

I'm proud to introduce you to our foundation. When I lost my husband Ron to pancreatic cancer when he was 54, it motivated a desire to advance science, help patients, and be part of the cure for pancreatic diseases.

—Agi Hirshberg

Our Purpose

The Hirshberg Foundation for Pancreatic Cancer Research is focused on finding a cure for pancreatic cancer, and empowering the patients and families whose lives are touched by this disease. Founded in 1997, the foundation funds groundbreaking scientific research, provides patient education and support, and sustains hope that this cancer will be eradicated once and for all.

Our Mission

- Find a cure for pancreatic cancer, in honor of Ron Hirshberg and the thousands of people who are diagnosed with this disease each year.
- Create a premier pancreatic cancer center where the most advanced treatment options and comprehensive support services are available, all in one place.
- Earn recognition as the leading resource for information about pancreatic cancer, and support for patients and their families.
- Fund new projects and programs designed to improve patient care, treatment and, ultimately, pancreatic cancer survival rates.
- Integrate and unite generations through participating in physical fitness events, while creating public awareness and raising money to find a cure.

Our Achievements

- Awarded 86 Seed Grants to new investigators and expanded program to 37 medical research institutions in the U.S. and internationally.
- Funded researchers who have received \$125 million in NIH grants.
- Established the UCLA Agi Hirshberg Center for Pancreatic Diseases, an integrated practice unit where patients can get extensive evaluation and a personalized treatment plan in just one visit.
- Promoted the collaboration of investigators from different disciplines with a shared goal of finding a cure.
- Raised more than \$23 million for pancreatic cancer research and education.
- Hosted more than 60 fundraising events to raise awareness and funds for pancreatic cancer.
- Presented the Agi Hirshberg Symposium at UCLA since 2002 for patients and families.
- Granted over \$1 million in financial assistance for patients.
- Provided support and guidance to thousands of patients and their families.
- Supported the American Pancreatic Association, Japan Pancreas Society, and the European Pancreatic Club's annual meetings.
- Partnered with the World Pancreatic Cancer Coalition to raise awareness around the globe.



What We Fund

Major initiatives supported by the Foundation include:

UCLA Agi Hirshberg Center for Pancreatic Diseases

- Established in 2015
- Directed by O. Joe Hines, MD
- Provides an integrated practice unit, one of the first of its kind in the US where patients can get extensive evaluation and a personalized treatment plan in just one visit.

Hirshberg Foundation Seed Grant Program

- Launched in 2005
- Directed by Vay Liang W. Go, MD, Chair of the Hirshberg Foundation Scientific Advisory Board.
- Goal is to find investigators in the U.S. and internationally to advance science.

The Hirshberg Translational Pancreatic Cancer Research Laboratory at UCLA

- Opened in 1998; part of the Department of Surgery
- Directed by Guido Eibl, MD
- Goal is to advance research from bench to bedside. The Lab has been awarded multiple NIH grants.

The Ronald S. Hirshberg Chair of Translational Pancreatic Cancer Research at UCLA

- Opened in 1998; part of the Department of Digestive Diseases
- Directed by Enrique Rozengurt, PhD – appointed in November 1999
- Goal is early diagnosis and therapeutic intervention.

Annual Symposium on Pancreatic Cancer

- Launched in 2002; hosted at UCLA
- Organized by Agi Hirshberg, Founder
- Goal is to provide support and information for patients, survivors, caregivers and families and showcase information between the various research and treatment areas for pancreatic cancer.

UCLA Pancreas Tissue Bank

- Established in 2005; part of the Department of Pathology
- Directed by David Dawson, MD, PhD
- Goal is to support researchers with an extensive data bank and results.

Patient Support at CancerCare, Inc.

- Funded since 1998
- Provides support for patients in need of financial aid.
- Goal is to eliminate the financial burdens of treatment.

*The Hirshberg Foundation for Pancreatic Cancer Research is a California charitable non-profit, corporation. It is a tax-exempt organization under Section 501(c)3 of the Internal Revenue Code. We invest 85 cents of every dollar raised on medical and scientific research – more than three times the average amount spent by the other major healthcare philanthropies.



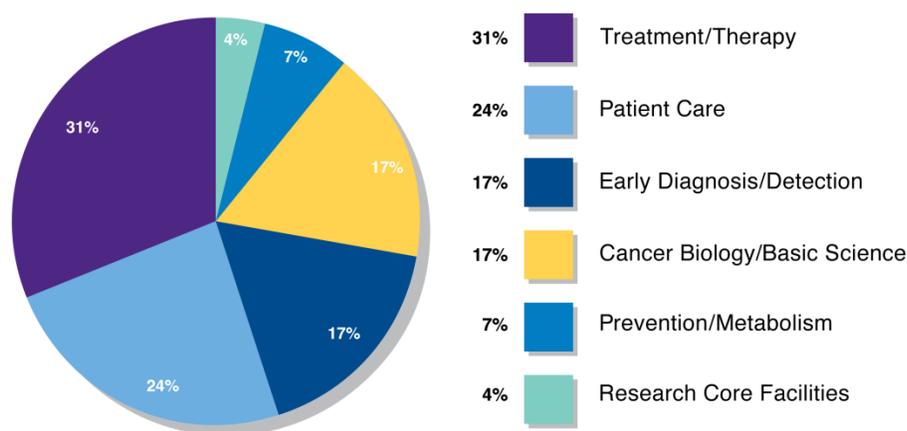
Seed Grant Program

The Foundation Seed Grant program has been extremely successful in providing research support to basic and clinical scientists and investigators in the United States and overseas. To date the foundation has provided over \$7.3 million for this program.

The goals of the program are:

- To provide start-up funding for basic scientists and clinicians who intend to test innovative ideas for improving the diagnosis and current therapies and to develop new treatment modalities for pancreatic cancer.
- To obtain preliminary data required for additional funding from other agencies for pancreatic cancer research.
- To impact on the understanding of pancreatic cancer cell biology, biochemistry, physiology, morphology and response to therapy.
- To establish collaborations within the field for mutual projects that can be considered for further funding.

To date the Seed Grant Program has funded the following areas:



Past medical institution recipients of the Hirshberg Foundation Seed Grant Program include:

Beth Israel Medical Center	Loma Linda University	University of Arizona Cancer Center
Boston Children’s Hospital	Massachusetts General Hospital	University of California, Los Angeles
City of Hope	Mayo Clinic & May College of Medicine	University of California, San Diego
Columbia University	MD Anderson Cancer Center	University of San Francisco
Dalian University, China	Memorial Sloan-Kettering Cancer Center	University of Southern California
Dana-Farber Cancer Institute	New York University	University of Michigan
Dartmouth University	Oregon Health & Science University	University of Minnesota
Duke University Medical Center	Penn State University College of Medicine	University of Pittsburgh
Emory University		VA- Greater LA Healthcare System
Fox Chase Cancer Center	The Salk Institute for Biological Studies	Vanderbilt Medical School
George Washington University	St. Jude Children’s Research Hospital	Yale University
Harbor-UCLA Medical Center	Tel Aviv University, Tel Aviv	
Harvard Medical School	Thomas Jefferson University	
Johns Hopkins University		



Directors & Trustees

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Scientific Advisory Board

Vay Liang W. Go, MD: Professor of Medicine, David Geffen School of Medicine at UCLA; Associate Director, UCLA-NIH Clinical Nutrition Research Unit; Editor-in-Chief, Pancreas; Chief of the Hirshberg Scientific Advisory Board.

Suresh T. Chari, MD: Professor of Medicine at Mayo Clinic; Consultant, Division of Gastroenterology and Hepatology.

Oscar Joe Hines, MD: Chief of General Surgery at UCLA David Geffen School of Medicine; Director of the General Surgery residency program at UCLA; Director of the American Board of Surgery.

Murray Korc, MD: Myles Brand Chair in Cancer Research at Indiana University Simon Cancer Center; Professor of Medicine, Biochemistry and Molecular Biology; Director, Pancreatic Cancer Signature Center; Co-Director, TME and Metastasis Program; Board Certified in Internal Medicine and in Endocrinology, Diabetes and Metabolism.

Stephen J. Pandol, MD: Director, Basic and Translational Pancreas Research in the Department of Medicine at Cedars-Sinai Medical Center; Professor of Medicine, School of Medicine at UCLA, Los Angeles, CA.

Howard A. Reber, MD: Professor of Surgery & Chief, Section of Gastrointestinal Surgery, David Geffen School of Medicine at UCLA; Director, UCLA Center for Pancreatic Diseases; Director of Ronald S. Hirshberg Translational Pancreatic Cancer Research Laboratory.

Lee S. Rosen, MD: Assistant Professor in the Division of Hematology-Oncology, Department of Medicine at UCLA, where he founded the Cancer Therapy Development Program; Board Certified in Internal Medicine, Medical Oncology and Hematology.

Diane M. Simeone, MD: Surgical Director, Multidisciplinary Pancreatic Tumor Clinic, University of Michigan Cancer Center; Co-Director of GI Oncology program, University of Michigan Comprehensive Cancer Center; Director, Pancreatic Cancer Destination Program, University of Michigan Medical Center.

Anirban Maitra, MD: Co-Director and Scientific Director of Sheikh Ahmed Bin Zayed Al Nahyan Center for Pancreatic Cancer Research at MD Anderson.

Ashok Saluja, PhD: Eugene C. and Gail V. Sit Chair in Pancreatic and Gastrointestinal Cancer Research Professor, Vice Chair of Research Department of Surgery.



Pancreatic Cancer Facts

- In 2017 an estimated **55,440 Americans will be diagnosed** with pancreatic cancer in the U.S., and over **44,330 will die from pancreatic cancer**.
- Pancreatic cancer is the **3rd leading cause of cancer-related death in the United States surpassing breast cancer**. It is expected to become the 2nd leading cause of cancer-related death in the US by the year 2020, surpassing colorectal cancer.
- Pancreatic cancer is one of the few cancers for which **survival has not improved substantially over nearly 40 years**.
- **Pancreatic cancer has the highest mortality rates of all major cancers**. 74% of all patients die within the first year of diagnosis.
- The 5-year relative survival rate for people diagnosed at all stages of the disease is 8%. However, **the 5-year survival rate for people diagnosed at an earlier stage with local disease is 32%**.
- **Endocrine tumors, affecting 6% of people diagnosed with pancreatic cancer, have a younger median age at diagnosis and a better prognosis**.
- **Few risk factors** for developing pancreatic cancer are defined. The risk for cigarette smokers is nearly twice that for those who have never smoked. Family history of pancreatic cancer, chronic pancreatitis, alcohol use, obesity and diabetes are risk factors. Individuals with Lynch syndrome and certain other genetic syndromes, as well as BRCA1 and BRCA2 mutation carriers, are also at increased risk.
- **Pancreatic cancer may cause only vague symptoms** that could indicate many different conditions within the abdomen or gastrointestinal tract. Symptoms include pain (usually abdominal or back pain), weight loss, jaundice (yellowing of the skin and eyes), loss of appetite, nausea, changes in stool, and diabetes.
- Treatment options for pancreatic cancer: Surgery, radiation therapy and chemotherapy are **treatment options that extend survival or relieve symptoms, but seldom produce a cure**. Surgical removal of the tumor is possible in less than 20% of patients diagnosed with pancreatic cancer because detection is often in late stages and has spread beyond the pancreas. Adjuvant treatment with chemotherapy (and sometimes radiation) may lower the risk of recurrence. For advanced disease, chemotherapy (sometimes along with a targeted therapy drug) may lengthen survival. Clinical trials are testing several new agents for their ability to improve survival.
- Pancreatic cancer is a leading cause of cancer death largely because there are **no detection tools to diagnose the disease in its early stages** when surgical removal of the tumor is still possible.

**Source for statistics: American Cancer Society: Cancer Facts & Figures 2018*