

Taking on the Knight Cancer Challenge



KNIGHT
CANCER INSTITUTE
Oregon Health & Science University

Building on our strengths

OHSU created an environment that has enabled the Knight Cancer Institute to grow

- **A history of backing big ideas:** When many in the science world were skeptics, OHSU leaders such as Grover Bagby were willing to take risks on new concepts such as molecularly targeted cancer therapies. That same culture is fostering recent breakthroughs in HIV/AIDs and stem cell research and it made other breakthroughs, such as the world's first artificial heart valve, possible.
- **An institute without walls:** No one can defeat cancer alone and we will continue to have OHSU's support in seeking out collaborations that advance our mission. We are already at work on projects with some of the world's technology leaders including Intel and FEI.

(continued)



Bending the curve

On September 20, Phil and Penny Knight changed the game for the Knight Cancer Institute with a \$500 million pledge made as part of a two-year, \$1 billion challenge

- The Knights expressed that they have been personally moved by how our research impacts people's lives
- They share our urgency to make a difference
- Their thrilling surprise announcement came after some deep discussion about our thoughts on the next chapter for personalized cancer medicine
- A two-year, \$1 billion Challenge provides momentum and leverages resources to have the greatest impact
- The Cancer Challenge vision represents a logical evolution of our work:
We will use what we know to find faster,
smarter ways to detect and treat cancer
– before it becomes deadly.



The Next Chapter

What will a \$1 billion investment in an early detection vision mean for the future of the Knight Cancer Institute and OHSU?

- **A rising tide lifts all boats:** A successful \$1 billion national fundraising campaign will generate momentum, philanthropic interest, new partnerships and visibility that will benefit all of OHSU.
- **Many of the investments needed to realize the Knight Cancer Institute's vision will directly benefit research throughout OHSU:** The tools and capabilities developed by this effort will improve our early detection technologies and will bring genomic medicine to clinical reality, which will accelerate research across OHSU. It will create a range of capacities that other OHSU researchers can leverage and build upon.
- **Our recruiting will become more successful:** Having a premier cancer center will substantially enhance OHSU's reputation and our ability to recruit in other disciplines.
- **New knowledge has a multiplier effect:** The science and partnerships advanced by this effort will accelerate our ability to prevent and combat other diseases. OHSU's groundbreaking work will be enhanced by new knowledge and new shared resources.
- **This effort will help drive a larger university campaign:** The high-energy environment this opportunity creates will provide an ideal landscape for the planned university-wide fundraising campaign. Planning for that effort has been accelerated.
- **Our success in fundraising will reach new heights:** Our national fund-raising campaign for the Knight Cancer Challenge will raise awareness of OHSU, bring donors to OHSU who have interests outside of cancer, and establish an infrastructure to raise far more than we ever have before as we move to a university-wide campaign.



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The Next Chapter

What will a \$1 billion investment in an early detection vision mean for the future of Portland and Oregon?

Oregon Economic Impact of \$1.2 Billion Investment in OHSU Knight Cancer Institute

- Preliminary analysis estimates that a \$1.2 billion capital and operations investment in the OHSU Knight Cancer Institute will generate:
- **Two-Year Impact during Construction Phase**
- \$892 million in total economic output - (direct, indirect, and induced value of goods and services produced), including \$393 million in personal income
- 6,835 jobs - (FTE for one year) supported directly, indirectly, and induced, including 3,605 directly created jobs
- \$35.3 million in tax revenue - \$21.3 million in state income tax and \$14 million local property tax)
- **Ongoing Annual Impact once Fully Operational**
- \$134 million in total economic output - (direct, indirect, and induced value of goods and services produced), including \$62.1 million in personal income
- 860 total jobs - supported directly, indirectly, and induced, including 384 new direct Knight Cancer Institute employees
- \$5.6 million in tax revenue - (\$3.4 million state income tax and \$2.2 milli



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We'll do it!

How do we know we can meet the Knight Cancer Challenge?

- **The Knight Cancer Challenge vision** to end cancer as we know it is extraordinarily compelling. Powerful visions, big ideas and the ability to pursue them are what attract the world's best scientists, donors, friends and advocates.
- **The Knight family's vote of confidence** will help motivate and energize supporters of every type — individuals, families, corporations, foundations and governmental agencies—to rally to this cause.
- **The OHSU Foundation team is strong, and OHSU already has inspired an international donor platform:** Last year, OHSU inspired philanthropic investments from every state and 11 countries. We are ready for a world-class campaign.
- **Together we are greater** than the sum of our parts.



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Strategies to Achieve Results

- External Volunteers: Blue Ribbon Steering Committee, DCH and OHSU Foundation Boards, Knight Cancer Council
- Special, Major and Principal Gift Strategies
- Grassroots Strategies: Corporate and Community Alliances, Third-Party Event Fundraisers
- Legislative Support
- Marketing and Media Campaign

Progress to Date for the KCC

Total Commitments: \$286,026,313 (includes Oregon's support)

Number of donors to date: 3,700+ donors

- Donors from 47 states, the District of Columbia, British Columbia
- More than 20 gifts of \$1 million or more
- 78% from Oregon, 22% from outside of Oregon

During this same amount of time OHSU has raised another \$70 million for other OHSU priorities.



What Can I Do?

Learn more: www.ohsu.knightcancer.com

Ask a question: supporttheknight@ohsu.edu or call
(503) 494-3607

Make a gift: www.ohsu.edu/knightcancerchallenge

