

# UNLOCKING POTENTIAL

VCU'S CAMPAIGN *for the* FUTURE

At **VCU Massey Comprehensive Cancer Center**, we believe in the potential within our physicians, scientists, care teams and community partners — a potential that saves lives, increases access and redefines what's possible in cancer care and research.

**Unlocking Potential: VCU's Campaign for the Future** is a bold initiative to invest in this potential by supporting breakthrough research, expanding access to lifesaving care and training the next generation of cancer experts.

As one of only a select group of cancer centers nationwide designated as comprehensive by the National Cancer Institute, Massey is a leader in driving progress against cancer in Virginia and beyond. Your support during this campaign powers innovation and strengthens every aspect of our mission — from patient-centered clinical care that reaches every community to scientific discoveries that offer hope for tomorrow. Because of your support, more Virginians are living with cancer than dying from it. That is a miracle milestone that your philanthropy has made possible. But it is only the beginning of our work to eliminate cancer. With your help, we will break down barriers to care, accelerate research with real-world impact and cultivate an unparalleled team of researchers and clinicians prepared to meet today's most urgent cancer challenges.

**Together, we will unlock potential at VCU Massey Comprehensive Cancer Center — and transform the future of cancer care.**



## Our goal

# \$275 million

You will unlock potential at VCU Massey Comprehensive Cancer Center when you help us reach our goal of **\$275 million.**

## Our priorities



### Blazing trails and leading change through innovative research

Every day, Massey scientists and clinicians collaborate across disciplines to push the boundaries of what's possible in cancer prevention, detection, treatment and survivorship. From the laboratory to the clinic to the community, we're transforming lives through discovery.

Your support fuels this impact. By investing in research infrastructure and innovation, you empower Massey's experts to pursue the most promising breakthroughs — from team science grants and clinical trials to drug discovery, precision medicine and data science. Gifts to support basic, translational and clinical research, including programs like our Prostate Cancer Research and Cancer Prevention and Control cores, enable Massey to accelerate new therapies and interventions that improve outcomes for all.

Together, we can drive discoveries, power lifesaving research and, one day, unlock a cure for cancer.

[unlocking.vcu.edu](https://unlocking.vcu.edu)



## Recognizing faculty and nurturing scholarship

At VCU Massey Comprehensive Cancer Center, our faculty are at the heart of our mission to save and improve lives. These visionary scientists and clinicians are advancing cancer research, delivering cutting-edge care and mentoring the next generation of leaders in oncology.

To remain at the forefront of cancer discovery and treatment, we must continue to invest in the people who propel that progress. Your philanthropy enables Massey to recruit, train and educate world-class faculty through competitive start-up packages, foster leadership through initiatives such as the Executive Leadership Program and retain top talent with robust faculty development and retention packages. By supporting faculty at Massey, you help accelerate innovation, strengthen academic leadership and ensure that the most promising minds in cancer research and care choose to bring their expertise here, and ultimately save more lives.

Together, we can unlock excellence in the brilliant faculty who ensure breakthroughs are not only possible — they're inevitable.



## Sustaining institutional excellence and achieving prominence

VCU Massey Comprehensive Cancer Center is committed to building a future where everyone has access to exceptional cancer care, no matter who they are or where they live. As part of our mission to achieve excellence across all areas of cancer research, treatment and prevention, we're investing in programs and spaces that strengthen our connection to the communities we serve and support patients on every step of their journey.

Your support advances our efforts to improve outcomes across the cancer continuum — from Molecules to Medicine, an initiative that fosters multidisciplinary

scientific and clinical efforts to discover and develop new, approved drugs in-house to treat cancer patients, to our community outreach and engagement efforts that bring preventive care, education and resources about clinical trials into neighborhoods that face barriers to care, to our survivorship programs that ensure patients and families thrive long after treatment ends.

At the same time, your generosity drives growth. Philanthropy is fueling capital expansion projects that will provide state-of-the-art spaces for care, research and collaboration. And with donor support, Massey's Survivorship and Wellness Clinic is increasing its impact, offering vital services that address the physical, emotional and social needs of cancer survivors.

Together, we can unlock a healthier future where cancer care is not only innovative and effective but is also accessible and deeply rooted in the communities we serve.

## Unlock potential with us

Unlocking Potential: VCU's Campaign for the Future is a call to action — an opportunity for you to make a powerful impact on the lives of those affected by cancer. At VCU Massey Comprehensive Cancer Center, your support drives innovative treatments, advances life-saving research and strengthens the expert teams who are redefining cancer care in Virginia and beyond.

**Cancer treatment and care are changing — and we must lead the way.** Now is the time to invest in bold ideas, breakthrough science and compassionate care that will define the future of oncology.

**You are the key.** Together, we will unlock potential, accelerate progress and transform the future of cancer care.

Scan the QR code  
to learn more.



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