

THE RICHARD M. SCHULZE FAMILY FOUNDATION

American Cancer Society Hope Lodge



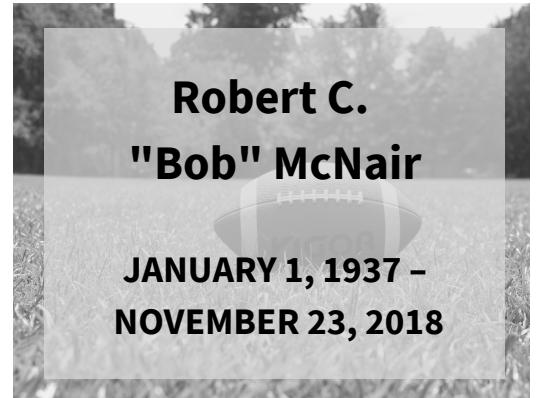
Hope Lodge

2018 Campaign Update

The Richard M. Schulze Family Foundation American Cancer Society Hope Lodge in Houston will be located on Ardmore Street in the Texas Medical Center. The facility will offer a community of support and encouragement in a nurturing environment for patients undergoing cancer treatment. The lodge will be southeast Texas' first, and only, no-cost residence specifically for cancer patients, 12 and older, who must travel away from home for their cancer treatment.

The Lodge comprises two buildings with a beautiful outdoor patio and "Healing Garden" between them. As the largest Hope Lodge in the country, it boasts 64 guest suites, a shared kitchen, dining spaces, laundry facilities, a resource library, recreation space, and free onsite parking. Once open, the Hope Lodge will provide free daily transportation to and from treatment centers. At capacity, the Lodge will offer 23,000 nights of lodging, representing a combined savings to patients of over \$3 million per year.

In Memoriam



The American Cancer Society was deeply saddened this year by the passing of both President George H. W. Bush and First Lady Barbara Bush, as well as our dear friend, champion, and campaign co-chair, Bob McNair. President and Mrs. Bush were great friends to the American Cancer Society and the American Cancer Society Cancer Action Network. They also served as honorary co-chairs for our Hope Lodge campaign in Houston. They were deeply committed to fighting cancer throughout their lives after losing their daughter, Robin, to leukemia at age 3; their compassion and support for patients traveling to cancer treatment was deeply personal. Likewise, Bob McNair was passionate about providing cancer patients, caregivers, and survivors the environment and support they need to recover and thrive. His leadership and philanthropic efforts made Houston a better place for so many.



Through their generosity and spirit, President and Mrs. Bush and Mr. McNair leave lasting legacies that will benefit thousands of cancer patients and families for years to come. We are so grateful to them and will miss each of them dearly.



Progress In 2018

We are closing in on the final \$3.2 million needed to meet our \$30 million capital goal. Thanks to a challenge grant from the **Richard M. Schulze Family Foundation**, successfully completed last year, the campaign now includes an additional \$10 million endowment to support ongoing operations of the Hope Lodge. As we enter the public phase of this campaign, prominent naming opportunities are still available, and a new paver campaign is allowing people to leave their own enduring legacy of hope at more modest giving levels.

This November, the CEOs Against Cancer Gulf Coast Chapter launched a social media fundraising and awareness campaign called **10,000 Nights of Hope**. Each CEO appears in an inspiring video talking about why Hope Lodge Houston is important to them and their employees. To date, the campaign has raised more than \$28,000.

By far our most exciting development this year is that construction began earlier this year, and is now well underway. As of early December 2018, we have already completed the building pad backfill, the footings, grade beams, elevator pits, rain tank installation, have laid the groundwork for the underground utilities, and completed half of the concrete columns. With this progress, we are on track to have a "Topping Off" ceremony this spring (more details to come!) and to have construction substantially completed by next November.

We expect to welcome our first guests in early 2020 and anticipate having our Grand Opening celebration that spring.

As the construction continues apace, we are concurrently preparing to launch a media and public relations campaign designed to create public awareness and excitement about Hope Lodge Houston. Expect to see more about Hope Lodge Houston on social media and in the news in the coming months, as well as more frequent updates and special events.

All this incredible progress is a result of your dedication to helping make Houston's own Hope Lodge -- your Hope Lodge -- a reality.



On behalf of all those we serve,
thank you.





Building Hope

The Paver Campaign

We are now offering personalized 8 x 8 and 12 x 12 pavers that will be permanently placed in the Hope Lodge's Healing Garden. Not only will the paver campaign go a long way toward closing the public phase of this campaign, but it is also a meaningful way to create a legacy by honoring and memorializing family and friends. **Hope Lodge Houston pavers also make great gifts!**

A paver order form has been included with this update. You can also order online by visiting cancer.org, search keyword: Houston Paver



Hope Lodge®

Introducing Your New Campaign Director

Joseph Moore, MBA

Senior Director, Major Gifts and Campaign Director, Hope Lodge Houston



Joseph joins the team at the American Cancer Society after 20 years of nonprofit development experience. Before moving to Houston in 2004, he worked in the arts and culture sector, most notably for the venerable New York Botanical Garden where he helped raise funds for the organization's \$100 million "Campaign for a New Era." Since moving to Houston, he spent seven years at the Houston Zoo where he worked on a \$50 million campaign to build Phase I of The African Forest exhibit. Afterward, he assumed the position of Senior Director of Advancement at the University of Houston and then Senior Managing Director of Development Strategy for Teach For America-Houston. In recent years, he has also spent time as an independent Financial Advisor and a Nonprofit Development and Marketing Consultant. In his spare time, Joseph – a former opera singer and actor – still enjoys performing in Houston's community theatre scene.

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