

ONWARD

FALL 2019



ELLE INSPIRES

A teen and her town come
together for Doernbecher



On the cover: Elle Fischer, Doernbecher patient and fundraiser

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ONWARD

THE OHSU FOUNDATION MAGAZINE
A publication for friends and supporters of OHSU /// FALL 2019

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“It’s the thought that counts.”

How many times have we all heard that line? It’s a simple concept, but profound because of its absolute truth. I’m fortunate to see powerful examples every day of how thoughtful gifts of all sizes are driving OHSU and Doernbecher Children’s Hospital exponentially forward in their key mission areas of research, education, clinical care and community outreach.

Giving is a highly personal activity. For every donation, there is a story. Over the past year, I’ve been fortunate enough to hear many of those stories in person. There are patients who want to give back to a place that helped them through a health crisis. Families who want to honor a loved one and save other lives. Alumni who care deeply about the institution that launched their careers. People fascinated by groundbreaking science who know investments in OHSU and Doernbecher drive innovation. All have distinct and meaningful reasons about why they choose to be so generous.

In this issue of *ONWARD*, we share two diverse stories of donors who believe it’s important to give back. Paul



Welcome to **ONWARD**

Casey is 91, grew up during the Depression, spent his career as a science teacher, and inherited his family's devotion to philanthropy (his uncles founded UPS). Elle Fischer is a teenage girl who loves horses, has endured 11 surgeries since birth, and sells lemonade and mistletoe to raise money for Doernbecher. Two different people, two different life paths, but a major thread connects Paul and Elle: their desire to help an institution that has deeply touched their own lives.

The other wonderful thing about giving: No matter the size of the gifts, they all have an impact — and they compound. Our six-year ONWARD OHSU fundraising campaign has surpassed the \$1.8 billion mark toward a \$2 billion goal. That's an impressive number, but far more impressive are the achievements your giving is driving at OHSU and Doernbecher.

We launched the ONWARD campaign to put unprecedented philanthropic power behind the biggest ideas and toughest challenges OHSU is tackling in health care. And as your dollars have

been put to work throughout this campaign, we've seen big results. In this issue, we call out just a few of the recent accomplishments your generosity has helped make possible; it would take a much bigger publication to highlight them all. Please know this: Because of you, more groundbreaking research is occurring at OHSU than ever before. More patients' lives are being saved. More top students are choosing OHSU as the place they want to train to become tomorrow's scientific and health care leaders. More people throughout Oregon are reaping the benefits of being associated with the state's only academic health center.

There's no end to what we can accomplish together. Thank you for your enthusiastic support that continues to push us ONWARD.

Matt McNair
President, OHSU & Doernbecher Foundations



ELLE INSPIRES

A teen and her town come
together for Doernbecher

We've all heard the saying: *When life hands you lemons, make lemonade*. One remarkable teen girl has embraced that sentiment quite literally — and has raised thousands of dollars for OHSU Doernbecher Children's Hospital in the process.



FOURTEEN-YEAR-OLD ELLE FISCHER was born with hemifacial microsomia, a rare condition that affects the development of the lower half of the face, including the ears, mouth and jaw. In Elle's case, her left jawbone is severely underdeveloped, making it difficult for her to eat, breathe and speak.

From her earliest days as a baby in the neonatal intensive care unit (NICU), treating her condition has required long stays at OHSU Doernbecher Children's Hospital. She has undergone 11 surgeries to expand her jaw. Throughout it all, Doernbecher has retained a special place in Elle's heart — so eight years ago, she decided to start giving back to the place that has done so much for her.

This is the story of Elle's philanthropy, in her own words.

When did you first have the idea to raise money for Doernbecher?

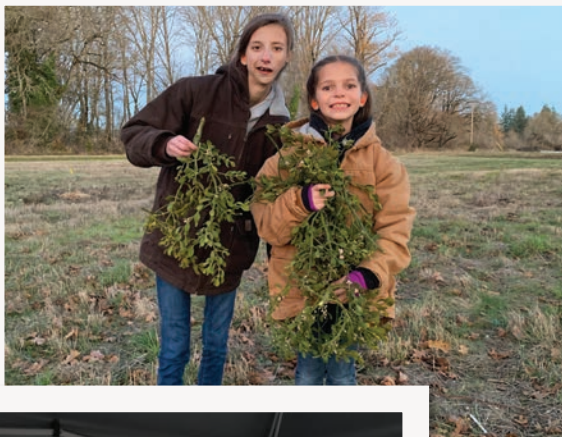
I was 6 at the time, and some kids in my cul-de-sac decided to set up a lemonade stand. I thought, "Instead of spending the money I make, I want to give it to Doernbecher so they can buy a stuffed animal for another little kid like me." There were seven kids helping out with the stand, and we made \$7 that day. So that first year, I ended up raising \$1 for Doernbecher. I made sure to give it to them on my next visit.

After that, you moved your lemonade stand downtown. How did that come about?

I knew I needed to be in a place where more people would see the stand, and my mom has an office right downtown in Silverton. There's a big festival every year with a parade, so I said, "Let's set up the stand right by the parade and see how it goes." That year, I made \$300, which was a huge increase from the previous year!

It's really snowballed from there, hasn't it?

Yes, those first few years not many people knew about what I was doing. But I was featured in the newspaper and on the radio, and that helped create awareness. Now there are people who come back year after year, and we've gotten some local businesses to match my donations. My parents match whatever the stand brings in as well. Since I've started fundraising, we've raised around \$12,500. I'm really proud of that number.



/// Top: Elle and sister Cora (right) after a day harvesting mistletoe to sell during Silverton's annual tree lighting ceremony; Above: Elle mixes a batch of lemonade for one of her Doernbecher fundraisers. Below: Elle and her grandmother Debi collect donations.



And you've expanded beyond lemonade, too.

Yeah, about three years ago, we were driving past this giant oak tree that was covered with a plant I didn't recognize. I asked my dad what it was, and he said it was mistletoe. "Like the stuff you hang in your house?" I asked. My dad used to sell mistletoe when he was a kid so he could buy Christmas presents for his family — and that gave me the idea to sell it at our town's annual tree lighting ceremony. At the time, there weren't any vendors selling anything, so I was the first. It's become quite an event now.

How have your fundraising efforts been received by the community?

They've been great. It seems like everyone who stops by knows someone who's been touched by Doernbecher in some way. It's really nice to sit and listen to all their stories.

Why do you feel like it's so important to support Doernbecher?

Because they do so many great things to help kids like me. And they've never been like, "Oh, here's another patient." They make you feel special and cared for. I can't tell you how many doctors and nurses have told me, "You got this. You can do it!"

Besides that, they do so many fun things to make the hospital a better place for kids. They have a whole room filled with games and toys, people playing music, therapy animals, arts and crafts, even bingo games you can play right from your bed. There were some visits where I was actually kind of sad to leave!

What do you hope that the money you raise will do for other kids?

I hope that they can use it to develop new treatments and help find a cure for diseases like cancer. I also hope they can use it to continue hiring great people to work there. And of course, stuffed animals are always awesome!

READ MORE >>>>



/// Elle with her family —
mom Angela, dad Ryan and sister Cora



I know that last year, some of my donation went toward building the Rood Family Pavilion, so that families can have a place to stay when their child is in the hospital. That means a lot to me, because when I was a baby in the NICU, my parents stayed in an RV in the Doernbecher parking lot. It's nice to know there are better options now.

What would you tell someone who's considering raising funds for Doernbecher?

I'd say go for it, because you've got an opportunity to make a kid's day! I'd also recommend setting up somewhere other than a quiet cul-de-sac. Advertise the heck out of it, and keep it simple.

When you're not raising money for Doernbecher, what do you like to do in your free time?

I love riding my horse Trooper, I like to read, and I play a ton of sports. This year I'm on the volleyball and swim team. I also play guitar. Oh, and I've got a big lip sync battle coming up at school, so I've been busy practicing for that.

Any words of advice for kids who are facing treatment at Doernbecher?

Yes! Try not to be scared — Doernbecher is a great hospital. It's a happy, joyful place with a staff that really cares about you. 🍊

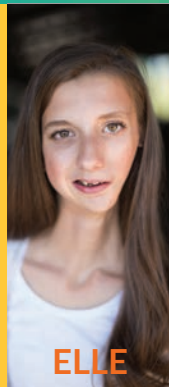
If you'd like to support Elle, she'll be selling her mistletoe on Friday, Dec. 6, at the Silverton tree lighting ceremony at Town Square Park from 6-8 p.m.



**Doernbecher kids are strong.
Optimistic. Resilient. Fearless.**

Learn more about Elle and meet Eli, Macario and Ella — three more kids whose lives were saved by OHSU Doernbecher Children's Hospital. Your support makes these stories possible.

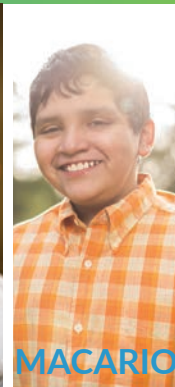
OnwardOHSU.org/kids



ELLE



ELI



MACARIO



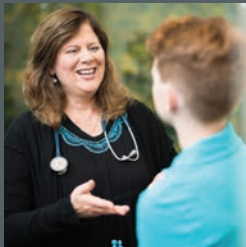
ELLA

ONWARD and Upward



\$2 BILLION OVER SIX YEARS to transform science and redefine health care.

An audacious goal, and we're nearly there — thanks to you.



Our ONWARD OHSU campaign began in 2014 and has stirred the passions of thousands of donors who care deeply about OHSU and Doernbecher Children's Hospital's key mission areas of education, research and clinical care.



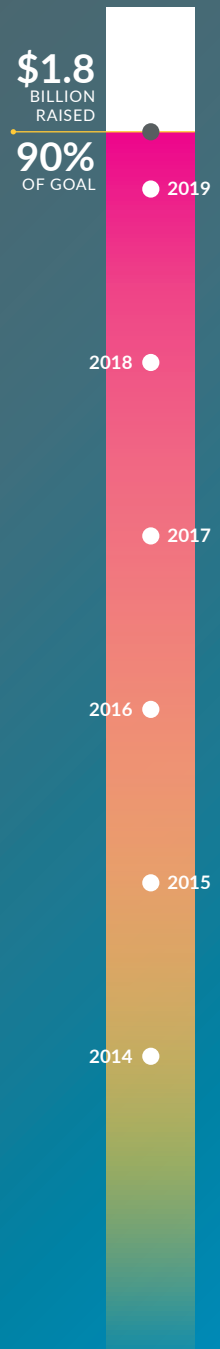
Our shared goal is to make discoveries faster, save more lives and give hope to millions around the world. Here in the Northwest, your generosity ensures that patients receive the latest treatments and the very best care, today and in the future, as OHSU trains the next generation of health care providers who will serve our communities.



You'll find much more about the inspiring scientists, care providers, patients and students benefiting from philanthropic support on our website, OnwardOHSU.org.

In the meantime, here is just a small sampling of the pioneering work the campaign has helped move forward this year.

[READ MORE >>>>](#)



/// Gary and Christine Rood with family members at the opening of the Gary & Christine Rood Family Pavilion at Portland's South Waterfront.



CAPITAL PROJECTS

Rood Family Pavilion supports families far from home

On April 12, 2019, philanthropists Gary and Christine Rood helped cut the ribbon to formally open the Gary & Christine Rood Family Pavilion. The five-story building serves thousands of families who must travel long distances to OHSU and Doernbecher Children's Hospital.

The building at Portland's South Waterfront has 76 guest rooms priced affordably for families of adult patients and free for Doernbecher families. Kitchens, laundry and recreation spaces complete this home away from home. Funds to build the facility came entirely from private contributions.

New southern Oregon facility expands partnership for rural health

The Collaborative Health Center in Klamath Falls — a joint OHSU and Sky Lakes Medical Center venture — will open in December, marking the next stage of a partnership to improve health in rural communities. Sky Lakes and OHSU are working together to better serve rural Oregonians through interprofessional collaboration among

local health care professionals and OHSU medical students and residents.

Philanthropy has been a major driver of funding for the center.

The four-story building will house multiple programs, including OHSU's Campus for Rural Health, offering every OHSU student a meaningful educational and training experience in a rural Oregon community.

RESEARCH, EDUCATION AND CLINICAL CARE

Casey Eye Institute is global leader in gene therapy

In August, Casey Eye Institute treated its 100th patient with gene therapy and continues to expand access to clinical trials of gene therapy for inherited eye diseases.

Casey is one of only seven sites in the U.S. offering the first FDA-approved gene therapy treatment for a rare genetic disease that causes severe vision loss from infancy and often leads to blindness. The treatment, called Luxturna™, improved the vision of more than 90 percent of the people who participated in clinical trials.

/// Sky Lakes Collaborative Health Center in Klamath Falls, Oregon, nears completion.





/// Gordon Mills, MD, PhD, Wayne and Julie Drinkward Endowed Chair in Precision Oncology and Director of SMMART Trials

Remarkable results for OHSU breast cancer therapy

A new precision oncology approach pioneered at OHSU is attacking metastatic cancer in a new way — with stunning results so far.

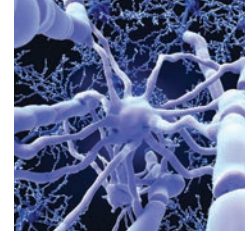
The SMMART program — which stands for Serial Measurement of Molecular and Architectural Response to Treatment — gives patients a combined drug treatment based on their individual genetic makeup. Ongoing tests monitor patients' tumors for resistance to the drugs, allowing doctors to rapidly adjust treatment when needed. In a pilot study with metastatic breast cancer patients, 70 percent of participants had an exceptionally positive response.

The program has now expanded to include patients with advanced pancreatic cancer. In the future, it will include patients with leukemia and advanced prostate cancer.

OHSU breakthrough gives new hope for treating MS

Researchers at OHSU have developed a compound that stimulates the repair of the protective sheath — called myelin — that covers nerve cells in the brain and spinal cord. The

breakdown of myelin that occurs in multiple sclerosis slows or blocks electrical signals in the brain from reaching the eyes, muscles and other parts of the body.

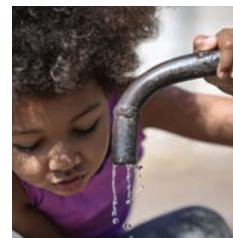


The compound restored the myelin in mice with minimal side effects. Clinical trials with humans are next.

The research was almost entirely funded through philanthropy. The Laura Fund, a research innovation fund for multiple sclerosis, was created by Dan Wieden and named for his daughter Laura, who was diagnosed with MS in 1995.

OHSU-PSU School of Public Health takes on health equity

Funding by the Ronald W. Naito MD Foundation is helping the OHSU-PSU School of Public Health expand its health equity and public education mission. A new health equity fund will provide ongoing support to researchers working to understand health disparities in our society



— including underlying social, structural and environmental factors. The investment also ensured a reboot of the school's popular Public

Health Portland Style lecture series. Held in pubs and other informal locations, the series inspires public engagement with complex public health questions.

Ongoing philanthropy from other sources provides scholarships and supports students, particularly first-generation scholars and other traditionally underserved students.

READ MORE >>>>



Doernbecher clinical trials test new treatments for deadly disorder

Doernbecher clinical trials are offering new options for children with a devastating genetic



disorder called spinal muscular atrophy, which causes weakness and wasting and is the leading genetic cause of death in infants.

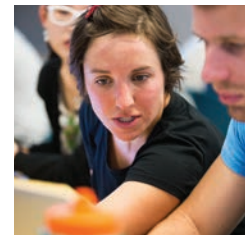
Erika Finanger, MD, researches the disorder and leads the clinical trials at OHSU. One ongoing trial is testing the long-term benefits of an FDA-approved drug. First trials of the drug showed improved motor skills and longer survival of children with SMA. Another trial, just completed, led to FDA approval of a gene therapy for SMA.

Philanthropy, especially from the Cole Parker Randall Foundation, has given vital support to Dr. Finanger's SMA work.

Philanthropy gives vital boost to talented young scientists and students

Philanthropy provides crucial support to early-career scientists and helps fund the dreams of students pursuing careers in medicine and research. Here are just a few examples:

- The OHSU Faculty Excellence & Innovation Awards:* This new program is supported by the Silver Family Innovation Fund. It provides substantial bridge funding to recruit, retain and empower talented early- and middle-stage investigators as they develop research programs that eventually secure sustained funding from federal grants. A total of \$750,000 over three years per award enables researchers to pursue projects that promise large potential impact.
- Jonathan D. Lewis Scholars Program:* This program focuses on teaching the skills of “translational” research, where fundamental discoveries in the laboratory are developed into new therapies or methods used in clinical practice. The program supports students and professionals throughout their education and career, from high school summer interns to college undergraduates, PhD and MD-PhD students, and early-career scientists.
- Hildegard Lamfrom Research Scholar Awards:* This program supports early-career scientists who show exceptional promise. The awards provide \$100,000 over two years to cover direct research costs, along with mentoring and professional development. ■



New building will double access to eye care

/// Above: Architectural rendering of the Elks Children's Eye Clinic at the OHSU Casey Eye Institute /// Right: Construction of the clinic

CONSTRUCTION WORK IS CONTINUING

on the Elks Children's Eye Clinic, a 60,000-square-foot building that will double the OHSU Casey Eye Institute's capacity to serve patients and provide the necessary space for Casey's world-leading research to end preventable blindness.

The building, adjacent to Casey's current building on the OHSU Marquam Hill campus, will be the nation's first free-standing eye institute for pediatric patients. It will also house Casey's pioneering programs in ocular gene therapy, macular degeneration research and treatment, advanced imaging technology and more. And it will significantly expand Casey's ability to conduct clinical trials on promising vision therapies.

The building is scheduled to open in late summer 2020. The building name honors the Oregon State Elks Association and the Elks Youth Eye Service for their



decades-long support of the Casey Eye Institute and the lead gift that is helping this new building become a reality. The facility is being funded entirely through philanthropy, and we are nearing our \$50 million fundraising goal, thanks to many people like you.

For more information and to learn how you can help, contact Sarah Nevue, senior director of development, at nevue@ohsu.edu or 503-552-0683. ■



PAUL CASEY CARES DEEPLY ABOUT THE OHSU CASEY EYE INSTITUTE. Not a surprise: His family name is on the building. But you can't fully understand the "why" of Paul's generosity toward the institute without learning where he comes from. It's a story of loss and luck. Inventiveness and determination. Grit and gratitude.

Paul's grandfather, Henry Casey, was an Irish immigrant who died young in the early 1900s after unsuccessful efforts to mine silver in Nevada and find gold in Alaska. Paul's father Harry quit the sixth grade and joined older brother Jim, just a young teenager himself, to become the family's breadwinners. They worked six days a week for a combined \$6 to help support their widowed mother and two younger siblings.

/// Left: Paul Casey at Lewis & Clark Law School, where he received an honorary degree in 2019 /// Below: Paul Casey (right) with his father Harry on Harry's 100th birthday. /// Facing: The four founders of UPS (from left to right) George Casey, Jim Casey, Charles Soderstrom and Everett McCabe



"They knew what it was like to survive as a family and have tough times and make the best of it, and that I always admired," Paul said.

Jim Casey, an entrepreneur even as a boy, saw an opening in message and package delivery. After a few years of testing his ideas, he established a new business in 1907 — the American Messenger Service — that operated out of a small basement room in downtown Seattle. Today, that renamed business — United Parcel Service — is the world's largest package delivery company.

Harry Casey left the messenger company to his brothers Jim and George, and created his own path — first as foreman of a Ford car part assembly plant in Portland, and then as owner of the first Ford car dealership on the east side of Portland. But even though the brothers diverged professionally, they and their sister were unified in their desire to help others, and support causes of importance to them.

"My father had a great saying: 'The world is a big storehouse of treasure, and you take out only what you can put back in,'" Paul recalled.

The Casey Eye Institute was one of the beneficiaries of that generosity. Harry was a

“

I've enjoyed my life and tried to follow along my dad and Jim's principles, helping to provide for people not as fortunate as we were. I'm proud this legacy is being carried on by my children, too. /// PAUL CASEY

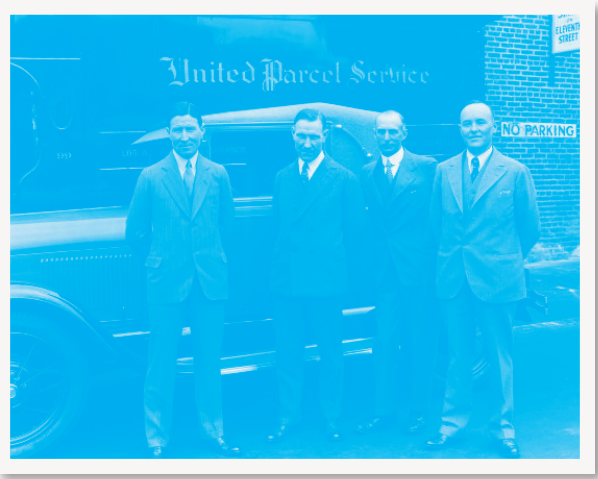
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member of the Oregon State Elks Association, which established the Elks Children's Eye Clinic nearly 70 years ago, decades before a formal eye institute was opened by OHSU. Harry loved children. That passion to help kids — coupled with his connection to the Elks, and the visionary inspiration of OHSU ophthalmologic leaders Kenneth Swan, MD, and Frederick “Fritz” Fraunfelder, MD — led him, with his sister Marguerite, to make a generous gift in 1991 that helped construct the Casey Eye Institute, named in honor of their brothers.

Paul picked up where his father left off. He and his children, Tim, Maureen and Mike, led a successful matching campaign that raised money to fund an eye research floor in the OHSU Biomedical Research Building. Inspired by Phil and Penny Knight's cancer fundraising challenge at OHSU, Paul established the Paul H. Casey Chair in Ocular Oncology, held by Casey Eye Institute Director David J. Wilson, MD, that is propelling the institute's leadership in treating cancers of the eye.

“Paul Casey and his family launched the Casey Eye Institute on an amazing trajectory, and their continued support has been critical to our success in creating a truly world-class clinical and research facility,” said Dr. Wilson. “Paul's personal interest and steadfast faith in us is so inspiring. When we reach our ambitious goal of ending preventable blindness, it will be because of Paul's leadership and support of the missions of the institute.”

“I've enjoyed my life and tried to follow along my dad and Jim's principles, helping to provide for



people not as fortunate as we were,” Paul said. “I'm proud this legacy is being carried on by my children, too.”

Last summer, at age 91, Paul made another significant gift that will help take Casey's genetic research and gene therapy clinical care to the next level; the Paul H. Casey Genetics Division in the new Elks Children's Eye Clinic under construction on Marquam Hill will provide far more space for research, clinical trials and patient treatment in a field where Casey already is a worldwide leader.

“Having been a science teacher, I'm particularly interested in continuing to advance efforts to find cures for various ailments,” Paul said. “The results Casey Eye Institute is getting are so encouraging. I'm always excited to see how well they are regarded nationally and throughout the world.”

“I like feeling I'm a part of the Casey Eye Institute. I can't think of a finer institution to help.” ■



OHSU Foundation
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SHINE ON.

**Eli's body was full of cancer.
Now he's full of life.**

At age 2, Eli faced a rare cancer almost never seen in kids that age. Fortunately, OHSU Doernbecher Children's Hospital was ready to meet the challenge.

At Doernbecher, Eli's team turned the world's latest research into an innovative treatment plan and helped Eli beat cancer. Today he's a happy, healthy 5-year-old who loves baseball, family and building things.

Your support powers this lifesaving care for families across the Northwest. **Please make a gift to Doernbecher today.**



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CHILDREN'S**
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