



# How to have a “Friend Raiser” party on behalf of IMBCR

## Why?

Since IMBCR is a small, non-profit organization that operates completely on donations, we need to increase the number of people who are interested in and informed about IMBCR. And because we do not have a large advertising budget, like other cancer organization we need to accomplish our goals in a “grass roots” fashion. Friend Raiser parties are the perfect way to increase awareness for the Institute which will hopefully increase the amount of donations we receive annually.

## What’s a “Friend Raiser” Party?

The concept is very simple: If you are a “friend of IMBCR” (i.e. you are a patient, you know a patient or are a family member of a patient), you probably know more than the average person about IMBCR. All you have to do is invite some of your friends, who aren’t that familiar with the Institute, over to your house and tell them about IMBCR. That’s it!

“Friend Raisers” are low-pressure gatherings because we are not asking for money only giving people information and letting them decide for themselves to donate at a later time. The party can consist of as little as 6 people, on up to 25, 30 or even 40 people if you so choose. Of course, the more people you invite, the faster we get the word out.

## What do I serve at this party?

You can serve cookies and milk, wine and cheese, appetizers or a complete dinner. It’s whatever you feel comfortable doing and more importantly, whatever is affordable for you and your family.

## What do I talk about at this “Friend Raiser” party?

The next page has a short list of talking points that will help you make a brief, but informative speech to your friends and co-workers. If Dr. Berenson is available he may want to “skype” into your party to say a few words, or if he’s in the area due to other business obligations, he may even come by in person!

- Please call Tommy Garceau at 310-623-1210 to find out about Dr. Berenson’s availability.

## What is the goal of this party?

This is the most important reason why we’re encourage everyone we know to throw a “Friend Raiser” we insist that if you do NOTHING else, please ask everyone at your party to sign the “eMail Sign-up Form” which is also attached. Email addresses are the most important thing for IMBCR because it increases the number of people we can interact with, communicate news to and hopefully count on for future donations. It is imperative that you send this sheet to us after your party.

Please mail you Email Sign-up Forms to:

Tony Garzio  
IMBCR  
9201 Sunset Blvd., Suite 300  
West Hollywood, CA 90069



## Talking points for your “Friend Raiser” party

IMBCR remains the only independent non-profit cancer research institute working to find improved treatment, and ultimately a cure, for multiple myeloma, a cancer of blood cells that resides in the bone marrow. Because of our research, we have continued to develop new treatment regimens that have benefitted patients with multiple myeloma and other blood cancers. Some of the recent major breakthroughs are:

1. Uncovered a brand new approach to the treatment of myeloma.
2. Identified a way by which the myeloma protein and lack of normal antibody protects myeloma cells from being eliminated.
3. Showed that modification of an old active myeloma drug allows it to be given safely at much higher doses with better anti-myeloma effects both alone and in combination with other agents. This is leading to clinical trials that will begin soon.
4. Identified a protein that when blocked both kills myeloma cells and prevents bone loss.
5. Showed that a derivative from grapes is very active against myeloma.
6. Determined a new pathway in the myeloma cells that when blocked helps make other effective therapies for myeloma work significantly better.
7. Identified a critical gene involved in blocking myeloma cell growth that is not present in many myeloma patients.
8. Showed that newer versions of drugs used in myeloma are more effective at eliminating myeloma both alone and when combined with other drugs.
9. Found a protein that is highly expressed in very aggressive myeloma cells and have shown that blocking its activity decreases myeloma growth.
10. Showed that an immune therapy used for kidney cancer and leukemia patients effectively eliminates myeloma.
11. Determined that certain drugs used to prevent side effects from medications commonly used to treat myeloma may also block their anti-cancer effects.
12. Identified a new marker protein in the blood of myeloma patients that is a new way to follow the patient’s response to therapy.
13. Found a circulating protein that binds and blocks a factor that normally helps the immune system and which may explain why myeloma patients are very susceptible to infections.
14. Shown a higher risk of certain cancers in myeloma patients.



# Email Sign-Up Form

PLEASE PRINT

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Institute for Myeloma  
& Bone Cancer Research  
[www.imbcr.org](http://www.imbcr.org)

We're so **close** to a **cure**.

## IMBCR (Institute for Myeloma & Bone Cancer Research) is celebrating its 10<sup>TH</sup> year of independent research!

• **OUR HISTORY:** In 2003, Dr. James Berenson founded the Institute for Myeloma & Bone Cancer Research to offer scientists the opportunity to work in an unencumbered environment to explore new directions in our state of the art, self-contained laboratory facility. IMBCR is the only independent non-profit cancer research institute dedicated to more effective treatment, and ultimately a cure, for myeloma and bone cancer. Multiple Myeloma is a rare blood based cancer of malignant cells found in the bone marrow.

Our Multiple Myeloma-related research is far-reaching and benefits all cancers where bone metastasis is a threat, particularly breast cancer, lung cancer, and prostate cancer as well as other types of bone marrow and blood cancer such as lymphoma and leukemia. Dr. Berenson now leads a team of dedicated scientists with extensive expertise in cancer research, particularly in the fields of metastases cancer, cancer genetics, cellular interactions with the environment, hematology and animal models of Myeloma and other Bone Cancers.

Dr. Berenson is widely recognized as a leader in cancer research and has been engaged in myeloma and bone cancer research for over 25 years. He has successfully worked to develop more effective and better-targeted anti-myeloma treatments, improving the longevity and quality of life for myeloma patients with this type of cancer.

### • WE NOW OFFER OUR SUPPORTERS, 4 EASY WAYS TO DONATE TO IMBCR:

1. Mobile Giving, our newest way to donate, lets you use your SmartPhone to text in a donation. Enter "41444" as the phone number and text "IMBCR" - That's it! You will receive an automatic reply with very simple instructions on how to make a credit card donation. Or you can wait for a call back from a helpful representative at Mobile Causes.
2. Visit our website: [www.imbcr.org](http://www.imbcr.org) and click the "DONATE" button at the top of the page. You will be taken to the donation page where you can make a safe, secure credit card donation.
3. Call **1-310-623-1210** and make a donation over the phone
4. Mail your donation to:  
The Institute for Myeloma & Bone Cancer Research, ATTN: Mr. Geoffrey Gee  
9201 Sunset Boulevard, Suite #300 • West Hollywood, CA 90069

All methods of donation listed above, except for Mobile Giving, allow you to make a donation in memory or in honor of someone special in your life. We can even send a personalized note on your behalf. You can also choose to make an automatic monthly donation. A receipt/thank you letter is sent to all of our donors which can be used to access matching funds from an employer. Thank you for your support and interest in IMBCR.

For more information please visit our website at: [www.imbcr.org](http://www.imbcr.org)