

# Nomination of



AS AN **OUTSTANDING PHILANTHROPIC FOUNDATION**

*Presented by the  
Association of Fund Raising Professionals  
Greater Houston Chapter.*

## **Tony's Prostate Cancer Research**

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### ***THE CAUSE - help find a non-invasive cure for Prostate Cancer***

Prostate cancer is the leading cause of cancer death in men, but only five percent of federal research dollars are allocated to it. We hope that prostate cancer hasn't touched your life, but unfortunately for one in six, it has. Doctors often disagree on effective treatment forcing the patient to choose between quality and quantity of life, thus catapulting many into the throws of confusion and frustration. Tony's Prostate Cancer Research seeks to change that. The mission is simple - raise awareness of prostate cancer and fund research for a non-invasive cure.

-  Raise Awareness
-  Raising Funds for Research

*The research supported by TPCR made a MAJOR BREAKTHROUGH with MD Anderson's discovery of GLIPR1, which is a protein that acts as a natural suppressor to cancer development. As a protein it represents a non-toxic treatment for prostate cancer. MDA is proceeding through the process with the FDA for safety testing and eventually clinical trials. The cure we have been seeking could be on the horizon !!!*

THE UNIVERSITY OF TEXAS

**MDAnderson  
Cancer Center**

Making Cancer History®

Background information provided by William Bracken, current Treasurer and Event Chair of Tony's Prostate Cancer Research ("TPCR").

Bracken has known Tony Masraff, founder of TPCR, for 9 years and has been a part of the TPCR team for 8 years. As a former CFO of several companies that actively promoted community and charitable organization involvement, I have been personally involved in some major fund raising causes directed at very worthy causes. TPCR is the most exciting charity I have ever been involved with due the entire unique nature of its approach to its cause.

- TPCR was founded by a powerful and determined man diagnosed with Prostate Cancer who thus had a highly vested interest in the cause.
- The success of his charity spread through the recognition by sponsors, volunteers and others that his passion to raise awareness and find a cure was absolutely genuine.

- Tony's care and concern for others touched by cancer is always apparent as he shares his research, understanding, personal experiences and ability to connect potential patients with the right medical information and professionals. He has advised and guided many individuals to find the correct treatments for their particular condition and to not be misguided by panic, mis-information or incorrect diagnoses. Tony's passion for others is so evident as he interacts with others that are affected by the disease, either directly or through a close friend or relative.

He has expanded his involvement by being part of advisory and advocacy groups that seek federal and private sector monies to be directed into cancer research. According to many leaders within these efforts, Tony's involvement in these groups has added a new passionate & very personal dimension to each group's plea for funding.

- From the beginning of the foundation, which continues on today, there is an insistence that monies contributed by TPCR for research goes specifically to research and not to other areas such as administrative costs. The \$1.5 million contributed to date, due to this advocacy, has been much more effective in finding a cure – probably equivalent to other contributions of 15-20 times this amount. With billions of dollars flowing into cancer research each year, if more organizations could have the "brass tacks" to use this difficult & exhausting process to be very specific in identifying the uses of their funds and following through to assure that the charity's directives are adhered to, we would be much closer to many disease cures.

Tony & his very dedicated Board had to fight many bureaucratic and legal battles to win this approach, but their passion and tenaciousness won the battle.

- Tony developed a personal and deep relationship with MD Anderson and the doctors that are performing the laboratory testing and clinical testing of potential cures for the disease. This takes time and significant effort. According to Drs. Thompson and Logothetis this is highly unusual (which is unfortunate). MDA & the doctors are highly appreciative of this level of involvement from the private sector and note that this relationship demonstrates the ideal environment for research, testing and eventual delivery of a cure.
- To raise funds for the cure TPCR began with Tony running the Houston Marathon and crawling across the finish line – always determined to finish what he starts. TPCR then began major fund raising with a few annual Galas but found ourselves competing with so many other similar fund raising events. Our Board & Committee decided that future fund raising events should be unique, memorable and tap into the resources already available so that net results would yield the best results for the cause.

TPCR began the fall Wine Extravaganza in 2005 tapping the physical space of Masraff's Restaurant and the incredible connections the Masraff family has with wineries and wine distributors. Highlights of the annual wine event are detailed later. The event has grown every year nearing capacity of the facility. With Masraff's Restaurant changing locations in 2010, we plan to expand capacity for the event and have our most successful year ever.

After incredible success with the wine event it was determined that a Spring event should be added and in 2007 we began our Golf Event. We knew it had to be unique since there were so many other charity golf events. We went to one of the more prestigious golf courses (Redstone), partnered with Major League Baseball Players Alumni Association so every golf group would have a retired baseball player or other celebrity in their group and included the Nike Store (all Nike merchandise at near wholesale prices). The event now attracts over 40 golf teams each year and some of the big names in baseball such as Larry Dierker, Phil Garner, Jimmy Wynn, Jeff Kent, Art Howe, Kevin Bass, Doug Drabek and Ken & Bob Aspromonte.

The unique nature of both of these events have captured the attention of the Houston community and continue to grow in sponsorship support and recognition as "classy" events. The 2 major fund raising events tap the unique resources of key Board and Committee members with their assets, talents and connections.

Attendee and sponsor comments include such notes as;

"May be the best run event in Houston"

"Never knew it could be such a good time supporting a great cause"

"What a memorable event – can't wait to tell others about what they missed"

"Makes me proud to be part of TPCR and finding a cure"

- Near the beginning of Tony's marvelous adventure he realized that a unique Logo design would provide a landmark for TPCR that would be memorable. When he developed the Man & Boy Logo he considered that when a man is afflicted with Prostate Cancer, his sons are 33% more susceptible to having prostate cancer. Hence, the Father & Son Logo depicts those that are at risk of the disease.
- Belt buckles with the Man and Boy logo have recently been added to the items that are available as memoirs of the TPCR legacy. In true Tony Masraff style, TPCR was able to enlist the craftsmanship of a well recognized artisan to develop the design and manufacture the belt buckles for a fraction of their value. The buckles are not only symbolic of TPCR's purpose but are a gorgeous piece of artwork that can be displayed or worn with your favorite belt.
- The Man and Boy Logo also inspired some of the committee members to contribute a large red carpet with this logo emblazoned on the rug. We "roll out" this symbolic red carpet at every one of our events to commemorate and remind everyone of the true purpose of TPCR's cause.
- My former company was very community conscience and encouraged others within the organization to give of their time and talents to charitable causes. Our owner became a Board member of TPCR and introduced me to the organization – that was 8 years ago and I have been heavily involved with TPCR ever since. My company allowed me significant flexibility in time and access to support resources for TPCR due to their belief in what TPCR was trying to accomplish. Several folks from the company became involved with TPCR in a variety of different ways, all providing TPCR with their time and talent. Much of what TPCR has accomplished is due to many folks giving freely of their time with a strong belief in the cause.

The level of commitment of volunteers and sponsors supporting TPCR is truly amazing. Several thousand of volunteer hours are contributed each year. They use their special talents to enhance each event or to raise the awareness of TPCR's cause. They use their connections to identify and win sponsors to support the cause or to have organizations contribute auction items to help raise funds for the cause. They contribute their time tirelessly to support all the enumerable administrative tasks that keep TPCR alive and well. TPCR's cause and passion has attracted many volunteers that are proud to be a part of something special.

- And let's not forget the constant support of the Masraff family members, with Tony as the founder of TPCR, son Russell who runs the restaurant and is a Board member and key part of organizing the events, son George who runs his own company and is always there as a major sponsor, daughter in law Julie and daughter Markley who are always involved with TPCR in any way needed. Their presence and dedication inspire others to be part of this special adventure.
- Due to the nature of TPCR's efforts to find a cure and their unique approach to fund-raising, their notoriety has grown slowly. However, the recognition continues to grow each year as they stick to their mission and remain dedicated to the fund raising techniques and fund donation philosophy they developed many years ago. Many newspapers have now picked up on their success and one major TV news station is now watching & reporting the successes of TPCR and Prostate Cancer Research efforts. Again, another key volunteer, through her wonderful PR talents, has begun to open the doors to communicating TPCR's cause and their efforts and progress towards achieving their cause.

In Summary, TPCR's mission has become infectious (in a good way). Growth of the organization is occurring in all aspects that are needed to have a successful and generous organization. The volunteer base continues to expand, the sponsors of TPCR and their events continue to grow in numbers as well as dedication level (almost every new sponsor continues to support TPCR, year after year), companies continue to encourage their employees to support TPCR, and individuals and families affected by the disease seek out Tony & TPCR for advice and counsel. All of this demonstrates how the organization has become a solid part of the community and a conduit for funneling time and financial resources to a very worthy cause in a highly effective manner.

*An Evening of Hope*  
*Wine Extravaganza*



*The SWING WITH THE LEGENDS CHARITY GOLF SERIES*



*With all of Proceeds Benefiting*

*Research to find a Non-Invasive Cure for Prostate Cancer at  
The University of Texas, M.D. Anderson Cancer Center*

In 2010/2011 the Events will be

## On Monday – April 11, 2011

Redstone Golf will be the site of the *SWING WITH THE LEGENDS CHARITY GOLF SERIES*. TPCR will join forces with the Major League Baseball Players Alumni Association to bring an exciting charity golf event to Houston, which will include;

- ❖ **Major league baseball players and other celebrities** – bring your own foursome and spend the day on the course with such great local names as Jeff Kent, Bob & Ken Aspromonte, Doug Drabek, Phil Garner, Jimmy Wynn, Carl Warwick, Art Howe, Larry Dierker and many others.
- ❖ Experience **Redstone Golf Club**- one of the best courses in Houston and home to the annual PGA event, the Shell Houston Open. (SHO). SHO will be held just two weeks before this outing so there will be plenty of exposure for the course and it should be in terrific shape.
- ❖ Both a **live and silent auction** with many unique opportunities for autographed celebrity memorabilia and other great treasures.
- ❖ **NIKE Golf** merchandise & equipment at wholesale prices
- ❖ An **Awards Dinner & cocktail hour** to spend more time with the celebrities.
- ❖ **Celebrity Celebration Dinner** at Masraff's Restaurant for major team sponsors & celebrities – Sunday Night

**On Saturday – October 9, 2010** Masraff's New Restaurant on Post Oak Blvd will host the **Wine Extravaganza** that will feature;

- ❖ **Wine tasting** that will allow guests to explore wines from over 50 wineries. Representatives from the wineries will be there to educate and inform while guests taste wines from some of finest vineyards in the world.
- ❖ **Amazing fare** that will be noted as one of the most unique in town, demonstrating the true talent of Masraff's Restaurant.
- ❖ Both a **live and silent auction** with many unique opportunities for wine selections and travel across the US and to places beyond.
- ❖ Variety of **music** that will entertain the guests throughout the event.