

Tour de Pier – What Your Ride Funds

Each year, thanks to the fundraising efforts of the Tour de Pier community, our three cancer charities are able to provide crucial support for patients and fund groundbreaking research. As we gear up for an epic 2024 ride, we want to look back at 2023 and highlight the progress each charity was able to make because of your fundraising and generosity. We can't wait to see what we can accomplish together in 2024!



The Hirshberg Foundation

In 2023, the Hirshberg Foundation was able to fund 8 new individual & collaborative [Seed Grants](#), collectively awarding 120 projects to date. The Seed Grant program continues to produce results and past Seed Grant recipients presented at conferences around the globe in 2023. As a long-time sponsor of the American Pancreatic Association (APA) Meeting, their 2023 opening symposium addressed the role of Artificial Intelligence (AI) in diagnosing, treating and advancing pancreatic cancer research. At the end of last year, the [Agi Hirshberg UCLA Center for Pancreatic Diseases](#) moved to a beautiful new space on the

UCLA campus that offers patients and loved ones world-class integrative care in one convenient location.

Through direct patient interactions, in 2023 the Hirshberg Foundation provided invaluable support services to over 200 newly diagnosed patients and their families. Their [Patient & Family Webinars](#) and Symposium videos help pancreatic cancer patients & caregivers learn from top medical professionals, share their stories and connect with one another. The Hirshberg Foundation is proud to partner with the National Comprehensive Cancer Network (NCCN) to develop extensive guidelines on care options, treatment protocols, and expert recommendations, all made available in their latest [Guidelines](#) book.



We've got brain cancer surrounded.

The Uncle Kory Foundation

In 2023, the [Uncle Kory Foundation](#) (UKF) funded \$200,000 to their brain cancer Seed Grant Program, \$150,000 in Collaborative Grants and \$100,000 in second year Renewal Seed Grants. They also contributed \$100,000 to a program that is near and dear to the Tour de Pier community and the South Bay, the [Fight Like the Averys Grant](#) (FLAG) which supports pediatric brain cancer research programs. UKF was also able to provide \$10,000 in [Medical Student Grants](#) at UCLA and Duke University.

Thanks to the support from the Tour de Pier, as of January 2024, UKF has awarded \$3,650,000 in grants to 61 projects focused on finding better treatments for adult and pediatric brain cancer. UKF research grants have led to over \$2.2 million in additional funding from the National Institute of Health and other funding opportunities. Together, we have brain cancer surrounded.



Cancer Support Community Redondo Beach

CSC South Bay provides hope, education, and support to cancer patients, survivors, and their loved ones completely free of charge. CSC South Bay offers [200 programs](#) per month (both in-person and virtually) which include support groups led by licensed mental health professionals, healthy lifestyle classes, educational workshops, counseling, and Kids Community programs.

In 2023, thanks in part to the support from the Tour de Pier, CSC South Bay served 1,950 individuals through 755 support groups. Their 572 Healthy Lifestyle Classes include restorative yoga, Tai Chi, meditation, sound bowl healing, and walking groups to provide healing and emotional wellness. 130 educational workshops covered topics from nutrition to relaxation techniques to caregiver support. They provided 464 no-cost counseling sessions and 2023 saw an expansion to 364 new participants and an 80% increase in Kids Community attendance.

CSC South Bay was recognized for their great work with the 2023 Daily Breeze Award for the Southbay's Best Nonprofit Organization.

It is thanks to you that our three charities have been able to continue their important work. Our research and patient programs are made possible because of your participation, fundraising and generosity. We look forward to seeing you at the 2024 Tour de Pier – let's continue to make a difference for our cancer community!

21-Year Pancreatic Cancer Survivor, Roberta Luna to be Honorary Starter for the 26th LA Cancer Challenge

As the Hirshberg Foundation brings our vibrant community of supporters and fundraisers together for the [26th LA Cancer Challenge](#), we are thrilled to share that this year's Honorary Starter will be 21-year pancreatic cancer survivor, Roberta Luna!

For two decades, Roberta and her beloved husband Vic have been on a crusade to give back to their community and to embrace patients and caregivers going through a journey that the Lunas know all too well. "Through my experience with this horrific disease, I believe I am here to help those who have also been

affected by pancreatic cancer, to hopefully inspire them and give them much needed hope.” Putting her beliefs into action, Roberta is a volunteer, activist, patient advocate, guest speaker at awareness events and survivor panelist at the Hirshberg Foundation’s Symposium for Pancreatic Cancer. This year we are thrilled to welcome her as our LACC Honorary Starter, and we invite you to [register and join us](#) too!

Over the years, Roberta has shared her harrowing story of how pancreatic cancer took her father, her mother and her uncle before impacting her own personal health by her early 40’s. “I decided then and there I wasn’t going to die; I was going to fight this with everything I had.” Every step of the way, Roberta has stood strong as an advocate for patients. Most recently, she has given a voice to fellow survivors through her podcast: [Living Hope; Your Journey with Pancreatic Cancer](#). Living Hope is a weekly podcast sharing the real-life journeys of those affected by this disease. Her goal is to educate, raise awareness, provide hope, and a spark of inspiration for survivors and caregivers. The [Living Hope](#) podcast is also a returning sponsor of the LA Cancer Challenge this year.

Today, Roberta instills hope in newly diagnosed patients and long-term survivors alike. “Hopefully, you find inspiration from my story about how, through the good, the bad and the ugly, we can weather the storm with the support of our loved ones, our family, ‘our purple family’ and the many people we meet along this often-difficult journey.”

We are honored and humbled to call her a friend of the Foundation. As the Hirshberg Foundation shares its LACC mantra to “Fight to the Finish,” there are no better words than a quote Roberta shared years ago. “As I lace up my purple boxing gloves for the 19th time, I challenge pancreatic cancer to put on its gloves and prepare for the next round...I am still standing and

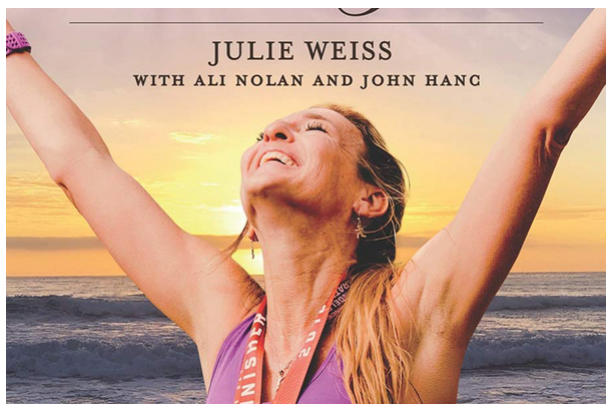
I'm not giving up!"

Great Running Gear that Gives Back

Starting a new training program requires commitment, but also the right gear. To help you put your best foot forward, we've compiled a list of suggestions from our [Hirshberg Training Team](#) coaches who've been helping people accomplish their running goals for over 20 years. These items come endorsed from our coaches and experienced HTT alumni and are sure to help make your running, or walking, experience as memorable and enjoyable as possible.

One click and you'll be ready to hit the road and begin your training. When you purchase these items through our Amazon program, we get a small portion of the proceeds so shop knowing you're also giving back!

Here is list of items (after good running shoes, of course) that we recommend for everyone starting their running journey:



[The Miles and Trials of a Marathon Goddess: 52 Weeks, 52](#)

[Marathons](#) – Get inspired by HTT Alumnus Julie Weiss, who, after the loss of her father to pancreatic cancer, set out to run one marathon a week for a year and raise \$1 million for pancreatic cancer research.



[Body Glide Original Anti Chafing Stick Balm](#) – This stick prevents rubbing that can lead to chafing & raw skin. Safe for use on body parts ranging from arms and chest to butt and balls!



[EltaMD UV Sport Body Sunscreen, SPF 50](#) – Sweat resistant and water resistant up to 80 minutes, this oil free sunscreen will keep your skin protected while you are out there logging miles.



[GU Energy Original Sports Nutrition Energy Gel](#) and [Clif Bar – Energy Chews](#) – When you're on your long runs, you'll appreciate

having a little snack to give you a quick energy boost. And these both taste great too.



[Purple Rymora Leg Compression Sleeve](#) – Wear these on your legs for calf support and pain relief. They're comfy and provide pain relief.

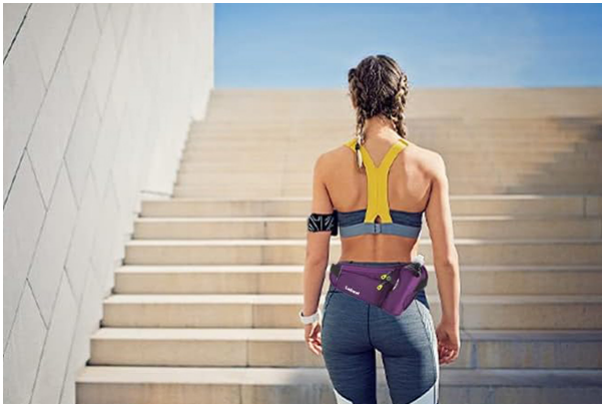


[Apple Watch Series 8 \[GPS 41mm\] Smart Watch](#) – As a runner, technology is your friend. This Apple Watch has a fitness tracker, blood oxygen & ECG apps, always-on retina display and is water resistant. While you are at it, may as well get yourself a [Purple Band for your Apple Watch](#). After all, everything is better in purple!



[Women's Under Armour Purple Sports Bra](#) – This Crossback Mid

Impact Sports Bra delivers strategic support, wicks away sweat, dries fast, and best of all comes in our favorite color.



[Purple Hydration Running Belt](#) – This water bottle hydration belt with reflective waist pack details will hold your water bottle, some snacks, a phone and any other small items you may need while you're out running. Plus, this design keeps your hands free.



Running shorts for [Men](#) and [Women](#) – You guessed it, we found great running shorts with moisture wicking and pockets – in purple, of course – for both men and women.

Happy running!

To learn more about the Hirshberg Training Team or to share your favorite running products, contact our HTT Program Manager, Martin Fung at martin@pancreatic.org.

More Easy Ways to Help You Fundraise

If you want a simple and easy way to fundraise, there are tons of national companies that want to partner with passionate people just like you. We've compiled a bunch of ideas, from dining to shopping, to help you fundraise for the Hirshberg Foundation, and we're here to help you along the way!

Host a Restaurant Night

Many national restaurant chains support non-profit organizations via restaurant nights. It's simple – you pick the restaurant and the date then encourage friends and family to support you by dining in or ordering take-out. The restaurant then donates back a set percentage of sales to the non-profit. Typically, the process begins with the restaurant website to sign up and receive your custom flyer or unique code to help promote your event. Most restaurants will ask for a non-profit Tax ID (which we can provide for you), desired location, date and time and number of expected guests.

We've compiled a list of some great dining spots to consider with links directly to their fundraising program. And if you don't see your favorite restaurant below, just ask them!

- [California Pizza Kitchen](#)
- [BJ's Restaurants](#)
- [Chipotle](#)
- [Blaze Pizza](#)
- [Panda Express](#)
- [Raising Cane's](#)

Organize a Sweet Fundraiser

[See's Candies](#), one of America's most iconic chocolate stores, also has a great fundraising program. Simply set up your online shop, spread the word, and let the sales roll in. All purchases are shipped directly to your supporters and the Hirshberg Foundation receives the proceeds. This can be done all year round or, even sweeter, for particular holidays like Valentine's Day, Easter, Halloween and Christmas.

[Krispy Kreme](#), the beloved doughnut shop, does some sweet fundraising too! Krispy Kreme Fundraising was created in 1955 to provide a way for qualifying community organizations to raise funds for their worthwhile causes. Choose from virtual or in-person sales of the classic doughnut and receive a portion of the proceeds. Krispy Kreme Fundraising is here to help you raise some dough!

Plan a Shopping Party

[Kendra Scott Jewelry](#), with over 100 stores across the country, is committed to supporting non-profits like the Hirshberg Foundation. Their "[Kendra Gives Back](#)" community-giving program allows community members to host in-store events for causes including health and wellness, with 20% of the proceeds going directly to the benefitting cause. Sounds simply dazzling to us!

[Evereve](#), the company that delivers curated, contemporary women's fashion through 100+ retail stores nationwide is another charitable minded fashion business. You can host an Evereve "[Fashion Fundraiser](#)" where 15% of your guests purchases will be donated to the Hirshberg Foundation. It's perfect for large groups, plus your guests shop anytime on the fundraising day during store hours. It's the best type of retail therapy!

The businesses listed above are just a few of the many national companies with programs to help you fundraise for a cause you're passionate about. Once you have set your date, please let us know! We want to help you make a difference for the pancreatic cancer community – and who doesn't love a good reason to dine out, grab a sweet treat or hit the mall!

A Superhuman Dad's Life & Legacy Live on Through his Son

By: Scott Meller

I'll never forget the day, it was May 5, 2015, the day before my 39th birthday. I was at work at Feldmar Watch Company with my father, as had been the case 6 days a week for the past 22 years of my life. My father had been feeling ill with a stomachache for about a week. He had gone in for a gastroenterologist appointment but there was no reason to believe it was anything serious, it was a stomachache. His doctor called and requested that he come into the office at 3:00pm. When he returned to our store at around 5pm he asked me to join him in our private office.

We sat down and he proceeded to tell me that he had just been told he had pancreatic cancer. I sat there, stunned by the news, while he explained that he didn't know much yet, but that we'd learn more in the coming days as he began his battle with pancreatic cancer. He finished what he was telling me and left for home. I sat alone in our office, holding my head in my hands, tears running down my cheeks and a million thoughts

swirling through my mind. Nothing was clear other than the distinct feeling that the lifelong security blanket my dad created by always being there for me was suddenly yanked away. It wasn't the pain that he was gone, or that he had given up hope, it was the overwhelming sadness that nothing would be the same, ever again.

Over the following days, he had procedures to prepare him for his cancer treatments. He began his first round of chemotherapy, and after 8 weeks, we received news that the tumor had shrunk. The doctor tempered our enthusiasm about this news with the fact that shrinkage, while always good news in reference to tumors, is common during the first round of treatment, but not necessarily a sign of things to come. Sure enough, after completing the second round of chemotherapy, we received news that the tumor was no longer reacting positively to that treatment and that a more aggressive type of chemotherapy would be needed.

Looking back, I can see this was the beginning of the end. My father began his more aggressive treatment and really struggled. After each session he would become exceptionally sick and weak, requiring three to four days just to return to a mere shadow of himself. After a few sessions, he became so sick and weak that the cancer treatments were postponed until his "health" and strength improved. I remember one specific day when he asked me to join him and his wife for a doctor's visit. He needed extra help getting in and out of the car, and a strong hand to hold while walking for balance. During the chat with the doctor, he told my father that he needed to eat in order to build up his strength or he would die. The visit concluded and we returned to their house. I was helping my father out of his car, holding onto him with him holding onto me so he wouldn't fall. We were face to face so I took the opportunity to tell him, "dad, you need to eat." He replied, "I can't." He loved food! It wasn't

that he didn't want to eat, it was that eating made him so sick.

Over the next few weeks his condition continued to deteriorate. In just six short months after he was diagnosed, my dad, the superhuman, perfectly healthy and incredibly strong man, had been reduced to a mere shadow of himself by this horrific disease. In the early evening of November 30th, I played his favorite song for him, held my phone on the pillow close to his ear so he could hopefully hear, I held his hand, and I spoke the words, "dad, it's okay, go ahead and go." And he did, he took his last breath at 6:25pm.

After some time had passed, having spent many months thinking about him, remembering and recalling so many memories, there was one thought that came to mind and has stuck with me ever since. The day he uttered the words, *I can't* to me. It was the only time, in my entire life, that I ever heard him say those two words. Pancreatic cancer had broken the unbreakable, it had taken my superhuman dad.

Scott connected with the Hirshberg's Patient & Family Support Coordinator, sharing a story of heartbreak followed by steady resolve to help find a cure for pancreatic cancer in honor of his dad. Soon after, he gathered a team of employees and loved ones for the [LA Cancer Challenge](#) as Team Sol Meller, in honor of his superhuman father.

To-date, Scott's LACC team has fundraised over \$74,000 thanks to loved ones and employees from the [Feldmar Watch Company](#). Since joining the LACC, Team Sol Meller has consistently been a top fundraising team. Scott refuses to give up and continues to honor his dad's memory, by sharing Sol's story, through his LACC team, and by continuing to raise awareness.

[Read inspiring tributes >](#) [Share Your Story >](#)

Stories from families & friends touched by pancreatic cancer often show the resilience and courage of the human spirit. Loved ones dedicate their time and effort every day to fight for a cancer-free future and every journey helps pave the way to a cure. Share your story, make a dedication and help raise awareness today.

Turning Pain Into Purpose

In 2022, Whitney Goldin's mom, Karen, was diagnosed with pancreatic cancer, a disease Whitney has become too familiar with but never imagined would touch the life one parent, let alone two. The diagnosis came after the family's devastating losses of Whitney's father, grandfather, and great-grandfather to the same disease. "My dad passed away in 2021 and then it was a shock for my mom to be diagnosed in 2022. I decided I'm just going to turn my sadness into action." Today, Whitney is ready to end the cycle of pancreatic cancer in her family. She's already turning that sadness into action by raising awareness and rallying her entire community in the Chicago area with her Purple Ribbon Event, [Pushing Back Against Pancreatic Cancer](#).

Whitney, a loving mother, dedicated daughter, and attorney has generously shared her family's remarkable story to help raise awareness since her mom's diagnosis. "Getting to this path has been riddled with pain, seeing both of my parents go through what they've gone through," said Goldin. "This devastating disease is impacting too many of my loved ones. Enough is enough, I'm done." Whitney wouldn't sit idly by without taking their own action. By February of 2023, her mom was scheduled to have the Whipple surgery and Whitney was hosting a [Purple Ribbon Event](#) to

benefit the Hirshberg Foundation. *"I have never planned an event before other than my kids birthday parties so I have zero event planning experience but I started doing some research. I called the Hirshberg Foundation for Pancreatic Cancer Research and I said, 'Listen, I'm going to plan an event and it's going to be in three months and I have no idea if anyone will even come, any money will be raised, but anything I raise I'm going to send to you.'"*

Hosted at Temple Shalom of Chicago, *Pushing Back Against Pancreatic Cancer* featured yoga, brunch provided by a variety of Chicago eateries, tequila mimosas, and a silent auction with items from top Chicago businesses. Whether you live in Chicago or any other city or town across the country, Whitney has demonstrated the importance of sometimes going outside your comfort zone when it comes to helping raise funds for pancreatic cancer research and patient programs, "I went into the event planning process trying to be as open minded as possible with what I thought would attract the most people and raise the most awareness. The event evolved as more and more people registered and as more and more businesses donated. I took a deep breath of gratitude at every turn, and tried to remain as flexible as possible." By the end of the day on February 2nd, her community had helped raise over \$42,000! "The day of the event was more perfect than I could have ever imagined. The two-hour event passed by in the blink of an eye. But at the very end, I reminded myself to take a step back and to witness everything come to fruition. It was so touching to be surrounded by so many people- all with the communal goal of raising awareness." Whitney shared.

Throughout the planning process, Whitney continued raising awareness in her Chicago community through a televised segment with [Fox32 Chicago News](#), and an interview with [Chicago's Very Own WGN9](#). She has shown unwavering support throughout her mom's

journey and continues to connect with other families by sharing her family's story, including a recent [podcast interview](#) on *Living Hope: Your Journey with Pancreatic Cancer*. Today, with the help of a committed medical team her mom is thriving. She continues her journey back to health one day at a time. Whitney is ready to create a new cancer-free path for her mother and family, "One day, there will be a cure, and I want to do everything I can to help us get there," she shares. She has found a new purpose in her life – to eradicate pancreatic cancer. "We're going to get closer and closer to a cure and I will do everything I can throughout my life and devote myself to getting closer to that," she said. "I can tell you that that is my new goal. Forever."