



2025 HIRSHBERG FOUNDATION INFO PACKET

“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 in one location.
- 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 to find a cure.

OUR ACHIEVEMENTS

- Awarded over 130 Seed Grants to new investigators and expanded the program to 55 medical research institutions in the U.S. and internationally.
- Funded researchers who have received millions of dollars in NIH grants.
- Established the UCLA Agi Hirshberg Center for Pancreatic Diseases, an integrated practice unit where patients can get an 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 \$38 million for pancreatic cancer research and education.
- Hosted over 85 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.

WHAT WE FUND

UCLA Agi Hirshberg Center for Pancreatic Diseases

- The center was established in 2015 on UCLA's campus.
- This facility 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.
- In 2024 Dr. Timothy Donahue steps into the role of Director.

Hirshberg Foundation Seed Grant Program

- The Seed Grant Program was launched in 2005 with Vay Liang W. Go, MD at the helm.
- The goal is to find investigators in the U.S. and internationally to advance science.
- In 2024, Miklos Sahin-Toth, MD, PhD, Chair of the Hirshberg Foundation Scientific Advisory Board, directs the program.

The Hirshberg Translational Pancreatic Cancer Research Laboratory at UCLA

- The lab opened in 1998 as a part of the Department of Surgery.
- Guido Eibl, MD, directs ongoing research.
- The 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

- The lab opened in 1998 as a part of the Department of Digestive Diseases.
- Appointed in November 1999, the lab is directed by Enrique Rozengurt, PhD.
- The goal is early diagnosis and therapeutic intervention.

Annual Symposium on Pancreatic Cancer

- The patient and caregiver event was launched in 2005 and hosted at UCLA.
- Organized by Founder, Agi Hirshberg, the guest speakers have included clinicians, surgeons, researchers, and patient & caregiver panelists.
- The goal is to provide support and information for patients, survivors, caregivers, and families and showcase information about the various research and treatment areas for pancreatic cancer.

UCLA Pancreas Tissue Bank

- The facility was established in 2005 as part of the Department of Pathology.
- The goal is to support researchers with an extensive data bank and results.
- It is directed by David Dawson, MD, PhD.



Patient Support at CancerCare, Inc.

- The grant was originally funded by the Foundation in 1998
- It provides support for patients in need of financial aid.
- The 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.

As the scientific goals of the Foundation progress and evolve, we created a new funding opportunity. Our Collaborative Seed Grant is designed to encourage joint projects with two principal investigators. The two investigators may be at the same institution but must be independent. The Hirshberg Foundation is committed to the belief that collaboration amongst the world's leading researchers will lead us to a cure for this disease.

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:

Albert Einstein College of Medicine
Baylor College of Medicine
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
Huntsman Cancer Institute at the University of Utah
Institute for Pancreatic Diseases Semmelweis University
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
Stanford University
Tel Aviv Sourasky Medical Center
The General Hospital Corporation dba Massachusetts General Hospital
The Hebrew University of Jerusalem
The Pennsylvania State University, College of Medicine
The Research Institute of Fox Chase Cancer Center
The Salk Institute for Biological Studies
The University of Alabama at Birmingham
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 Chicago, Hematology/Oncology Division
University of Miami
University of Michigan
University of Minnesota
University of Missouri
University of North Carolina
University of Pittsburgh



University of Southern California
University of Texas MD Anderson Cancer Center
University of Texas Southwest Medical Center
Vanderbilt Medical School
West Virginia University
Whitehead Institute for Biomedical Research
Yale University

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SCIENTIFIC ADVISORY BOARD

Miklos Sahin-Toth, MD, PhD, Chair

UCLA, Los Angeles, CA

- Chair of the Hirshberg Foundation Scientific Advisory Board
- Garry Shandling Chair in Pancreatic Diseases and the Editor-in-Chief of the journal Pancreatology
- Professor, Department of Surgery, David Geffen School of Medicine
- Co-Editor-in-Chief for the journal Pancreatology

Timothy Donahue, MD

UCLA, Los Angeles, CA

- Chief of the Division of Surgical Oncology and Vice Chair for Cancer Surgery in the Department of Surgery
- Professor of Surgery at the David Geffen School of Medicine at UCLA, joint appointment in the Department of Molecular and Medical Pharmacology
- Program Director of the General Surgery Residency Program at UCLA • Garry Shandling Chair in Pancreatic Surgery

J. Randolph Hecht, MD

UCLA, Los Angeles, CA

- Professor of Clinical Medicine, David Geffen School of Medicine
- Director of the UCLA Gastrointestinal Oncology Program



O. Joe Hines, MD

UCLA, Los Angeles, CA

- Chair and Executive Medical Director of the Department of Surgery
- Surgeon-in-Chief of the Ronald Reagan UCLA Medical Center
- Chief of the Division of General Surgery

Murray Korc, MD

UCI Chao Family Comprehensive Cancer Center, Orange, CA

- Department of Developmental and Cell Biology, School of Biological Sciences, UC Irvine
- Disease Oriented Team for Hepato-Pancreatic-Biliary Malignancies at the UCI Chao Family Comprehensive Cancer Center
- Board Certified in Internal Medicine and in Endocrinology

Stephen J. Pandol, MD

UCLA, Los Angeles, CA

- Director, Basic & Translational Pancreas Research in the Department of Medicine at Cedars-Sinai Medical Center
- Prof. of Medicine, School of Medicine at UCLA

Anirban Maitra, MD

MD Anderson, University of Texas, Houston, TX

- Sheikh Khalifa Bin Zayed Al Nahyan Distinguished University Chair
- Professor of Pathology and Translational Molecular Pathology
- Deputy Division Head for Academic Science at the Division of Pathology and Laboratory Medicine
- Scientific Director of Sheikh Ahmed Bin Zayed Al Nahyan Center for Pancreatic Cancer Research

Eileen M. O'Reilly, MD

Memorial Sloan Kettering Cancer Center (MSK), New York, NY

- Winthrop Rockefeller Endowed Chair in Medical Oncology
- Co-Director for Medical Initiatives, David M. Rubenstein Center for Pancreatic Cancer
- Section Head for Hepatopancreaticobiliary/ Neuroendocrine Cancers

Marina Pasca di Magliano, PhD

University of Michigan, Ann Arbor, MI

- Maude T. Lane Professor, Department of Surgery
- Professor, Department of Cell and Developmental Biology • Co-leader, Signaling and Tumor Microenvironments program, Rogel Cancer Center
- Co-leader, Pancreatic Disease Initiative



Rushika M. Perera, PhD

University of California, San Francisco, CA

- Associate Professor of Medicine, University of California, San Francisco
- Chief Scientific Officer, UCSF Pancreas Cancer Program
- Executive Committee Member, UC Pancreas Cancer Consortium

Ashok Saluja, PhD

University of Miami Miller School of Medicine, Miami, FL

- 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
- Secretary-Treasurer of the American Pancreatic Association, University of Miami Miller School of Medicine

Diane M. Simeone, MD

NYU Langone Medical Center, New York, NY

- Professor of Surgery and Pathology, NYU Langone Medical Center
- Associate Director of Translational Oncology Program, Perlmutter Cancer Center
- Director, Pancreatic Cancer Center, NYU Langone Medical Center

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