

IAN'S FRIENDS NEWSLETTER

WINTER 2011



Ian's Friends Foundation • 855 Marseilles Drive; Atlanta, GA 30327 • www.iansfriendsfoundation.com • 404.323.3352

LETTER FROM CHERYL & PHIL YAGODA

Dear Friends,

The year 2010 was full of wonderful accomplishments for Ian's Friends Foundation. Our devoted friends, family, community and Board of Directors continue to give hope to children battling brain tumors. Without your generosity, we could never have achieved so much this year.

- The National Institutes of Health (NIH) awarded a one million dollar grant to an IFF funded lab at Georgia Tech. This lab competed against top universities to win this grant money; having received its original seed money from IFF.
- In 2011, IFF will fund two additional research projects (our 5th and 6th) at NYU and University of Pittsburgh.
- IFF was featured in television specials on CBS and The Golf Channel, and in public service announcements during the FED-EX Cup, giving us valuable, national exposure.
- Our golf tournament at the Atlanta Country Club raised essential funds for IFF labs while raising awareness and introducing our organization to all who attended.
- Our Third Annual Evening of Inspiration was a night of entertainment and bliss. Our team did an outstanding job and we are already anticipating what they will create for this year's event.



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We are thrilled to welcome PGA superstar Anthony Kim as the newest member of IFF's Board of Directors. Anthony has given so much of his heartfelt time and energy to IFF and has been instrumental in connecting the foundation with the PGA. We appreciate his dedication and look forward to a meaningful and productive relationship with him.

We know we are in difficult economic times and we are grateful for your support of our mission to find a cure. On behalf of the IFF Board of Directors and the families determined to win a fight against time, we thank, love and appreciate all you do for the many children living with brain tumors. We wish you and your family a happy, healthy New Year.

With our deepest gratitude,
Cheryl and Phil Yagoda

2010 FINANCIAL RECAP – IFF IN NUMBERS

Dollars raised by direct public support of individuals, foundations and corporations in 2010: \$662,966.

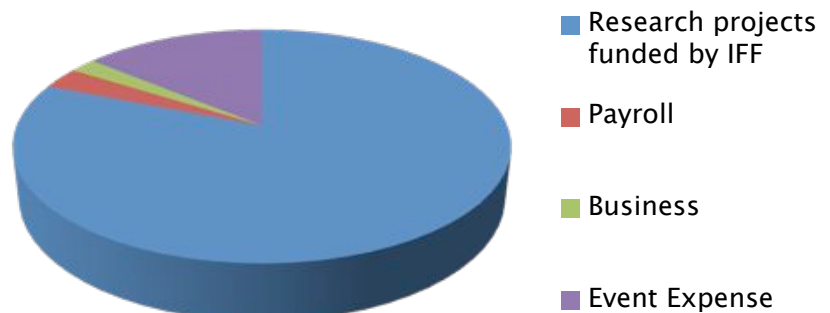
Distribution of 2010 Funds Raised:

Research Projects Funded by IFF – 81%
(includes upcoming projects in 2011)

Payroll – 3%

Business – 2%

Event Expense – 14%



EVENTS OF 2010

Third Annual Evening of Inspiration

IFF's Third Annual Evening of Inspiration, which was held in Atlanta's trendy west end at White Provisions, was once again a huge success! The evening raised awareness for new pediatric brain tumor research. Party goers enjoyed fine wines and drink mixology as well as food tastings from some of Atlanta's most renowned chefs, including: Jamie Adams from Veni, Vidi, Vici, Shaun Doty from Shaun's, Chris Cannizzaro of The Palm, Jennifer Etchinson and Piero Premoli of Pricci, Yukie Fukuya of Bishoku, Joe Treux of Watershed and Gary Minnie of Table 1280.

IFF raised nearly \$400,000 through ticket sales and very successful live and silent auctions. Thank you to all who so generously attended the event and participated in the auctions, which offered a rare opportunity to acquire two imperial bottles of wine from Chateau Haut-Brion as well



as such experiences like staying in the Jimmy Buffet estate in Key West, studio recording time with Grammy award winning producer Ali Dee and a walk-on appearance during the last season of the HBO hit series Entourage.

Thank you once again to the truly inspirational devotion of the evening's three amazing co-chairs: Erica Lewis, Allison Olim and Anthony Santorelli.



Blue Belt Charity Golf Tournament

The 2010 IFF Blue Belt Charity Golf Tournament was held on May 24 at The Atlanta Country Club on a beautiful spring day. One hundred players participated in the tournament, which was co-chaired by Kasey and Todd Asarch and Rita and Arthur Bodner. This special event raised \$43,000 for IFF.

PGA star Anthony Kim graciously donated his time by teaching a clinic in the morning and playing all 18 holes with the participants. The winners for the day were Robert Brouman, Billi Marcus, Caryl Paller, and Emily White.

Thank you to all of you who came out for a meaningful day of golf.



Winning Team: Caryl Paller, Robert Brouman, Billi Marcus, Emily White with Anthony Kim.



UPCOMING EVENTS

Ice for Ian 3
February 6, 2011



For the past two years, Erin and Adina Beiner spearheaded “ICE FOR IAN.” The events were held at Marietta Ice Center, which graciously provided its facilities for the cause. In 2010, over 100 friends supported Erin and Adina’s efforts by skating and enjoying a yummy hot cocoa bar. The event raised more than \$1,300! “Ice For Ian” was started in 2009 as part of Erin’s Bat Mitzvah project. She continues her commitment to helping children affected with brain tumors and has planned, along with her sister, a third event on Sunday, February 6 from 11:30AM to 1:00PM at Marietta Ice Center (www.themicice.com). Join us at “The MIC” for fun on the ice that helps Ian’s Friends.

Family Fun Concert with The Baby Grands
May 22, 2011

Acclaimed band, THE BABY GRANDS, will be the headliners for a family concert benefiting IFF on Sunday, May 22, 2011 from 2:00–5:00PM at Sandy Springs Heritage Park. The Baby Grands are known for “Kindie Rock” (Kid Indie Rock) with beats that are fun for the whole family. Preregistration will be available online this winter. Mark your calendar and invite your friends and family for an afternoon of music and fun!

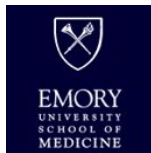


OUR PROGRESS: MEDICAL RESEARCH AND COLLABORATION

In three years, with your support, IFF is funding four laboratories and is proud of these accomplishments:

- ❖ In August 2010, the National Institutes of Health (NIH) awarded a one million dollar grant to an IFF funded lab at Georgia Tech. This lab competed against top universities to win this grant money; having received its original seed money from IFF.
- ❖ The Weill Cornell Medical College research lab is now in a clinical trial using conventional enhanced delivery.
- ❖ The lab at Children’s Hospital in L.A. has made substantial progress through radiology by discovering that when certain chemicals in the tumor start to elevate, the tumor becomes more aggressive.
- ❖ Georgia Tech/ Emory/ Children’s Healthcare of Atlanta are making tremendous strides in a three-part project of pinpointing the tumor for accurate removal during surgery and banding the tumor to limit its growth.
- ❖ IFF, with the Georgia Cancer Coalition, worked to pass Georgia Senate Bill 201, which allows taxpayers to designate their income tax payment to fund pediatric cancer research.

With your generous support, we hope to continue to fund labs to help find a cure for the many children who are fighting the greatest battle of their lives.



READING MATERIAL



Shivani Bhatia, MD, pediatric anesthesiologist at the Scottish Rite campus of Children's Healthcare of Atlanta, is writing a much needed series of books for children. These books will address the many different issues pediatric patients and their families deal with in the hospital. Dr. Bhatia is donating 100% of the proceeds to Ian's Friends Foundation! The first book in the series, which examines/discusses children undergoing general surgery, has just been released and can be ordered at: www.authorhouse.com/Bookstore/BookDetail.aspx?BookID=SKU-000376729. Dr. Bhatia is currently working on the second book in the series, which deals with pediatric cancers.

BOARD OF DIRECTORS

Dr. Arthur Bodner	Justin Hong	Michael Schamroth
Jennifer Babbit Bodner	Anthony Kim	Larry Smith
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Mike Gelfond	Dr. Steve Lipsky	Cheryl Yagoda
Seth Greenberg	Roxanna Morran	Philip Yagoda
Stephen Greenberg	Allison Olim	
David Hirsch	Anthony Santorelli	

To donate or see how you can help,
contact 404.323.3352 or
cheryl@iansfriendsfoundation.com
www.iansfriendsfoundation.com

IFF MISSION STATEMENT: IAN'S FRIENDS FOUNDATION (IFF) IS A NONPROFIT ORGANIZATION (501C3) COMMITTED TO FUNDING THE SUPPORT OF PEDIATRIC BRAIN TUMOR RESEARCH. WE ACCOMPLISH OUR MISSION BY UNDERTAKING AND SUPPORTING INITIATIVES AT RESEARCH INSTITUTIONS AROUND THE COUNTRY THAT FOCUS ON DEVELOPING NEW THERAPEUTIC METHODOLOGIES FOR THE TREATMENT OF PEDIATRIC BRAIN TUMORS. IFF SEEKS TO IDENTIFY PROJECTS THAT ARE DEDICATED TO OVERCOMING AND ABATING PEDIATRIC BRAIN CANCER. BEFORE THE INCEPTION OF IFF, VERY LITTLE RESEARCH WAS BEING DONE SPECIFICALLY FOR PEDIATRIC BRAIN TUMORS. IFF WAS CREATED IN THE HOPES OF FINDING PROMISING AND ALTERNATIVE THERAPIES IN ADDITION TO CONVENTIONAL ONES. WE ALSO SEEK TO BRING PUBLIC AWARENESS TO THE SEVERITY OF PEDIATRIC BRAIN TUMORS AND THE FUNDING SO DESPERATELY NEEDED TO SPONSOR RESEARCH TO ULTIMATELY FIND A CURE. WITH YOUR HELP, WE HOPE THAT A FEW WILL BE ABLE TO HELP THE MANY CHILDREN AFFLICTED WITH THIS TERRIBLE DISEASE.

Thank you to Rachael Abt and Nancy Rinzler for all of your help on this newsletter.



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Look inside to see
what's going on
with Ian's Friends,
and
make note of our
events to come.

Thanks for
your support!