



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 104 Seed Grants to new investigators and expanded program to 45 medical research institutions in the U.S. and internationally.
- Funded researchers who have received \$130 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 \$29 million for pancreatic cancer research and education.
- Hosted more than 70 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 \$1.2 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.

The Hirshberg Foundation for Pancreatic Cancer Research is a California tax-exempt charitable non-profit, corporation under Section 501(c) (3) of the Internal Revenue Code. Tax ID #954640311

What We Fund

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.



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. The Seed Grant program funds research in the following areas: treatment and therapy, patient care, early diagnosis, detection, cancer biology, basic science, prevention and metabolism and research core facilities.

The Goals of the Program:

- 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.

Past medical institution recipients of the Seed Grant Program include:

- Beckman Research Institute, City of Hope
- Beth Israel Deaconess Medical Center, Harvard Medical School
- Brentwood Biomedical Research Institute, Los Angeles, California
- Columbia University
- Dana-Farber Cancer Institute
- Duke University Medical Center
- Emory University
- Geisel School of Medicine at Dartmouth
- George Washington University Cancer Center
- Harvard Medical School and Boston Children's Hospital
- Johns Hopkins University
- LABiomedical Research Institute Harbor-UCLA Medical Center
- Loma Linda University
- Massachusetts General Hospital
- Mayo Clinic
- Med-VA Greater LA Healthcare System
- Medical University of South Carolina
- Memorial Sloan Kettering Cancer Center
- Molecular Pharmacology & Chemistry and Medicine
- New York University School of Medicine
- Oregon Health & Science University
- Roswell Park Comprehensive Cancer Center
- School of Pharmaceutical Science and Technology at Dalian University of Technology China
- St. Jude Children's Research Hospital
- Tel Aviv Sourasky Medical Center
- The General Hospital Corporation dba Massachusetts General Hospital
- The Pennsylvania State University, College of Medicine
- The Research Institute of Fox Chase Cancer Center
- The Salk Institute for Biological Studies
- The University of Arizona Cancer Center
- Thomas Jefferson University
- University of California, Los Angeles
- University of California, San Diego
- University of California, San Francisco
- University of Michigan
- University of Minnesota
- University of Missouri
- University of Pittsburgh
- University of Southern California
- University of Texas MD Anderson Cancer Center
- VA, Greater Los Angeles Healthcare System
- Vanderbilt Medical School
- West Virginia University
- Whitehead Institute for Biomedical Research
- Yale University



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- Assoc. Dir, UCLA-NIH Clinical Nutrition Research
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- 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 Metabolism



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- Emeritus and Founding Director, UCLA Hirshberg Center for Pancreatic Diseases
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- Professor and Vice-Chair of Department of Surgery and Director, Pancreatic Cancer Research Institute
- Senior Associate Dean for Research, Associate Director at Sylvester Comprehensive Cancer Center
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- Professor of Surgery at the David Geffen School of Medicine at UCLA, joint appointment in the Department of Molecular and Medical Pharmacology
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- Professor in Residence, Department of Surgery, David Geffen School of Medicine
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