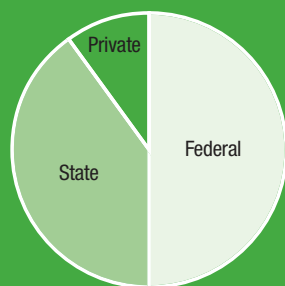


The Investment

Georgia is distinct among all U.S. states because we're directing a substantial amount of funds from the National Tobacco Settlement Trust Fund directly into cancer prevention, research and treatment. The driving principle behind Georgia's investment in the war on cancer is *leverage*. Every dollar the state allocates to the Georgia Cancer Coalition is matched, magnified and multiplied. Grant recipients are required to identify matching funds for Coalition grants. Further, the Coalition's investment in facilities, enterprises and Distinguished Cancer Scholars generates hundreds of millions in new funding from federal and private sources.



The exact percentage breakdown of funding sources in Georgia's war on cancer fluctuates somewhat each year. Generally, however, the sources are apportioned as reflected here.

The Work

HARNESSING THE BEST THINKING OF THE BRIGHTEST MINDS

The Coalition is helping to recruit and retain some of the world's most brilliant minds in cancer research and treatment. These distinguished scientists and clinicians perform their work in universities, hospitals and health care settings, bringing in hundreds of millions of dollars to support the most promising evidence-based research. Ultimately, the Coalition will bring at least 150 of these Distinguished Cancer Scholars to Georgia, helping to position our state as a national leader in cancer research.



Dr. Michael Eriksen, a GCC Distinguished Cancer Scholar, discovered that Georgia farmers are interested in growing crops that help prevent cancer, rather than cause it.

Bringing big ideas to life

Making progress against cancer means thinking big. That's why the Georgia Cancer Coalition works to bring imaginative ideas to life. The Coalition is instrumental in efforts to establish Winship Cancer Institute at Emory University as Georgia's first "Comprehensive Cancer Center" as designated by the National Cancer Institute. The designation would give Georgians better access to clinical trials and resources as well as generate more research funding. The Coalition also invested \$28 million to create the Georgia Cancer Center for Excellence at Grady Memorial Hospital, an enterprise that combines the best Georgia has to offer in research, education and clinical care. The center gives lower income Georgians access to top-notch cancer care while advancing discovery for a cure.



Georgia's first Cancer Center for Excellence and its medical director, Dr. Otis Brawley, work to reduce the disparities of cancer care.



Cancer prevention comes to the beauty salon and other unlikely places in West Central Georgia.

STOPPING CANCER BEFORE IT STARTS

In Georgia's war on cancer, prevention is the front line of battle. Through Regional Programs of Excellence (RPEs) across the state, the Georgia Cancer Coalition helps bring the prevention message to the people – in doctors' offices, churches, even beauty salons. One RPE orchestrated a team of community health advisors to persuade hundreds of Georgians to attend local health fairs and cancer screenings. Another mobilized one county's elected officials, ministers, school administrators and others to set a goal of leading the nation in cancer screening. Beyond prevention, the regional centers also spark more collaboration and reduce duplication among care providers all over Georgia.

Searching for the next great discovery

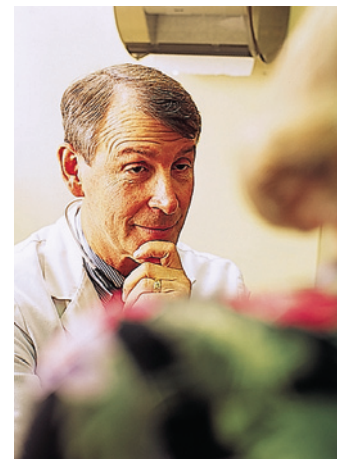
If a cure for cancer is ever to be found, it will come from a series of discoveries. Since its creation in 2001, the Georgia Cancer Coalition has worked to elevate Georgia to an entirely new level of scientific exploration. An excellent example is Dr. Shuming Nie, a GCC Distinguished Cancer Scholar at Emory University. Dr. Nie and his team received a \$19 million grant from the National Cancer Institute to analyze individual cells using nanotechnology. The Coalition also helped establish a tumor and tissue bank to enable scientists throughout the state to study actual tissue specimens – a critical but scarce resource. A new landmark study will enable researchers to track the development of cancer in healthy Georgians in four or five communities. Finally, the Coalition has directed millions toward enterprising research all over the state, thanks to the generosity of Georgians who checked a box on their state income tax forms.



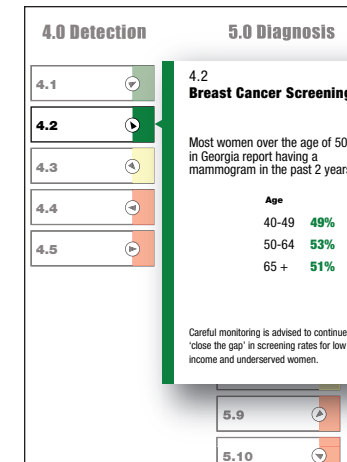
Dr. Shuming Nie and a research team from Emory and Georgia Tech are analyzing tumors in ways never before possible.

IMPROVING TREATMENT FOR EVERY GEORGIAN

If you were to get cancer, you would want the very best care possible. The Coalition has moved aggressively to improve the quality and availability of treatment for every Georgian with cancer. In launching the Georgia Center for Oncology Research and Education (GA-CORE), the Coalition took a major step toward making Georgia the first state with an active network of clinical trials, opening up new avenues of treatment. And because the Coalition implemented TrialCheck, an online tool developed by a national organization, Georgians can also quickly identify which clinical trials are available to them. In addition, the Coalition has begun exporting "best practices" from two model initiatives – one faith-based, the other in the workplace – to better equip Georgians who are fighting the disease.



Physicians like Dr. Jim Hotz in southwest Georgia are at the front lines of cancer treatment.



A unique "digital dashboard" will provide a snapshot of Georgia's progress in 52 areas of prevention, detection, diagnosis and treatment.

Keeping Georgia accountable

It's not enough to mount a unified, comprehensive approach to fighting cancer in Georgia. It's just as important to understand which areas are making progress – and which need more attention. That's why the Georgia Cancer Coalition has made a commitment to learning how well its efforts are working. The Coalition asked the Institute of Medicine to identify a set of measures that track progress toward five goals. These measures – 52 in all – will be tracked through a state-of-the-art digital dashboard that provides a clear and complete snapshot of where Georgia stands and where it's heading in the war on cancer.

The Coalition

The Georgia Cancer Coalition is an independent, non-profit organization leading Georgia's war on cancer. It serves to unify individuals, government agencies, academic institutions and health care organizations around a single, comprehensive effort to strengthen cancer prevention, research and treatment in our state. If an enterprise is working on cancer in Georgia, chances are the Coalition is involved in some way.

The Georgia Cancer Coalition envisions a day when fewer Georgians get cancer, and when people with cancer have a far better chance of surviving the disease. Arriving at this day requires the Georgia Cancer Coalition to make major progress toward five goals:

1. Prevent cancer and detect existing cancer earlier
2. Improve access to quality care for all Georgians with cancer
3. Save more lives in the future
4. Train future cancer researchers and caregivers
5. Realize economic benefits from eradicating cancer





Cancer is especially hard on Georgia

- Compared to citizens of other states, Georgians are more likely to battle cancer.
- As many as 16,000 Georgians die of cancer each year.
- Cancer is the second leading cause of death in Georgia.

**Can we do more?
The answer is not yes.
The answer is *we must.***

If you need answers about cancer and don't know where to turn, turn to us.



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*What are you doing
to participate in
Georgia's war on cancer*



**You may not think you can play a meaningful part in an effort as massive as Georgia's war on cancer.
*But you can.***

Since 2001, the Georgia Cancer Coalition has unified efforts to fight cancer in our state. The Coalition has worked to expand prevention, improve treatment and take bold new steps toward discovery of a cure.

But if Georgia is ever to reach its goal of saving more lives from cancer, you've got to get in the fight. Here's how:

- Check the box on your state income tax form to support cancer research (100% goes directly to research)
- Buy a license plate to support breast cancer prevention, research and treatment
- Make a financial gift to the Georgia Cancer Coalition to help the Coalition reach its goal of reducing suffering and death from cancer (visit www.georgiacancer.org)
- Participate in the "Live Healthy Georgia" campaign by visiting www.livehealthygeorgia.org
- Get screened regularly for colorectal, breast, prostate and other forms of cancer

Cancer survivor Kati Tanner has dedicated her life to fighting pediatric cancer. She works for a non-profit seeking to cure childhood cancer, speaks to numerous organizations, and helps children and teens with cancer by volunteering at Camp Sunshine.