

INSIDER




IN 2024, THE PELTONIA COMMUNITY RAISED

\$26,200,095

TOTALING

\$309,861,962

ALL-TIME FUNDS RAISED SINCE 2009 TO ACCELERATE INNOVATIVE CANCER RESEARCH AT THE OSUCCC – JAMES

→ LETTER FROM THE CEO

FRIENDS OF PELTONIA,

The generosity of the Pelotonia community continues to inspire and drive our mission forward. We are incredibly grateful for your ongoing support in funding life-saving cancer research at The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute (OSUCCC – James).

Pelotonia was founded on the idea that our community's collective philanthropy could transform and accelerate cancer research. It is working and so much progress is being made. This year, there were people who rode or volunteered during Ride Weekend or Gravel Day after a cancer diagnosis, where just four or five short years ago, they would have had a completely different outcome. These people are Living Proof that research is making a difference, and you are fueling this.

The community made an incredible impact in 2024, raising over \$26.2 million and crossing more than \$309 million in all-time funds raised for cancer research at the OSUCCC – James.

This is the power of community philanthropy and a testament to the exceptional talent and brilliant work being led by Pelotonia-funded researchers. The OSUCCC – James continues to assemble research teams with world-class talent focused on improving care, developing new therapies, and bringing us closer to a cancer-free world.

This is the first edition of a newsletter we are launching with the goal of keeping you informed about happenings in the community and bringing you closer to the research impact. I would love your feedback as you take time to read this issue.

Thank you for your commitment to Ending Cancer.

With deep gratitude,



Joe Apgar
CHIEF EXECUTIVE OFFICER
PELTONIA
—
Cancer Survivor



EVENT SPOTLIGHT

PELTONIA COMMUNITY RALLIES AROUND ENDING CANCER AT RIDE WEEKEND AND GRAVEL DAY

Pelotonia's 2024 events showcased the unwavering commitment of individuals from across the globe to Ending Cancer. The Pelotonia community celebrated crossing the all-time fundraising milestone of \$300 million for innovative cancer research at the OSUCCC – James.

Pelotonia's signature Ride Weekend event included Opening Ceremony followed by two days of road cycling with routes from 20 miles to 190 miles. This year marked the 16th ride, bringing together more than 10,000 participants including 7,000 Riders, 3,000 Volunteers, and countless spectators. The series of events continued with Pelotonia's second annual Gravel Day, offering participants a unique cycling adventure on unpaved roads and a more intimate community experience.



OPENING CEREMONY AUGUST 2, 2024

An inspirational Opening Ceremony set the tone for Ride Weekend. This event gave participants the opportunity to pick up credentials and drop off bikes. Then guests enjoyed dinner, beverages, vendor expo, kids zone, and merch shop.

The stage program was led by Pelotonia CEO Joe Appgar who rallied the crowd and introduced a new hype video aimed to reinforce to participants that "You are Ending Cancer." Remarks of gratitude were given by Vice Chair of the Pelotonia Board, Doug Ulman, as well as John J. Warner, MD, CEO of The Ohio State University Wexner Medical Center and executive vice president at Ohio State. Then the audience heard from breast cancer survivor and President and CEO of The Ohio State Alumni Association, Molly Ranz Calhoun, alongside Margaret Gatti-Mays, MD, MPH, a breast medical oncologist and member of the Translational Therapeutics Program at the OSUCCC – James. They shared personal accounts of Pelotonia's impact on their lives, careers, and community.

A headliner performance from Ohio-born, feel-good band, Clubhouse, energized the crowd with their indie-pop music. Clubhouse has a deep personal connection to the Pelotonia mission as lead singer, Max Reichert, battled multiple recurrences and was receiving treatment at The James at the time of their performance. The audience could feel the joy as they performed, which was Max's last time on stage with the band before he passed away on November 1, after a six-year fight with osteosarcoma. Clubhouse released a final album about Max's cancer journey. In partnership with Pelotonia, the band is raising funds for osteosarcoma research in Max's memory at clubhouseband.com.



RIDE WEEKEND AUGUST 3–4, 2024

Starting on Saturday morning, Riders embarking on the 20, 50, and 100-mile routes gathered in the chute in downtown Columbus, while those taking on the 65-mile route began their journey from New Albany. This year’s ride featured all new routes, with the 20-mile route being particularly notable as the shortest distance in Pelotonia history and included a new finish line celebration at Abercrombie & Fitch Co. in New Albany. The 50-mile route finished at New Albany Schools, and both the 65 and 100-mile routes concluded with a finish line celebration at Kenyon College in Gambier. New designated spectator experience areas were added along the routes for supporters to cheer on Riders, including downtown Columbus and at Newark Town Square in conjunction with Newark Summerfest.

On Sunday, two-day Riders gearing up for the 155 and 190-mile routes completed the back-end of their rides, departing from Kenyon College and finishing in New Albany. One of the more popular routes of the weekend was the Sunday-only 30-mile loop, with Riders starting and finishing at New Albany Schools.

Ride Weekend would not be possible without the valuable time and hard work of 3,000 Volunteers who offer medical and first aid services, provide mechanical support, coordinate bike management, run merchandise sales, make the best peanut butter and jelly sandwiches for Riders, and so much more that we are grateful for.

GRAVEL DAY SEPTEMBER 20–21, 2024

Gravel Day offers a unique cycling adventure on the scenic, gravel roads of beautiful southeast Ohio. Pelotonia’s inaugural gravel ride in 2023 was enthusiastically received by participants. The second annual event increased in participation with 225 Gravel Day Riders and more than 200 Volunteers. Adding new weekend experiences this year, Gravel Day included overnight camping in tents and RVs plus a Friday Night Community Gathering to kick off the weekend with acoustic music, food, drinks, and s’mores for all to enjoy.

On Saturday, Gravel Day Riders experienced an adventurous cycling challenge while continuing to raise critical funds for innovative cancer research. Riders selected from 22, 30, and 52-mile looped routes, each starting and finishing at Snow Fork Event Center in Nelsonville, which featured intense climbs with elevation gains from 1,400 to 4,700 feet. Finish line celebrations open to participants and guests included food trucks, beverages, photo opportunities, live music, yard games, and more.

SAVE THE DATE FOR OPENING CEREMONY AND RIDE WEEKEND 2025 ON AUGUST 1-3, 2025! GRAVEL DAY 2025 DATES TO BE ANNOUNCED SOON. REGISTRATION OPENS ON MARCH 5, 2025!

THE HASLAM 3 FOUNDATION DONATES \$2 MILLION TO PELOTONIA

Investment will fuel Chronic Lymphocytic Leukemia (CLL) research at the OSUCCC – James

In July, Pelotonia announced a \$2 million donation from Jimmy and Dee Haslam and The Haslam 3 Foundation to accelerate scientific research on CLL, supporting Pelotonia’s mission.

Dee and Jimmy Haslam are managing partners of Haslam Sports Group, a sports and entertainment group with ownership of the NFL’s Cleveland Browns, operating rights to Major League Soccer’s Columbus Crew, co-ownership of the NBA’s Milwaukee Bucks, and investments in the WNBA. The Haslam 3 Foundation is the family’s philanthropic foundation which gives back to community organizations in Ohio and Tennessee.

“Pelotonia offers hope for so many people impacted by cancer, including my own family,” said Dee Haslam.

“Everyone is affected by cancer. My hope is more and more people get involved in Pelotonia – whether they ride on their bikes or make donations. I get excited thinking about all of the ways you can participate. I hope our gift inspires others to support Pelotonia as well.”

The donation will also provide operational support for Pelotonia, adding The Haslam 3 Foundation as a funding partner. Funding partners ensure Pelotonia directs 100 percent of every participant-raised dollar to innovative cancer research at the OSUCCC – James.

“As I’ve spent time with Dee and Jimmy over the past few years, they were eager to understand how Pelotonia was making such a big impact not only on research but engaging in the

community in meaningful ways. They wanted to be a part of it,” said Doug Ulman, Vice Chair of the Pelotonia Board and cancer survivor. “I’ve been honored to get to know them as people. We are thankful to have the Haslams as part of the Pelotonia community and for their investment in furthering our mission.”

INVESTMENT FOR CLL PATIENTS TODAY AND TOMORROW

CLL is a cancer that affects the blood, bone marrow, and lymph nodes. It is the most common form of adult leukemia in the Western Hemisphere, accounting for about one-quarter of new leukemia cases in the U.S.

The OSUCCC – James is a global leader in research and treatment for hematologic cancers, including CLL.

Jennifer Woyach, MD, a hematologist-oncologist at the OSUCCC – James, professor in the Division of Hematology, and co-leader of the Leukemia and Hematologic Malignancies Research Program, will lead the work. Dr. Woyach is a Pelotonia-funded researcher through both an Idea Grant and a Pelotonia Scholar Award, and she was named Pelotonia’s 2021 Researcher of the Year for her work in CLL research and patient care.

“This funding will help us launch clinical trials for frontline CLL to try to optimize therapy for all patients. As well, we are expanding our research program in immunotherapy for CLL, and this funding will greatly accelerate this work,” said Dr. Woyach.



PICTURED (L-R): Jennifer Woyach, MD, from the OSUCCC – James, Doug Ulman, and Dee Haslam

Advancements in CLL Treatment with Pelotonia Funding

While incurable, new targeted drugs – including ibrutinib and acalabrutinib – make it manageable to live with CLL.



A \$100,000 Pelotonia Idea Grant in 2013 helped fund the groundbreaking clinical trials conducted at the OSUCCC – James that resulted in the development of ibrutinib, approved by the U.S. Food and Drug Administration (FDA) in 2014.



Approved for use in 100 countries, ibrutinib has been used to treat more than 270,000 patients worldwide and has dramatically changed the prognosis, rate of remission, and quality of life for CLL patients.



Acalabrutinib, a second-generation version of this targeted therapy that minimizes side effects, was approved by the FDA in 2019.

Both breakthrough CLL therapies were developed largely through research by OSUCCC – James scientists and physicians, including Dr. Woyach and her team, with Pelotonia funding support.

The James



“I HAVE A FAMILY MEMBER WITH CLL WHO IS VERY SYMPTOMATIC AND KNOW OTHERS WHO ARE FIGHTING THROUGH THIS DISEASE, SO MY HOPE IS THAT OUR INVESTMENT THROUGH PELTONIA HELPS THE RESEARCH FOR CLL TREATMENT GO QUICKER.”

— DEE HASLAM

FUTURE OF CLL TREATMENT THROUGH RESEARCH

The future of CLL treatment is in creating more novel therapies that are better targeted to a patient’s individual cancer.

Under Dr. Woyach’s leadership, the OSUCCC – James is positioned to continue making significant advancements in CLL research by exploring areas that include overcoming patient resistance to therapies, working with companies to test new therapies preclinically, performing lab work to identify novel targets, and studying new immunotherapies.

This critical research is accelerated through Pelotonia funding and donations like this from The Haslam 3 Foundation.

“The beautiful thing about Pelotonia is that the community can participate in ways most meaningful to them. **Not only is CLL deeply personal to the Haslam family but it is a very promising area of cancer research in which the OSUCCC – James is a global leader,**” said Ulman. “We could not be more grateful for the incredible support of Dee, Jimmy, and The Haslam 3 Foundation. This donation is going to change and save lives.”



WATCH THE VIDEO ANNOUNCEMENT ON THE PELTONIA YOUTUBE CHANNEL

HARNESSING THE POWER OF THE IMMUNE SYSTEM

New cell-based immunotherapy offers hope for patients with metastatic lung cancer



In February, the U.S. Food and Drug Administration (FDA) approved lifileucel as a new cancer treatment that uses a person's own immune cells for treating the most dangerous types of skin cancer. This tumor infiltrating lymphocyte (TIL) therapy is the first cell therapy approved by the FDA to treat skin cancer, or melanoma.

Clinical trials at the OSUCCC – James have shown that this cell therapy is also a promising treatment for patients with advanced stages of lung cancer who have developed resistance to other therapies.

“Most of these patients, particularly those with stage IV or metastatic cancer, will eventually develop resistance to immune checkpoint inhibitors,” says OSUCCC – James thoracic oncologist and study lead author, Kai He, MD, PhD, who leads cell therapy in solid tumors in the Cell Therapy Program and the Pelotonia Institute for Immuno-Oncology. “In such situations, the treatment options are limited, and there is a critical need

for developing novel immunotherapy treatments to prolong people's survival and maintain their quality of life. Lifileucel is a step in that direction.”

Lung cancer is the leading cause of cancer deaths in the United States, accounting for one in five cancer deaths. It is the second most common cancer in both men and women; the American Cancer Society estimates that about 235,000 U.S. cases of lung cancer will be diagnosed in 2024.

The current study is the first global phase II clinical trial to use this therapy against lung cancer, with patients in many hospitals across the U.S. and Europe.

“The results so far are very encouraging and promising,” says Dr. He, adding that the team is conducting the additional clinical trial with a larger population of patients to validate the finding. If successful, it will provide evidence for potential FDA approval for using lifileucel to treat non-small cell lung cancer.



“Our goal is to give the most robust treatment early in the process to maximize benefit and increase chances of cancer control. It is very exciting to see TIL clinical trials producing complete responses in patients with stage IV cancers with no evidence of disease afterward, especially in difficult-to-treat diseases like lung cancer and metastatic melanoma.”

– KAI HE, MD, PHD

Assistant Professor in the Division of Medical Oncology at Ohio State

Member of the Translational Therapeutics Program at the OSUCCC – James

The James



For more OSUCCC – James research news, visit cancer.osu.edu



→ RESEARCH SPOTLIGHT

CELEBRATING 5 YEARS OF THE PELOTONIA INSTITUTE FOR IMMUNO-ONCOLOGY

It's been five years since the launch of the Pelotonia Institute for Immuno-Oncology (PIIO), a pioneering collaborative research center at the OSUCCC – James.

Established in July 2019 with a pledge of \$102,265,000 over five years from Pelotonia, **the PIIO was founded with a bold vision: to harness the power of the immune system to fight cancer at all levels — from prevention to treatment and survivorship.**

Led by Founding Director Zihai Li, MD, PhD, a renowned medical oncologist and immunologist in the ever-expanding field of cancer immunotherapy, the PIIO strives to be a leader in driving immuno-oncology breakthroughs.

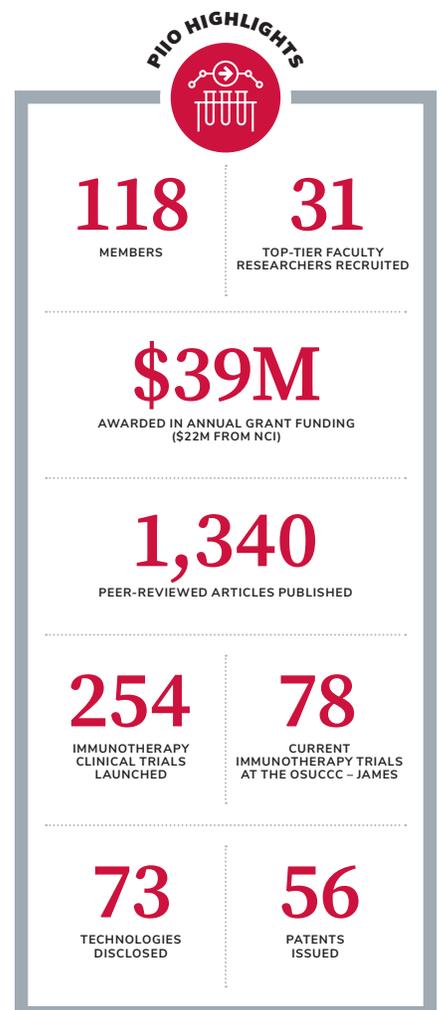
Since its founding, the PIIO has achieved several key milestones. PIIO researchers have developed novel therapies that boost immune responses to various types of cancer, from melanoma to lung and blood cancers. The institute has also led clinical trials that offer patients new, personalized immunotherapy options, improving

outcomes and giving hope to those battling the disease.

“Together, we are making a difference in the lives of cancer patients and their families,” says Dr. Li, crediting the PIIO’s success to the collaboration between scientists, clinicians, and the community.

In 2023, the PIIO expanded to the new state-of-the-art Pelotonia Research Center in The Ohio State University’s new innovation district on campus – a major step in promoting collaborative science and innovation. The PIIO labs at the Pelotonia Research Center cover a wide range of specialties, including cancer immunotherapy and computational immunobiology.

As the PIIO celebrates its fifth anniversary, the focus remains on the future with a renewed sense of optimism and hope. With ongoing support from the Pelotonia community, the PIIO will continue to push the limits of cancer research to further advance targeted treatments and immuno-oncology for patients today and for years to come.





→ RESEARCH SPOTLIGHT

PIONEER IN HEAD AND NECK CANCER RESEARCH NEVER MISSES A PELOTONIA RIDE

The drive for Matthew Old, MD, to be involved in philanthropy to accelerate innovative cancer research, like many of his colleagues, is highly personal.

Dr. Old has ridden in every mile of every Pelotonia event – 2,850 total miles to be exact.

His participation started with the first Ride Weekend in 2009 and has continued as a Rider each year since, adding the Gravel Day rides in 2023 and 2024.

Dr. Old is a professor and director of the Division of Head and Neck Oncology in the Department of Otolaryngology – Head and Neck Surgery at The Ohio State University College of Medicine.

A 16-Year Rider and Peloton team captain, his contributions to cancer research extend beyond his lab and scientific achievements to include his long-time participation in and fundraising for Pelotonia.

Dr. Old leads Team Head and Neck, a peloton team within the super peloton, Team Buckeye, with wife and co-captain Molly Old. In its 13th year,

this peloton team includes providers, family members, friends, and cancer Survivors. Team Head and Neck has raised over \$1.5 million. Through his individual fundraising efforts, Dr. Old has raised more than \$65,500 in all-time funds for Pelotonia.

Dr. Old started his work at Ohio State in 2009, the same year that the first Pelotonia ride began. His personal motivation for participating as a Pelotonia Rider year after year stems from his deep connection to the shared mission of Pelotonia and the OSUCCC – James to create a cancer-free world.

Head and neck cancer rates continue to increase due to the rising human papilloma virus (HPV) epidemic.

“Philanthropy will help fund research and advances to stay ahead of the curve and get to more effective therapies quicker. These innovations wouldn’t be possible without the support of our [Pelotonia] community,” Dr. Old says.

His research focuses on improving surgical outcomes and developing innovative therapies for head and neck cancers, particularly through minimally



“I’m motivated because I started at Ohio State in 2009, the year Pelotonia began, and have done every mile of every one of these events.

There are many reasons I ride – for my patients, the community, and my family members who have been affected by head and neck cancer. Philanthropy is critical in helping fund research for these devastating diseases.”

– MATTHEW OLD, MD

Director of the Division of Head and Neck Oncology at Ohio State

invasive techniques and targeted therapies. As a highly respected figure in oncology, Dr. Old has authored numerous publications and received several awards for his work in advancing cancer care and research.

“We have one of the largest databases of adenoid cystic carcinoma in the world and are well-positioned to do research on this cancer,” Dr. Old says. “I’ve been proud to further these research efforts through the generosity of the Pelotonia community, including funds raised from a lemonade stand and bake sale hosted by Santino Carnevale, who lost his father to head and neck cancer. Santino alone has raised more than \$135,000 to enable this breakthrough research.”

Through his leadership and dedication as a cancer care advocate and researcher – as well as a passionate Pelotonia Rider – Dr. Old continues to inspire others to support Pelotonia and drive advancements in head and neck cancer research, making an impact on patients’ lives and on the broader community.

→ COMMUNITY SPOTLIGHT

COAST-TO-COAST FOR CANCER RESEARCH: THOUSANDS OF MILES AND MORE THAN \$273,000 RAISED

Tanny Crane is a 16-Year Rider and CEO of the Columbus-based investment firm, The Crane Group. This summer, she checked a big item off her bucket list: a 3,400-mile, 49 day, coast-to-coast ride.

Before she embarked on her cross-country cycling adventure, **Tanny set the goal of raising \$100,000 for Pelotonia through this experience. Just two weeks into her ride, she had exceeded that goal. In total, Tanny raised an incredible \$273,888!**

After 10 weeks of intense endurance training, Tanny and her group of riders dipped their back tires into the Pacific Ocean in Huntington Beach south of Los Angeles to start their journey on May 5.

After crossing through 15 states, climbing more than 109,000 feet of elevation, and averaging 80 to 100 miles daily, Tanny reached Revere Beach near Boston on June 21, where she enthusiastically dipped her front tire into the Atlantic Ocean and celebrated completing her challenge.

Tanny shared the experience of this once-in-a-lifetime trip in a daily blog with

ride updates, landmarks visited, stories of people she met, and encouragement to support Pelotonia’s mission to fund innovative cancer research.

In her final blog post, Tanny shared: “The last seven weeks changed my life forever. I accomplished a dream of mine that has been in my head for 13 years. I worked hard every day to educate, improve awareness, and dedicate resources to Ending Cancer.

I have talked with people in cities and the smallest of towns, and I have shared stories of courage from all walks of life—Survivors and those who have lost loved ones.

I am immensely grateful to everyone who supported me, prepared me, lifted me up, and contributed financially to Pelotonia on my behalf.”

Following this odyssey ride, Tanny completed her 16th Pelotonia Ride Weekend and has continued to generate support and dollars for Pelotonia. Congratulations to Tanny Crane, Pelotonia 2024’s top individual fundraiser!





→ DONOR SPOTLIGHT

CJ AND GINA HALL LEAVE A LASTING IMPACT

Inspired by their friend Michael Schoen, a dedicated 15-year Rider and one of Pelotonia’s all-time top fundraisers at more than \$1.2 million raised, CJ and Gina Hall have shown their support for Pelotonia in numerous ways over the years. Now, they are part of the Pelotonia Legacy Society as they’ve added Pelotonia as a beneficiary in their estate plans.

After years of contributing as donors to Michael’s Pelotonia Rider fundraising,

CJ and Gina decided to take their commitment to investing in innovative cancer research even further by establishing a bequest in their personal trust to benefit Pelotonia.

Living in Washington, D.C., they have not yet experienced a Pelotonia Ride Weekend in person, but CJ and Gina are deeply committed to the mission of Ending Cancer and see this legacy gift as their way to get more personally involved in the Pelotonia community.

“WE HAVE BEEN INSPIRED FOR MANY YEARS BY OUR DEAR FRIEND MICHAEL’S DEVOTION TO THE CAUSE OF DEFEATING CANCER, AND TO PELOTONIA IN PARTICULAR.

SHORT OF SADDLING UP FOR THE AUGUST RIDE OURSELVES, WE CAN THINK OF NO BETTER WAY TO CONTRIBUTE TO ACCELERATING CANCER RESEARCH. ESTABLISHING THIS BEQUEST IN OUR PERSONAL TRUST LEAVES US CONFIDENT THAT WE WILL MAKE A SMALL CONTRIBUTION TO DEFEATING CANCER ONCE AND FOR ALL.”

— CJ AND GINA HALL

PICTURED (R): CJ and Gina Hall’s friend, Michael Schoen, who inspired their legacy gift to Pelotonia.



PELOTONIA LEGACY SOCIETY

The Pelotonia Legacy Society is a group of forward-thinking supporters who share a vision to provide for future generations of cancer patients and their families.

Planned giving, also known as legacy giving, allows you to have a lasting impact on cancer research while contributing to the long-term stability of Pelotonia’s mission for years to come.

By leaving a planned gift, you commit to contribute to Pelotonia beyond your lifetime – and you will become part of the Pelotonia Legacy Society.

You will receive waived registration fees for Ride Weekend and Gravel Day, tickets to Opening Ceremony and Night of Impact, and an exclusive Pelotonia Legacy Society lapel pin. Thank you to the community members in the Pelotonia Legacy Society for their generosity and commitment!

Contact Philanthropy & Stewardship Manager, Erika Walker, at ewalker@pelotonia.org for more information.

COMMON PLANNED GIVING METHODS

BEQUESTS

RETIREMENT PLANS AND IRA ROLLOVERS

LIFE INSURANCE POLICIES

CHARITABLE GIFT ANNUITIES



ALREADY INCLUDED PELOTONIA IN YOUR ESTATE PLANS? NOTIFY US OF YOUR GIFT BY COMPLETING THIS FORM.

OUR MISSION

At Pelotonia we're driven by our mission: to engage, inspire, and challenge a community committed to change the world by accelerating innovative cancer research.

THANKS TO OUR FUNDING PARTNERS,
100% OF EVERY DOLLAR RAISED IS
DIRECTED TO INNOVATIVE CANCER
RESEARCH AT THE OSUCCC – JAMES.

BENEFITTING

The James



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PELTONIA®

2281 Kenny Road
Suite 450
Columbus, OH 43210

pelotonia.org

PELTONIA INSIDER

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Celebrating new innovations in cancer research at the OSUCCC – James made possible by Pelotonia funding

FEATURED INSIDE:



→ DONOR SPOTLIGHT:
**THE HASLAM 3 FOUNDATION
DONATES \$2 MILLION
TO PELTONIA**

4



→ RESEARCH SPOTLIGHT:
**HARNESSING THE POWER
OF THE IMMUNE SYSTEM AT THE
OSUCCC – JAMES**

6



→ COMMUNITY SPOTLIGHT:
**COAST-TO-COAST FOR CANCER
RESEARCH: 3,400 MILES AND MORE
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9



**MAKE AN IMPACT.
SAVE LIVES.**