

# Narrative

The University of Texas MD Anderson Cancer Center's 80th Anniversary Celebration Concert (Outstanding Fundraising Program, More than \$2 Million)

**Description of fundraising program, including fundraising goal, net funds raised, time element, staff and volunteer involvement and impact on overall agency budget**

In March 2022, The University of Texas MD Anderson Cancer Center celebrated 80 years of **Making Cancer History**<sup>®</sup>. The 80th Anniversary Celebration Concert was held March 24, 2022 at the Toyota Center in Houston paying tribute to MD Anderson's faculty, staff, patients, survivors, volunteers and supporters. It raised more than \$10.7 million to support rare cancer research initiatives, surpassing the initial goal of \$8 million. The net profit of this signature event was \$7.5 million, which was allocated directly toward rare cancer research at MD Anderson.

Chaired by Don Sinclair, member of MD Anderson Cancer Center Board of Visitors, and his wife Suzie, of Houston, and Jeffrey and Diana Foskett of The Woodlands, the one-of-a-kind concert came to fruition after two and a half years in the making and two rescheduled dates due to COVID-19. This massive undertaking required collaboration across multiple MD Anderson divisions, including Development, Institutional Affairs, Strategy and Business Development, and the President's Office, as well as with Houston-based production company Ward & Ames Special Events. MD Anderson Cancer Center Board of Visitors member Gregg Falgout and his wife, Jo Lynn, hosted a VIP reception for 300 top guests and donors, as well as select musical guests including the Commodores, the night before to garner excitement for the concert to come.

The brainchild of Jeffrey, the event came to life as a result of his personal cancer journey. Lauded as a vocalist, musician and arranger, Jeffrey earned his credentials playing pop classics with The Beach Boys. In 2018, Jeffrey began struggling to hit notes, and in early 2019, he was diagnosed with anaplastic thyroid cancer, a rare malignancy. He was given mere months to live by his doctors at a different institution. Jeffrey underwent thyroid cancer surgery near his home in California, and nerve damage from that surgery at a different institution paralyzed one of his vocal cords, effectively ending his singing career. Shortly after, he sought a second opinion at MD Anderson, where his team devised a treatment approach that reduced his cancer. "That's why I'm using my voice today in a different way: to tell people about MD Anderson," Jeffrey says. "Because if it wasn't for their doctors, I wouldn't still be here. And I might not have a voice at all." Because of MD Anderson, Jeffrey lived to meet his grandson.

The star-studded event featured Jeffrey's friends from the industry. The Beach Boys, Todd Rundgren, Christopher Cross, The Commodores and Generation Radio (featuring Jay DeMarcus of Rascal Flatts and Jason Scheff of Chicago) all came to play as a show of support for their dear friend. The event was emceed by Jeffrey's best friend, actor John Stamos. Approximately 3,000 donors and employees were treated to a four-hour private concert. Stamos shared personal anecdotes about the time he spent visiting Jeffrey while he was undergoing treatment at MD Anderson. The evening came full circle when Jeffrey joined Stamos on stage to sing a few notes — his first in public since undergoing lifesaving surgery at MD Anderson.

Other highlights of the evening included brief remarks from Peter WT Pisters, M.D., president of MD Anderson, Rosanna Morris, chief operating officer, and Welela Tereffe, M.D., chief medical executive. Stamos invited several employees to come up on stage to talk about their role at the

organization. Members of Jeffrey's care team joined Stamos on stage, and attendees were able to witness the special bond they shared with Jeffrey. All of the evening's talent signed a white guitar, which was presented to Dr. Pisters on stage. This guitar will be featured in a prominent place on MD Anderson's campus as a reminder of the resiliency of our patients. Stamos closed the event with these words: "Thank you MD Anderson for saving our friend's life."

Marilyn Scaria, program manager, Strategic Communications, MD Anderson, developed the design concept for the 80th anniversary. She formulated the concept around the science of sound after learning of Jeffrey's story. (Aike) Mohd Jamaluddin, senior communications designer, worked alongside Scaria to create the final design. Here are some insights that led to the concept's creation: *Sound is a vibration. It happens when energy disrupts a constant medium like air. Cancer has always been a constant. The early rumblings of our sound began when MD Anderson opened its doors. 80 years later, our sound is carried out in our mission to end cancer. 80 years of innovation and breakthroughs are represented by 80 lines in the design. The shape of the sound wave is an abstract representation of our growth and scientific discoveries throughout the years. This concept represents a timeline of our achievements and the voices of our patients, caregivers, faculty, staff, donors and volunteers. MD Anderson began disrupting the constant by improving outcomes for the patients we serve. For 80 years, MD Anderson has formed our sound, and we are making it heard. MD Anderson is **Making Cancer History**<sup>®</sup>.*

This event would not have been possible without the help of 75 employee volunteers and the more than two years of planning and work done by MD Anderson's Special Programs and Events team who spearheaded the execution from start to finish. Attendees were so moved by the programming, that several donors gave a collective total of more than \$2 million that evening.

### **Description of originality, inventiveness and impact on fundraising goal**

The 80th Anniversary Celebration Concert's original fundraising goal was \$8 million. The event exceeded expectations, raising more than \$10.7 million to support rare cancer research at MD Anderson. The institution has held milestone events over the years, but none of them have been in a concert format. By leveraging the full arsenal of talent from across MD Anderson and our volunteer base, we were able to pull this event off successfully despite numerous obstacles.

Weaving Jeffrey's story throughout the programming (by featuring his story in the program, sharing his story on video and bringing Jeffrey up on stage to sing) allowed us to fully humanize the impact that cancer has on people everywhere. His vulnerability in sharing his journey as an anaplastic thyroid cancer survivor resonated with all of those who have and will be touched by cancer in their lifetime.

Unique pods were designed for guests to have a front-row seat to the evening's entertainment. These pods, which were placed on the floor of the Toyota Center, allowed donors to host their guests for the evening. Additionally, the food and beverage company at the Toyota Center agreed to donate half of their proceeds from purchased food from the event – back to MD Anderson.

The high point of the evening for the audience, which included cancer patients and their caregivers, was to see Jeffrey on stage singing again after being told he could not and then strapping on his guitar for the closing act of The Beach Boys. Just a few short years before, he

had been told he only had a limited amount of time to get his affairs in order. Jeffrey's story was a vote of confidence for the cancer survivors and their loved ones in the audience.

Thanks to Jeffrey and his experience at MD Anderson, several donors gave a collective total of more than \$2 million at the event that evening. In total, more than \$10.7 million was raised, and the total cost/dollar was .30 cents.

### **Evidence of volunteer involvement and leadership**

Volunteer involvement and leadership was prevalent in every aspect of the 80th Anniversary Celebration Concert. In an effort to engage donors, MD Anderson Cancer Center Board of Visitors (BOV) and the Advance Team were called upon throughout the planning process to invite friends and family to the event, and 50% of the BOV and Advance Team donated to the event. Don Sinclair, member of the BOV, served as the Executive Event Chair, along with his wife, Suzie. Don was involved in event logistics, attended venue walkthroughs and provided pivotal guidance during the planning stages. More than 1,000 MD Anderson employees were able to attend the event when donors donated back their tickets.

Jeffrey called upon his friends in the music industry to provide talent for the evening, which they did for a reduced fee. Additionally, Jeffrey volunteered his time to share his story as a cancer patient. He made himself available for interviews for print, digital and multimedia pieces to be shared with internal and external audiences. As a rare cancer survivor, Jeffrey's story helped shed light on the critical need for more funds to support rare cancer research initiatives.

MD Anderson's leadership was heavily involved, appearing in many key roles. Dr. Pisters gave remarks during the event thanking guests for attending and sharing a high-level overview of plans for the next phase of MD Anderson's history. Morris and Tereffe also gave remarks. Volunteer employees, many who had an integral role in MD Anderson's COVID-19 response, were invited up on stage to share their *why*.

Mark Zafereo, M.D., professor of Head and Neck Surgery and one of Jeffrey's doctors, was heavily involved in the planning of the event. Dr. Zafereo was able to gather Jeffrey's doctors to appear in a video, which was played during the event. Jeffrey's care team also agreed to come up on stage. MD Anderson faculty go above and beyond when it comes to caring for their patients.

Finally, 75 volunteer employees helped the event run smoothly behind the scenes. Volunteer duties ranged from showing guests which entrances to use, helping attendees locate their seats and lounge-areas and greeting guests as they arrived. This event was a truly collaborative effort that would not have been possible without the volunteer involvement and can-do attitude from MD Anderson's leadership.

MD Anderson's 80 years of innovation and breakthroughs were made possible by faculty, staff and volunteers that are the heart and soul of this organization. We are so thankful for the grateful and courageous patients, just like Jeffrey, and their families who are willing to share their cancer journey with others in the hopes that one day, we can all live in a world that is cancer free. For 80 years, MD Anderson has formed our sound, and we are **Making Cancer History**<sup>®</sup>.

See MD Anderson's 80th Anniversary Celebration Concert highlight video [here](#).

# Letters of Recommendation



June 3, 2022

**Association of Fundraising Professionals  
Greater Houston Chapter**

Dear National Philanthropy Day Award Committee Members:

I recently learned that The University of Texas MD Anderson Cancer Center's 80th Anniversary Celebration is being nominated as a candidate for the Association of Fundraising Professionals Outstanding Fundraising Program for events that raised more than \$2 million.

My wife, Cherie, and I were guests of Don and Suzie Sinclair, who served as event co-chairs with Jeffrey and Diana Foskett. We are both very inspired by MD Anderson's mission to end cancer and the impact of the role it serves in Texas, across the nation and around the world. The 80th Anniversary event was an impressive presentation of how MD Anderson takes on this important task; it was truly "brought to life" when the attendees heard Jeffrey's story about being a grateful patient and his treatments at MD Anderson for his very rare cancer, anaplastic thyroid cancer.

Jeffrey is a singer, songwriter and record producer best known as a member of The Beach Boys. After having unsuccessful surgery and treatment at another renowned medical institution, he and Diana made the decision to come to Texas from California and go to MD Anderson for treatment, which now has him cancer free. At the 80th event, Jeffrey joined his doctors and medical team on stage to illustrate the passion the team has for MD Anderson's mission and to show their appreciation and affection for their very special patient — Jeffrey.

I was honored to be there. It was so impressive to see the time, effort and dedication that went into this event by all the outstanding MD Anderson staff and volunteers who made the evening possible. Cherie and I were so moved by the festivities that we made a significant donation that helped the event surpass its original goal of \$8 million and ultimately surpass \$10.5 million.

Cherie and I emphatically endorse the nomination of MD Anderson's 80th Anniversary Celebration for the Association of Fundraising Professionals' Outstanding Fundraising Program award and hope that you will give this nomination your highest consideration.

Respectfully,



Alan Hassenflu  
Chairman & CEO  
Fidelis

JOHN L. NAU III

POST OFFICE BOX 2743

HOUSTON, TEXAS 77252-2743

May 26, 2022

Association of Fundraising Professionals  
Greater Houston Chapter

Dear National Philanthropy Day Award Committee Members:

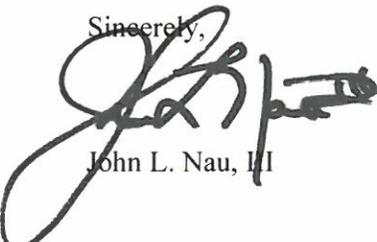
I am delighted to endorse The University of Texas MD Anderson Cancer Center's 80th Anniversary Celebration for Outstanding Fundraising Program (more than \$2 million funds raised category). As I think about the many lives this institution has helped save, I hope that you will give this nomination your highest consideration.

I have a personal understanding of the cutting-edge work MD Anderson does and the deep impact that it has on so many lives. The 80th Anniversary Celebration was a remarkable way to applaud the progress made since MD Anderson first opened its doors to patients. As an attendee at the event, I was delighted and gratified to see how the countless hours of hard work and planning by MD Anderson staff and dedicated volunteers resulted in such a tremendously successful event. During the course of the evening, the event surpassed its initial fundraising goal of \$8 million to reach a total of \$10.5 million. Attendees were so moved by the evening's programming that it inspired participants to give on the spot to support rare cancer research initiatives at MD Anderson.

It was a privilege to witness the lifesaving therapies in action. Jeffrey Foskett, and his wife, Diana, served as co-chairs of the event. Jeffrey is a singer, songwriter and record producer (best known as a member of the Beach Boys) *and* an anaplastic thyroid cancer survivor thanks to MD Anderson. His cancer journey was intricately woven through every aspect of the event calling attention to this rare and largely fatal cancer; his vocal cords were damaged during treatment at another hospital before he made the decision to come to MD Anderson. Highlights of the evening included a feature on Jeffrey's care team and several MD Anderson staff were brought on stage to share why they enjoy working for the organization. The most touching part of the evening was hearing Jeffrey sing a few notes, which was made possible by the world-class medical treatment provided by the organization.

Beyond raising money, this milestone celebration humanized MD Anderson's mission, which is to end cancer in Texas, the nation and the world. I enthusiastically endorse MD Anderson's nomination for this prestigious award and hope that you will join me in supporting the nomination.

Sincerely,



John L. Nau, III

# Bios

(short and long)

## The University of Texas MD Anderson Cancer Center's 80th Anniversary Celebration Concert

### Short Bio

On March 24, 2022 The University of Texas MD Anderson Cancer Center celebrated 80 years of advancing its mission to end cancer. Since opening its doors more than eight decades ago, MD Anderson has cared for hundreds of thousands of patients facing cancers both common and uncommon. The World Health Organization defines rare tumors as those occurring at a frequency below six cases per 100,000 individuals annually. But collectively, rare tumors account for 25% of all cancer cases and cancer deaths. MD Anderson provides care for such a high volume of patients that certain rare tumors — such as glioblastomas, sarcomas, neuroendocrine tumors and inflammatory breast cancers — are not rare to us. The 80th Anniversary Celebration Concert was the brainchild of Jeffrey Foskett, an American singer, songwriter and record producer best known as a touring and studio musician for The Beach Boys. As a rare cancer survivor, he enlisted his friends and industry contacts to be a part of the evening's entertainment, help raise awareness for rare cancers and give back to MD Anderson. Because of Foskett's leadership with this event, funds raised will help advance research into rare cancers and help MD Anderson end cancer in all of its forms.

### Long Bio

The University of Texas MD Anderson Cancer Center celebrated 80 years of **Making Cancer History**<sup>®</sup> on March 24, 2022 with a celebration concert benefiting research initiatives in rare cancer. Held at the Toyota Center in Houston, the one-of-a-kind concert was emceed by actor John Stamos and raised \$10.7 million, surpassing an initial goal of \$8 million. Guests were treated to the sweet sounds of artists The Beach Boys, Todd Rundgren, Christopher Cross, The Commodores and Generation Radio (featuring Jay DeMarcus of Rascal Flatts and Jason Scheff of Chicago).

Executive event chairs were Suzie and Don Sinclair, together with Diana and Jeffrey Foskett. Jeffrey is an American singer, songwriter and record producer best known as a touring and studio musician for The Beach Boys. He also is an MD Anderson patient and survivor of anaplastic thyroid cancer, a disease that affects just one or two people per million per year in the U.S. The brainchild of Jeffrey, the 80th Anniversary Celebration Concert was aimed at raising awareness and funds for rare cancers in support of Jeffrey and other cancer patients with rare cancers.

The World Health Organization defines rare tumors as those occurring at a frequency below six cases per 100,000 individuals annually. But collectively, rare tumors account for 25% of all cancer cases and cancer deaths. At MD Anderson, we diagnose and treat 5,000 patients with rare cancers each year. In fact, we provide care for such a high volume of patients that certain rare tumors — such as glioblastoma, sarcomas, neuroendocrine tumors and inflammatory breast cancers — are common cases here.

Because MD Anderson experts see so many patients and are skilled in diagnosing exceedingly rare cancers, we have been able to expand our repository of banked specimens (tumor tissues donated by our patients). This means we have a catalog of rare cancers we can use to create new

cell lines and new disease models that are so critical to developing more effective therapies. Collaboration with the Rare Cancer Research Foundation now enables patients with rare cancers who undergo surgery anywhere in the U.S. to contribute tumor samples directly to MD Anderson to advance research.

Rare cancers are an important component of MD Anderson's growing effort to combine DNA sequencing of patients and tumors, microbiome analysis and immune profiling at unprecedented molecular depth. This approach allows us to apply large-scale assessments of genetic variations found in each patient and each tumor, leading to better and more precise scientific insights, new drug development and, ultimately, more effective, individualized care for patients with rare cancers.

Since opening its doors 80 years ago, MD Anderson has cared for hundreds of thousands of patients, with cancers both common and uncommon. The \$10.7 million in funds raised at the 80th Anniversary Celebration Concert will advance our research into rare tumors, benefitting patients like Jeffrey and helping MD Anderson end cancer in all of its forms.

# JPEG Images



# Budgets

(event and operating)

# The University of Texas MD Anderson Cancer Center

## MD Anderson 80th Anniversary

### Outstanding Fundraising Program Application

#### Program Budget

Revenue	
Individual Contributions	\$8,055,689
Foundation Contributions	\$2,028,280
Corporate Contributions	\$589,995
In-Kind	\$95,000
<b>Total Revenue</b>	<b>\$10,768,964</b>
Expenses	
Venue	\$215,993
Event Operations; event design & execution/event management & oversight	\$647,732.80
Entertainment	\$363,707.99
Food & Beverage	\$753,148.82
Audio Visual Production	\$609,112.10
Video Production	\$43,925.00
Décor	\$102,540.00
VIP Reception	\$276,347.88
Printing	\$184,301
MISC	\$2,862
<b>Total Expenses</b>	<b>\$3,199,671</b>
<b>Net Profit of Fundraising Program</b>	<b>\$7,569,293</b>
<b>Cost Per Dollar</b>	<b>\$0.30</b>

The University of Texas MD Anderson Cancer Center  
Annual Operating Budget (FY21)

Outstanding Fundraising Program Application

Organization Revenue	
Individual Contributions	\$75,454,655
Foundation Contributions	\$44,009,927
Corporate Contributions	\$13,150,657
In-Kind Donations	\$69
Organizations	\$5,830,067
Trusts and estates	\$50,175,573
Net patient revenue	\$4,712,140,838
Grants and contracts	\$656,041,767
State-appropriated general revenue	\$119,993,749
Auxiliary income	\$23,141,380
Other income	\$150,636,619
Investment and other non-operating income	\$1,881,576,876
<b>Total Revenue</b>	<b>\$7,732,152,177</b>
Organization Expenses	
Research	\$885,067,016
Instruction, academic support and public service	\$318,598,887

Patient care	\$3,318,539,363
Facilities and depreciation	\$580,006,043
Institutional support, auxiliary and other	\$189,155,390
Allocation to capital plan (For future projects to replace and improve facilities and technology)	\$2,440,785,478
<b>Total Expenses</b>	<b>\$7,732,152,177</b>
<b>Net Profit</b>	<b>\$0</b>