On the cover: Wesley Burks, MD, talks with his longtime patient Hannah and her mom in the UNC Children’s Hospital. Hannah has been under Dr. Burks’ care for food allergies since she was three years old.
Dear Friends,

I would like to extend my most sincere gratitude for your support of UNC Medicine. You always have a choice when investing your philanthropic dollars, and we remain grateful to all of those who choose us. Every gift makes a difference in our mission to power philanthropic support for the highest quality clinical care, life-changing research, and innovative education.

I am pleased to share that in fiscal year 2019, UNC Medicine celebrated our largest fundraising year in history, with a record-breaking $172 million in total giving. We are well over halfway to reaching our goal of raising $1 billion in the Campaign for Carolina. None of this would be possible without you — our donors. As you read the 2019 UNC Medicine Annual Report, I hope you will find inspiration in the exciting work happening across the School of Medicine and UNC Hospitals. I remain honored to work alongside colleagues dedicated to transforming health for all.

Thank you for your support and your partnership.

With gratitude,

Leslie H. Nelson-Bernier
President, The Medical Foundation of North Carolina, Inc.
Associate Dean for Development, UNC School of Medicine
The Campaign for Carolina

The Campaign for Carolina is a powerful catalyst in our efforts to deepen our impact across all areas of medicine, including our signature initiatives of cancer, children’s health, medical education, neurosciences, and global health. As the largest part of the University’s campaign, together with our donors we will fulfill our potential to have an enduring impact in North Carolina, across the country, and around the world.

Philanthropic giving from donors like you is critical to providing the best possible care to patients, moving our research from the bench to the bedside, and training the next generation of expert caregivers.

Thank you for your support.

Campaign Progress

• DATA AS OF •
6.30.19

TOTAL CAMPAIGN ACTIVITY
$692,697,087

PERCENT TO GOAL:
69%

55,676
TOTAL DONORS

Campaign Priorities

- RESEARCH: $95,502,829
- PATIENT CARE: $12,850,469
- ADVOCACY AND OUTREACH: $3,297,653
- EDUCATION: $30,438,051
- FACULTY SUPPORT: $24,155,994
- GREATEST NEED: $115,142,248
- FACILITIES: $2,857,614
- PHILANTHROPIC GRANTS: $390,452,228
WE ARE IN A PERIOD OF UNPRECEDEDENT ADVANCEMENT IN CANCER research, treatment, and prevention, and UNC Lineberger Comprehensive Cancer Center is leading the charge. We are strategically investing in the most promising areas, with top-notch physicians and faculty, cutting-edge research and treatments, and extensive philanthropic commitments combining to create a future without cancer.

Over the past two decades, UNC Lineberger has grown dramatically, becoming the largest research entity at UNC-Chapel Hill and extending its reach across the state, the Southeast, and the nation, and even to the shores of far-off continents. UNC Lineberger’s researchers, physicians, and care providers are the primary drivers of that growth, and they rely increasingly on the generosity of philanthropic teammates. Our supporters’ foresight and commitment fuel the translation of laboratory discoveries into novel therapies that we deliver to our patients.

Helping drive our record-setting year were grateful patients such as W. G. Champion “Champ” and Etteine “ET” Mitchell of New Bern, North Carolina. Champ and ET were motivated to channel their gratitude and appreciation for the care Champ received as a patient into new life-saving treatments, so the couple donated $10 million to create a new fund for groundbreaking research in blood cancer, including lymphoma, leukemia, and myeloma research.

Part of the Mitchells’ commitment will drive research in chimeric antigen receptor T-cell (CAR-T) immunotherapy, which other donors have also supported. Our progress and the therapy’s promise has inspired our philanthropic partners. UNC Lineberger is one of only a select few academic centers in the United States with the scientific, technical, and clinical capabilities to design, develop, and deliver CAR-T immunotherapy to the patient all in one place. We have launched seven clinical trials, two for pediatric patients, to test these therapies, with more on the horizon. These trials and the advancement of this therapy would not be possible without donor support every step of the way.

To help patients during their cancer journey, the Comprehensive Cancer Support Program offers a range of services focused on cancer treatment, recovery, and survivorship. Our donors’ gifts to the program help bridge the financial gap for patients struggling to make ends meet during treatments and follow-up appointments. Young adults with cancer also receive support through our unique Adolescent and Young Adult Program. Created through the ongoing efforts of the Be Loud! Sophie Foundation, and expanded thanks to our partners First Citizens Bank and Teen Cancer America, the program provides customized services to meet the age-specific needs of teens and young adults. The past year has been a remarkable one for cancer advancements and philanthropic support. Thanks to our donors, UNC Lineberger continues its fight against cancer, working to provide today’s best care and tomorrow’s best hope to patients across North Carolina and beyond.

Cancer Initiatives

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Audrey was born at UNC fighting for her life. Dr. Goodnight delivered her, and Dr. McLean and team performed surgery to remove a lung mass. She had five chest tubes, spent seven days on a pump to circulate blood through an artificial lung back into the bloodstream, had a tube inserted in her stomach to deliver nutrition directly, spent two months in the hospital and six months on oxygen — not to mention a ton of medications. She just turned six, and she is a healthy, active, full-of-so-much-life little girl. I thank God for her every day and thank everyone who was involved in her care, and who supported us through that journey!”

— Becky R., parent of Audrey, a grateful patient

UNC CHILDREN’S OPERATES in a state of perpetual gratitude for all that philanthropy enables us to do for the children of North Carolina and beyond, from murals on our hospital walls to technology that saves children’s lives. Our loyal supporters recognize that our children deserve nothing short of the best health care possible, and this year played a vital role in living up to that standard. Without supporters, we could not achieve our bold vision of excellence in patient care, research, education, and advocacy.

As we look to the future, we will implement several strategic initiatives ensuring no child has to leave North Carolina to receive excellent health care. Next year, we will increase our footprint in Wake County, open UNC’s first children’s health research consortium (The Children’s Research Institute), educate our next generation of pediatric leaders, and recruit exceptional faculty. Every endeavor will build on our tradition of excellence.

We owe an enormous debt of gratitude to philanthropists for advancing our mission to provide outstanding pediatric care, and we look forward to continued partnerships that will benefit every child who needs us.

Making Trauma Less Traumatic
Thanks to a grant from the Kozmetsky family, UNC Children’s now benefits from a transformational program, Making Trauma Less Traumatic (MTLT), at the children’s hospital and satellite clinics around North Carolina. The MTLT program focuses on children who have experienced a traumatic injury within the past 30 days — sexual abuse, physical abuse, community violence, motor vehicle accidents, etc. — and works to address the onset of post-traumatic stress disorder.

The program’s primary goal is to prevent the development of PTSD by increasing communication between the affected child and caregivers about the child’s feelings, symptoms, and behaviors, with the aim of improving the caregivers’ support of the child. Teaching specific behavioral skills to both caregivers and children and enhancing their ability to cope with traumatic stress reactions are two significant ways this program supports children.

The program also helps families access needed services, navigate medical care and legal proceedings, establish safety plans, and coordinate with school personnel and other providers.

After intervention, MTLT has shown a significant reduction of PTSD in children by 65 percent, both immediately after treatment and three months following treatment.

MTLT is helping some of the most vulnerable children in North Carolina, giving them a better chance at happy, meaningful lives, and reducing their suffering.

To the supporters of UNC Children’s, we are extremely thankful, as are the families of the children whose lives have been saved or changed for the better.
Building on our 140-year history, the UNC School of Medicine celebrates the tremendous generosity and commitment of medical alumni, friends, family, grateful patients, and citizens who have invested in our medical education mission. We are steadfast in preparing Tar Heel doctors to serve North Carolina and beyond with empathy and expertise as physician leaders, researchers, and clinicians who will transform the face of health care.

During the Campaign for Carolina, we will advance medical education by funding student enrichment, faculty excellence, and today’s greatest needs. Scholarships offset rising medical education costs and allow our students the freedom to follow their passions in medicine — from participating in research, to serving local and global health communities, to specialty clinical training addressing the health challenges of rural and underserved populations.

Perhaps most important, the future of our medical school depends on having the infrastructure to support our mission — construction of a new UNC medical education building, set to open in 2022. Public support laid the foundation, and private investment in the new building will enhance our cutting-edge curriculum through experiential learning, advanced simulation and clinical skills, interprofessional education, and collaborative spaces for faculty and students. With this new home, we will educate next-generation physicians to lead the way in caring for our population and set the standard in medical education.

The impact of your generosity for our students and the patients they will serve cannot be overstated. Your investment helps us meet tomorrow’s challenges, build loyalty, and inspire the next generation of Tar Heel doctors as we continue to provide a premier medical education at a nationally competitive value.

“I have had the privilege of caring for North Carolinians with all types of medical problems: pre-eclampsia, liver cancer, gunshot wounds, addiction, and mental illness. The patients I have met come from all walks of life: the patient who’s never left his hometown to the refugee who fled his war-torn home halfway around the world. The Kenan program allows me to pursue opportunities for intellectual exploration and service to my local community, be a leader among my peers, and to become the type of physician I dreamt I would be when I first applied to medical school. My clinical experiences shaped my preparation for a career in rural North Carolina, which gives me a sense of pride and purpose. Thank you so much for supporting all of us in our dedication to improving health care for the people of this great state.”

— Caroline Fryar
MD Candidate, Class of 2020
Kenan Primary Care Medical Scholar

“The incorporation of medical simulation into the design of the new medical education building reinforces the UNC School of Medicine’s commitment to train our students not only for the science of medicine, but also for the clinical art of medicine.”

— Benny Joyner, MD ’02, MPH ’02
Chief of the Division and Associate Professor, Pediatric Critical Care Medicine
Clinical Co-Director, UNC Clinical Skills and Patient Simulation Center

An architectural rendering of the medical education building, set for completion in 2022.
ALZHEIMER’S DISEASE

Dr. Todd Cohen's lab is leading Alzheimer's disease research efforts at UNC and changing the lives of those affected by degenerative brain disease. His lab aims to determine the genetic and environmental factors that may initiate the disease, identify when early symptoms might occur, pinpoint exactly why certain genes increase risk, and ultimately identify new drugs to prevent disease onset or progression. The George Von Oesen '51 and Family Alzheimer's Scholar Fund helps to provide critical funding to recruit and retain the highest caliber of post-doctoral fellows to the Cohen lab, ensuring the progress of this innovative research. With the crucial support of partners such as the Von Oesen family, a future with the possibility of reversing debilitating neurodegenerative diseases moves closer each day.

AUTISM

Imagine knowing that at six months of age, your child has an 80 percent chance of developing autism by age two, but that you could intervene before it happens. UNC researchers have led a network of four U.S. universities demonstrating that early MRI brain scans can predict which infants will later have autism. These detection tools will make it feasible to test preventative interventions before symptoms emerge, where previously treatment took place after children developed the full syndrome. Funding for this work supports our groundbreaking efforts to identify and treat infants before they develop symptoms of autism. On World Autism Awareness Day on April 2, 2019, donors, students, patients, and their families came together to launch #LightUNCBlue, a campaign throughout the month of April dedicated to raising awareness and rallying support for the UNC Autism Research Center.

PARKINSON’S DISEASE

UNC is at the forefront of research for Deep Brain Stimulation (DBS) therapy, a Parkinson’s disease treatment that involves implanting electrodes on targeted areas of the brain and then placing a neurostimulator, or brain pacemaker, that sends electrical impulses to the electrodes.

“DBS is an exciting therapy as it can make a big difference in a patient’s quality of life. It is fun to come to work every day when you see you can make a difference,” says Richard Murrow, MD, the Joseph and Hannah Baggett Distinguished Professor in the UNC Department of Neurology and Medical director for DBS therapy. Murrow’s research focuses on the precise mechanism of action of DBS, hoping that elaboration of this mechanism will lead to improved forms of treatment and a more fundamental understanding of the human nervous system. He stresses that philanthropic funding for this research is incredibly important — without it, progress is very difficult.

“I am very excited about what the future holds for neuroscience and am hopeful that my work will contribute to further improvements in care. I am very fortunate, as many of the patients that I have had the privilege of caring for over the years have given back and supported my research through donations.”

— Al Bodford
Global is local.

The most pressing health challenges and emerging diseases know no boundaries. In an interconnected world, the health problems affecting populations around the globe also affect us here at home. The impact our donors make through philanthropic investment in global health cannot be overstated.

### Robinson Malawi Fund

Grammy-nominated musician and Chapel Hill native Porter Robinson first met pediatric oncologist Kate Westmoreland, MD, in November 2016. Porter's younger brother, Mark, had been diagnosed with Burkitt's lymphoma and had come under Westmoreland's care at UNC Hospitals. After Westmoreland and John Hipps treated Mark, he began his road to recovery. Motivated by the desire to help others avoid the same suffering, the Robinson family approached Westmoreland about her work to treat Burkitt's lymphoma in Malawi. In sub-Saharan Africa, the prevalence of the disease is much higher and has survival rates as low as 29 percent. Together, they established the Robinson Malawi Fund, launched with Porter's Second Sky Festival, a two-day music festival in Oakland, California. The fund tripled its festival goal, raising more than $150,000 to support pediatric cancer treatment in Malawi.

### Making Childbirth Safer

Each year, approximately 500,000 women and three million babies worldwide die during childbirth or shortly after, according to the World Health Organization. Environmental and structural factors, underlying infectious disease burden, nutritional factors, and underperforming health systems are just the surface of the countless challenges causing these losses. In May, a team of clinical researchers from UNC–Chapel Hill led by Jeff Stringer received a $14 million grant from the Bill and Melinda Gates Foundation to conduct two studies aimed at improving pregnancy outcomes in the low-resourced country of Zambia. An interdisciplinary team at the UNC School of Medicine and the UNC Gillings School of Global Public Health will lead the studies, both of which will explore the role of technology in predicting and addressing key risk factors associated with pregnancy, labor, and delivery.

### Bringing Care Where It’s Most Needed

Ross Boyce, MD, an assistant professor in the UNC School of Medicine, leads rural health efforts in western Uganda. His research focuses on the health implications of malaria and other infectious diseases in East Africa, particularly in remote and underserved communities. His work is improving care delivery, optimizing limited resources, and holds the potential to eliminate preventable deaths due to malaria in a sustainable, cost-effective manner. Because of the lack of existing public health infrastructure in this region, working with village-based community health workers is essential to providing basic health care. Gifts of all sizes have helped make safe, accessible health care a reality and show great hope to the people of this region.

“Johnson & Johnson is delighted to support UNC’s valuable work in Malawi. UNC has proven to be a fantastic partner for a number of years, delivering a sustainable impact to those most in need via training of health care workers on the front lines.”

— Ian Walker
Senior Director, Global Community Impact
Johnson & Johnson
The Finance and Investment Committee ensures that UNC Medicine’s assets are appropriately invested and managed, maximizing the impact on critical research, education, and patient care programs.

— Ken Lee
Finance and Investment Committee Chair

FINANCIALS

The Medical Foundation of North Carolina, Inc., known publicly as UNC Medicine, holds in excess of 480 endowed funds and more than 750 expendable funds, which resulted from generous giving by multiple donor generations. Appropriate and professional stewardship of these funds is the first and highest priority of the finance team.

The Medical Foundation’s total assets on June 30, 2019, amounted to $399 million, an increase of 14 percent from $350 million a year earlier. Fiscal year 2019 was a record-breaking year for gifts, with a total of $55 million in contributions. Fiscal year 2019 also experienced net investment earnings in excess of $20 million. Support provided to UNC School of Medicine and UNC Hospitals totaled $23 million during the fiscal year and has increased at an annual compounded rate of 13 percent during the last five years.

The Medical Foundation uses several investment managers with the largest portion of the portfolio managed by the UNC Management Company. The Finance and Investment Committee enacts policy and monitors the performance of the investment managers and the risk profile of the combined portfolio throughout the fiscal year.

The ultimate objective of the Medical Foundation’s investment and spending policies is to maximize investment performance while ensuring an appropriate balance of risk, with an eye to long-term growth, stability, and preservation of the portfolio’s purchasing power.

We are grateful to all of our supporters for their generosity.

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Because of your partnership, we are able to provide help and hope to those who need it most. From ensuring North Carolina’s underserved rural communities have access to primary care physicians to improving AIDS outcomes in Africa; from discovering new cancer treatments to predicting the onset of autism; together we will lead and excel with empathy and expertise in patient care, research, and education. This would not be possible without your generosity.

Thank you for your support of UNC Medicine.