The original documents are located in Box 4, folder "City of Hope Luncheon, Los Angeles, California, October 20, 1976" of the Frances K. Pullen Papers at the Gerald R. Ford Presidential Library.

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CITY OF HOPE, "SILVER SPIRIT OF LIFE" AWARD, OCTOBER 20, 1976

PAGE 1

THANK YOU FOR THIS HONOR!

I SHALL ALWAYS CHERISH THE "SILVER SPIRIT OF LIFE,"

BECAUSE IT COMES FROM YOU.

THROUGH YOUR DEDICATION TO THE CITY OF HOPE,

YOU HAVE HELPED

SAVE AND IMPROVE MANY LIVES.

I FEEL HONORED TO BE INVITED TO SHARE YOUR 25TH ANNIVERSARY

OF GOOD WORKS AND FRIENDSHIP --
AND TO BE INCLUDED IN YOUR CIRCLE OF COMPASSION.

THANK YOU.

Tay

THE WHITE HOUSE

WASHINGTON

October 8, 1976

MEMORANDUM TO:

PETER SORUM

FROM:

SUSAN PORTER

As you know, Mrs. Ford has accepted the invitation from the City of Hope National Medical Center in Los Angeles to accept the Silver Spirit of Life Award, given by the 500 Club at the City of Hope. She will attend their luncheon on Wednesday, October 20th.

She will depart from Washington the preceding day and the City of Hope will begin a four-day trip for her. The City of Hope file is attached.

Thank you.

c: BF Staff Red Cavaney William Nicholson Jerry Jones Terry O'Donnell Max Friedersdorf Steve McConahey Sarah Massengale Jim Field Jim Baker Stu Spencer Elly Peterson Bill Greener III Jud Summer Rex Scouten Staircase

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A PILOT MEDICAL CENTER SEEKING **NEW HORIZONS** IN HEALTH AND HUMANISM

M. E. HERSCH, PRESIDENT . BEN HOROWITZ, EXECUTIVE DIRECTOR - SECRETARY NATIONAL OFFICE • 208 WEST 8TH STREET, LOS ANGELES, CA 90014 • (213) 626-4611

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August 11, 1976

Mrs. Betty Ford The White House 1600 Pennsylvania Avenue Washington, D. C.

Dear Mrs. Ford:

We are delighted that you are considering the acceptance of the Silver Spirit of Life Award on October 20, 1976. Certainly, as I informed your press secretary on the phone today, we understand the complexity of your schedule and are more than willing to wait until you are certain of your availability.

Of course, if you could be present to actually accept the award, it would be such an honor to the more than a thousand women who will be in attendance at the luncheon. Certainly, the fashion show which will be presented by Mr. Estevez will be a brillant highlight but it would be so much brighter with you present.

I know that you will do your best to schedule this event and we are deeply indebted that, among your busy activities, you are able to even consider our invitation.

Bersch

Sincerely,

M. E. Hersch President City of Hope

MEH:rc



DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

OFFICE OF THE SECRETARY

WASHINGTON, D.C. 20201

AUG 5 1976

MEMORANDUM FOR THE HONORABLE SARAH MASSENGALE

This is in response to your request of July 26 asking for an assessment of the City of Hope National Medical Center, and the merits of Mrs. Ford's accepting the Silver Spirit of Life Award from the 500 Club for the City of Hope.

The City of Hope National Medical Center is an outstanding, nonprofit research and treatment center for cancer, heart disease, diabetes, epilepsy, muscular dystrophy, and many other severe illnesses. All patients at the Center are treated without charge. Many of the patients are children.

The 500 Club, which has been in existence for 25 years, is a supporting group for the City of Hope.

In fiscal year 1975, the National Institutes of Health awarded \$2,444,500 for 35 research grants at the City of Hope, as well as \$294,519 for 3 research contracts.

If Mrs. Ford chooses to attend the 500 Club's Silver Anniversary Luncheon and to accept their Silver Spirit of Life Award, it will be with the recommendation of the Department.

Executive Secretary to the Department

THE WHITE HOUSE

WASHINGTON

July 26, 1976

MEMORANDUM FOR:

MICHAEL LICATA

FROM:

SARAH MASSENGALE

SUBJECT:

City of Hope National

Medical Center

Mrs. Ford has received an invitation from the City of Hope National Medical Center to receive the Silver Spirit of Life Award for her many contributions.

We would appreciate having your assessment of the organization and the merits of her accepting the award.

Thanks.





July 23, 1976

MEMORANDUM TO: SARAH MASSENGALE

FROM:

SUSAN PORTER

May I have your assessment of the attached invitation to Mrs. Ford of the City of Hope itself and the merits of her accepting their award?

Thank you.

BF Pending to Consider October 20, 1976 Beverly Hills, CA

July 14, 1976

Dear Hr. Hersch,

This is to acknowledge receipt of your thoughtful letter. Your kind invitation is under consideration and we will be in communication with you as soon as possible.

With warmest regards,

Sincerely,

Susan Porter Appointments Secretary for Urs. Ford

Ur. Heyer E. Hersch President The City of Hope Board of Trustees 208 West Sth Street Los Angeles, California 90014

SP/ph

c: BF Pending to Consider (October 20, 1976, Beverly Hills, CA)

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Honorary President

Honorary President EMANUEL H. FINEMAN

Executive Director BEN HOROWITZ

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July 7, 1976

Ms. Susan Porter Appointment Secretary The White House 1600 Pennsylvania Avenue Washington, D. C.

Dear Ms. Porter,

Each year, the 500 Club for the City of Hope sponsors a luncheon for the benefit of the free and nonsectarian City of Hope National Medical Center, a leader in patient care, research and education in the catastrophic diseases. This year is a very special luncheon for two reasons: It is the Silver Anniversary Luncheon; and more important, it is the 500 Club's decision to honor Mrs. Ford for her many contributions to the betterment of life with the presentation of the Silver Spirit of Life Award.

The Spirit of Life Award has traditionally been presented to male honorees in the aerospace industry and has never before been presented at the annual luncheon.

The City of Hope would be most honored to have the First Lady as its guest on this special occasion. The Beverly Hilton's International Ballroom, Beverly Hills, has been selected as the site for this event on Wednesday, October 20, 1976. The program will also include a fashion presentation by Luis Estevez.

We would appreciate your advice on this matter at the earliest possible moment.

Sincerely,

M.E. Hersch, President

The City of Hope

cc Sheila Widenfeld, Press Secretary
Nancy Chirdon, Secretary to Mrs. Ford
Carol Slavin, Fashion Coordinator

MEH:cc

November 27, 1974

Dear Mrs. Poyhonen:

Thank you very much for the "Spirit of Life" membership which the members and friends of the City of Hope so generously donated in my name. This special gift is an honor for which I am deeply grateful.

Will you convey to all who so thoughtfully contributed my heartfelt appreciation for this kind expression of concern and friendship.

May the City of Hope continue in its fine tradition of selflessly ministering to the ill.

With gratitude and warm best wishes,

Sincerely,

Betty Ford

Mrs. Warner Poyhonen

Membership Chairman

City of Hope
Gray's Harbor Chapter
Post Office Box 568
Aberdeen, Washington 98520

AH

Lipsett, Joseph C.

RECEIVED

NOV 29 1974

SOCIAL FILES

City of Hope National Board of Trustees

208 West Eighth Street-Los Angeles, California 90014-Telephone (213) 626-4611

November 26, 1974

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PERCY SOLOTOY

Honorary President
EMANUEL H. FINEMAN

Executive Director
BEN HOROWITZ

Mrs. Gerald R. Ford The White House Washington, D.C. 20500

Dear Mrs. Ford:

On behalf of the Board of Directors and the entire City of Hope family, I am delighted to welcome you as a Spirit of Life member.

This Spirit of Life membership has been made possible by Mrs. Warner Poyhonen and the members of the Grays Harbor Chapter of the City of Hope in Aberdeen, Washington.

It may interest you to know that we now have in excess of 500 such chartered auxiliaries and/or chapters located in 208 cities, 29 states and Washington, D.C. comprising a volunteer force of many thousands of men and women from all walks of life. The City of Hope's non-sectarian philosophy is reflected in the interracial and interreligous makeup of our auxiliaries and/or chapters.

The City of Hope, a National Pilot Medical Center, is dedicated to the service of Humanity. Its ultramodern facilities provide free care of unsurpassed quality for patients suffering from cancer and leukemia, heart, blood and respiratory afflictions, diabetes and other disorders of heredity and metabolism. Pioneering programs are pursued in these catastrophic maladies as well as in lupus, Huntington's disease, genetics and the neurosciences. Many hundreds of original findings and discoveries have emerged from its staff and laboratories in recent years in its efforts to relieve pain, prolong life and effect cures. As a "think tank" for other hospitals, the City of Hope seeks improvements in quality, quantity, economy and efficiency in the delivery of health care.

A consultation service is available at no cost to doctors and hospitals regarding the diagnosis and treatment of their patients. Contributions from the public are the primary support for an operating budget of \$23 million and a "New Horizons" building program of \$10,005,000. The unique role of the City of Hope is one of seeking to influence medicine and science...of disseminating its humanist philosophy...throughout America and the world.

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I am forwarding to you, under separate cover, a personalized Spirit of Life membership plaque and a Spirit of Life membership card signifying your identification with the humanist programs of healing and research conducted at the City of Hope.

May I take this opportunity to issue to you a most cordial invitation to personally tour the medical and research facilities at the City of Hope whenever your busy schedule calls for a visit to the West Coast. I can unqualifiedly assure you of a most memorable experience.

With every good wish for your continued good health.

Yours sinceres

Joseph C. Lipsett National Auxiliaries

Community Relations Director

JCL: ja

CITY OF HOPE

PILOT MEDICAL CENTER

seeking new horizons in health and humanism



Mrs. Warner Poyhonen 401 Broadway West Montesano, Wash. 98563

Grays Harbor Chapter #557, P.O. Box 568, Aberdeen, Wash. 98520

October 4, 1974

Mrs. Gerald Ford, White House, Washington, D.C. 20500

Dear First Lady Betty Ford:

The concern of the many for your health and complete recovery is especially true of City of Hope members, since the City of Hope at Duarte, California is "considered to be one of the major cancer treatment centers in the United States", as well as, a Pilot Medical Center for most catastrophic diseases.

Mr. Robert Durney, an active promoter when our chapter was organized in 1959, suggested we contact some of our members and friends to donate to a "Spirit of Life Membership" in the City of Hope in your honor. This was a rewarding experience for me as everyone I contacted was happy to contribute. This money has already been sent to National, to help promote better health care.

The membership card, pin and plaque will be sent to you by our National Office in Los Angeles.

We hope you will accept this gift from people who CARE and we send sincere wishes for your good health.

Sincerely,

Mrs. Warner Poyhonen, Membership Chairman

Mrs. Fred Hensel, Treasurer GHC #557

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- Following are the names of the donors of "The Spirit of Life Membership":
- Mr. & Mrs. Robert Durney, 505 K. St. Hoquiam, Wash. 98550 Ins. and Travel Agency - Charter Members
- Mr. Andrew Winberg, 112 W. Third St. Aberdeen, Wash. 98520 Banking - Life member
- Mr. & Mrs. Eric Robinson, 116 W. Third St. Aberdeen, Wash. 98520 Kealtors members (see picture enclosed)
- Mr. & Mrs. Robert A. Basich, 510 Sumner, Aberdeen, Wash. 98520 G.H. College Football Coach - members
- Mr. & Mrs. Forst Kelsey, 315 Broadway West, Montesano, Wa. 98563 Whitney - Oldsmobile Co. friend & neighbor
- Mr. & Mrs. V. I. Whitney, 412 Broadway West, Montesano. Wa. 98563 Whitney - Oldsmobile Co., members & neighbor
- Mr. & Mrs. Chas. W. Caldwell, Rt. 2 Box 2558, Montesano, Wa. 98563 Real Estate — Past Pres. G.H. Chapter and Lifemembers.
- Mr. & Mrs. Robert Backstrom, 608 McBryde West, Montesano, Wa. 98563 Insurance - members
- Mr. & Mrs. James M. Stewart, 711 3rd. N., Montesano, Wash. 98563 Attorney - members, active in Republican party.
- Mrs. Ruby Rice, 2305 W. 6th, Aberdeen, Wash. 98520 President of our chapter, Lifemember
- Mr. & Mrs. Fred Hensel, 716 8th. Ave. Aberdeen, Wash. 98520 Upholstery Mr. Hensel recently had open-heart surgery at City of Hope.
- Mr. & Mrs. Donald D. Downey, 112 W. Main, Montesano, Wash. 98563 Friends - active in Republic Party
- Mr. & Mrs. Ted Brower, 632 Hanna, Aberdeen, Wash. 98520 Title Ins. - Lifemembers - Past. Prs.
- Mr. & Mrs. Sam Zuvich, Malone Road, Malone, Wash. 98559 Friends
- Judge and Mrs. Warner Poyhonen, 401 Broadway West, Montesano, Wa.98563 Retired Judge, 1st. Pres. in 1959 also 1967 - 69 Lixemembers, Members of Natl. Board of Trustees

City of Hope, "Silver Spirit of Life" Award, October 20, 1976

Thank you for this honor!

I shall always cherish the "Silver Spirit of Life," because it comes from you. Through your dedication to the City of Hope, you have helped save and improve many lives.

Thank you for inviting me to share your 25th

anniversary of good works and friendship -- and for included including me in your circle of compassion. Thank you !

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M. B. FLERDCH, PRESIDENT . BEST HOROWITZ, EXECUTIVE DIRECTOR SECRETARY MATIONAL OFFICE - 208 WEST 811 STREET, LOS ANGELES, CA 90014 . (213) 626-4611



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October 8, 1976

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Charles S. Ziomerosas

Process Service First Ms. Sheila Rabb Weidenfeld Press Secretary to Mrs. Ford White House Washington, D.C.

Dear Sheila:

From Annie Beverly Hilton in regard to dough Brown Mrs. Ford's appearance as the guest of honor at the 25th Anniversary Luncheon of the 500 Club for the City of Hope Real Review Library Anniversary Luncheon of the 500 Club for the City of Hope Real Review Library Review Library Review Library Review Library Review Library Review It was nice meeting you at the Beverly Hilton in regard to will be presented with the Silver Spirit of Life Award, will be held in the International Ballroom of the Beverly Hilton Hotel on Wednesday, October 20, 1976, with 1200 women in attendance.

> The enclosed press release, which I have prepared for local media here in Los Angeles (time of release to be agreed upon when we talk by phone on Tuesday, October 12, 1976), will give you most of the information you might need. As additional background, you might find the following of use: This is the first time the "Silver Spirit of Life" Award will be presented, as it is the special occasion of the 500 Club's 25th Anniversary. As we noted in our conversation at the hotel, this award, the most prestigious to be presented on behalf of the City of Hope National Medical Center, has previously been given to outstanding industrialists, businessmen and humanitarians. For example: Thornton F. Bradshaw, president of Atlantic Richfield Co.; New York Mayor, Abraham Beame; M. Keith Gaede, prominent Orange County, California businessman and developer; Clair L. Peck, chairman of C. L. Peck Contractor, largest general contracting firm on the West Coast; Arthur F. Kelly, chairman and chief executive officer, Western Airlines; and Reubin O'D Askew, governor of Florida.

Rest of Life" is the symbol of the City Mark Life "Mark Life" as the symbol of the City which assessment of the Cine symbol of the Cine sym

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Ms. Speila Palob Veidenfeld October 8, 1976 Page Two

original sculpture is the centerpiece of a fountain which fronts the entrance to the Medical Center.

The 500 Club is one of the major supporting auxiliaries for the City of Hope. There are some 530 chapters across America which support the City of Hope. As you will note in the enclosed material on the City of Hope, it is a free, national, nonsectorian medical and research center which conducts programs of patient care, research and education in the catastrophic discases: cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism.

Mrs. Ford may also be interested in this: The City of Hope is the only medical and research center among 200 locales nationwide to be selected as a special place to visit in 1976 by the American Revolution Bicentennial Administration.

The inscription on the award will read:

SILVER SPIRIT OF LIFE AWARD
TO THE FIRST LADY, BETTY FORD,
ON THE OCCASION OF THE
500 CLUB FOR THE CITY OF HOPE'S
25TH ANNIVERSARY LUNCHEON
FOR HER CONTRIBUTION TO
THE SPIRIT OF AMERICAN LIFE
- OCTOBER 20, 1976

Sheila, we also discussed using slides of Mrs. Ford in candid poses. These would be pictures showing Mrs. Ford at various functions, with different people; ones which show her varied activities. I truly think that she has not only made a contribution to, but is the Spirit of American Life. That's what we want to show in the slide presentation, which will set the mood for the award presentation. Please send these directly to me.

Now, in addition, I would like to know, for purposes of general information, what Mrs. Ford will say at the luncheon. She, of course, may make any remarks she wishes and have as much time as she wants. Naturally, I would trust that she will make some reference to the City of Hope, its program, etc.

Ms. Sheila Rabh Weidenfeld October 8, 1976 Page Three

If you need any more information than that contained in the enclosed material, please let me know. M. E. (Mike) Hersch, Southern California industrialist and developer, is the president of the City of Hope and he will be her escort at the luncheon and will make the presentation of the award. Hopefully, this covers most of the obvious questions.

Again, it was nice meeting you, and I look forward to seeing you upon your return to Los Angeles. Please give my regards to Mrs. Ford. All of us are most appreciative of her returning to Southern California for what, I am sure, will be a very pleasant and happy occasion.

Sincerely,

Joe R. Broady

Public Relations Department

JRB: jeg enclosures



LOS ANGELES--The nation's first lady, Betty Ford, will be the special guest of honor at the 25th anniversary Women's Luncheon of the 500 Club for the City of Hope National Medical Center on Wednesday, October 20, 1976, at the Beverly Hilton Hotel, Beverly Hills, California.

Mrs. Ford will receive the "Silver Spirit of Life," the most prestigious award presented on behalf of the free, national, nonsectarian medical and research center, which is celebrating its 63rd year of service to America.

"We are honoring Mrs. Ford for her many contributions to furthering the spirit of American life," said M. E. Hersch, City of Hope president. "She embodies the spirit, courage and determination which are so much a part of our country. Mrs. Ford is a woman of diverse attributes and a most fitting individual to be honored with the 'Spirit of Life.'"

The luncheon will feature fashions by the American designer, Luis Estevez. He is one of several names in American fashion who have designed for Mrs. Ford.

The City of Hope specializes in catastrophic diseases and is located in Duarte, California, a suburb of Los Angeles. The annual operating budget of \$25.7 million is supported primarily by voluntary contributions from the general public. There are 530 chapters across the United States who actively assist in promoting its programs of patient care, research and education. The 500 Club is considered one of the top five auxiliaries.

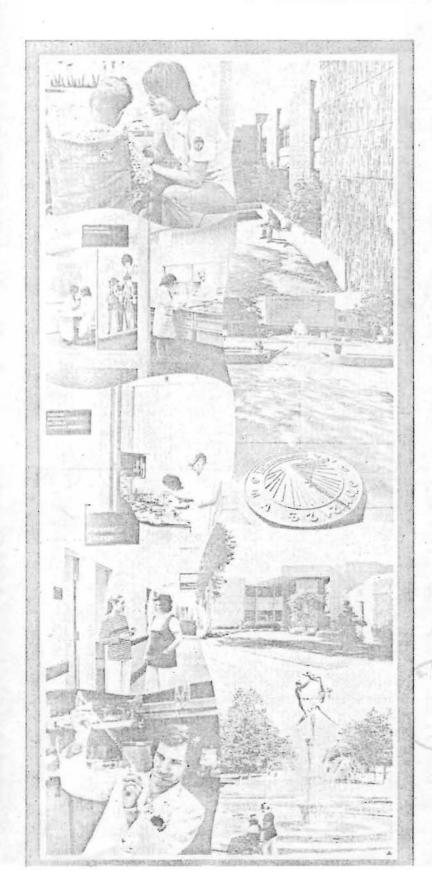
Honored by the American Revolution Bicentennial Administration for its achievements as a Pilot Medical Center, the City of Hope is the only medical and research center among 200 locales nationwide selected as special places to visit during 1976.

Its ultramodern facilities provide personalized care of unsurpassed quality for patients with catastrophic maladies--cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism.



Honored by the American Revolution Bicentennial Administration for its achievements as a National Pilot Medical Center, the City of Hope was founded in 1913 and now encompasses 40 buildings on 93 acres. It is the only medical and research center among the 200 locales nationwide selected by the American Bicentennial as special places to visit during 1976. Its ultramodern facilities provide completely free and personalized care of unsurpassed quality for patients from throughout the nation suffering from the catastrophic maladies -- cancer and leukemia; heart, blood and respiratory afflictions; diabetes and other disorders of heredity and metabolism. The City of Hope has pioneered in programs stressing psychosomatic approaches, personalization of patient care, and family-centered medicine. A consultation service is available at no cost to doctors and hospitals regarding the diagnosis and treatment of their patients. The City of Hope, as a Pilot Medical Center, seeks to influence medicine and science everywhere. Hundreds of discoveries have emerged from its laboratories in its efforts to relieve pain, prolong life and effect cures in the catastrophic diseases it treats, as well as in lupus, Huntington's disease, genetics and the neurosciences. As a think tank for other hospitals, the City of Hope seeks improvements in quality, quantity, economy and efficiency in the delivery of health care. Contributions from the public in every part of the nation are the primary support for an annual operating budget of more than \$25 million and a longer range "New Horizons" building program of \$28.5 million. The unique role of the City of Hope is one of piloting in health and in a humane way of life ... for America and the world.

SERVING AMERICA...



...SUPPORTED BY AMERICA

A Unique Phenomenon on the American Scene

Begun in 1913 in two tents, the worlrenowned City of Hope National Medic Center is dedicated to patient care, researc and medical education in catastrophic disease An outstanding staff of physicians and scientists works on a full-time basis in an ultramoern complex of hospitals and laboratoric housed in some forty buildings on ninety acre

A Hospital With A Soul

The unsurpassed quality of care at the Cit of Hope, rendered in loving kindness and pr serving the human dignity of patients, he carned it a well-deserved reputation as a mod-hospital. Its personalized treatment is mac available without charge to those sufferin from the crippling and killer ailments—cance and leukemia; heart, blood, and respirator maladies; diabetes and other hereditary an metabolic disorders.

The City of Hope has pioneered in psychsomatic approaches, treatment of the patient a a whole person, and family-centered medicin-

A Think Tank For Hospitai

Because its procedures and findings are applied in hospitals throughout the country and world, the City of Hope has been called "hospital without walls" and a "Hospital's ho

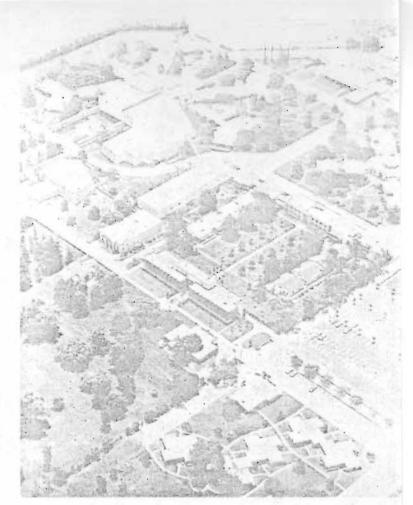
responsibility, not only for patients coming to its doors, but for those who come to medical institutions everywhere.

City of Hope task forces study all phases of hospital functioning for the purpose of developing more progressive, more economical, more efficient, and more satisfying methods of treatment.

In the mounting health crisis, The City of Hope has pioneered in showing hospitals how to: reduce operating costs; alleviate personnel shortages; eliminate medication errors; provide more advanced outpatient facilities and home treatment; increase patient safety and inclusion of the family in the treatment process within the hospital environment.

A Pilot Medical Center

To relieve pain and prolong life are the major goals of the City of Hope. Hundreds of discoveries have come from its staff, unceasingly probing the mysteries of life, seeking methods of diagnosis, treatment, and prevention of cruel ailments. Publications in professional journals; presentations at national and











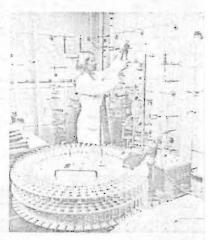
international conferences, and recognition governmental and private agencies have in enced medical practice and scientific endead everywhere.

Illustrative of City of Hope "firsts" are a medical instruments such as the streamli cobalt "bomb" for cancer therapy—the spl morecorder for diagnosis of heart condition innovative diagnostic tests for heredit diseases in newborn babies, for blindness cataracts in youngsters, and for emphysem adults—new and more effective procedures surgery, radiation, and chemotherapy—fr findings on the workings of the immune me anism, which are now undergoing field tri

Through research, the hand of hope can extended to the millions who are threaten or who are actually suffering, the ravages the many diseases treated by the City of He ... as well as in investigations in geneti neuroscience, lupus, Huntington's chor epilepsy, etc. New projects are inaugura regularly, the most recent being in can immunotherapy, bone marrow transplantat







and occupational diseases—all holding great promise for the prevention and care of victims of catastrophic diseases.

A Consultation Service

The expertise of the Medical Center staff is available to private physicians and institutions on behalf of their patients, both here and abroad. A panel representing the various medical disciplines meets regularly to give supplemental counsel on diagnosis and therapy. This service, like all other programs at the City of Hope, is provided without charge.

 In addition, this Consultation Service speeds the findings of the City of Hope staff into the hands of those who can apply them directly.

A Nationwide Support Structure

All this is possible because the City of Hope enjoys support from all segments of the American people. In hundreds of cities throughout the nation, chartered chapters, industry associations, unions, professional societies, civic and community organizations, support this Medical Center, furthering its goal to pilot in health and humanism. Its annual budget, which ranges between \$25,000,000 and \$30,000,000, is made possible by the generosity and endeavors of many hands, minds, and hearts in all parts of our land.

City of Hope programs have a universal, qualitative and original impact on human well-being. They are an attempt to translate into action the nation's highest ideals—love of one's fellowman, the sense of mutual responsibility, an abiding respect for life and a desire to enrich and enlarge it.

Our willingness to help each other is the answer to cynicism, indifference and intolerance. The City of Hope believes that the measure of a society is not how high it rises in steel and concrete but how it bends in concern and help for those in need.

