

February 12, 2018

Dear Macy Easom Cancer Research Foundation Supporter,

Preparations have begun for the 2018 Princess Macy Golf Tournament. This year, our tournament will be held at Southern Landings Golf Club in Warner Robins, Georgia on Saturday, June 9, 2018.

We would like to thank you for your previous support of our efforts to raise awareness and funding for hepatoblastoma and other pediatric cancers.

For those who may not know of our beginning, we will begin with a quick recap, as it keeps us grounded and focused in our efforts.

Macy's Story

Macy and her identical twin sister Megan were born ten weeks early to Dr. Jeff and Angel Easom. After the twins spent six weeks in the neonatal ICU, the family was excited to bring the beautiful girls home. In the four years that followed, Macy and Megan grew to be energetic, healthy little girls.

In August of 2004, Dr. Easom joined Middle GA Orthopedics and the Easom family moved back to their home state of Georgia. Not long after getting settled into their new home, Macy was diagnosed with Stage IV hepatoblastoma (pediatric liver cancer) with lung metastasis, meaning the cancer had spread to her lungs. She underwent multiple rounds of aggressive chemotherapy to shrink the tumor on her liver and allow the doctors to perform a resection. Though the surgery was considered a success, within four weeks Macy's family were told the cancer had returned to her fragile, little body. Her cancer was spreading, and her family and doctors had exhausted all options.

Macy Easom passed away June 9, 2005, at the tender age of five. Macy had a sweetness that couldn't be described, and though they were heartbroken at Macy's passing, her family and friends are thankful for the time God gave them with her.

The Foundation

In March 2012, The Macy Easom Cancer Research Foundation was founded with the goal of finding a cure for hepatoblastoma and other pediatric cancers. At that time, only a few hepatoblastoma research laboratories existed, and none were located in the United States. The Foundation partnered with two world-renowned doctors; Dr. Stefano Cairo, Ph.D., human geneticist and Dr. Charles Keller, M.D., board-certified pediatric oncologist and brought the study of hepatoblastoma to America.

Though overall cancer treatment has seen remarkable progress in the last 50 years, **one in five pediatric cancer** cases still claims a life and these children succumb to the same diseases year after year. Even less reported, and perhaps more insidious, is the fact that childhood cancer treatments are, by in large, simply 'watered down' adult cancer treatments. While these treatments can be effective in killing cancer cells, they leave these young, fragile bodies with chronic and sometimes debilitating side effects.

Research requires funding. It is sad to note that our government spends less than 4% of their cancer research funding on **pediatric cancer research**. That's where organizations like The Macy Easom Cancer Research Foundation step in. We seek to raise awareness and funding through grass-roots community events and corporate and individual donations. Thanks to an amazing group of sponsors and tireless volunteers, our Foundation is able to send 98% of the monies we receive directly to research. Some recent examples of our funding activities include:

- A Lectureship Series bringing together world-class cancer and stem cell physician-scientists and some of the best minds in the field to stimulate research into hepatoblastoma and other pediatric cancer research.
- A research project leading to a published article in Science Direct entitled "If You Give A Mouse A Liver", Rishi Rikhi's collaborative exploration into converting a mouse liver into a human liver for researching hepatoblastoma.
- A project to create 'Hepatoblastoma Roadmap for a Cure', resulting in a published, peer-reviewed article entitled "Hepatoblastoma: A Need for Cell Lines and Tissue Banks to Develop Targeted Drug Therapies".
- Initial work to establish a Patient Registry and Live Tissue Bank to increase our research capabilities and to make our findings available to families that need real-time help.
- Piloting model development and new drug discovery in hepatoblastoma.
- A project to use intra-operative, real-time visualization imaging techniques to allow surgeons to look at the actual structure of the liver during surgery.
- An Engineering Fellowship at Children's Cancer Therapy Development Institute.

So, where do you fit in? The support of a wonderful community has allowed our research to continue; we are so thankful for you, our partners! We ask that you please consider a sponsorship for the 2018 Princess Macy Golf Tournament.

Enclosed is a sponsorship prospectus detailing the levels of sponsorship along with tournament details. In addition to sponsorship, we would love to have your on-site participation in the Princess Macy Golf Tournament and our Friday night Gala and Auction.

Thanks so much for your consideration. We look forward to seeing you there!

Sincerely,

The Macy Easom Cancer Research Foundation

