Kansas City has come together in this support for KU Hospital's cancer services," Bloch said.

Earlier on the same day the Bloch gift was announced, the KU Cancer Center celebrated a \$1 million gift from a Leawood couple for a new cancer research professorship.

Thirty-two years ago, when Floriene Lieberman was battling breast cancer, no NCI-designated cancer center existed in the Kansas City area. She and her husband, George, traveled from Kansas to the M.D. Anderson Cancer Center in Houston for treatment.

"There is a huge difference between having to get on a plane when you are sick, hurting and scared, and then staying in a hotel room, versus being comfortable in your own surroundings," Lieberman said. "It makes a difference in fighting the disease."

The couple's gift will establish the Floriene and George Lieberman Family Professorship, which will fund a leadership faculty position in the Phase I clinical trials program. The program tests new drugs coming out of the laboratory for cancer patients.

**About NCI designation**

The KU Cancer Center announced Nov. 13 that it had secured a place in line to apply for designation by the National Cancer Institute. KU will formally apply in September 2011 and expects to learn whether or not it has earned designation by May 2012. It is currently one of 20 centers applying for the designation. The cancer center is expected to generate more than 9,000 jobs and produce more than \$1.3 billion annually in economic activity.

Today, 64 institutions hold NCI designation. These institutions:

- are recognized by the National Cancer Institute for scientific excellence and extensive resources focused on cancer and cancer-related problems;
- are a major source for the discovery of the biology of cancer and of the development of more effective approaches to cancer prevention, detection and treatments;
- have access to leading-edge clinical trials and special research funds available only to such centers.

The Midwest Cancer Alliance Partners Advisory Board, a group of regional hospitals and research centers, advances the pursuit of NCI designation by demonstrating the collaboration of key research and education institutions. The board assists with strategic planning in an advisory capacity.



Annette Bloch with KU Hospital CEO Bob Page

**Gift:** \$20 million

**Why I Gave:** "I have been all over the country advocating for cancer patients, and there is something special about the hospital's services, this facility and the people who work here. It is wonderful that patients in Kansas City can receive quality cancer care in their own community. I have experienced their skill and compassion firsthand, and I wanted to give them the resources to do more through these incredible services."

— Annette Bloch



Floriene Lieberman

**Gift:** \$1 million

**Why I Gave:** "It is my hope and dream that within a very few years we will be a comprehensive, NCI-designated cancer center and we will get the newest in the way of clinical trials. I base that hope on getting some of the best doctors and researchers. We already have many of them in our community."

— Floriene Lieberman