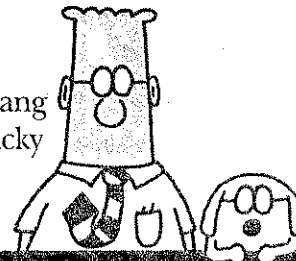


Neighbor

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Volunteer: They want to be role models

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looks good, the investor comes in.

"We use the same model with research and donors," he said. "We think of donors as investors investing in a cure."

What is unique about the agency, Judy said, is the donor forms a relationship with the researcher. George said researchers must state what they will accomplish in the first three years and provide quarterly reports for the donor. If the researchers do not meet goals, they must explain why, or GPP can stop funding.

"The donor gets involved instead of opening an envelope and throwing in a couple dollars," George said.

Donors who target a project and those who offer a general contribution are vital to the organization. One notable supporter who has helped raise funds is pianist and Northbrook Mayor Mark Damisch. Before starting his worldwide tour last summer, he called the Goldmans and offered to give a private piano recital.

Damisch will give another private piano recital June 13 at a Gold Coast residence. For details, call Michael Diamond at (847) 948-5512.

While the Goldmans have put their lives on hold to start GPP, Judy said there is a personal satisfaction in doing so. They hope to be role models for other organizations.

Couple begins agency to fund on innovative research on disease

BY ABBY SCALF
Daily Herald Staff Writer

When Judy Goldman was diagnosed in 1990 with multiple myeloma, cancer of the bone marrow, she was told she had 2½ to five years to live.

Today, she said she feels that she was allowed to live.

Volunteer of the week

"I had something more to give to society," Judy said. "It's my way of giving back." During her fight, Judy and her husband, George, saw the gap between the diagnosis and potential for cures. They saw institutional bureaucracies, a need to facilitate innovative risk taking in research and a lack of communication between physicians and patients and between donors and institutions.

"Most research being done was same old, same old," Judy said. "There was not too much funding for innovative research."

The Goldmans' journey led them to make an impact on the search for cures.

They wanted to create a system to multiply donations for finding innovative research on catastrophic diseases, and they thought that management skills and personal lessons would be an asset to their objective.

"We felt it was necessary to fill that void," she said.

To fulfill their goal, the Lake Forest couple started a nonprofit agency called Goldman Philanthropic Partnerships.

George said their goal is to target \$5 million toward innovative research. They plan to reach that amount in three to five years.

The process begins when a donor wants to target funding to any catastrophic disease. George said the agency connects with the country's top institutions, such as Harvard and Northwestern universities, to focus on research with breakthrough potential. In addition to funds provided by a donor and general contributions given to



George and Judy Goldman are the founders of Goldman Philanthropic Partnerships, a nonprofit organization that targets funding to study diseases and targets research with the most potential.

GPP, the institution is asked to match the money used to fund the research project.

"It doubles the amount of money that can go toward the disease," George said.

Currently 150 donors around the world have connected with GPP, based in Deerfield, and formed partnerships with medical institutions.

One man whose father has

multiple sclerosis had hosted baseball fund-raisers for years, George said.

The man raised \$35,000 to \$50,000 a year and was frustrated that he could not see how the money was used.

"We can target an MS research project, link up to a significant institution, get them to equal the same amount," George said. "His \$35,000 becomes \$70,000."

Judy said a donor can contribute any amount, some giving as little as \$50. She said to target money to a specific project, donations should be closer to \$25,000.

While that amount may seem daunting, the work does not need to be done individually. George said a friend sent a letter to 400 to 500 clients when he wanted to fund research toward diabetes. He raised \$30,000.

Because what GPP does is somewhat hard to understand for prospective donors, Judy helps introduce the concept to the public. She takes time out to do this at a monthly multiple myeloma support group she

For details

To learn more about Goldman Philanthropic Partnerships, call CEO Bruce Bloom at (847) 948-5512 or visit the Web site at www.4cures.org.

leads. Judy also writes newsletter which is distributed to 370 people.

GPP focuses its attention not only at cancer research but at diseases, Judy said. Breast cancer research using botanicals at Memorial Sloan Kettering and diabetes studies using gene therapy at the University of Virginia are among the funding recipients. Judy said her dream is to target childhood diseases.

George, who has a background in business management, said his style is to find the best investment and put his money in it first. If

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