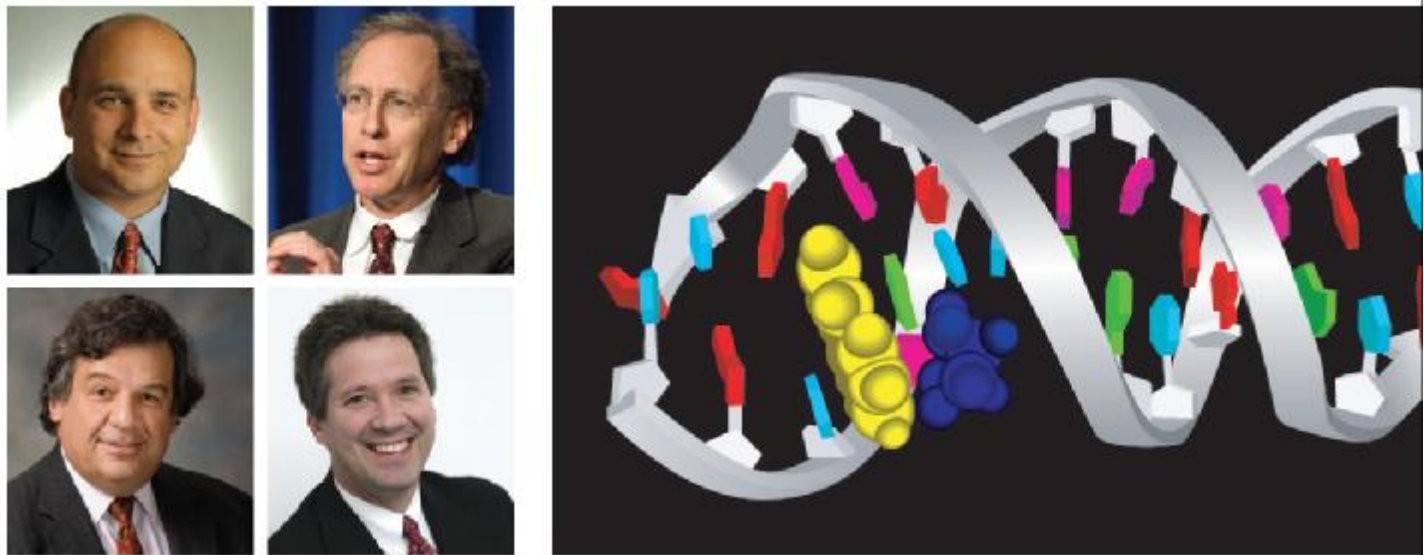


FIFTEEN YEARS OF PROGRESS

Leveraging Resources
Accelerating Discovery
Inspiring Hope



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PCa Research: Now and Then

Prostate Cancer Research In 1993	Prostate Cancer Research TODAY
<p>No promising medicines in the pipeline</p> <p>\$27 Million in federal funds</p> <p>Three dedicated research labs</p> <p>Two SPORE Grants</p> <p>Two new clinical trials per year</p> <p>No Tissue Banks for research</p> <p>Four U.S. research career slots</p> <p>No published research in nutrition</p> <p>Three nations with research centers</p> <p>2,500 articles about prostate cancer</p>	<p>More than 30 promising new pipeline medicines</p> <p>\$550 million in federal funds</p> <p>200 dedicated research labs</p> <p>11 SPORE Grants</p> <p>More than 60 new clinical trials per year</p> <p>Multiple tissue banks with 20,000-plus samples</p> <p>850 nutrition papers published</p> <p>\$20 million for nutritional research per year</p> <p>18 nations with research centers</p> <p>36,00 published last year</p>

Leveraging Dollars for Prostate Cancer

Human Capital

From what *Forbes* called “a research backwater” in 1993, the prostate cancer field—because of interest and funding generated by the PCF—has attracted more than 1,000 medical scientists into prostate cancer research. The PCF now plays a part in 90 percent of the field’s published research—a human capital contribution exceeding \$100 billion.

Social Capital

Fragmented and underfunded in 1993, the community of medical institutions actively pursuing a prostate cancer cure—and applying their findings to other deadly diseases—has grown to include virtually every major cancer research center in North America, and dozens more worldwide. In 1993, it was rare for men to get life-saving screening tests; today, because of PCF awareness programs, more than 60 percent do.

\$350⁺ Million

**Prostate Cancer
Foundation**

Incalculable

Social Capital

\$100 Billion

Human Capital

\$10 Billion

Financial Capital

Investment Portfolio

\$1,000,000

Challenge

ADOPT A TEAM Fund a team of established scientists for three years to find near-term benefits to patients suffering from prostate cancer today.

\$225,000

Young Investigator

ADOPT A YOUNG SCIENTIST Support three years of potential breakthrough research on a specific target by an exceptional young talent.

\$100,000

Creativity

ADOPT AN IDEA Fund an intense one-year inquiry into one of 20 daring ideas identified by the PCF that could lead to a pivotal discovery—an idea that might not otherwise attract traditional funding but could change the face of cancer research.

\$75,000

Prodigy

SEND US A GENIUS Underwrite a year of career-launching “blue sky” work by a high-potential emerging researcher nominated by leaders of the world’s most important cancer organizations.

\$5,000

Recognition

SHOWCASE BRILLIANCE Reward the best cancer research articles that bring brilliant new ideas to the attention of the PCF and the entire oncology community.

Venture Philanthropy

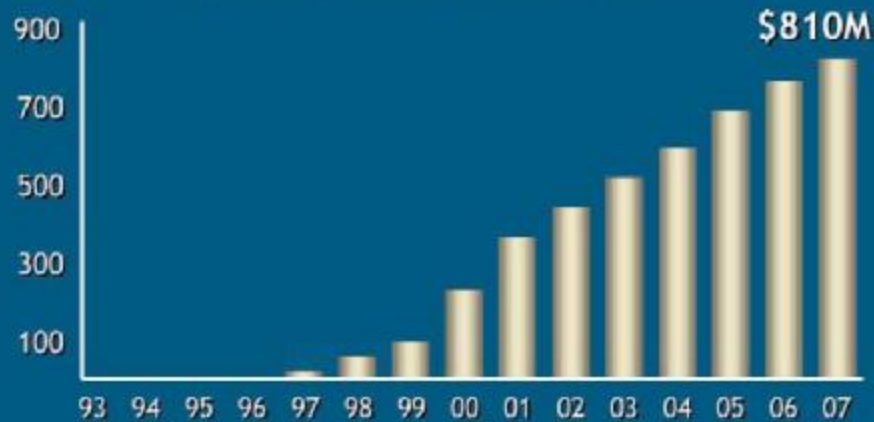


- Venture philanthropy was conceived in the 1990s, when venture capitalists were having great success financing and growing Web start-ups. The idea was to apply tactics that create value in the business sector to the social sector. Grant makers began considering scalability and financial sustainability, taking seats on nonprofit boards and requesting monthly or quarterly performance updates to assess the need for follow-on financing.
- It marked a shift in thinking from philanthropy as a charitable donation to philanthropy as a form of investment

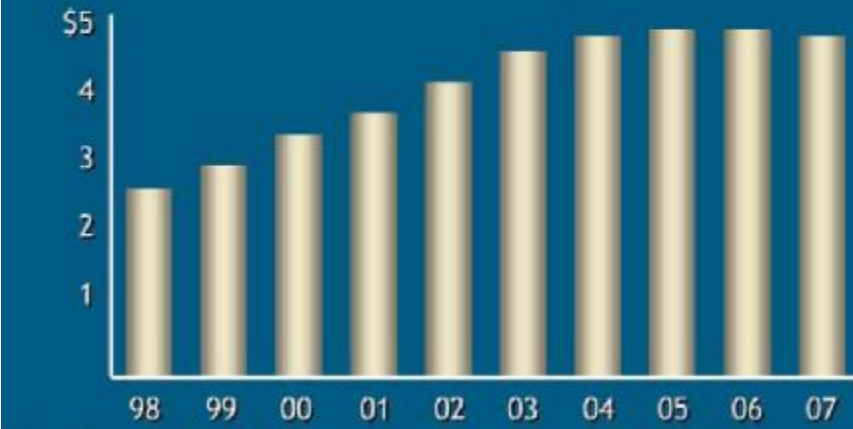
NY TIMES, Sept 2008

Stimulating Government Funding

**U.S. Defense Department
Prostate Cancer Research Program**
(\$US millions - cumulative spending)

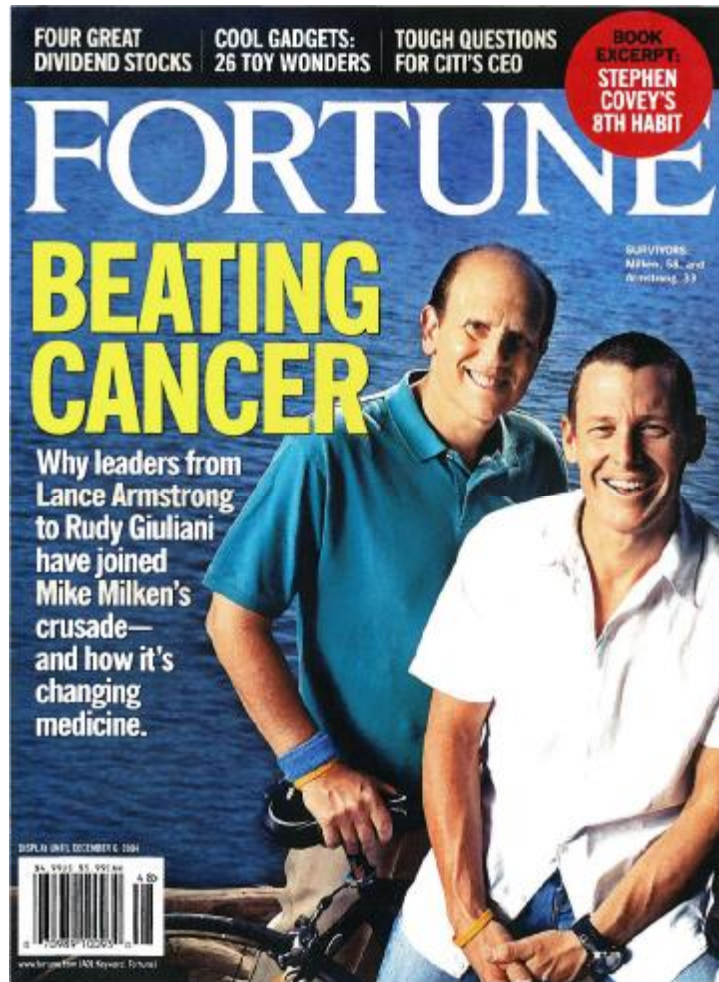


National Cancer Institute Budget
(\$US billions)



Source: National Institutes of Health

Venture Philanthropy in Detail



- Venture philanthropy (sometimes referred to as "philanthrocapitalism") takes concepts and techniques from [venture capital](#) finance and high technology business management and applies them to achieving philanthropic goals.
- Venture philanthropy is characterized by:
 - § Willingness to experiment and try new approaches.
 - § Focus on measurable results: donors and grantees assess progress based on mutually determined benchmarks.
 - § Readiness to shift funds between organizations and goals based on tracking those measurable results.
 - § Giving financial, intellectual, and human capital.
 - § Funding on a multi-year basis - typically a minimum of 3 years, on average 5-7 years.
 - § Focus on capacity building, instead of programs or general operating expenses.
 - § High involvement by donors with their grantees. For example, some donors will take positions on the boards of the non-profits they fund.
- There are three models for engaging in venture philanthropy. The first is traditional foundations practicing high-engagement grantmaking. The second is organizations which are funded by individuals, but all engagement is done by professional staff. An example of this type of venture philanthropy is the [Robin Hood Foundation](#) in [New York City](#). The third is the partnership model, in which partner investors both donate the financial capital and engage with the grantees. Most of these are pass-through funds (i.e. they do not have an endowment, but rather grant out all the money they are given annually). An example of this model is the Silicon Valley in [San Jose, California](#).
- Some other examples of venture philanthropy foundations include , [The Children's Investment Fund Foundation](#) (CIFF), [NewSchools Venture Fund](#), [Acumen Fund](#), and [New Profit Inc.](#)

(WIKIPEDIA ENTRY)

Accelerating Science



By creating a collaborative community of 1,400+ researchers at more than 100 major medical research centers in 16 countries – and removing bureaucratic and regulatory barriers – the PCF has been speeding scientific discovery for 15 years.

Metrics of Philanthropic Success

- **Lives saved: Death Rate Reduction**
- **New Clinical Trials**
 - § Number of novel ideas and patients involved in clinical trials
- **New Discoveries by Citation Index (Google Scholar)**
- **Number of New Institutions and New Investigators working on the problem**
 - § Number of new careers launched
- **Total Number of Advocates**

