

SHOWBIZ PHILANTHROPY LEADER REPORT

STAND UP TO CANCER

KATIE COURIC

Journalist crusades for cure

When my husband, Jay, was diagnosed, I was pulling my hair out, trying to find out everything I could about colon cancer," recalls CBS anchor Katie Couric. "I was so lost and felt so alone when my husband was sick."

Since those difficult days, Couric co-founded Stand Up to Cancer (SU2C), an initiative created to accelerate groundbreaking cancer research and get those therapies to patients quickly. The aim is to bring together and encourage collaboration between the "best and the brightest" in the cancer community. The foundation calls them their "Dream Team."

"Our paradigm of having scientists share resources and brain power is really paying off," says Couric. "There's been a lot of really exciting things happening in the field of pancreatic cancer."

Cancer, of course, can be many different diseases, and the research has the potential to impact the diagnoses and treatment of not only pancreatic but also breast, ovarian, cervical and other cancers.

"The Dream Team is trying some novel approaches," Couric adds. "And we have these out-of-the-box scientists that we also fund. You never know when an out-of-the-box idea is going to lead to better treatment and a cure."

On Sept. 10, Couric will co-host, along with Diane Sawyer and Brian Williams, a prime-time SU2C fundraising event, broadcast simultaneously on the four networks and a number of cabled.

"It's all about collaboration," says Couric. "Collaborating between friends, family and strangers when you get a diagnosis. Collaborating between doctors, scientists and researchers. Collaborating with Diane, Brian and all the networks. Joining forces is very symbolic of our whole mantra."

— Anna Stewart

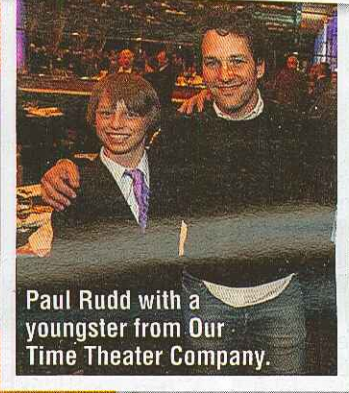
For more information, visit [standup2cancer.org](http://standup2cancer.org)



Ed Norton, right, and Martin Sunte at 2009 NYC Marathon.



Kristen Bell works for the Invisible Children charity.



Paul Rudd with a youngster from Our Time Theater Company.

THESP'S SITE EXCITES

Ed Norton's Crowdrise.com corrals diverse causes with a little help from the star's famous friends

By ANNA STEWART

Edward Norton's website crowdrise.com is a community-based, fundraising platform that encourages interaction between friends and supporters for causes from worldwide mega-charities to the most personal and esoteric of newbie orgs. It's a hip, youth-centric gateway to giving. Plus its cool design and graphics make it an entertaining experience, all the while encouraging the viewer to donate much-needed cash.



Robertson

The humor on Norton's site comes from producer-partner Shauna Robertson ("Knocked Up," "The 40-Year Old Virgin"), which provides such barbed headlines as "If you don't give back, no one will like you."

"We wanted to help bridge the gap between this generation, which is very comfortable identifying itself on platforms like this, and organizations that can benefit," says Norton. "And we wanted it (to be) fun."



When Norton and Robertson's posse — Seth Rogen, Paul Rudd, Kristen Bell and Glen Hansard — heard about the fundraising website, they all jumped onboard.

"I'm all for anything that makes the idea of charity not lame and boring and very serious," says Rogen, who has an Alzheimer's fundraising page on the site. "Because I feel that that's what keeps a lot of young people away. I've found that people are a

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GLOBES ORG'S BOUNTY

In the face of economic recession, the Hollywood Foreign Press Assn. is seeing some rare prosperity, and it's not afraid to share.

"We're in the fortunate position that we're still in the midst of a long-term network deal ... so we were not affected by the downturn," says Philip Berk, president of the HFPA.

As a result, the association will be awarding more than \$1.5 million in grants supporting arts orgs, better than \$250,000 more than last year, and the group's highest grant total in recent history. "We've increased the amount based on the idea that the need is even greater," Berk adds.

The funds go to support higher education fellowships, professional training, film preservation efforts and special projects like the Lollipop Theater Network's Celebrity Hospital Visits, which brings movie screenings and stars to hospitalized children who can't otherwise go to theaters.

"They really support the preservation of film, and not just the films that are widely known," says Margaret Bodde, exec director of Martin Scorsese's the Film Foundation, which is this year's largest beneficiary. Thanks

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# HOPE'S STAR POWER

By ANNA STEWART

**B**arbara Davis was terrified. "Our fifth child, Dana, was diagnosed with juvenile diabetes when she was 7 years old. Marvin and I took Dana to Boston's Joslin Diabetes Clinic for treatment. I was so impressed with Joslin that Marvin said, 'How would you like it if I gave you a million dollars to build a hospital out West like the Joslin?'"

In 1980, the Barbara Davis Center for Childhood Diabetes opened its doors in Denver, and today, the hospital is one of the largest diabetic research and care centers in the world.

"No child is turned away because of an inability to pay," states Davis. "The Center covers all costs — treatments and supplies. We do kidney and pancreas transplants too."

"And we try to treat everybody as an outpatient. We want everybody to go home and know how to live with diabetes," she adds.

On Oct. 23, Jay Leno will host the Grande Dame of all Hollywood fundraisers: The 19th Carousel of Hope.

"Everyone has their own causes, but Barbara's is the big one," says Leno, who emcees the fundraiser for the Barbara

Davis Center for Childhood Diabetes. "Rich people eating isn't always the best audience for a comedian but, on the other hand, it's everybody you know. It's kind of like a high school party with money."

Davis is a maestro of the seating chart.

"Barbara's very smart," says Leno. "She'll have Betty Ford and Justin Bieber at one table. Nancy Reagan and Snoop Dogg at another. Everybody is completely the same to Barbara."

Clive Davis, along with Quincy Jones and David Foster, will handle the music for the gala. "Over the years, Barbara has leaned on me for advice," says Davis. "I have been able to help her with artists like Whitney (Houston) or Usher. I help her to keep topping herself."

Leno recalls: "One evening, we had the Clintons lined up. They were still in the White House. But then Bill had to cancel at the last minute. Barbara said, 'I'm so upset.'"

I said, 'Look Barbara, if it's any consolation to you, just think of yourself as the last girl that got screwed by Clinton before he left office.' She thought that was the funniest thing ever."



Jay Leno

For more information, visit [barbaradaviscenter.org](http://barbaradaviscenter.org)

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lot more receptive if you make it fun and enjoyable no matter how serious what you're trying to support is."

Rogen, through his site, is trying to raise \$50,000, and his page opens with the eye-catching headline "Kick Alzheimer's in the ass."

"Crowdrise is for people like me who are just beginning and not that smart," adds the actor. "I can go on and easily navigate a way of seeing what other causes I might like to get into. That's the best thing about it — it's not directed at one specific cause. It's every cause."

"It's a no-shit direct connection," says Hansard. "I get to post the pictures. I get to post the words. It's a direct connection between you and the supporters. All of the stuff that's on my web page, I did myself. It feels a lot more genuine than appearing in an advert. I like that it wasn't being taken care of by some anonymous person in an office."

The Oscar-winning songwriter ("Once") has a very specific aim: He wants to raise \$70,000 to buy Kenya's Maasai a much-needed truck. "It's not a big deal," he says. "I'm not trying to solve the fucking world's problems."

Bell became involved with the Invisible Children charity seven years ago, when she learned that more than 30,000 children had become victims of unspeakable atrocities in Uganda.



Musician Glen Hansard is working to raise enough money to buy a much-needed truck for the Maasai.

"There's no reason why we shouldn't be using our filmmaking skills to engage people," she says of the website. "It's choosing to be creative with a business model. You can just put a bunch of pretty colors, or you choose to engage people. It's all about creativity and storytelling."

Rudd came to Crowdrise to help support the Our Time Theater Company, a program that helps kids with stuttering problems.

"I am kind of dumb because I don't have Facebook or Twitter or any of that stuff," says the actor. "And yet, I thought, 'God, Crowdrise makes total sense!'"

People can get linked into other people's causes and donate and raise awareness. You can scroll around on Crowdrise and say, 'Oh,

this person is involved in this.' It's like playing around on YouTube. I was kind of messing around and saw Glen Hansard is buying this truck for the Maasai. I'm learning about things that I would never know about."

As for Crowdrise's creator, his big cause is the environment.

"My father has been a leading conservationist. He founded the Grand Canyon Trust," says Norton. "My entire life, I've watched my father and grandfather raise money for good causes. I cannot remember a time when I wasn't watching the two of them trying to raise money. I guess this is me following in the family business to some degree."

For more information, visit [crowdrise.com](http://crowdrise.com)

## GLOBES ORG

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to the HFPA's grant, the foundation will be able to restore prints of 1933's "King Kong," 1950's "Breaking Point," 1963's "America, America" and several silent Alfred Hitchcock films.

Grant recipients are selected from among applicants to HFPA's website based on orgs' projected goals and their consistency in satisfying previous years' goals.

"They are required to have full accountability of how that money is spent," Berk says. "Unless they've satisfied last year's grant, they can't apply this year."

In the coming year, that money will be spent on the development of an online LGBT film gallery by Outfest, the reactivation of underused historic L.A. theaters by the Los Angeles Conservancy and the funding of screening tie-ins for the Los Angeles County Museum of Art's upcoming Tim Burton exhibit, to name a few examples.

— Michael Sullivan

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