

Putting Your Best Foot Forward

Lerner Research Institute is the official beneficiary of the 2008 River Run!

Runners ... take your marks *and* make a difference!

Want to get some exercise and help raise money for medical research? Here's how! Join us on Saturday, September 6, and Sunday, September 7, at the 9th Hermes Cleveland Clinic Sports Health River Run, to be held in the Cleveland Metroparks.

The theme of the race is "Running for Medical Research ... For Better Health Today and Tomorrow." This is a weekend for the whole family with a 5K run/walk and Kiddie Run on Saturday and an In-Line Skate and Half Marathon on Sunday.

As the designated beneficiary for the event, LRI will receive \$1 for each race registration. Participants can even select an area of research if they wish to direct their contributions. And you

can encourage friends, family and co-workers to support your efforts by making pledges to the Institute in your name. For those of you who want to support LRI "in spirit" and aren't able to participate on race day, you can also go online and set up a web page so that family and friends can support your chosen disease area!

As a thank you for your support, raising pledges automatically enters you in a special drawing. For every \$50 participants raise in pledges and collect, they qualify for a chance to win either a Wii Entertainment System or a Wii Fit Health game. One chance for \$50; two chances for \$100; 10 chances for \$500. The more you raise – the better your odds!

"I am very pleased to be a part of the LRI sponsored races. It is a special opportunity to encourage people of all shapes and fitness levels

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The Heart of the Matter

Friends event provided insight into latest cardiac research

On June 17, Deborah and Charlie Marotta were proud to host the summer 2008 Friends of LRI event. More than 100 friends and visitors attended the event and heard updates on how ongoing research at the LRI is improving patient care for heart patients world wide. Please join us for the next Friends of LRI event to be held on October 6 and hear about cutting-edge research in the area of stem cells. You can register for the event online at www.lerner.ccf.org/giving, or call Connie Gast at 216.444.2868. We encourage you to register early as space is limited.



*LRI Leadership Development Board
Members Deborah and Charlie Marotta*

“Are You Ready to Make a Difference?”

How often are you asked this question from others or from your own voice from within? Daily? Weekly?

For many, it’s usually right around the deadline for filing end of year tax returns! For others, it’s an ingrained part of who you are and what you believe in.

On occasion my colleagues and I ponder the question of what motivates people like you, our Friends of LRI, to donate money to such an intangible thing as medical research. Is it name recognition – maybe seeing your name in print? Is it a nice tax deduction? Is it hope that the disease that you are living with won’t affect your children or grandchildren?

By the end of our conversation, we always come to the same conclusion – why you give is not as important as the fact that your decision to donate money, large or small, once a year or year round, makes a difference.

In the coming months we will be focusing on showing you how your donations are doing just that – making a difference – through various print pieces, including our recent “Promising Projects” series. It’s our way of thanking you for your past, current and future financial support by

providing tangible examples of how your dollars are advancing research into better prevention, diagnosis and, yes, one day, cures of diseases. We hope that you not only enjoy the updates but come away with the belief that progress is being made – one donation, one discovery at a time.

When I am fortunate enough to bring people on tours of the LRI, I always begin my talk by welcoming them to “669,000 square feet of hope.” That’s what the LRI is and what we plan on continuing to be. If you are ready to truly make a difference by making a financial contribution, regardless of the reason, we’re here.

Alicia Hoose, MPA
Director of Development

Promising Projects: Heart, Heal Thyself

When a person has a heart attack, the body sends signals to the patient’s own adult stem cells to home to the damaged area to start tissue repair. The problem is this signal stops after 3 or 4 days. Marc Penn, MD, PhD, Stem Cell Biology and Regenerative Medicine, looks at ways to keep the signal “turned on” so more stem cells can heal the heart more efficiently and over a longer period of time. It also might be possible to turn on this signal after it’s been off, allowing the body to heal the damaged heart tissue weeks or months after a heart attack.

On your mark!

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to participate in these events and have a triple net effect,” said Deborah Marotta, CSCS, LPT, a member of the LRI Leadership Board who, along with her husband Charlie, is helping to organize the event.

“One, you will be doing great good for your body. Two, you will be supporting the success of LRI by the contributions raised from this race. Finally, you will be developing a positive image for your home town,” she said. “Cleveland, LRI and your body will be winners as you cross the finish line – no matter if you are first or last.”

“Running has given us both great pleasures as well as physical and mental fitness,” Charlie Marotta said. “In addition, traveling to and competing in races, we have met many wonderful new people along the way, making running a very fun and rewarding experience.”

In addition to runner recruitment, LRI is also looking for local companies and organizations that would like to sponsor a runner or make a donation towards research.

For more information, contact Alicia Hoose at 216.444.1821 or hoosea@ccf.org

For more information or to register, visit: www.hermescleveland.com/roadracing/

Are You Ready to Make a Difference? River Run Race Facts:

When: September 6 & 7

Saturday, September 6

- Kiddie Run: 8:15 a.m.
- 5K Run/Walk: 8:30 a.m.

Sunday, September 7

- 12.1 Mile In-Line Skate: 7:50 a.m.
- Half Marathon (Walkers Welcome): 8:00 a.m.
- Also features a 2-person relay

What: The 2008 River Run! Be a part of an effort by well over 1,000 participants who are raising funds and awareness for medical research here in Cleveland. Walk, run, skate, just raise pledges or make a donation to a disease area of your choice! Every dollar will make a difference.

Why: The generosity of donors who understand the mission of the LRI allows us to conduct medical research activities that hold the promise to change people’s lives today and tomorrow. Additional information can be found at www.lerner.ccf.org/

How: As the event’s designated beneficiary, LRI will receive \$1 for each registration, plus revenues raised as pledges and sponsorships. Get your friends and family involved by collecting pledges! You can direct your pledges to one of the eight disease areas or make a general donation to the LRI. A printable pledge form is at www.hermescleveland.com/roadracing/River_Run/downloads/entryform.pdf

For those of you who want to support LRI “in spirit” and aren’t able to participate on race day, please utilize the following site to make your donation: www.active.com/donate/riverrun2008/aliciahoose

Where: River Run events start at the Cleveland MetroParks’s Wallace Lake in Berea.

For more information or to register, visit: www.hermescleveland.com/roadracing/

The LRI is also proud to be a sponsor of the following Hermes races!

August 2: ERC Health Cleveland Corporate Challenge

November 27: 27th Annual Fleet Feet Sports Turkey Trot, 1- and 5-mile courses, Downtown Cleveland

December 6: Reindeer Run, Lakewood

Friends of the LRI

Friends of the LRI is published by the Cleveland Clinic Lerner Research Institute's Institutional Relations and Development Office. The generosity of individuals, families, corporations and foundations ensures the Institute's continued excellence in investigating causes and discovering cures.

Alicia Hoose, MPA

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There are several ways to support the Lerner Research Institute's goals.

Annual Giving Perhaps the easiest form of giving and the one with the most immediate impact is outright donations of cash or real assets, such as stocks, bonds and property (including real estate and tangible personal property like artwork).

Endowments Donations of cash and real assets are used to create permanent support and to help attract new, vital talent to the Lerner Research Institute. Endowed support can create chairmanships, endowed chairs that support researchers within departments, fellowships, lectureships, research and education programs, and funds for departments that otherwise might be unavailable.


Planned Gifts A variety of long-term, planned giving options (charitable remainder trusts, bequests and gift annuities) can support research for many years.

Naming Opportunities Benefactors can create a lasting legacy by arranging for the naming of buildings, laboratories and other facilities. One example is the Center for Genomics Research building, which opened in Spring 2005.

iSupport You can conveniently and securely direct your support specifically to the Lerner Research Institute (www.clevelandclinic.org/isupport/).

www.lerner.ccf.org/giving

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