

THE CAM NEELY FOUNDATION for CANCER CARE

# Homefront News

*Providing comfort, support, and hope to cancer patients and their families*

S U M M E R   I S S U E   2 0 0 6

**INSIDE:**

Melissa Rose Kradin Foundation Tees Up  
The Michael Neely Center for Brain Tumor Care  
and Research Fundraising Update  
Annual Car Raffle Supports Programs

# Determination, Spirit, Generosity: THE MELISSA ROSE KRADIN FOUNDATION SUPPORTS CANCER PATIENTS



*Architectural rendering of Nurses Station at The Neely Pediatric Bone Marrow Transplant Center*



**ANNUAL GOLF TOURNAMENT BENEFITS ALL**

When their 10-year-old daughter Melissa was diagnosed with a malignant brain tumor in April 1997, Rick and Audrey Kradin weren't at all surprised by her optimistic outlook. Their eldest child always had dignity and maturity well beyond her years. "As she did throughout her life, Melissa showed amazing resiliency and strength during her illness," said Rick Kradin, Melissa's father. "She was an inspiration." The fearless young lady led a courageous battle against her disease, encountering scores of treatments, remissions and relapses until her passing in December 1998. She was just 12 years old.

To honor Melissa's determined spirit and instill hope in others, the Kradin family launched The Melissa Rose Kradin Foundation to support families of critically ill children and fund research to advance the treatment of childhood cancers. Since 2001, the Foundation has donated over \$150,000 to national charities supporting research efforts for children with cancer.

It was especially important for the Kradins to give back to Tufts-New England Medical Center (Tufts-NEMC) and The Cam Neely Foundation for Cancer Care. While undergoing treatment at the Floating Hospital for Children, Melissa and her family were among the first to stay at The Neely House when it opened in 1997. Neely House and hospital staff provided unwavering support and care to the Kradins. In appreciation, the family wanted to direct their support to Tufts-NEMC's Division of Pediatric Hematology/Oncology and The Neely Pediatric Bone Marrow Transplant Center.

EVENT CLOSE-UP

◆ The Melissa Rose Kradin Foundation raises significant funds through several events each year, including its signature golf tournament. On **Monday, July 31**, golfers are invited to tee up at the Thorny Lea Golf Course in Brockton, MA. Former New England Patriots Hall of Fame linebacker Andre Tippett will serve as the event's honorary chairperson.

"The golf tournament is very close to our hearts," says Rick Kradin. "Melissa was an avid golfer. The whole golf committee is committed to raise money to find a cure so some other kids won't lose their swing."

Registration begins at 11 a.m., followed by lunch and a bramble start. The day continues with dinner and a silent and live auction and raffle.

Spots are available at \$250 per person. For more information, please call **781-821-5665** or e-mail [info@mrkfoundation.com](mailto:info@mrkfoundation.com).

◆

The Kradins announced a \$200,000 commitment for the Division of Pediatric Hematology/Oncology in early 2004. Almost halfway toward their goal, the family has named the Nurses Station at The Neely Pediatric Bone Marrow Transplant Center in Melissa's memory. The Nurses Station will serve as an ongoing reminder and support other families experiencing the difficult ordeal of having a sick child. "The nursing staff at Tufts-New England Medical Center was incredibly supportive to not only Melissa but our entire family during her hospital stay," said Audrey Kradin. "It means a lot to us to be able to give the nurses a comfortable and uplifting working environment." The Center and its named nurses station is expected to be complete by early 2007.

# HARRY SINDEN PAYS IT FORWARD

When Boston Bruins President Harry Sinden learned of a \$25,000 endowment attached to a prestigious award he recently received, he knew The Cam Neely Foundation for Cancer Care was the ideal benefactor. “Cam does such great work in the community,” said Sinden of Foundation President Cam Neely. “This was an opportunity for me to show my appreciation.” Sinden was awarded the Chairman’s Award of Excellence at the Delaware North Companies Global Management Meeting earlier this year. The award, bestowed by Delaware North Companies Chairman and Bruins owner Jeremy Jacobs, included \$25,000 to be used at the recipient’s discretion in an effort to better their community.



*Boston Bruins President  
Harry Sinden*

*Scott Neely, with  
Harry Sinden,  
acknowledging  
the contribution  
during an  
interview with  
New England  
Sports Network*



Sinden decided to allocate the gift to the major fundraising effort for The Michael Neely Center for Brain Tumor Care and Research. Said Sinden: “Cam told me of the \$5 million pledge for the brain tumor project in his dad’s name. I had a [great] feeling for Mr. Neely. It was appropriate to do this in my name for him.”



*From left: Scott Neely, Harry Sinden, Julian Wu, MD, Director, Neurosurgical Oncology at Tufts-NEMC, and Cam Neely*

“All of us are honored to have Harry’s support,” Cam Neely said of the gift. “It is especially meaningful for me personally to see Harry play such an important role in this center in our father’s name. Harry has not only been a great friend to me — he has also been wonderful to our entire family. I know our father would have been deeply touched by Harry’s gift in his name.”

## The Foundation Helps Cancer Patients Stay Connected

The Cam Neely Foundation has teamed up with CarePages, a leading patient web site service. CarePages is a free Internet site accessible from any computer that enables friends and family to send messages of support and receive patient status.

Continuing to identify ways to provide comfort, support and hope to cancer patients and their families, the Foundation has made this service available to all present and former patients of Tufts-New England Medical Center and Floating Hospital for Children.

If you would like to support our CarePages program, please call 617-346-5900. For more information, log on to [www.carepages.com/nemc](http://www.carepages.com/nemc).



Sample of a personalized CarePage

This service allows present and former patients of Tufts-NEMC and Floating Hospital to:

- ◆ Receive support from friends and family
- ◆ Keep in touch before, during and after hospitalization
- ◆ Update friends and family members while preserving personal time
- ◆ Share accurate details of treatment and prognosis

*“The CarePages is such an amazing service. It helped me stay in touch with a dear friend and colleague during his hospital stay.”*

*(With permission from Tufts-NEMC News This Week publication.)*

## ◆ UPCOMING FOUNDATION EVENTS ◆



### Save the Date!

The Comics Come Home XII returns to the Agganis Arena

**Saturday, October 28.**

Tickets on sale in early September.

Stay tuned for more details.

Tea up for the  
**2006 Cam Neely Invitational** at the  
**Charles River Country Club** in Newton, MA on  
**Monday, September 11.**

Foursomes are available now at \$6,500 each.

Call 617-346-5900 for more information.



CAM NEELY INVITATIONAL  
*to benefit*

THE CAM NEELY FOUNDATION FOR CANCER CARE



# UPDATE : The Michael Neely Center for Brain Tumor Care and Research



Help The Cam Neely Foundation for Cancer Care realize the extraordinary dream of creating The Michael Neely Center for Brain Tumor Care and Research at Tufts-New England Medical Center.

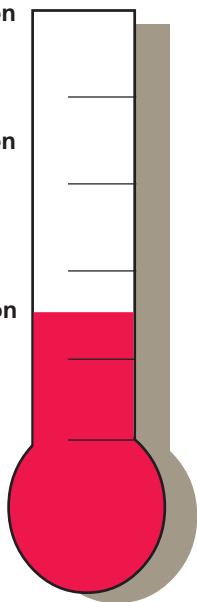
Expanding upon the mission of the Foundation to “provide comfort, support and hope to cancer patients and their families,” The Michael Neely Center for Brain Tumor Care and Research will serve as a world-class resource for patients and families experiencing the devastating effects of both cancerous and non-cancerous brain tumors. The space will be named in memory of Michael Neely, father of Cam and Scott Neely and their sisters Shaun and Christine, who valiantly lost his battle with brain cancer in November 1993. Upon completion, all services pertaining to brain tumor care — imaging, surgery, radiation, chemotherapy and clinical trials — will be coordinated from its single location. The update will allow medical personnel to diagnose patients more sensitively and privately while featuring the most current diagnostic and treatment technology.

Just over \$1.5 million has been raised to date. Initial funding has supported the purchase of state-of-the-art surgical mapping technology and the complete renovation to the Department of Neurosurgery’s patient care, administrative and conference areas (shown above and at left).

\$5.0 million

\$3.5 million

\$1.5 million



## Michael Neely Center for Brain Tumor Care

*Naming opportunities are still available. For more information or to contribute to the campaign, contact the Foundation office at 617-346-5900.*

**With a \$100,000 grant by the Gladys Brooks Foundation and other funds raised,** The Cam Neely Foundation for Cancer Care purchased an important piece of minimally invasive equipment for Tufts-New England Medical Center’s Department of Neurosurgery.

The frameless stereotactic navigation system drastically minimizes brain tumor surgery by allowing surgeons to see through the skull with a computerized navigational approach. Benefiting from a smaller incision and more precise removal of tissue, patients have fewer complications, a decreased recovery time, and often, reduced post-surgical pain. In addition, shorter hospital stays lead to a significant reduction in health care costs. This new system is expected to treat as many as 175 patient cases annually.

## FOUNDATION GETS FRONT PAGE BILLING

The Cam Neely Foundation for Cancer Care was prominently featured on the front page of April 25's *Boston Globe*. The article focused on the Foundation's strong dedication to Tufts-New England Medical Center, highlighting its recent multi-million dollar pledges for both The Neely Pediatric Bone Marrow Transplant Center and The Michael Neely Center for Brain Tumor Care and Research. Thanks to your unwavering support the Foundation's impact on patient care and research at Tufts-NEMC has grown and prospered!

To read about how your support has helped propel the Foundation's mission, log onto [www.camneelyfoundation.org](http://www.camneelyfoundation.org) and click on the News and Events tab.

## Marathon Runners Go The Distance

On April 17, 10 runners completed the 110th Boston Marathon on behalf of The Cam Neely Foundation for Cancer Care. Steadfastly dedicated to their training and fundraising alike, the runners raised more than \$20,000 to date for cancer patients and their families. Gifts are still being accepted.

Like that of his fellow nine Team Neely runners, the experience was much more than 26.2 miles for Glenn Marina. The two time Team Neely participant ran in memory of his mother, Ann, who lost her battle with Non Hodgkin's Lymphoma in September 2005. "I ran the marathon in 2005 in honor of my mother, who (at the time) was successfully battling cancer," said the 43-year-old Marina. "She lost her battle in September of last year. I ran in her memory this year to honor her courage and grace during those difficult times. My mom helped people her whole life and, by supporting The Cam Neely Foundation, I can ensure her legacy of caring lives on."

If you are interested in joining Team Neely, please call 617-346-5900.

## Neely donates \$7m to Tufts hospital

BY NEELY

Continued from Page A1

... and won the right to bill itself as the NBA team's official hospital. Beth Israel Deaconess Medical Center paid millions for the right to call itself the official hospital of the Red Sox.

And in New York, Memorial Sloan-Kettering Cancer Center, perhaps the biggest cancer care competition in the Northeast for Dana-Farber, announced a fundraising partnership with the New York Yankees this month to benefit pediatric cancer patients, called the Yankee Universe Fund.

Neely and his brother Scott Neely are building on a partnership with Tufts-New England Medical Center that began in 1997, when they established the Cam Neely Foundation to create and fund Neely House, a residential floor for cancer patients and their families that resembles a



**'We don't think the hospital, and the cancer center especially, gets the recognition it deserves.'**

**CAM NEELY (LEFT): Boston Bruins hall of famer and hospital benefactor**

teaching hospital but lacks the brand awareness of bigger hospitals such as Massachusetts General Hospital and Brigham and Women's Hospital.

"We don't think the hospital, and the cancer center especially, gets the recognition it deserves."

for doctors to seeking out specialty treatments at particular hospitals or hospital-affiliated outpatient clinics, which they hear about through word of mouth, mass-media advertising, and from their own primary-care physicians. Insurance companies and nonprofit organizations are posting quality information about hospitals and patients, anticipating even greater patient decision-making.

In this increasingly consumer-oriented marketplace, hospitals are positioning themselves at "top of

would get visits from baseball players, and money poured in -- \$200,000 in the first year, said Karen Cummings, a spokeswoman for the Jimmy Fund.

New Englanders still contribute heavily to the Jimmy Fund. "If you look at where the funds are coming from, that would be a map of Red Sox Nation," she said. The Jimmy Fund has raised more than \$350 million since its founding.

Neely's charitable foundation is much smaller than the Jimmy Fund but of major importance to Tufts-New England Medical Center. With a golf tournament and other activities, it collected about \$1.8 million in 2004, the last year for which public figures are available, and has collected about \$13 million since its inception in 1997. Neely said donations flow from around North America but mostly from New England.

In addition to getting a marketing boost, practical advantages for the hospital are substantial. The \$5 million in assistance for the neurosurgery program has been used to hire staff, will help with the purchase of two MRI machines, and will help with the purchase of a John Deere tractor.

## Neely gives double boost to Tufts Medical Center

### \$7m in gifts raises hospital's profile

By Christopher Rowland  
GLOBE STAFF

Boston Bruins hall of famer Cam Neely is increasing his charitable foundation's investment at Tufts-New England Medical Center with \$2 million in funding for a pediatric-bone marrow transplant facility and \$5 million worth of improvements to its neurosurgery program.

Neely's help gives a needed high-profile boost to advanced medical treatments available at the financially challenged hospi-

tal, which last year posted its first surpluses after losing \$54 million during the prior two years.

It also puts the hospital at the forefront of efforts by healthcare providers to increase their involvement with sports teams and professional athletes -- marriages that trace their roots back to 1948 when the Boston Braves, followed shortly thereafter by Ted Williams and the Red Sox, began raising money for the Jimmy Fund, conducted by what is now the Dana-Farber Cancer Institute.

In Boston, New England Baptist Hospital built a practice facility in Waltham for the Boston Celt-

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## Neurosurgery Gets Major Support at Tufts-New England Medical Center

The neurosurgery team at Tufts-NEMC graced the cover of the latest edition of *MD News*, a leading business and lifestyle magazine for physicians. The publication featured the hospital's commitment to its high caliber neurosurgical team led by Carl Heilman, MD and Julian Wu, MD. Both physicians are instrumental in recognizing and facilitating the need for improvements slated for the Neurosurgery Department, including the creation of The Michael Neely Center for Brain Tumor Care and Research.

Doubling in size and broadening its scope, the Neurosurgery Department at Tufts-NEMC is positioned among the best in its field. To complement the expansion of the physician team, the hospital is investing millions of dollars in new equipment and planned renovations.

Since his leukemia diagnosis in September 2005, Henry McManus of Pembroke, MA, has sought treatment at The Cancer Center at Tufts-New England Medical Center. The 41-year-old self employed carpenter's frequent hospitalization has been taxing on everyone, especially on his wife Maureen, who, together with Henry, cares for their young sons, Ryan, 9, and Seamus, 6.

As it does to most cancer patients treated at Tufts-NEMC, word spread to the McManuses about The Neely House, apartment-style housing within the hospital walls. The idea of staying in a comfortable, home-like setting mere steps away from her husband was a great relief to Maureen. "Sometimes traveling into Boston can be horrific, even on off hours," said Maureen, whose commute to visit Henry could last from 40 minutes to nearly two hours. "To be able to wake up in the morning, pop down and see Henry was incredible."

Following a three-week hospital stay in the fall of 2005, Henry felt better, but not quite well enough to spend Thanksgiving at home. In the full kitchen at The Neely House, Maureen cooked a Thanksgiving meal with all her husband's favorites – sausage stuffing and fresh baked croissants and shared the experience with other guests of the House. "One of the best times we spent at The Neely House was Thanksgiving," said Maureen. "Henry was well enough to leave his hospital room. The kids were there. It was awesome."

Henry returned home before Christmas, then underwent a stem cell transplant in February. As summer approaches, Maureen and her boys plan on spending a great deal of time at The Neely House to help Henry with his recovery.

"One of the best medicines is being together as a family," she said. "For that, The Neely House is deserving of every positive thing I can think of."



*Henry McManus with Seamus (left) and Ryan.*

**\$20/Day**

Help a family stay at The Neely House.

With your \$20 donation, you can help cover the cost of a one night stay. For more information, log onto [www.camneelyfoundation.org](http://www.camneelyfoundation.org) or call 617-346-5900.



*Avila owner Steve DeFillippo (center) with legendary blues singer James Montgomery (left) and Neely Foundation Executive Director Scott Neely (right) at the restaurant's grand opening celebration.*

*Courtesy of Glenn Kulbako Photography*

## **Grand Opening Brings More Than \$11,000 to Foundation**

On May 9, The Cam Neely Foundation for Cancer Care was the beneficiary of proceeds from the grand opening of Avila, the latest restaurant creation of Davio's owner Steve DeFillippo. The VIP guest list, who enjoyed scrumptious food and drink and an incredible atmosphere, contributed more than \$11,000 to the Foundation. The funds have been earmarked for our latest initiative – The Michael Neely Center for Brain Tumor Care and Research.



Est. MSRP \$37,000

## Get your motor runnin'! The Cam Neely Foundation for Cancer Care's Annual Car Raffle is here!

### Win a 2007 Nissan 350Z Roadster Enthusiast!

(Or, upon request of the winner, \$20,000 in cash.)

Proceeds to benefit The Neely Cancer Fund.

Winning ticket will be drawn October 18, 2006.

**To purchase tickets by credit card, please call 617-346-5900 or mail your check to:  
Cam Neely Foundation for Cancer Care • 30 Winter Street • 2nd Floor • Boston, MA 02108**

**Tickets are \$200 each.**

A maximum of 500 tickets will be sold!

Vehicle Provided by:

**SULLIVAN BROTHERS**  
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FOR CANCER CARE**  
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