

A Strategic Campaign for Morehouse School of Medicine

NEXT STEPS MSM'S Fundraising Culture "All Hands on Deck"



Comprehensive Campaign – Quiet Phase

“All Hands on Deck”

1. Tier Objectives
2. Select 5 high impact signature initiatives
3. High impact signature initiatives
4. Engage Donor Compass to advance Legacy Leaders Initiative
5. Hire Campaign Organization



Comprehensive Campaign – Quiet Phase

- Tier strategic objectives
 - 1st \$40 million
 - 2nd \$60 million
- Select 5 high impact signature initiatives
 1. MSM Education Model
 2. Pipeline Programs
 3. Research Excellence
 4. Health Innovations and Impact
 5. Community Service Incentive Program



Involve Faculty/Staff

“All Hands on Deck”

- High impact signature initiatives
 - Business plan
 - Champion
 - External champion
 - Structured campaign
 - Designated advancement officer



Prospect Strategy

“All Hands on Deck”

- Develop coverage plan for most viable prospects
 - Top 50 prospects – 90% of your total
 - Draft white papers
 - Develop customized play book
 - Planned giving prospects (2,000)
 - Legacy Leaders - \$39,000
 - Annual support (4,000)



Staffing

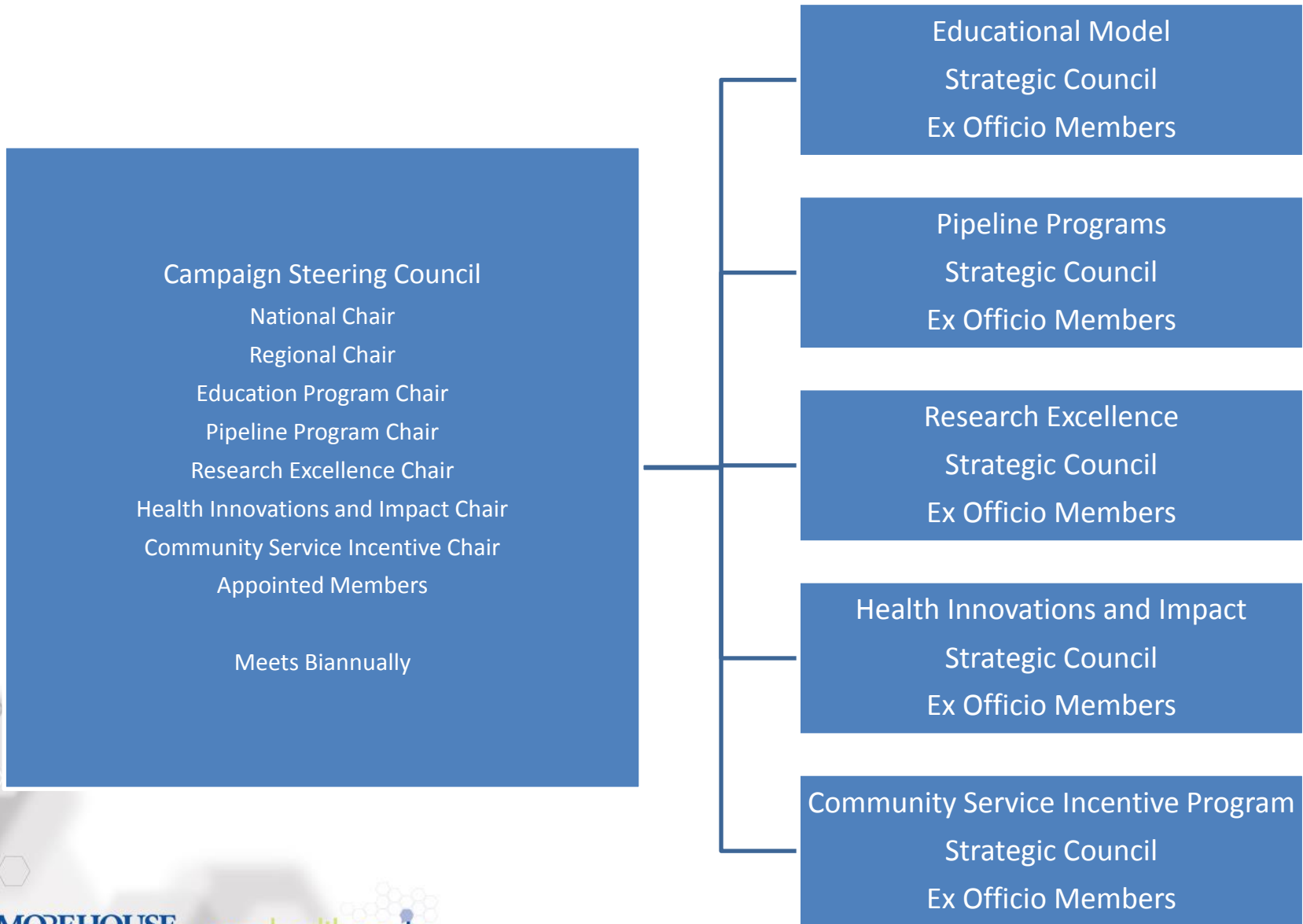
“All Hands on Deck”

- Enhance advancement staff
 - Campaign Writer
 - Campaign Director
 - Annual Giving and President’s Innovation Fund Director
 - Director of Philanthropy and Volunteer Engagement

Timeline



Campaign Volunteer Structure

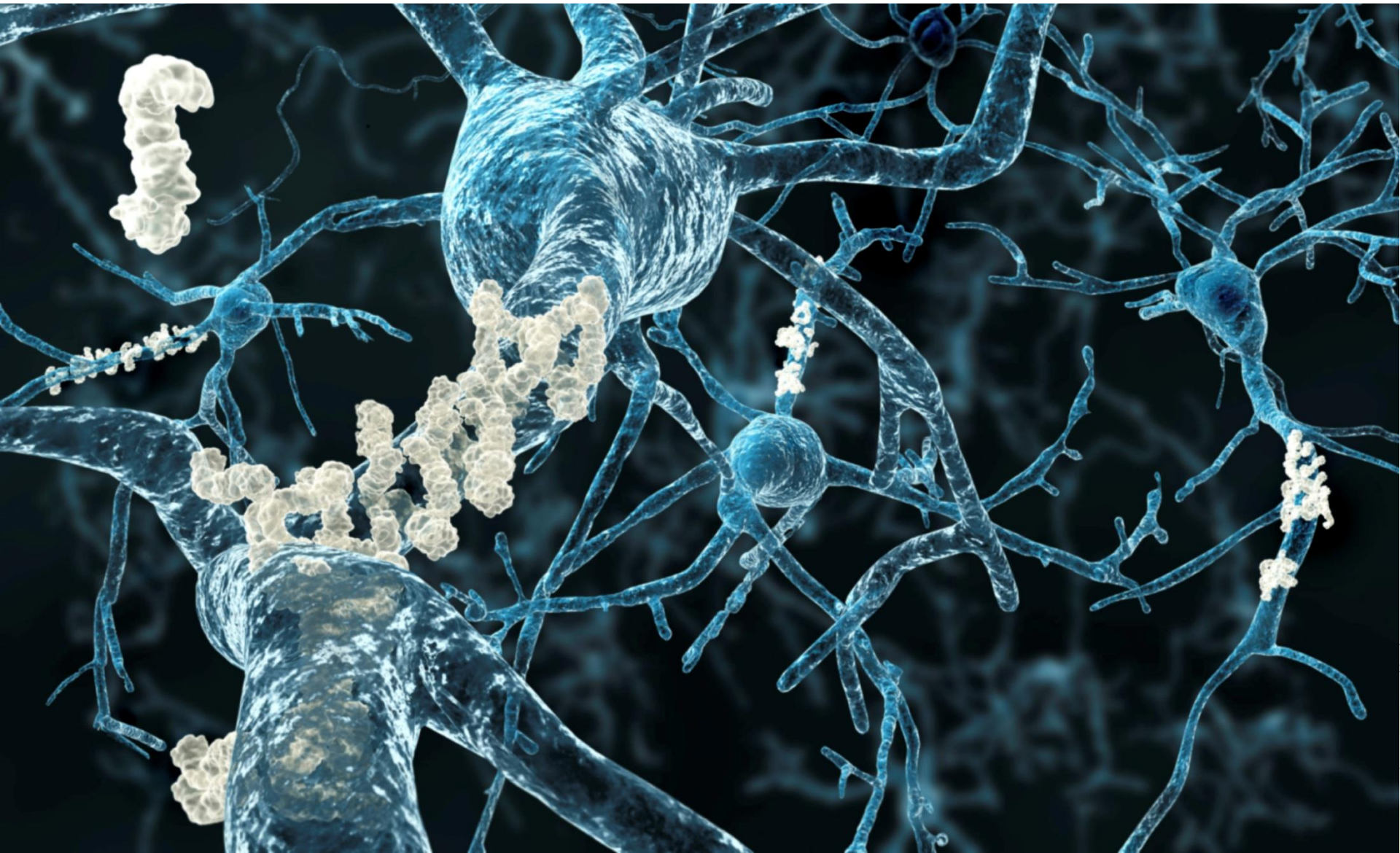


1st Strategic Tier

\$40 Million

Educational Model	Pipeline Programs	Research Excellence	Community Innovation and Impact	Public Service Incentive Program
<ul style="list-style-type: none">• Faculty• Program Funds (intervention for success)• Scholarships• Facilities	<ul style="list-style-type: none">• TAG Academy• Undergraduate Health Sciences Academy• National Center for Pipeline Programs	<ul style="list-style-type: none">• Innovation Center	<ul style="list-style-type: none">• Private/Public Development• Urgent Care Facilities• Conference Center	<ul style="list-style-type: none">• Loan Repayments• Community Outreach Initiative• Partnership with Grady• Partnership with VA

Simon Fraser University Integrated Research Centre for Molecular Neurodegeneration



Neurodegenerative diseases are a grave unmet medical need.



Approximately
37,566
Americans will
Develop Alzheimer's
THIS MONTH

<https://blog.sanguinebio.com/alzheimers-disease-why-i-join-the-fight>

Qui et al. (2009). *Dialogues in Clinical Neuroscience*, 11(2), 111-128.

Pharmaceutical companies have stepped away from the problem due to the difficulty.

BloombergBusiness



News

Markets

Insights

Video

Pfizer-J&J Drop Alzheimer's Drug Studies After Failure

by Robert Langreth and Margaret Tirrell

400 M\$ Phase III Clinical Trial

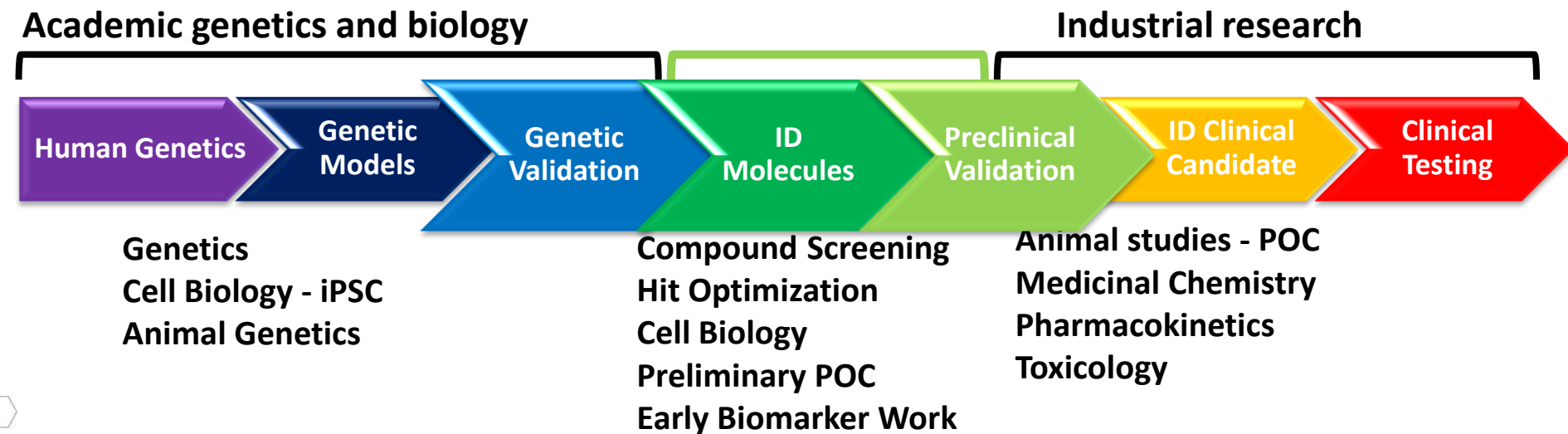
August 7, 2012 – 1:20 PM PDT



Aug. 7 (Bloomberg) -- Pfizer Inc., Johnson & Johnson and Elan Corp. ended most plans to develop an Alzheimer's drug after a second trial failure, a blow to the companies' efforts to market the first product to slow progress of the disease.

There is a need for research that validates therapeutic targets using small molecules.

General progression of research for unvalidated candidate targets:



Current academic research in neurodegenerative diseases in Canada is typically siloed.

SFU – Cooperative and collaborative community

SFU has significant human resources in neurodegeneration.

Robert Young - VP Merck-Frosst, Order of Canada, RSC
*David Vocadlo [CRC Tier I] – CSO Alectos Brain Canada
*Andrew Bennet - PD – NSERC CRD
*Robert Britton [MSFHR] - AD – Brain Canada
Roger Linington [CRC Tier II] – HTS

Assay development
Imaging agents
Screening libraries
Chemical biology

Chemistry

*Sharon Gorski – AD – Brain Canada
*Michael Silverman – AD – Brain Canada
Gordon Rintoul – PD
*Alison Kermode – GD/PD

Cell Biology

Signaling
Mechanism of action
Screening shRNA
Biomarker ID

Imaging

Faisal Beg (Engineering) AD - Brain Canada
Marinko Sarunic (Engineering - imaging) AD
Ryan D'Arcy, M.D. (Engineering – imaging)
*Paul Schaffer - [TRIUMF] PET Imaging agents – Top40

Imaging modalities
Biomarkers

Animal Biology

*Charles Krieger M.D., - ALS (Lou Gherig's)
*Neil Watson, (Psychology) – Animal models

Proof of concept
Animals studies

SFU initiative would build on strengths.



High Throughput Screening Centre

~1 M donation in equipment

~500K CFI for equipment

~1.5M CFI for renovation/equipment

Hire in HTS / HCS (UCSC)

Showcase space

Janssen Library Donation

Initial Discussions with Merck

shRNA / small molecule libraries

SFU – The Engaged University

Defining Campaign

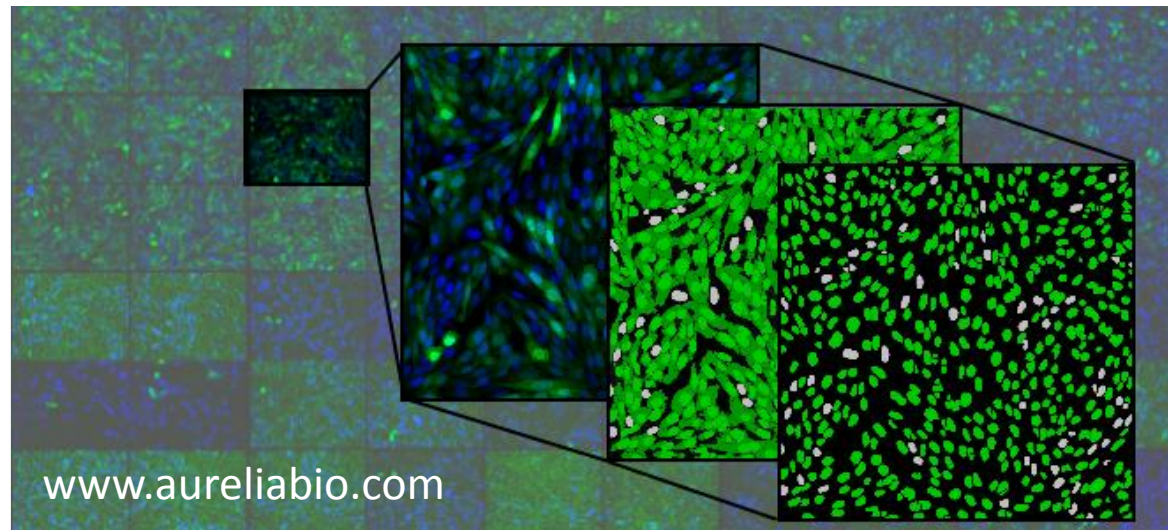
Translational Success

SFU Spin-Off

Alectos Therapeutics

298M License + Royalties

Partner with Merck



SFU initiative would dove-tail with other efforts in the lower mainland.

Brain Research Centre (UBC)

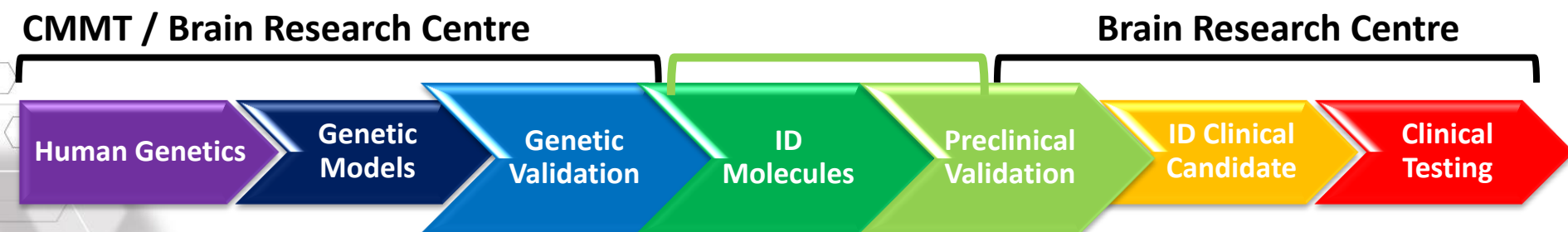
Clinical research, human genetics, pathology, cell biology

Centre for Molecular Medicine and Therapeutics (CMMT)

Human genetic diseases including neurodegenerative diseases.

Centre for Drug Research and Development (CDRD)

Not neuroscience focused - identifying or improving on hits for validated therapeutic targets.



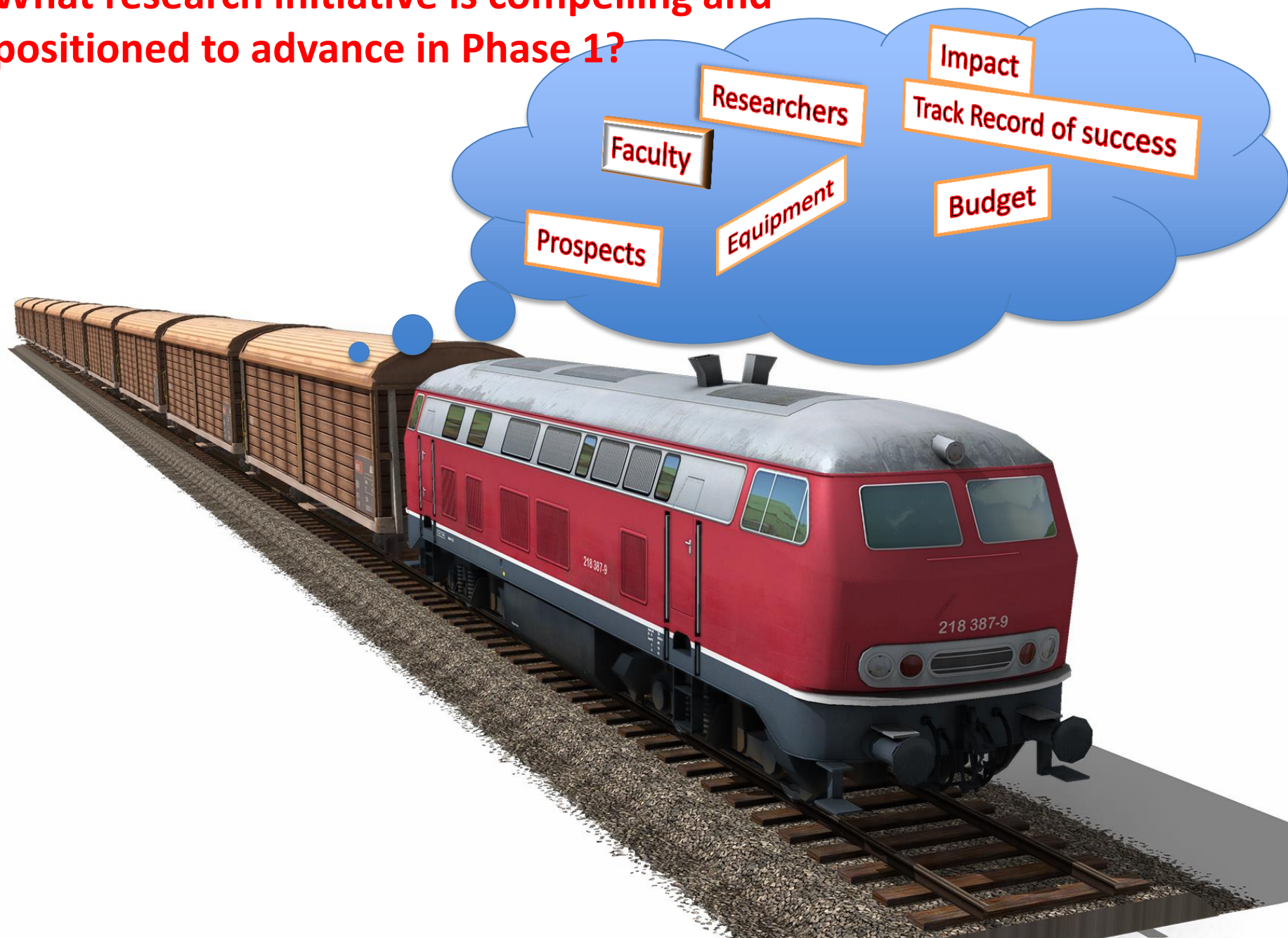
Public – Private Partnership

Thank you - Questions



**Vancouver Biotechnology
Diseases of Aging – Neurodegeneration
Public – Private Partnerships**

What research initiative is compelling and positioned to advance in Phase 1?



Office of Institutional Advancement and Campaign Staffing Structure

