



## SFA Spotlight - April 2017

**Welcome to our newsletter!** Please be on the lookout for this newsletter every month as a way to keep you more involved and engaged with information important to the SFA community.

Please be sure to include [sfainfo@curesarcoma.org](mailto:sfainfo@curesarcoma.org) in your address book. If you do not wish to receive this email on a monthly basis, please [contact us](#).



### Bert's Blog

*This post was written by Bert E. Thomas IV, PhD, MBA, CEO of the Sarcoma Foundation of America.*

Through many interactions, a challenge became apparent: How do we raise awareness of a rare disease in a noisy marketplace while at the same time creating a renewable sustaining source of funding for our sarcoma research grants? After much deliberation, we concluded that there was an opportunity to expand the number sarcoma 5K Run/Walks. Increasing the number and the national presence of these races could help bring the public to our cause. We realized we needed a brand and thus the Race to Cure Sarcoma™ (RTCS) was born. We created a logo and took our story on the road.

[Read more...](#)

## A Celebration of Life

On April 20, the Sarcoma Foundation of America held its 15th annual NYC fundraising event, A Celebration of Life. In addition to raising funds for much needed sarcoma research, the evening's focus was on honoring those who have battled sarcoma, as well as those who have dedicated their lives and careers to the treatment of sarcoma



patients.

A Celebration of Life was a tremendous success, with more than **half a million dollars raised!** The event also marked the formal announcement of the SFA's new [Founders' Endowment](#), a new giving mechanism that allows donors to make a long term investment to ensure perpetual sarcoma research funding.

It was the SFA's privilege to acknowledge the contributions of our 2017 award recipients. We'd like to once again extend our congratulations to the evening's honorees.

### **NOBILITY IN SCIENCE AWARD**

Gary K. Schwartz, MD  
Chief of Hematology and Oncology  
Columbia University School of Medicine/New York Presbyterian Hospital  
Professor of Medicine  
Deputy Director  
Herbert Irving Comprehensive Cancer Center

### **PUBLIC SERVICE AWARD**

Richard A. Moscicki, MD  
Deputy Center Director for Science Operations  
U.S. Food and Drug Administration

### **VISION OF HOPE AWARD**

Lilly Oncology

### **COURAGE AWARD RECIPIENTS**

Suthakar Iyer  
Tom Peroulas

### **COMPASSIONATE CARE AWARD**

Yelena Ustoyev, AGPCNP-BC



The crowd was energized by the night's entertainment. Evan Ruggiero, a sarcoma survivor, Ari Groover, and the Groove Band kept the room in high spirits and set the tone for a celebratory evening.

A Celebration of Life would not have been possible without our sponsors. A special thank you goes to Dr. Jonathan and Nanci Lewis and Sanj K. Patel for their support of

the evening.

Thank you to everyone whose generous support made the evening possible. It was truly a celebration of life for all that attended.

The Sarcoma Foundation of America was honored to be invited to ring the closing bell during Nasdaq's closing ceremonies on April 19. It was a tremendous opportunity to raise awareness on a national scale as the ceremony was featured on live television and was streamed to viewers across the country through Facebook, Nasdaq.com, and YouTube.



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**Register Now for a Race to Cure Sarcoma Near You!**





**RACE TO CURE  
SARCOMA™**  
Sarcoma Foundation of America

PITTSBURGH  
MILWAUKEE  
PHILADELPHIA  
DENVER  
ST. LOUIS  
RICHMOND  
CHICAGO  
NASHVILLE  
MIAMI  
NEW JERSEY

July 8  
July 16  
September 10  
September 16  
October 8  
October 14  
October 28  
November 4  
November  
TBD

Register for a race near you!  
[www.racetocuresarcoma.org](http://www.racetocuresarcoma.org)

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## 2017 Children's Sarcoma Artwork Contest

The Sarcoma Foundation of America is hosting a Children's Artwork Competition to kick off Sarcoma Awareness Month this July.

Pull out the arts and crafts and send us your best work! Artwork should include a yellow ribbon and/or sunflowers. We will be collecting submissions May 1 through June 23. The winner will be announced in July and their artwork will be featured on the Sarcoma Foundation of America's 2017 holiday card.



Find all of the details here: <http://www.curesarcoma.org/2017-childrens-sarcoma-artwork-contest/>.

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## Introducing the Founders' Endowment

Donors exploring giving options may now choose to contribute to the lasting impact of the Sarcoma Foundation of America through endowment giving. Make a long-term investment in our mission to ensure perpetual sarcoma research funding. Visit <http://www.curesarcoma.org/founders-endowment/> to learn more.

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## Meet the SFA: Mary McCarthy

The Sarcoma Foundation of America is growing and we want to introduce you to our staff! Meet Mary McCarthy.



Mary has been with the SFA for 11 years. Starting as the office manager, she's worked her way up to Senior Manager of Finance and HR. Mary handles our invoicing, donations, and payroll. She is the calming force in our office.

**Fun fact:** Mary McCarthy was the organization's first hired employee!

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## Discover Ways to Give and Save Announcing New Giving Website



Visit our new giving site at [giving.curesarcoma.org](http://giving.curesarcoma.org). The new site will assist you in exploring the many ways you can meet your financial goals while maximizing your philanthropy.

Contact [Michele Levy](#), Director of Development, about any questions you have or to learn more about how gift planning can benefit you and further sarcoma research.

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## Survey Opportunity for Soft Tissue Sarcoma Patients

Analysis Group, Inc. (AG) is surveying individuals with soft tissue sarcoma to understand their preferences for treatment of soft tissue sarcoma. Your participation will help to advance knowledge in this field.

**The Study:** AG is seeking individuals with soft tissue sarcoma to share their views and preferences for treatments of soft tissue sarcoma in an online survey lasting approximately 15-20 minutes.



**To Participate:** You will be eligible to participate if you meet all of the eligibility criteria. Your participation is voluntary. You will not be asked to provide personal identifying information in this survey. Your responses to the survey and additional information will be kept confidential per Health Insurance Portability and Accountability Act of 1996 (HIPAA) regulations, and will be reported and published only in summary form (e.g., averages or percentages among respondents). This study has been reviewed by the Western Institutional Review Board (WIRB).

For more information and to access the online survey, visit <http://www.curesarcoma.org/survey-opportunity-for-people-with-soft-tissue-sarcoma-2/>.

## SFA at the Oncology Nursing Congress



The Sarcoma Foundation of America is excited to be participating in the Oncology Nursing Society's 42nd Annual Congress. This is the most comprehensive oncology nursing conference in the country! If you know an oncology nurse who will be attending, encourage them to stop by the SFA booth and say hello!

## Get Involved!

Interested in hosting an event in your area?  
Contact us at [events@curesarcoma.org](mailto:events@curesarcoma.org).

Looking for volunteer opportunities or other ways to get involved? Contact us at [getinvolved@curesarcoma.org](mailto:getinvolved@curesarcoma.org).



## Upcoming Event

April 29, 2017: [3rd Annual Swing Against Sarcoma](#)

**DONATE** ❤️

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