

MARKEY *quarterly*

STATEWIDE OUTREACH

MARKEY AFFILIATE NETWORK BRINGS NEW OPPORTUNITIES TO KENTUCKY HOSPITALS

The Markey Affiliate Network is growing - and continuing its vision of providing all Kentuckians access to excellent cancer care.

Most recently, the Markey Affiliate Network added Our Lady of Bellefonte Hospital in Greenup County to its network of hospitals, bringing the total number of Markey Affiliates to eight. And earlier this year, Dr. Dennie Jones joined the Markey team, leading the Markey Affiliate Network and its clinical outreach, research and education programs.

Those additions serve as momentum for the growing network. But besides providing high-quality clinical care at each affiliate site, Markey Affiliates are also beginning increased involvement in research. The Oncore Clinical Trials Database is active at most affiliate sites, and Dr. Jones expects the first trial to open



before the end of 2011.

Plans for the network's future include identifying funding opportunities to involve affiliate sites in patient navigator and telegenetics programs. In addition, Markey would like to enhance telemedicine efforts network-wide, and offer

continuing education programs such as tumor boards and physician board review courses at all affiliate sites.

Affiliated hospitals also participate in the Kentucky Cancer Program and Kentucky Cancer Registry, as well as the Ovarian Screening Program.



MARKEY BY THE NUMBERS

The number of Markey Affiliate Network hospitals added to the network since 2010

3

Number of new cancer cases in Kentucky, highest among states without an NCI-designated center

23,595

FROM THE DIRECTOR

B. MARK EVERS, MD, DIRECTOR, MARKEY CANCER CENTER

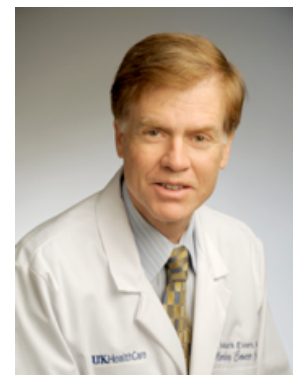
In so many ways, 2011 was a remarkable year for the Markey Cancer Center. I'm amazed at the challenging goals we've set for ourselves the past few years and all of the steps we've taken toward those goals during the past 12 months.

Take a look at just a few of the things we've accomplished in the last year:

- Took the pointed feedback of our NCI CCSG External Advisory Board from 2010 and improved upon our performance. At our recent 2011 meeting, our EAB told us that with a few key improvements, we're ready to submit our application for NCI designation in 2012.
- Submitted our Gastrointestinal SPORE grant for funding renewal. We should know the SPORE status early in 2012.
- Increased our overall research funding and our research funding from the NCI.
- Increased the number of patients we are enrolling in clinical trials, the number of outpatient cancer visits, outpatient chemotherapy visits and radiation medicine treatment visits.
- Established an ACS Patient Navigator Program.
- Recruited 14 new basic science investigators and 11 new clinicians.
- Opened the fourth and fifth floors of the BioPharm Complex, which will be used to house Markey investigators.
- Added three new hospitals (see the front page of this newsletter) to the Markey Affiliate Network, and added the Kailash Cancer Hospital (India) as our second "sister" center.
- Produced another record-breaking Cancer Research Day, which drew more posters in 2011 than in any previous year.
- Revamped the Markey Minute weekly electronic newsletter, and start producing this quarterly update to keep everyone informed about the great things happening at our cancer center.
- Supported the continued efforts of our fundraising community through countless projects and donations by Markey teams.

There are many more things that I haven't included – things that our faculty and staff are doing every day to make the Markey experience a great one. I would like to thank each of you for contributing to our success over the past year – what we've accomplished truly encompasses every one of us doing the best we can every day.

Now, we must look forward to 2012. It already is shaping up to be one of the biggest years in the history of the Markey Cancer Center – we have some incredibly important initiatives that will come to fruition in the coming year, and I hope we are all looking forward to adding some impressive things to our list of accomplishments. Let's keep our momentum strong.



FROM THE PRESIDENT

RANDALL G. ROWLAND, MD, PHD

Greetings for a healthy and happy New Year. Thanks to your generosity, the Markey Cancer Foundation Holiday Appeal 2011 was successful in raising more than \$98,000. Included in this newsletter is an article on "Giving: The Right Thing, The Right Way" by D. Scott Neal, a certified financial planner and cancer survivor. This article is an informational piece for the Foundation's Planned Giving Program. If you have any questions regarding a planned gift, please feel free to call the Markey Cancer Foundation at (859) 323-6448 or Scott Neal at the number in his article.

Giving: The Right Thing, The Right Way

SCOTT NEAL, CPA, CFP IS PRESIDENT OF D. SCOTT NEAL, INC.

Like many of you reading this newsletter, I have a very personal connection to Markey. Cancer took the lives of both my grandmothers: one in 1955 and the other in 1985. In 1994, as part of my seminary education, I spent a year in the department of pastoral care and was assigned to the Markey Cancer Center to work with cancer patients and their families. I repeatedly saw the effects of cancer from diagnosis to treatment to resolution. I came back in 2005 as a patient with prostate cancer. Thanks to the grace of God and skillful work by people who have dedicated their lives to changing ours, I am now 6+ years cancer free! Over these years, I have seen, first hand, enormous strides in the treatment of cancer and the positive effects of continued research in the fight against this dreaded disease. Much has been done, but there is still so much to do.



As you know, the research effort at Markey is funded, in part, through the Markey Cancer Foundation which is supported in no small measure by charitable gifts from people like you and me. My career has been devoted to helping others make better decisions with their money. Today we deal with giving in general, and planned giving in particular.

We are all familiar with gifts to charities coming from current income. I have long maintained that there are five things, and only five things, to do with all your income each and every year: 1) pay your taxes, 2) pay your debts, 3) save some, 4) give some, and 5) spend the rest. The total income goes out--into some combination of those five places. Obviously, the amount used for taxes has been determined by law and the amount used to pay debts has been determined when you took out the loan. But the saving vs. giving vs. spending decision is at least in part, discretionary in the here-and-now. Intentionally determining the allocation between those three categories is always invigorating and often provides freedom for our clients.

As surely as gifts can be made from income, they can likewise be made from assets, now and in the future, even upon death. Gifts of assets, as opposed to current income, are generally referred to by financial advisors, estate attorneys, and foundation officers as "planned giving."

It's important to note that the same types of choices are present for planned gifts as exist for the allocation of this year's income. All of one's resources will end up going somewhere: 1) to the government (taxes), 2) to the future spending needs of beneficiaries, or 3) as gifts to charities. One of the chief reasons to engage in some sort of planned giving is to reduce the tax burden. Currently, the federal estate tax rate is 35% and there is a \$5 million exemption for estate taxes, \$10 million for a married couple. That high exemption has led many to erroneously believe that there is no need for estate planning, but without Congressional action the rate and exemption will expire at the end of 2012.

Of course, the needs of present and future family members are a concern. However, we are told that the leading reason for estate planning last year was to eliminate chaos and avoid disputes between beneficiaries. Even if your desire is to leave an estate for future generations, sound planning can be utilized to accomplish the goal.

Before we discuss the practical aspects of planned giving, let's first explore the question of why a rational person might decide to give away part of his or her wealth? Reasons to give are always personal:

- To leave a legacy.
- To avoid taxes.
- For stewardship.
- It brings joy to fill a need.
- It is truly a "calling" to give and to share.
- It extends power.
- It builds character.

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Markey Cancer Foundation 2012 Calendar

April

Concert on the Clubhouse Lawn
Keeneland Race Track
April 27
VIP Reception 5:30pm
Concert 7:00pm
(Covered Seating if Rain)
Brought to you by
the Markey Legacy Council



June



8th Annual Markey Golf Classic
Dinner - June 3rd
(location to be announced)
Tournament - June 4th
Champion Trace Golf Club

July

6th Annual Bluegrass International
Cup at Polo in the Park
Kentucky Horse Park
Saturday, July 21
Benefitting The Fayette Alliance and
Markey Cancer Foundation



September

The Betsy -- Honoring Betsy Fishback
An evening of World Cup Show Jumping,
Alltech Indoor Arena, Kentucky Horse Park
September TBA
Dinner and Auction





Markey Cancer Foundation

800 Rose Street - CC160
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Giving: The Right Thing, The Right Way ... continued

Beyond addressing to whom gifts will be made, professional advice about giving generally revolves around two practical questions: 1) How much shall I give? And 2) When will I give it?

As we do financial planning, we consider the amount of resources available to the client during his or her lifetime. We can then determine the maximum sustainable living standard between now and age x (typically age 100). That's the amount available to spend or give each year, adjusted for inflation. For the questions at hand, we can then properly gauge the effect that giving away a portion of the assets will have on living standard. Analyzing alternative scenarios can quickly assess the impact of timing the gifts as well as various estate planning tools.

Finally, after addressing why, when, how much, and to whom; we must address the how to give. Generally, planned giving involves a last will and testament or a trust document. These documents do not have to be overly complex but should be prepared by a competent estate attorney and should always reflect your true goals.

In addition to gifts transferred upon death via a last will and testament, charitable trusts are popular charitable giving tools. The two most popular forms are: remainder trusts and lead trusts. The charitable remainder trust is one in which the trust is used to provide income to the trust maker or other beneficiaries for a certain period. The remaining trust assets get passed on to a charity after that period of time. A current income tax deduction is available for the present value of the remaining gift to the charity.

Current low interest rates make it a good time to set up a charitable lead trust to transfer wealth to children in a tax efficient manner, while currently benefiting charity. The trust provides a charity with an annuity stream for a certain period, and at the end of the period the trust is returned to the client or passed on to family. If the trust's investment performance over the period beats an interest rate that is published each month by the IRS, the excess earnings that pass to the beneficiaries are tax-free.

Planned giving can also take the form of gifting an insurance policy or appreciated assets that are no longer needed by the family.

Giving, when planned properly, can have lifetime benefits for the donor and ongoing lasting benefit to society. To paraphrase that southern curmudgeon Jerry Clower, "There ain't no wrong reason to give."

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