



The Immunotherapy Promise™



The Immunotherapy Promise™

A groundbreaking, collaborative campaign bringing together the Cancer Research Institute, the leading nonprofit funder of immunotherapy research internationally, with the Israel Cancer Research Fund, North America's largest nonprofit dedicated to supporting Israeli cancer research.

WHAT IS IMMUNOTHERAPY?

Immunotherapy is a form of cancer treatment designed to empower a patient's own immune system to detect and eliminate cancer cells anywhere in the body. New immunotherapeutic approaches have been used effectively for Hodgkin lymphoma, melanoma, lung, kidney, and bladder cancers, with clinical trials under way for more than 25 other types of cancer. Patients who respond to treatment have a higher likelihood of a sustained response since the immune system's memory leads to longer-lasting protection.

THE PARTNERS

WHY CANCER RESEARCH INSTITUTE?

Since 1953, Cancer Research Institute (CRI) has exclusively funded research to fuel discovery on how the body's immune system can be used to attack all types of cancer. CRI-supported research has laid the foundation for the development of nearly all immunotherapy drugs.



HOW WILL IT WORK?

A joint review panel consisting of members of CRI's Scientific Advisory Council—which includes three Nobel Prize winners and which is led by Dr. Jim Allison, named one of TIME's 100 most influential people for his pioneering work in cancer immunotherapy—and ICRF's blue ribbon Scientific Review Panel will meet annually to vet and recommend funding for the most deserving immunotherapy investigations across the State of Israel.

WHY ISRAEL CANCER RESEARCH FUND?

Israel is a major source of innovation and discovery in the understanding and treatment of cancer. Israel Cancer Research Fund (ICRF) was established in 1975 to support cancer research in Israel, where funds remain scarce, leaving too many promising investigations in need of funding.



THE BENEFITS



**MOST PROMISING AREA
OF CANCER RESEARCH**



EXPERT VETTING



**TIGHT OVERHEAD
CONTROL**

The Basics of Immunotherapy

For years, surgery, chemotherapy, and radiation therapy have been the most widely used forms of cancer treatment. These options involve removing or directly attacking the tumor in order to kill the cancerous cells, slow their growth, or stop them from spreading. However, these conventional treatments are usually ineffective in patients with very advanced stages of cancer, and can damage healthy cells in the process, frequently leading to abrasive side effects including hair loss, fatigue, and potential long-term health risks.

In the last decade, immunotherapy has emerged as an increasingly promising cancer treatment option. Recent research breakthroughs and clinical successes in treating patients with immunotherapy have brought it to the forefront of the medical community.

Much of the excitement about new immunotherapeutic approaches stems from their ability to extend survival and, in some cases, even cure patients with advanced cancers that have failed to respond to conventional treatments. Clinical studies have shown that immunotherapy can be effective in treating cancers of the bladder, kidney, lung, lymphoma, and melanoma, with promising clinical trials under way for more than 25 other types of cancer.

The immune-related side effects of immunotherapy are different from those caused by conventional treatments, and while immunotherapy is not without its risks to patients, doctors have learned how to identify early warning signs of adverse reactions and have developed ways to treat and reverse harmful side effects. Since the immune system remains active after treatment, many patients who respond experience durable, longer-lasting protection. This combination of effectiveness in treating advanced cancers and a more durable response are key factors in the rise of immunotherapy's popularity.

Immunotherapy was most famously in the news in 2015 in relation to former US President Jimmy Carter. Radiation and surgery were being used to treat President Carter's melanoma, but as the disease began spreading to his liver and brain, doctors recommended immunotherapy, as immunotherapy can be used in combination with conventional treatments. In March of 2016, seven months after beginning his course of immunotherapy, Carter announced that he was "cancer-free" and would no longer require treatment.

President Carter's response was remarkable—and melanoma is among the cancers most responsive to immunotherapy—but with many people showing improvement across cancer types and with an increased focus on research, analysts predict that immunotherapy will become the backbone of treatment for 60% of cancers over the next decade.



THE BENEFITS



ALL CANCERS



SYNERGISTIC
WITH OTHER
THERAPIES



POTENTIAL
TO CURE



Some Frequently Asked Questions

ABOUT THE PARTNERSHIP

What is the The Immunotherapy Promise™ all about?

The Immunotherapy Promise™ is a groundbreaking, collaborative campaign bringing together the leading funder of immunotherapy research internationally with North America's largest nonprofit dedicated to supporting Israeli cancer research.

Who is the Cancer Research Institute (CRI)?

Since 1953, Cancer Research Institute (CRI) has exclusively funded research to fuel discovery on how the body's immune system can be used to attack and ultimately cure all types of cancer. CRI-supported research laid the foundation for the development of nearly all immunotherapy drugs.

Who is Israel Cancer Research Fund (ICRF)?

Israel is a major source of innovation and discovery in the understanding and treatment of cancer. Israel Cancer Research Fund (ICRF) was established in 1975 to support cancer research in Israel, where funds remain scarce, leaving too many promising investigations in need of funding. Over the last years, ICRF has awarded in excess of over \$60 million to leading Israeli cancer researchers.

What is unique about the CRI/ICRF partnership?

The Immunotherapy Promise™ is a first-of-its-kind initiative dedicated exclusively to identifying and funding the most promising immunotherapy research being conducted in Israel, a world-wide leader in immunotherapy research. Israel has dozens of award-winning cancer researchers, including Nobel Prize winners, who have made various breakthroughs in the treatment of cancer. Unfortunately, private sector support is simply not commensurate with the quality of Israeli science, and every year many promising research proposals go unfunded.

How do you determine which scientists to fund? How does the selection process work?

A joint review panel consisting of members of CRI's Scientific Advisory Council—which includes three Nobel Prize winners and which is led by Dr. Jim Allison, named one of TIME's 100 most influential people for his pioneering work in cancer immunotherapy—and ICRF's blue ribbon Scientific Review Panel will meet annually to vet and recommend funding for the most deserving immunotherapy investigations across the State of Israel.

Who are some of the other researchers and scientists involved?

Among the scientists funded by ICRF are Drs. Avram Hershko and Aaron Ciechanover, the first Israelis to win a Nobel Prize in the Sciences. Their discovery of the Ubiquitin System led to the development of Velcade®, a breakthrough drug used globally to fight multiple myeloma. In addition to Dr. James Allison, CRI's Scientific Advisory Council contains three Nobel Prize winners and 26 members of the National Academy of Sciences,

Some Frequently Asked Questions (Cont.)

ABOUT IMMUNOTHERAPY

What is immunotherapy? Why is it getting so much attention?

In the last decade, immunotherapy has emerged as an increasingly popular treatment option. While modern oncological immunotherapy has been around since the mid-20th Century, recent breakthroughs have brought it to the forefront of the medical community. Cancer can disguise itself to the immune system, so the human body needs a boost in order to more effectively identify and fight the disease. Immunotherapies work by harnessing the power of the immune system, which can then recognize and fight the cancer itself.

Immunotherapy was most famously in the news in 2015, when, after a course of more standard treatments, immunotherapy was used to treat US President Jimmy Carter's metastatic melanoma. In March of 2016, seven months after beginning his course of immunotherapy, Carter announced that he was "cancer-free" and would no longer require treatment.

President Carter's response was remarkable—and melanoma is among the cancers most responsive to immunotherapy—but with many people showing improvement across cancer types and with an increased focus on research, analysts predict that over the next decade, immunotherapy will become the backbone of treatment for most cancers.

What types of cancers can immunotherapy treat?

New immunotherapeutic approaches have been used effectively for Hodgkin lymphoma, melanoma, lung, kidney and bladder cancers, with clinical trials underway for more than 25 other types of cancer.

How effective is immunotherapy compared to other treatment options?

Immunotherapy can "train" the immune system to remember cancer cells. Clinical studies on long-term overall survival have shown that beneficial responses to cancer immunotherapy treatment are durable—that is, they can be maintained even after treatment is completed.

This combination of fewer and more manageable side effects and a more durable response are key factors in the rise of immunotherapy's popularity.

Does immunotherapy have any side effects?

Since the immune system fights cancer cells specifically, there tend to be fewer and less severe side effects than are typically seen with traditional chemotherapy or radiation. Side effects are usually related to stimulation of the immune system and include minor to moderate symptoms like rash, itching, and fever. Of course, major conditions similar to autoimmune disorders can occur, and, in some rare cases, there have been deaths. In most cases, side effects can be reversed with treatment.

Some Frequently Asked Questions (Cont.)

ABOUT SUPPORTING THE CAMPAIGN

Why should I support The Immunotherapy Promise™?

This unique partnership will encourage and fund the most deserving immunotherapy investigations across the State of Israel, a hotbed of discovery and advancement in immunotherapy research.

Are the donations I make tax deductible?

Both CRI and ICRF are 501(c)(3) charitable organizations. Contributions to both CRI and ICRF are tax deductible for federal or state tax purposes as allowed by law.

How will I know whether my dollars are making a difference?

The recipients of The Immunotherapy Promise™ grants will be announced to the media and through the CRI and ICRF websites. Regular updates on their progress will be posted and all supporters will receive an annual progress report. Major underwriters will receive a special invitation to meet the funded researchers at an annual, international, CRI-sponsored conference in immunotherapy.

Can I make my donation in memory or honor of someone?

Yes, you can celebrate the life of a loved one by making a donation in their memory or honor.

How can I get more information or donate?

Please contact:

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Help fulfill  The Immunotherapy Promise™

The Immunotherapy Promise™

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