

Creating Futures

A Campaign of
Excellence and *Impact*

Envisioning a Healthier Tomorrow



University of Colorado
Anschutz Medical Campus

From here... *we can see the future*

With *Learning and Teaching* initiatives that educate tomorrow's health leaders...

Discovery and Innovation that generates new therapies, preventive measures, even cures...

Culture and Community outreach that makes health care more accessible and affordable...

Health and Wellness strategies to help prevent, control and treat disease...





The *Creating Futures* campaign will help the Anschutz Medical Campus gain momentum toward a better tomorrow.

Your support will *enable your passions to take flight*, and propel us forward.

“The Anschutz Medical Campus is a treasured resource for those who aspire to better health care for our citizens. The integration of our multiple missions—education, clinical care, research, community—helps us generate outstanding medical outcomes. Donors help us train the healers of our future, and allow us to translate new discoveries into therapies and cures.”

Lilly Marks
Vice President for Health Affairs
Executive Vice Chancellor
Anschutz Medical Campus



An *Ambitious Vision, A Noble Legacy*

The Anschutz Medical Campus owes its physical roots to the most ambitious military-redevelopment project in American history. This past decade, on the former Fitzsimons Army base in Aurora, an unprecedented partnership has emerged. The University of Colorado's clinical and research faculty, its administration, public entities, private industry and donors have joined together to revitalize a region and build a health care vision for the future.

Their multibillion-dollar investment led to the University of Colorado Anschutz Medical Campus—a 227-acre clinical, research and educational site for CU health programs. In just a few years, it has become a regional hub and national destination for health care. Every year, the campus grows in size, impact and possibility.

Yet the seeds for the campus were planted in 1883, when CU began to educate medical practitioners on its Boulder campus. Since then, CU has come to exemplify health education, care and research of the highest quality.

Its schools and colleges of medicine, dental medicine, nursing, pharmacy and public health now generate nearly 1,000 graduates a year. CU boasts nationally ranked health programs; more than 65 centers and institutes in crucial health niches; and five affiliated hospitals including the University of Colorado Hospital, the Denver VA Medical Center and The Children's Hospital.

Now, with facilities, technology and personnel consolidated on one site, the Anschutz Medical Campus is in a perfect position to create futures and meet today and tomorrow's health care needs.

In this campaign, donors will strengthen Anschutz Medical Campus *learning and teaching, discovery and innovation, culture and community and health and wellness*—the pillars of CU's excellence and impact.

By investing in people, places and programs in these four areas, you can help us fulfill our vision of a healthier world. Read on to discover big ideas being pursued at the Anschutz Medical Campus, and how you can make them happen.



An Outstanding Return on Investment

An academic health care campus is a strong economic catalyst—generating high-value jobs; attracting grants, clinical revenue and businesses; and spurring new commercial and residential investment. The Anschutz Medical Campus exemplifies this with:

- More than \$3 billion in development to revitalize an underutilized area
- More than 28,000 direct or indirect jobs created
- \$400 million in annual physician-generated clinical revenue
- More than \$400 million annually in research grants and contracts, representing votes of confidence from prestigious federal and private entities
- Industry synergies with an adjacent bioscience park
- More than \$4 billion in annual economic impact

In the coming decades, the Anschutz Medical Campus will anchor a Fitzsimons Life Science District that will more than double its current scope and impact. While these dollars mean big things for the economy, the campus's true value—in citizens served—is far greater.

The Anschutz Foundation has taken the lead on substantial projects with far-reaching scope. A landmark series of Anschutz Foundation gifts totaling more than \$100 million demonstrates extraordinary philanthropic leadership and accelerates the progress of the campus that proudly bears the Anschutz name.



Learning and Teaching

Our well-being depends on well-prepared health clinicians and researchers.

Anschutz Medical Campus faculty deliver outstanding education in a comprehensive array of specialties from pharmacy to dental medicine, from primary care to neurosurgery.

We attract and nurture the most promising professionals, and connect them with the expertise and resources they need to succeed. Our 2,000-plus-member faculty emphasizes both the science and practice of care, and includes nationally renowned educators and practitioners. And we are Colorado's only accredited provider of MD, DDS and PharmD degrees.

The Anschutz Medical Campus fosters student-faculty collaboration, and its interprofessional focus prepares students to work in teams representing multiple health disciplines. Students gain from unusual access to new teaching and research facilities, clinics and on-site hospitals. These attributes help CU health programs maintain high rankings and selectivity.

At CU, we don't just educate job seekers—we educate job *creators*.

Your support for Learning and Teaching can bolster our high standard of education and help future professionals pursue effective approaches to care and research.

Highly ranked programs include:

- Primary Care (4th)
- Family Medicine (4th)
- Pediatrics (5th)
- Physician Assistant (11th)
- Four Nursing Specialties (3rd-8th; 15th for masters program overall)



Learning and Teaching Priorities



Medical school graduates average more than \$150,000 in debt. We must make health education attainable for more high-potential students, direct them toward underserved constituencies and incentivize them to pursue primary care and lower-paying specialties—or else we shortchange today's brightest minds and tomorrow's patients. **Scholarships** are a top CU priority; a President's Challenge matches up to \$10 million in gifts toward medical diversity scholarships.



Health professionals face complex legal and ethical issues including end-of-life decisions, health disparities concerns and genetic screening. The **Fulginiti Pavilion for Ethics and Humanities** will house programs that give students an ethical framework for their careers and help them make choices that advance the public good.



Anschutz Medical Campus strengths include collaboration, engagement and patient-centeredness—key aspects of interprofessional education. **The Colorado Area Health Education Center** brings together academia and citizens to improve the accessibility and quality of care in diverse Colorado communities. **The Realizing Educational Advancement for Collaborative Health** initiative gives students across disciplines a team perspective on care.



Enabling quality care in harsh environments. Ensuring clean water for remote villages. The **Colorado School of Public Health** bridges four Colorado university campuses to confront such issues and fill critical public health gaps with capable, committed workers.



- CU School of Medicine faculty represent 70 percent of Colorado physicians cited in *Best Doctors in America* and 30 percent of Colorado's "Top Docs" (5280 magazine)
- The School of Medicine boasts four National Academies of Science members, 15 Institute of Medicine members and four Howard Hughes Medical Investigators
- The College of Nursing houses the world's first nurse practitioner program
- The School of Medicine houses the world's first physician assistant program in child health



"My scholarship allows me to pursue my dreams—to go into primary care, to be in a rural area."

Taisa Priester
Recipient
President's Scholarship

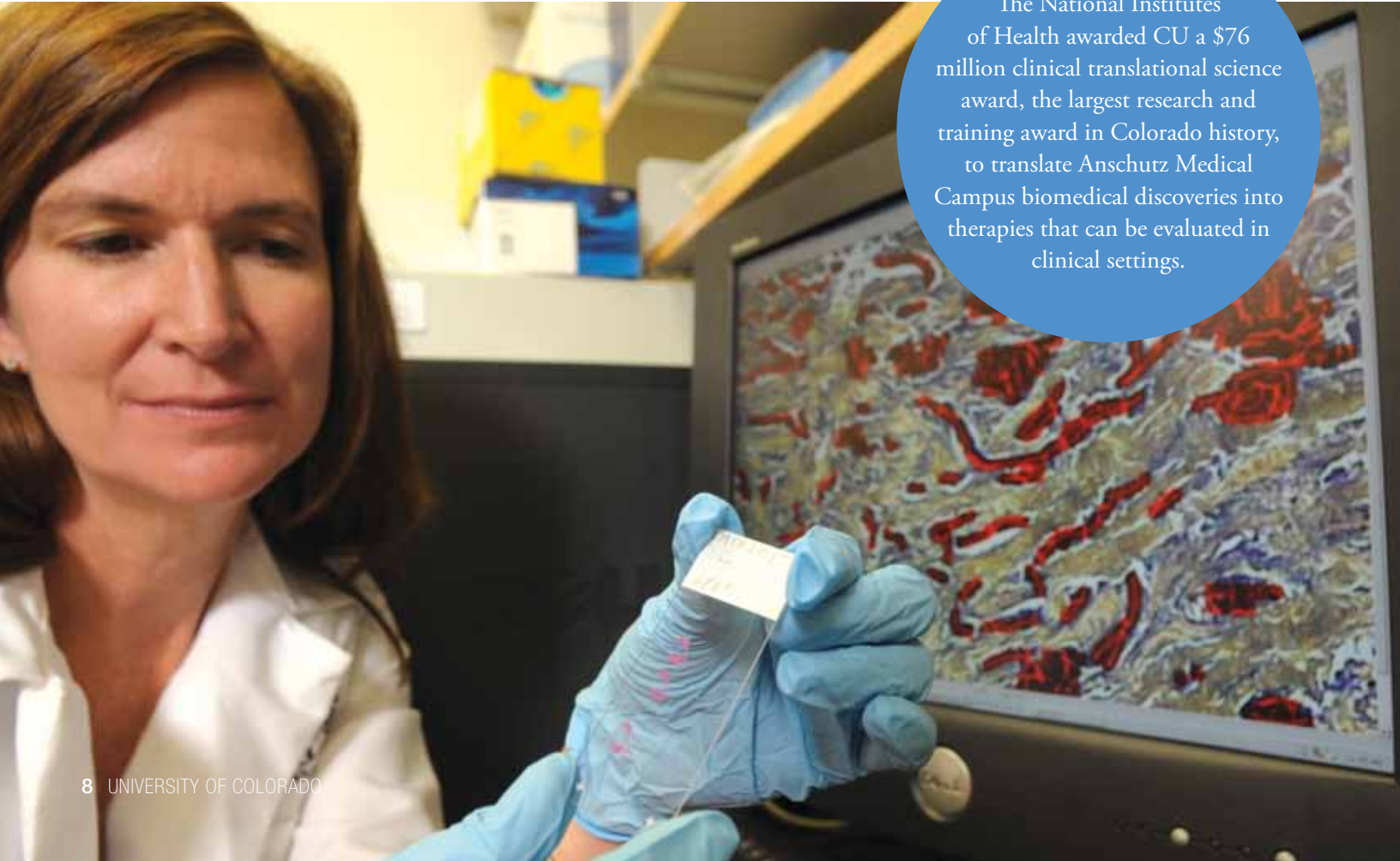
Discovery and *Innovation*

We've made great progress in medical research, yet we can go further. Doing so will require expertise, resources and teamwork—research in diabetes alone entails collaboration among pharmacists, endocrinologists, ophthalmologists and nurses among other specialists.

The Anschutz Medical Campus has the capabilities to overcome imposing health challenges and expand knowledge in myriad scientific, analytical and clinical realms. Laboratory researchers discover basic scientific underpinnings of illness and wellness, while clinical researchers translate these discoveries into positive medical outcomes. The campus's interconnectivity helps bedside-tested ideas boomerang back to the bench for further inquiry.

As the Mountain West's largest academic health center, the Anschutz Medical Campus is a magnet for top researchers. We increasingly host internationally significant trials that provide access to otherwise-unavailable therapies. And our entrepreneurial mindset and connections throughout the University of Colorado help us successfully bring innovations into the marketplace.

*Your support for **Discovery and Innovation** helps our researchers find keys to longer, stronger lives.*



The National Institutes of Health awarded CU a \$76 million clinical translational science award, the largest research and training award in Colorado history, to translate Anschutz Medical Campus biomedical discoveries into therapies that can be evaluated in clinical settings.

Discovery and Innovation Priorities



One of the world's most accomplished adult stem cell researchers is Dennis Roop, PhD, director of the **Charles C. Gates Center for Regenerative Medicine and Stem Cell Biology**, whose research may foster clinical applications for Parkinson's disease, spinal cord or eye injuries, orthopedics, skin and heart diseases and an array of cancers. Gates Frontiers Fund leadership gifts have helped the Center recruit a world-class team.



We must further explore disparities in men's and women's health, especially in diabetes and heart disease. The **Center for Women's Health Research** supports more than 15 researchers in these areas, and promotes awareness of neglected but critical women's health issues. Last year, \$150,000 in private seed grants to six CWHR researchers led to more than \$3 million in public grants: proof of the "multiplier" effect donors can have on medical research.



Down syndrome spurs developmental and health challenges for individuals born with this condition, yet it receives scant federal research funding. The **Linda Crnic Institute for Down Syndrome** works toward its unique vision of overcoming the challenges of Down syndrome from all angles, and donors such as Anna and John Sie help it thrive.



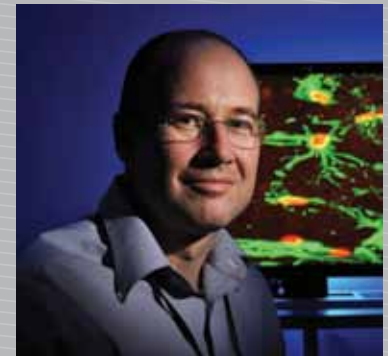
CU biomedical research has seen great success, notably with molecular genetics work that helped launch the biopharmaceutical firm Myogen (now Gilead Sciences). Our research has fueled 34 biotech startups in eight years, enabling breakthroughs to quickly reach the marketplace.



The **Skaggs School of Pharmacy and Pharmaceutical Sciences** consistently ranks in the top 10 nationally for individual NIH grant awards. Its new building will help researchers better personalize treatments, and improve the stability, safety and effectiveness of medicines for use in varied environments. An ALSAM Foundation leadership gift toward the building recognizes retail pioneers the Skaggs family.

University of Colorado researchers have been first to...

- Develop a classification and numbering system for human chromosomes
- Identify a genetic factor that converts normal cells into cancer cells
- Learn that lymphocytes are preprogrammed to respond to antigens, the foundation of modern immunology
- Identify the first gene that carries the risk of schizophrenia



The research of Stephen Davies, PhD, investigates the biology of the traumatically injured adult central nervous system.

"I'm hopeful that we'll find great solutions to prevent disease and cure disease early in young lives with the help of great doctors."

Diane Gates Wallach
Co-trustee, Gates Frontiers Fund,
supporter of CU adult
stem cell research

Community and *Culture*

As an integral provider of clinical care and outreach, the Anschutz Medical Campus is a lifeline for health. Routine care is enhanced by practitioners committed not only to overcoming illness, but also to promoting wellness. Your CU clinician may also be familiar with that one-in-a-million ailment or risk factor—reassuring, if you’re that one in a million.

Serving more than a million patients a year, our providers are premier (and in some specialties the *only*) medical care options for our Aurora and Denver neighbors and the region at large. We have established an excellent record of clinical outcomes: for example, five-year survival rates of University of Colorado Cancer Center late-stage patients in several diagnostic categories consistently exceed state and national averages.

Expertise is just part of the equation. We cross geographic, cultural and economic lines to serve individuals (often for free or low cost) who might not otherwise afford or have access to quality care. We promote community awareness of health in K-12 schools and with health fairs, vaccination clinics and Mini-Med programs. And we close geographic service gaps with programs such as the Colorado Smilemakers Mobile Dental Clinic.

*Your support for **Community and Culture** programs helps us improve care for individuals throughout and beyond our region.*

University of Colorado Hospital ranks 8th among U.S. academic medical centers based on quality, patient safety and satisfaction. Its pulmonology, kidney disease, endocrinology and gynecology programs rank in the top 20 nationally.



Community and Culture Priorities



Diabetes care is changing dramatically, yet few centers have the scope, expertise and clinical-trial access needed for optimal research and treatment. The **Barbara Davis Center for Childhood Diabetes** serves 80 percent of Colorado's Type 1 diabetes population, providing resources and hope to children and families affected by the disease.



Meanwhile, urban citizens can face provider challenges due to cultural differences, language barriers or insufficient health coverage. A **CU-UNITE** curriculum track grounds students in equity and access issues faced by urban communities.



The **Centers for American Indian and Alaska Native Health** promote research, training and outreach that recognizes the cultural contexts of these populations. Projects include oral health research, telehealth outreach and an elder care resource center.



To reach diverse or disadvantaged students, we must inspire them to consider health careers long before college. **Aurora LIGHTS** connects students with field experiences and exposure to health careers, and provides guidance and programming to help them progress toward advanced health study. It's one of several CU programs that orient precollege students toward health curricula and college proficiencies, and raise the bar for their achievement.



Twenty-two of Colorado's 64 counties have two or fewer full-time physicians—yet it can be hard to recruit and motivate health professionals to live in rural communities. Our **Rural Health Track** orients students toward particular aspects of rural populations, and a donated chair in **Rural Health Nursing** will strengthen critical care and nursing leadership throughout Colorado's mountains, valleys and plains.



The highly competitive School of Dental Medicine prepares dental professionals not only for excellence in practice and research, but also for a lifetime of service.



“Three years ago, my goal in life was to be an electrician. Because of Aurora LIGHTS, I have had experiences I only could dream about. I have actually held a human heart in my hands. Today, I want to be a cardiovascular surgeon.”

Edwin Hernandez-Corral
Aurora high school student
Participant
Aurora LIGHTS program

Health and *Wellness*

As we better understand the underpinnings of disease, we use that science to promote healthy choices and lifestyles. At the Anschutz Medical Campus, biomedical and pharmaceutical advances meet behavioral innovations to generate new wellness approaches and shape a healthier population.

By promoting physical activity, nutrition and weight management, our researchers and practitioners unlock the human body's potential, curbing obesity and mitigating cancer, heart disease and diabetes. Sports physicians and physiologists maximize the ability of Coloradans to ascend peaks, navigate rivers and bike to work.

Our programmatic breadth enables us to target disease comprehensively, rather than addressing factors solely in isolation. We find clues to better health within the brain, since a healthy mind and healthy body work together to foster a healthy spirit. We use assistive technology to improve the abilities of those with disabilities, and tailor approaches toward citizens young and old in aging, palliative care and pediatric programs.

*Your support for **Health and Wellness** helps us not only survive, but thrive.*

The annual Avon Walk for Breast Cancer raises over \$600,000 annually for breast cancer research at the Anschutz Medical Campus.

Health and Wellness Priorities



A new **Health and Wellness Center** will be a resource for those seeking science-based approaches to weight management, nutrition and healthy lifestyles. The center is led by James O. Hill, PhD—co-founder of the nonprofit America on the Move, which advocates attainable lifestyle changes to curb obesity.



The **University of Colorado Cancer Center** is one of just 40 comprehensive cancer centers designated by the National Cancer Institute, and hosts revolutionary clinical trials—including one that may become a primary treatment for select lung cancer patients. Its impact has increased thanks to donors such as Margaret and David Grohne, who endowed chairs in areas such as basic cancer, clinical oncology, radiation oncology and cancer prevention.



A comprehensive health approach requires all-hands-on-deck support. **Gifts toward the Anschutz Medical Campus's six schools and colleges and 100-plus departments and divisions** help donors bolster areas that inspire their personal passions.



Multiple sclerosis is enigmatic, expensive, debilitating and locally prevalent. Yet we're finally making inroads. The **Rocky Mountain Multiple Sclerosis Center at Anschutz Medical Campus** leverages metro-area MS expertise and infrastructure under the leadership of Timothy Vollmer, MD, and John Corboy, MD, and extends CU's tradition as an MS pioneer.



Among the top 10 U.S. departments in its field, the School of Medicine's Department of Ophthalmology pursues research and clinical initiatives in areas such as age-related macular degeneration, a critical issue for our aging population. A **macular degeneration center of excellence** will accelerate our work on devices and pharmaceutical agents to ease the impact of this disease, and improve access to therapies otherwise unavailable within a 500-mile radius.



“The ultimate goal is to bring depression out of the closet. This country should have an infrastructure for depression, just as it does for cancer.”

George Wieggers, with former Colorado first lady Jeannie Ritter. His leadership gift helped establish the **Depression Center**—which works to treat hard-to-diagnose, treatment-resistant forms of depression and improve mental health for all.



“Since attending the College of Nursing, I have been drawn to give back to an institution that afforded me a quality education and a strong base for my career.”

Janet Mordecai, BSN '65
Donor

A Powerful Connection

The Anschutz Medical Campus benefits immeasurably from connections with the University of Colorado Denver Campus six miles west. The Denver Campus boasts 14,000 students in a vibrant urban setting at the economic, cultural and political heart of the Mountain West.

Many CU Denver undergraduates gain from its health careers advisory program, and later pursue advanced health studies at the Anschutz Medical Campus. The two campuses have forged programmatic connections in areas such as public policy, psychology, health administration and bioengineering.

Each is bolstered by the cumulative strength of the University of Colorado—whose four campuses

embark together on the *Creating Futures* campaign. Individually and together, we pursue CU's goal of advancing the economy, culture and health of Colorado and the nation.

Both the Denver and Anschutz Medical campuses are bolstered by the cumulative strength of the University of Colorado—whose four Front Range campuses enroll more than 58,000 students. Each CU campus offers outstanding programs,

teaching, research and outreach, but each has its own identity, its own points of pride.

Together, CU's campuses provide students with abundant and diverse choices, and give donors countless ways to make a difference.

*Together they pursue **Creating Futures**, which will expand CU's ability to advance the economy, culture and health of Colorado and the nation.*



Cross-Campus Collaborations



CU's new **bioengineering** program brings together engineers, clinicians and researchers from the Denver and Anschutz Medical campuses to design medical devices such as artificial limbs, heart valves and implanted insulin pumps. Cross-campus collaborations have yielded ten bioengineering startups.



Few industries see as much change and complexity as health care. We need research and education to help hospitals, pharmaceutical firms and clinics maintain the health of their citizens and their bottom line. The Denver Campus's **Health Administration MBA** prepares tomorrow's health care managers for evolving challenges and operating environments.



Exceptional high school graduates from diverse Colorado backgrounds can set their sights on serving their home communities as physicians, thanks to a **BA/BS-MD program** that guarantees enrollees a seat at the CU School of Medicine after four successful years at the Denver Campus.



In the new **public health BA/BS degree program**, classes are co-taught by faculty from both the Denver Campus and the Anschutz Medical Campus. The program, one of just 40 in the U.S., gives students a versatile springboard toward a career in medicine, or a health framework for fields such as law, business and public policy.



CU Denver students come from all 50 states and 128 countries.

"We're building bridges between the University of Colorado Denver Campus and the Anschutz Medical Campus, developing new programs to meet the ever-changing needs of tomorrow's citizens. These campuses exemplify collaboration, and CU's ability to prepare students for a lifetime of success and leadership."



Jerry Wartgow
Chancellor
University of Colorado Denver

Extraordinary Opportunity

Tireless efforts and ambitious vision have helped the Anschutz Medical Campus make a difference for citizens who depend on our health care, research and education. Yet we face distinct challenges. Public support has declined substantially, with the state of Colorado allocating roughly \$50 million toward a \$1.1 billion budget, ranking us near last among peers in per-capita state support of medical education. While we operate efficiently and entrepreneurially, we need private support to strengthen our programs, make tuition more manageable and keep our students and faculty teaching, learning and healing our citizens.

Our faculty have been successful in attracting federal research grants, but National Institutes of Health grants have been in nationwide decline—leaving some researchers unfunded, especially early-career researchers who need incentives to stay in the field. Many important projects cannot reach fruition without donor seed funding (which often leads to public grants that multiply a gift's impact).

Meanwhile, since public grants are earmarked toward select projects, such funding cannot meet most campus budget needs. Private support is needed to keep physicians and researchers serving our region, as we compete with leading medical centers for top talent. Donors enable students from

all backgrounds and circumstances to pursue health education, and help our facilities match the caliber of our people and programs. The health care needs of our fast-growing state will escalate in the coming years. We must ensure that our campus maintains its strength and leadership serving America's fastest-growing industry: Colorado is counting on it.

With the *Creating Futures* campaign, the Anschutz Medical Campus can take significant steps forward. Our world-class faculty and promising students give us a rare opportunity to execute our visions and realize our potential. Our new facilities give us a robust, interconnected physical network that maximizes our efforts.

And we hear often from grateful patients, accomplished graduates and individuals whose lives have been improved or saved by our efforts.

As a comprehensive health campus with areas of impact that touch us all, the Anschutz Medical Campus is an ideal home for donors who aspire toward positive change on almost any front.

*University of Colorado health programs have been **creating futures** for more than 125 years, and our track record shows that we can sustain this momentum for generations to come.*



Donors provide a crucial margin of excellence
for the Anschutz Medical Campus.

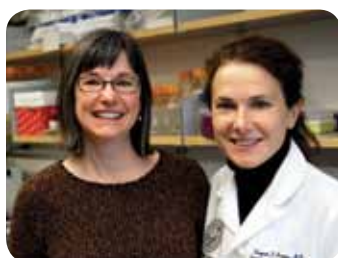
*With your support,
we'll be better equipped
to turn ideas into action.*

From *Passion* to *Impact*

Thanks to thousands of donors who support the Anschutz Medical Campus each year, we've gotten a head start on our future. Donor support during *Creating Futures* has already fueled...



Alzheimer's research with bequests from the von Kaula and LaConte estates that help the Department of Neurology expand research in a field critical for our escalating senior population



Breast cancer research including a program led by Pepper Schedin, PhD, and Virginia Borges, MD, MMSc, that investigates immune-system manipulations and may improve outcomes for young women with the disease



Cardiology advances thanks to grateful patients Martha Frey Dillenberg and Tom Dillenberg, whose gifts honor the work of Peter Buttrick, MD



Melanoma prevention for youth thanks to a Colorado Kids SunCare program at the Colorado School for Public Health funded by a grant from The Colorado Health Foundation, one of the campus's most generous supporters



Rural-student opportunities with a Colorado Trust grant and support from the A.F. Williams Foundation to launch the Colorado Rural Education and Training Enterprise for Health



A new Health and Wellness Center to also include the Center for Women's Health Research and the Center for Integrative Medicine, thanks to donors including The Anschutz Foundation



Clinical care and research for transplant patients with gifts to establish an endowed chair in transplant surgery



Scholarships that help us educate students who otherwise could not afford a University of Colorado health sciences education

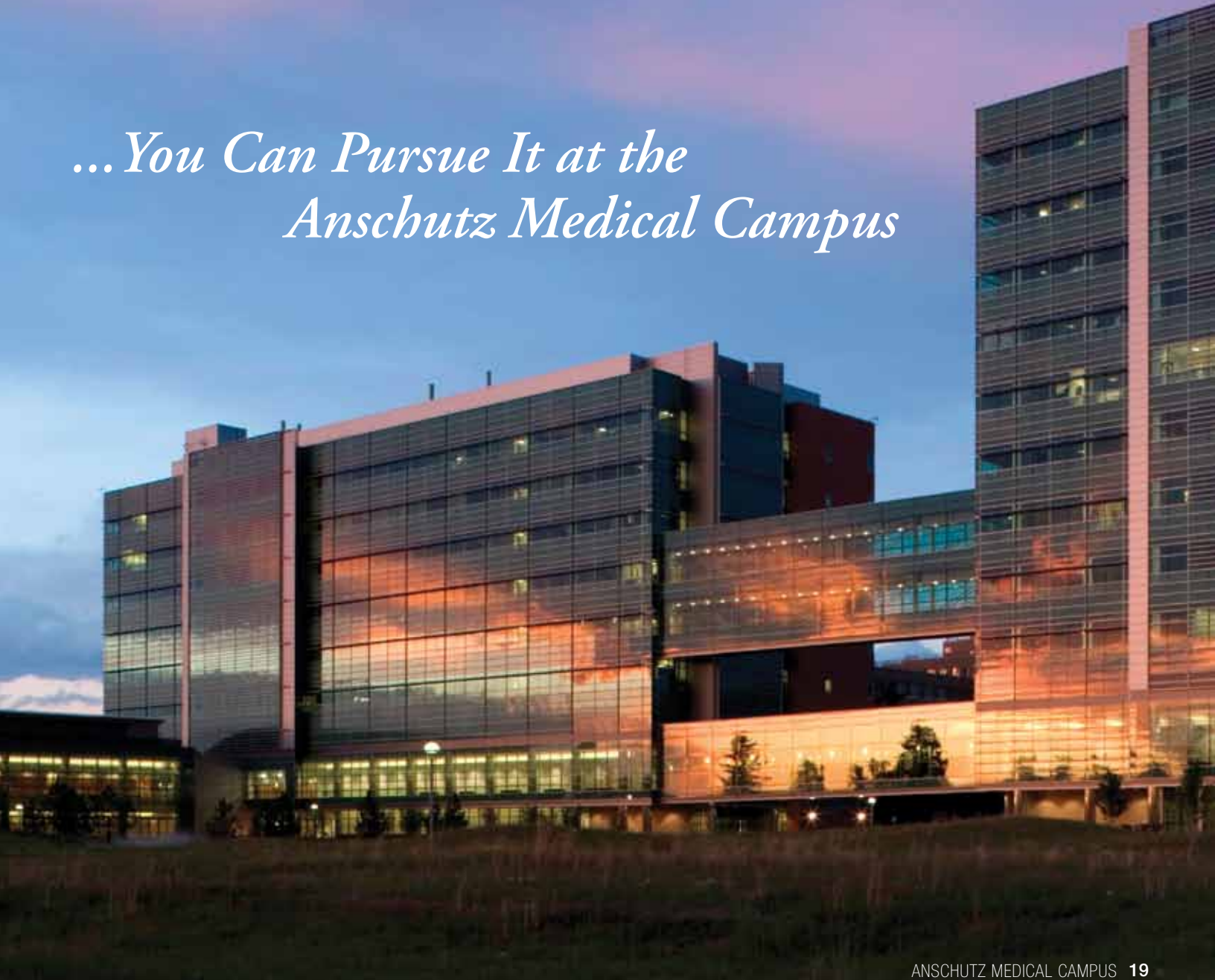
Wherever *Your Passion* Lies...

You direct your life and energy toward the things that provoke your passions—the things that stir your soul. Maybe it's finding a cure for a devastating disease, or improving access to safe conditions in developing communities. Maybe it's knowing your grandchildren can live longer and better, and realize their *own* passions.

Just as your passions motivate you to invest in your priorities, the passions of Anschutz Medical Campus students and faculty drive their efforts to improve our shared future.

Creating Futures isn't just the University of Colorado's campaign. This campaign is for *all* of us. Join us in this vital endeavor, and help bring your own dreams to fruition.

*...You Can Pursue It at the
Anschutz Medical Campus*



Invest in the Anschutz Medical Campus's Excellence and Impact.
Support *Creating Futures.*

www.cufund.org | 303.541.1200

*“What is greater in life than to create life, and to preserve life,
and to give the gift of life?”*

CU alumnus, grateful patient and donor



University of Colorado
Foundation