

CLIMB FOR HOPE

Help Team Pittsburgh Fight Breast Cancer



SHERPA
MANUAL ★ 2008
FIGHT BREAST CANCER
CLIMBFORHOPE.ORG

~ Team Pittsburgh ~

Nick Cobler

Karen Kern

Todd Lepley

Ted Williams

Laura Willumsen



SHERPAS

(shūr'pə) _A member of a people of Tibetan stock living in the Nepalese Himalayas, who often serve as porters on mountain-climbing expeditions.

SHERPA MANUAL

In its second year, Climb for Hope continues to raise funds in support of the nation's leading breast cancer vaccine research. The five-member Team Pittsburgh has an ambitious goal of \$50,000, and Sherpas are the foundation of our success. Each Sherpa agrees to raise a minimum of \$500, sharing the burden and the adventure. This manual lightens your load by providing the instructions and tools you need for the journey.

Thank you for joining the Climb for Hope expedition. You are a part of an historic assault on a formidable challenge--eliminating breast cancer within our lifetime!

CLIMB FOR HOPE

January 2008: Cotopaxi in Ecuador (19,388')

June 2008: Kilimanjaro in Tanzania (19,366')



SHERPA MANUAL

- I. Welcome
- II. Job Description
- III. Commitment letter
- IV. Detailed Instructions
 - * What you need in every solicitation
 - * Sample email or letter
 - * Sample donor form (letters only)

BACKGROUND INFO

The Climb for Hope Story

The Team Pittsburgh Story

Dr. Leisha Emens' Innovative Vaccine Research

WELCOME TO CLIMB FOR HOPE!

In 2007, Climb for Hope's inaugural year, 21 climbers raised over \$150,000 to help fund a cutting-edge breast cancer vaccine being developed by Dr. Leisha Emens of Johns Hopkins University. The climbers each raised a minimum of \$5,000, and trained to climb Cotopaxi in Ecuador, the world's highest active volcano.

This year Climb for Hope has expanded its scope, and set its sights on two of the world's highest active volcanos. Team Pittsburgh travels to Ecuador to climb Cotopaxi in January, and a second team will attempt Tanzania's Kilimanjaro in June. Our goal has increased accordingly: by climbing two mountains we plan to more than double the funds raised last year. The more funding we are able to channel to Dr. Emens's research, the sooner women's lives can be saved.

As a Sherpa, you are a vitally important member of Team Pittsburgh. Only with your support and hard work can we reach our collective goal of \$50,000 (the total Climb for Hope goal is ten times that.) In your Sherpa Manual, you will find a job description, a letter of commitment (please sign and return), and sample fundraising materials. You'll also find useful background information on Dr. Emens's late-stage breast cancer vaccine, Climb for Hope, and Team Pittsburgh. Feel free to contact any of us for questions or more information. Our email addresses are listed below by our names.

Thank you so much for help shouldering the load, and for joining us in this incredible adventure!

Sincerely,
Team Pittsburgh

COTOPAXI (JAN 2008)

Nick Cobler	ncobler@mullen.com
Todd Lepley	tlepley@mullen.com
Ted Williams	ted@giantideas.com
Laura Willumsen	lhwillumsen@yahoo.com

KILIMANJARO (JUNE 2008)

Karen Kern	karen@twotales.net
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SHERPA JOB DESCRIPTION

We give tools to succeed and work efficiently, but you'll still need to put aside time, sit down and get it done. Fundraising can be daunting, especially if you've never done it before, but remember, you're not asking for money for yourself! The *fully tax-deductible* gift you're requesting from your friends and family will give hope to women with the deadliest form of breast cancer.

Make a personal gift to Climb for Hope.

Do this before you ask anyone else. It's much easier to ask others for support once you've given yourself.

Commit to a fundraising minimum.

This will help you determine how many solicitations to send out. For example, if you commit to raising \$500 and expect an average donation of \$50, you'll only need ten people to respond. The bottom line of fundraising is: if you don't ask you don't get! You'll be delighted by the responses you do receive.

Send out a minimum of 25 letters or emails to family, friends and colleagues. The standard response to personal requests like yours is 25-50%, and so the more requests you send, the more donations. You'll be surprised by who responds --so many people have been affected by breast cancer.

Make a list of the people you've solicited with their address and email and send/email a copy to your climber. When donations from people on your list come in, your climber will notify you so you can send thank-you notes (vitally important!). Be sure to include email addresses on your list so your donors receive email updates.

Acknowledge gifts quickly, within a week of being notified.

People really appreciate being thanked, and the sooner the better. You'll receive a packet of Climb for Hope thank-you cards and envelopes to make this easy.

Wear your Climb for Hope Team Pittsburgh t-shirt with pride.

Each Sherpa receives a special Climb for Hope t-shirt. Sherpa names will also be listed on the climbforhope.org website (unless you prefer not to be listed). You will be updated regularly on our progress by Climb for Hope and invited to any and all special Climb for Hope events.

www.climbforhope.org

SHERPA COMMITMENT LETTER

1. I, _____, agree to raise money for Climb for Hope
_____Team Pittsburgh *or* _____Team Pittsburgh member:

_____.

2. I agree to make a personal gift of \$ _____ and try to raise a minimum of \$ _____ by _____, 2007, soliciting a minimum of 25 people by letter or email.

3. I will send/email my climber a list of people I have solicited with email addresses so I can be notified when a gift comes in.

4. I will send thank-you notes to my donors in a timely fashion.

5. I will wear my Climb for Hope t-shirt with pride!

My size is: ___ small ___ medium ___ large ___ X large.

Sherpas are honored on the climbforhope.org site. Please list my name as:

Sherpa signature _____

Date _____

Please complete the agreement. Keep a copy for yourself; sign and return the second copy to your climber or to:

*Maureen Zeher
Sherpa Coordinator
Giant Ideas
101 Wood Street
Pittsburgh, PA 15222*

*Questions? Email Maureen at:
maureen@giantideas.com or call (412) 566-5756.*

***** WELCOME TO THE CFH TEAM!! *****

www.climbforhope.org

WHAT YOU NEED IN EVERY SOLICITATION (email or letter)

1. All donations to Climb for Hope are *fully tax-deductible*.
 2. *Name of your climber (or Team Pittsburgh)*.
 3. *The active.com link* for online contributions. There is a special link for your climber's account and a different one to give to Team Pittsburgh as a whole).
 4. *Why this cause is important to you.*
 5. *Total goal: \$50,000*
 6. *Deadline for giving: generally 4 - 6 weeks after you contact them.*
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SAMPLE EMAIL (OR LETTER)

September 30, 2007

Dear Ginny,

My friend Ted Williams has lost his mind. He has decided to climb Cotopaxi in Ecuador, the world's highest active volcano to raise money for breast cancer vaccine research. I've agreed to help him raise funds (I'm a Sherpa!!!) because my aunt died of breast cancer and the vaccine research Climb for Hope is funding is so promising.

Ted is actually one of five people in Pittsburgh who've come together for this cause, Team Pittsburgh. Their goal is an ambitious \$50,000 in honor of the 50,000 women who lost the fight against breast cancer last year. I'm writing to ask for your help, knowing how much you care about this issue. All gifts to Climb for Hope are *fully-tax deductible*, and a gift in any amount will help us reach the summit! You can give online at this link: <http://www.active.com/donate/CFH08/teampittsburgh> or send a check made out to Climb for Hope to Ted at (his address). Please make your gift by *November 1, 2007*.

There is a wonderful website Team Pittsburgh has put together at www.climbforhope.org where you can learn more about the vaccine research, see pictures of the mountains being climbed, and keep up with CFH through stories and photos. Also, please let me know if there is a woman in your life would like to honor with your contribution. Each CFH climber will be taking a precious cargo of the names of these honorees to the summits. Thank you so much!

Frank Fodor

SAMPLE DONOR FORM

(include only with letters - not emails):

___ Count me in! I want to help with my fully tax-deductible gift to *Climb for Hope*.

___ \$ 25 ___ \$ 50 ___ \$ 100 ___ \$ 250 ___ \$500 ___ other \$ _____

Name
Address
City, State, Zip
Email address for campaign & expedition updates:

Credit card #

Exp date

Name on card

**your credit card will show "Alter Communications"*

___ Please list my name this way: _____

OPTIONAL:

I am giving this gift in honor of: _____.

Please send them a **Hope Card** letting them know their name is being carried to the summits of Cotapaxi and Kilimanjaro. Send the **Hope Card** to my honoree at this address:

Street address

City, State and Zip

Make checks payable to: Climb for Hope and indicate name of climber on the check. Send to (fill in Climber name and address)

www.climbforhope.org

SAMPLE Letter (email) from last year
Letter from Laura Willumsen's sister, a breast cancer survivor

Dear Friend,

In 1994 I joined the sisterhood of breast cancer victims. I had not asked to be part of this elite society. I did not want to be part of this society, but that thing that only happens to *other* people had happened to me: I'd discovered a lump. My first reactions were typical: fear and a jolting realization of mortality. That tumor, though malignant, was discovered early and had not metastasized. After surgery and radiation, I was ready to forget it ever happened and move on with my life.

In 1998 I discovered another lump, a second totally different cancer in the other breast. Larger, more aggressive, this one required surgery, radiation and chemotherapy, although I was fortunate again that it had not spread.

About this time I began to discover the benefits of my reluctant sisterhood. Everywhere I turned I met women who had also had breast cancer. It *is* an epidemic, I realized. I met people I never would have known otherwise, women like Margie, who has fought breast cancer three times but lives a vibrant life of local activism and travels with her husband every summer to do volunteer service somewhere in the U.S.

Having breast cancer also made me more thankful than ever for family and friends - my husband, who was there every step of the way; my brothers and sisters; my cousin, Patsy, who also had breast cancer; and my friends. Without breast cancer I might never have seen so clearly the thick cords of the web that unites and support us.

So I am not surprised that my sister, Laura Willumsen, has decided to raise money for breast cancer research, but I am thankful and feel so honored. How can I describe Laura? She is a force. She is a pioneer. Think of a combination of Lewis & Clark, the Dixie Chicks, and Arnold Schwarzenegger.

Recently, Laura heard about a promising breast cancer vaccine therapy under development at Johns Hopkins University. This therapy has been effective in clinical trials with late-stage cancer. It builds on a woman's own immune system and has few side effects. **An expedition called Climb for Hope has organized to raise \$100,000** to help take this therapy from laboratory to doctor and patient. Climb for Hope members will attempt to summit the world's largest active volcano, Cotopaxi in Equador, this January. Cotopaxi is three and a half miles straight up! You guessed it - Laura has joined.

Each of my family members has agreed to help Laura raise at least \$500 by December 15 to help her meet her \$5,000 minimum, and I'm writing to you in the hope that you can join us as a donor. **All gifts are fully tax-deductible**, and any size gift will help. If you feel moved to give, the easiest way to do so is through this secure online link:

<http://www.active.com/donate/Buerger/lhwillumsen>

Sometimes the problems in the world seem overwhelming, but when we take a small step in a positive direction, the weight of those problems lifts. I invite you to take a small step with my family in the fight against breast cancer, and consider making your gift in honor of the women in your life, a wonderful way to celebrate Thanksgiving. Laura will carry the names of those honored women to the summit of the mountain with her.

Thank you for your good thoughts and prayers.

Peace be with you,

Sarah

P.S. You can find out more about the expedition and the research at www.climbforhope.org.

SAMPLE Letter (email) from last year
Letter from a friend - "give as an act of thanksgiving"

Dear Friend,

There are so many needs in our community and our world, it's overwhelming at times and hard to believe we can really make a difference. I have a friend, Laura Willumsen, who lives to prove this wrong. When Laura turned 50 this year, she celebrated by mounting a campaign to raise money for leukemia. In fact she mounted four campaigns: a triathlon, a century ride, a _ marathon, each a personal first, and then threw in some mountain climbing and weight-lifting competitions for good measure. She raised \$16,000 and *has* made a difference. In fact, she inspired Lynn and me to undertake our own campaign, and we raised money for the Leukemia Society through a _ marathon in Alaska! This is a determined woman.

Now Laura has turned her attention to breast cancer, a disease that has struck both her sister and her cousin. She's joined Climb for Hope, a mountain climbing expedition which aims to raise at least \$100,000 for a promising new vaccine therapy. The vaccine targets late-stage cancer, and because it builds on a woman's own immune system, it has few side effects. Funds raised will help get this research out of the lab and into the clinic to save women's lives. **Laura's goal is to raise \$5,000 by December 15th.**

Climb for Hope members will be attempting Cotopaxi in Ecuador, the world's largest active volcano, this January. At 19,500 feet, Cotopaxi is three and _ miles straight up, a tough endurance challenge that parallels the uphill battle faced by women with breast cancer. You can find out more about the expedition and the research it is funding at www.climbforhope.com.

I have agreed to help Laura raise at least \$1,000, and **I'm writing to ask you to join us as a donor.** The best way to give is through the secure online link: www.active.com/donate/Buerger/lhwillumsen, and remember **all gifts are fully tax-deductible.**

As a man surrounded by three women for the past 20 years, this is a cause that is close to my heart. Breast cancer affects so many sisters, mothers, daughters, cousins, wives. Please join me in giving women hope through your gift - we can make a difference. Thank you!
Sincerely,

Joseph Bates

P.S. In this Thanksgiving season, please give a gift in honor of the women in your life!

www.climbforhope.org

THE CLIMB FOR HOPE STORY

In 2006, Andy Buerger, the publisher of the Baltimore Jewish Times, found out his sister had late-stage breast cancer. The mother of three young children, this was devastating news. While breast cancer can be caught and often cured in its early stages, there is little hope once it has reached Stage III or IV.

Andy couldn't stand by passively. He was determined to do something to help, and started looking into available experimental treatments. This led to Dr. Leisha Emens at Johns Hopkins University, the nation's leading researcher in breast cancer vaccine development. While her work was extremely promising, the federal grants she had had no funding to physically produce the vaccine. Without vaccine, she couldn't bring women into trials that could lead to interesting a commercial drug company down the road.

Andy was a climber and decided he would do what he loved to raise money for Dr. Emens. He formed Climb for Hope in June, and got a couple of friends to agreed to raise \$5,000 each and attempt to climb Cotopaxi in January. Next he needed a guide service. He asked Chris Warner, owner of Earth Treks Climbing and an internationally recognized high-altitude climber in his own right, to donate guiding services. Chris agreed. Andy's initial fundraising goal: \$20,000.

Word spread and more climbers came forward. While most were from Baltimore, several signed up from as far away as Michigan and Florida. They were as old as 58 and as young as 12, and even Dr. Emens committed herself to train and raise money to climb. What they all had in common was a family member or close friend who had fought and some who had lost the fight against breast cancer.

From these humble beginnings, the climbers raised enough funds to write a check to Dr. Emens for \$100,000. With the vaccine Dr. Emens has been able to produce, she has brought many more women into her trials and the process of getting her vaccine to market has been accelerated by six months.

In 2008, two groups will tackle two different mountains. Some of the original climbers will return to Cotopaxi in January joined by a number of new team members, and many will attempt a new challenge in June, Tanzania's Kilimanjaro. The highest mountain in Africa at 19,336, Kilimanjaro is one of the Seven Summits, the highest peaks on each of the seven continents.

As a Sherpa on our 2008 team, you join in this adventure of a lifetime, giving hope to all women.

THE TEAM PITTSBURGH STORY

In its inaugural year, Climb for Hope members were largely from Baltimore, friends of founder Andy Buerger, but as word traveled, others signed on from further afield. Pittsburgher Laura Willumsen found out about Climb for Hope through a daily Google alert on mountain climbing. With only three months left before the climb, she doubted there would be room left on the expedition, or that she could raise the required \$5,000, but she had a deep conviction that she needed to try. Her wonderful sister Sarah and cousin Patsy had both suffered from breast cancer.

Willumsen contacted Buerger who agreed to add her as an alternate since there were no vacancies left on the team. She then went to some key supporters who had seen her through four campaigns to raise funds for the Leukemia and Lymphoma Society. Fearful they'd be unwilling to take on yet another campaign, every single one gave an enthusiastic yes and agreed to help.

Karen Kern, a close friend, agreed to serve as campaign manager, providing some sanity and a critical eye as the campaign entered warp speed. Ad agency Giant Ideas agreed to design materials and a website, and print broker Vision Marketing Group solicited donated printing. REI and Venture Outdoors offered to promote the campaign, and friends and family members agreed signed on to help with the fundraising.

Less than three months later, Laura was standing on the summit of Cotopaxi in Ecuador, at 19,400', the world's highest active volcano. Even though she was the last climber to sign on, she raised over \$10,000, the third highest amount, and a testament to the incredible support of everyone involved.

Funds raised helped Dr. Emens' research, but with so much more to be done, **Laura Willumsen** signed on for Cotopaxi again in 2008. **Karen Kern**, inspired by her experience directing the inaugural campaign, enlisted to climb Kilimanjaro. **Ted Williams**, the designer of climbforhope.org, is signed on to climb Cotopaxi, and he enlisted friends **Nick Cobler** and **Todd Lepley**, both outdoor fanatics and professional marketers. Together these five Pittsburghers are committed to raising \$50,000 to honor the 50,000 women who lost their battles with breast cancer last year. Thank you for being a part of this great adventure.



Funded Research

Leisha A. Emens, M.D., Ph.D. is a medical oncologist at the Sidney Kimmel Comprehensive Cancer Center at the Johns Hopkins University. She specializes in breast cancer care, and is developing innovative immune-based therapies for the treatment of breast cancer. Immune-based therapy is a novel cancer treatment strategy that uniquely recruits an individual's immune system to fight cancer. This approach takes advantage of the body's own ability to fight cancer in a highly specific way that avoids the debilitating side effects commonly associated with standard cancer treatments like chemotherapy and radiation. Successful immune-based therapies should also have a long-lasting treatment effect due to the ability of the immune response to persist and become re-activated at the first sign of tumor growth or relapse.

Dr. Emens is currently conducting a clinical study that integrates a cell-based breast cancer vaccine with low, immune-modulating doses of chemotherapy in patients with metastatic breast cancer. The study is designed to use low dose chemotherapy to strip away suppressive immune cells that help tumors to grow and spread, and replace them with vaccine-induced immune cells that are activated to seek out and destroy breast cancer cells. This should ultimately shrink existing breast tumors, and prevent others from forming. She will soon begin another clinical study that adds chemotherapy-modulated vaccination to standard Trastuzumab (Herceptin) therapy for patients with metastatic breast cancer that expresses high levels of the HER-2/neu protein. This strategy is designed to not only get rid of suppressive immune cells, but also takes advantage of the ability of Trastuzumab to further increase the numbers of activated immune cells that fight breast cancer. Dr. Emens is also investigating immune-based therapies that target not only the malignant breast cancer cells, but also the tumor-associated blood vessels that support breast cancer growth and progression. These studies are all designed to strategically integrate breast cancer vaccines with standard and novel breast cancer drugs to achieve the greatest therapeutic impact, and to reveal not only that they work, but also how they work. This research should pave the way for breast cancer vaccines to become a unique but standard part of breast cancer treatment, and ultimately breast cancer prevention.

www.climbforhope.org