



American Association
for Cancer Research®

FOUNDATION

PHILANTHROPY BRIEF

SPRING 2021

Letter from the Chief Philanthropic Officer

Dear Friend of the AACR,

In 2020, the COVID-19 pandemic provoked significant challenges to the cancer research community—and yet, the American Association for Cancer Research (AACR) continued to accelerate progress in the prevention, diagnosis, and treatment of cancer. In 2021, our work continues to focus on generating new sources of revenue to increase funding for our member-scientists and the important work they do. Despite the difficulties the year 2020 brought us, I am proud to inform you that the AACR has awarded 57 grants to cancer researchers, totaling more than \$12.62 million dollars, thanks to the generous support from our donors and partners.

I believe the success we are seeing at the AACR has much to do with mindset—the mindset of our staff, our more than 48,000 members, and the cancer community at large is one of strength, support, and community. We keep hearing the refrain, “We’re all in this together,” and it’s true. We may not be physically together, but we are united in spirit. If you’re feeling fatigued by the news, take a break from scrolling and check out some of the Philanthropy Brief’s positive stories of inspiration and empathy. They may inspire you—or shift your perspective.

We look forward to continuing to develop the AACR’s programs, activities, and initiatives that will foster cancer research worldwide, and ultimately, help improve patient treatment and care despite the challenges of COVID-19. If last year is any indication of our resolve to do good and our ability to collaborate and innovate, 2021 is sure to take us to new, groundbreaking heights.

We’re keeping our heads high and our hearts full of hope. I invite you to join us.

Thank you for being a valued friend and champion of the AACR.

Best regards,

Mitch Stoller

AACR Foundation
Chief Philanthropic Officer



The AACR’s Inaugural Day of Giving Makes an Impact



On May 7, 2021, the AACR held its first Day of Giving to raise funds for cancer research and to commemorate the day the organization was founded in 1907. On this special day, the AACR community came together to support the AACR’s mission to prevent and cure all cancers.

The AACR Day of Giving raised over \$76,000, including a contribution of \$23,000 from AACR ambassador and Philadelphia Eagles safety, Number 23, Rodney McLeod, and his wife Erika through their foundation Change Our Future. During this special day, several other initiatives took place to support the AACR Day of Giving. The “Go Green for Research” campaign encouraged AACR supporters to share and tag photos of themselves wearing their favorite AACR green gear on social media. Players vs. Cancer (PvC), charity streaming that benefits the AACR, hosted a 12-hour livestream where various PvC gamers invited their viewers to donate to the AACR through their own livestreams, raising over \$1,700 for the cause.

“I am grateful to everyone who participated in the inaugural AACR Day of Giving,” says Mitch Stoller, Chief Philanthropic Officer. “Their generosity has inspired me and will help researchers and cancer patients and their families who will benefit from the funds raised on this day. We are looking forward to next year’s Day of Giving, which we hope will have an even greater impact.”

AACR Runner for Research Spotlight: Kevin Glover

Kevin Glover has always been an athlete but didn't start distance running until 2015. Hailing from South Jersey, his initial motivation to sign up for the 2020 AACR Philadelphia Marathon was about conquering a personal challenge—his first full marathon.

However, when he saw the option to join the AACR Runners for Research team, he thought of his mom, a breast cancer survivor. Feeling inspired, he joined the team.

Kevin's mom, Anna Marie Glover, was diagnosed with HER 2+ breast cancer in September 2016. She finished treatment in September 2017 and has been cancer free ever

since. After she battled and beat breast cancer, she immediately started giving back to the cancer community by putting together over 1,600 "You Got This!" care bags with puzzles, snacks, and lotion for cancer patients.

His mom's desire to do good inspired Kevin. Though the Philadelphia Marathon race weekend was cancelled in 2020, he continues to fundraise and plans on registering for this year's race. Kevin ran a smaller, socially distanced marathon in Collingswood, New Jersey, in November 2020. To date, he's raised over \$1,000 to support the AACR.

Visit [AACR.org/RunnersforResearch](https://www.aacr.org/RunnersforResearch) for more information.



A DIY Fundraiser to Celebrate 10 Years of Being Cancer Free: David Andrews



Like many people, David Andrews was looking to end 2020 on a positive note. An avid hiker and runner living in New Albany, IN, David had participated in virtual events with several running groups around the United States. One of his groups set forth a challenge to climb 33,000 vertical feet in 25 days. He decided to take on the challenge and use it to generate awareness for cancer research.

Cancer was, unfortunately, a big part of David's life. In 2010, at the age of 44, complications from an appendectomy led to a CT scan revealing cancer on his left kidney. December 2020 marked the 10th anniversary of surgery that successfully removed the

cancer. "It's a happy anniversary for me, and I remain hopeful for friends battling cancer right now," he says.

When asked what inspired his climb, David explains "I wanted to finish 2020 off with something that was super positive. I wanted to bring awareness to cancer, which will affect more people this year than COVID-19."

The challenge was not an easy one—33,000 vertical feet and almost 144 miles. He completed the challenge two days early—in just 23 days—donning a Santa suit on the 23rd day, December 23, to the delight of his neighbors and passersby.

Visit [AACR.org/DIY](https://www.aacr.org/DIY) to learn more.

Companies We Love

For the AACR to achieve its mission to prevent and cure all types of cancer, the organization relies upon corporate and community partners to help raise awareness and funds. Our UNITE for Cancer Research program provides a variety of ways for businesses to engage with the AACR.

Some companies are supporting the AACR through inspiring cause marketing partnerships.

Jostens, a company that sells products to celebrate life's milestones, held a fundraising campaign to raise awareness for breast cancer

during October and November 2020. During this time, Jostens sold Cancer Awareness t-shirts and donated a portion of sales to the AACR. The campaign raised \$500 for lifesaving cancer research

Jose Pepper's Mexican Restaurant has supported the AACR since 2014. In October 2020, the restaurant chain hosted a fundraiser at all 14 of its locations in recognition of National Breast Cancer Awareness Month. Jose Peppers sold their special edition pink fried ice cream and donated a portion of each purchase to the



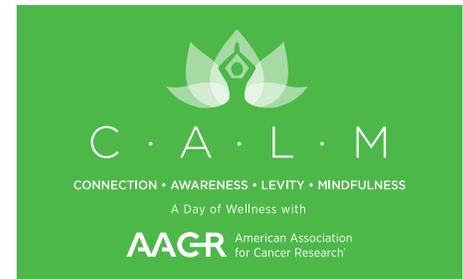
AACR to support research for all cancer types. The event raised \$10,000 for the AACR during this time.

Visit [AACR.org/UNITE](https://www.aacr.org/UNITE) to learn about how your company can partner with the AACR.

Connection • Awareness • Levity • Mindfulness: A Day of Wellness with the AACR

C·A·L·M, A Day of Wellness with the AACR, took place on Thursday, February 4, 2021, in conjunction with World Cancer Day. This virtual event offered a total of five yoga and meditation sessions that were suitable for all skill levels, such as flow yoga, restorative yoga, and mindfulness meditation classes.

The event was a huge virtual success, attracting 268 total participants and raising more than \$2,100. “We are hopeful that, with the guidance of the instructors, participants were able to shift their focus inward, even for just a few minutes, and see the value and importance of Connection, Awareness, Levity, and Mindfulness,” says Michael Lynn Sills, Assistant Director of Special Events at the AACR.



What to Expect in Estate Planning 2021

By Anthony Lopes, Esq.

Disclaimer: The opinions expressed in this publication are those of the author. They do not necessarily purport to reflect the opinions or views of the AACR or its members.

Now that the United States has officially changed Presidents, we can start to look ahead at some of the likely changes coming from President Biden’s proposed tax agenda and other initiatives. President Biden has been clear about his intentions to decrease the Unified Credit exemption amount to either: 1) \$3.5 million dollars, per individual; or, 2) the Obama-era amount of \$5 million per individual (before CPI adjustments). The Unified Credit is an exemption amount which controls the fair market value amount of assets that each person is allowed to transfer by gift or bequest to other parties, during their lifetime and through their estate plan, without having to pay gift, estate, or generation-skipping transfer taxes. The Unified Credit during President Trump’s time in office was, CPI adjusted, \$11,580,000 for decedents dying in calendar year 2020 (or \$11,400,000 for individuals passing in 2019). This should not come as a big surprise to anyone paying attention to the Gift and Estate Tax laws over the past decade but will increase opportunities for more advanced inter vivos gift and estate planning. Additionally, this decrease in the Unified Credit could be coupled with an increased top-tier tax rate of 45 percent.

The “Biden Plan” (as some have coined President Biden’s tax agenda) might repeal the step-up in basis of a decedent’s assets and may further tax unrealized capital gains at death at the proposed increased capital gains tax rates. We must recognize the historic impact of the Biden Plan because while transfer tax rates have gone up and down, the Unified Credit

amounts have never previously been decreased and prior attempts to remove the step-up in basis on a decedent’s assets have not been successful. Of course, another perspective to keep in mind is that the Unified Credit has never been anywhere near as high as President Trump’s Tax Cuts and Jobs Act made it.

ESTATE TAX PLANNING OPPORTUNITIES

First, we can start our strategic estate planning by taking advantage of as many opportunities within the tax rules to make inter vivos (during our lifetime) gifts, without using up our Unified Credit amounts. The Annual Exclusion, which comes from IRC §2503(b), allows any individual to gift up to \$15,000 (in 2021, which is CPI adjusted from \$10,000) to any other individual (married couples can also combine their Annual Exclusion amounts to gift up to \$30,000 to any individual). We can look at an example:

Mary and Kim are a married couple who want to reduce their taxable estate. After speaking with their attorney, Tony, they decide to gift \$30,000 to their daughter Sara and another \$30,000 to Sara’s husband Jim, effectively gifting \$60,000 to their daughter and her husband completely (Federal) tax free.

Additionally, an individual may make Annual Exclusion gifts for up to 5 years to create a 529 Account (a specific type of college savings account) without utilizing any of their Unified Credit. Using this strategy, an individual could fund a college education account with \$75,000 (remember a married couple could do this and fund the same account for \$150,000), on behalf of a child or grandchild without having to use any of the Unified Credit.

A second strategy we can employ is that an individual may also pay for specific college and medical expenses directly to a third party (avoiding gift taxes). This is in addition to the Annual Exclusion (outlined above). Therefore, a married couple could pay for a child’s (or grandchild’s) college tuition directly to the college or university and make an annual gift of \$30,000 directly to the child or grandchild. Over time, these relatively simple gifting strategies can help reduce the size of an individual’s taxable estate, without reducing the Unified Credit.

Other more advanced strategies include strategies like establishing irrevocable trusts, tax-advantaged trust planning, and discussions regarding strategic investments. All of these strategies depend largely on shifts in politics, tax regulations and laws, and economic shifts, however working actively with your advisor is the best way to protect your assets, estate, and family’s financial well-being.



Tony Lopes, Esq. is an attorney in the Greater Philadelphia area, and the managing partner at Lopes Law LLC. Tony counsels individuals, business owners, and entrepreneurs on

matters relating to business and succession planning; estate planning and administration; buy-sell agreements; mergers and acquisitions; and, intellectual property protection.

The purpose of this article is to provide information of a general nature only. The AACR is not engaged in rendering legal or tax advisory service. Advice from legal and tax counsel should be sought when considering these types of gifts.



Sustaining Hope: Why Your Monthly Gift Matters

The Sustaining Hope Club is a group of dedicated donors who truly value the AACR's mission to find cures for all cancers and make the organization a priority in their charitable giving through a monthly donation. With a commitment to a monthly donation to the AACR, you too can become a member of this club.

Monthly Giving is beneficial to you as a donor in several ways:

ONGOING SUPPORT

For cancer patients, the ongoing support of lifesaving cancer research can be the difference between life and death. The AACR funds researchers at various career levels to help accelerate innovation in cancer science.

CONVENIENCE

Setting up a recurring donation can set your mind at ease by automatically donating to a cause you care about each month. Monthly payments spread out the cost over a series of months, making them more tolerable for budgets and allows people to plan better.

DONOR PERKS AND RECOGNITION

In addition to knowing that you are helping drive cures for cancer, as a Sustaining Hope Club member you also receive valuable resources. We will send you the latest AACR Cancer Progress Report, which provides a comprehensive overview of the remarkable progress against cancer that is propelled by medical research. You will also receive updates from us about how your gift is making a difference and receive a free subscription to Leading Discoveries Magazine, our bi-annual publication highlighting the AACR's progress, inspiring survivor stories, and donor spotlight stories.

To learn more, visit: [AACR.org/SustainingHope](https://aacr.org/SustainingHope)



ADVOCATE

Learn how you can help raise awareness at [AACR.org/Advocate](https://aacr.org/Advocate).

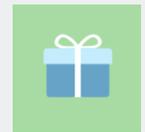
Be a powerful voice for lifesaving cancer research by contacting policymakers in Congress or encourage and inspire others by sharing your own cancer story.



PARTICIPATE

Get involved by visiting [AACR.org/Action](https://aacr.org/Action).

From San Diego to Syracuse, thousands of people are running, walking, and volunteering to support the AACR.



DONATE

Please donate today at [AACR.org/Donate](https://aacr.org/Donate).

Donate today to help us achieve our goal of a world without cancer.

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615 Chestnut St., 17th Floor | Philadelphia, PA 19106-4404

Telephone: 215-440-9300 | Fax: 215-440-9313

Email: legacy@aacr.org

[AACR.org](https://aacr.org)

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