New Cancer Center of Santa Barbara—540 West Pueblo Street, Santa Barbara
MESSAGE FROM THE CAMPAIGN CABINET

We are proud to be a part of this historic campaign to build a new regional Cancer Center for Santa Barbara and the central coast.

Cancer has touched each of our lives in some way. We have lost friends, family members, even spouses. Thankfully, thousands more have been cured and are living fulfilling, vibrant lives.

Battling cancer is never easy. Given the chance, everyone wants to be treated close to home with the support of family and friends. Equally so, everyone wants to receive the best care possible. By working together, we will accomplish both.

We have come together to build the future of cancer care. A Cancer Center where all outpatient care will be provided under one roof. Medical staff gathered from the nation’s finest institutions partnered with the latest technology available and access to geneticists, researchers and nutritionists to ensure superior outcomes.

It is an honor to help create a new state-of-the-art cancer center. We hope you will join us in making this a reality for our community. Together we can take cancer care to the next level.

Sincerely,

DAN GAINEY  
SUE BIRCH  
ED BIRCH

MARYAN SCHALL  
LADY LESLIE RIDLEY-TREE  
PETER MACDOUGALL

HONORARY CAMPAIGN CHAIR
Santa Barbara’s new Cancer Center will provide the optimum conditions for saving lives and improving outcomes:

• **ENHANCED COLLABORATION**
• **CUTTING-EDGE TECHNOLOGY**
• **RESEARCH AND CLINICAL TRIALS**
• **SCALED TO MEET THE GROWING NEED FOR CARE**
• **ALL SERVICES UNDER ONE ROOF**
When a father of three small children suddenly finds himself facing Stage IV Non-Hodgkin’s Lymphoma, life changes. For Greg and Corey Thomas, this reality pressed upon them when the removal of a routine cyst shifted into a daunting diagnosis.

“You’re sitting there shell shocked,” recalls Corey thinking back on those early weeks of Greg’s treatment, “but from the moment we arrived, everything soothed and healed: the kindness of Greg’s medical team, the jigsaw puzzle in the waiting room, even the banner in Dr. Fred Kass’s office—Every journey has its blessing.”

“The Cancer Center was there to help me at every turn,” recalls Greg. “Dr. Dan Greenwald helped me get a second opinion at Stanford that confirmed my diagnosis and treatment plan. The social services team helped with financial assistance, and I took advantage of the free wellness programs including acupuncture and nutrition counseling. I couldn’t imagine a better experience, and to have all this close to my home, wife and children was irreplaceable.”

“Our kids gave us levity—we could laugh at their silliness, and they helped us get outside of the situation and offered us this incredible gift. Being treated close to home made all this happen.”

GREG THOMAS
NON-HODGKIN’S LYMPHOMA SURVIVOR
In 1949, Elisha Converse made a generous gift in memory of his wife, Lillian, establishing the Cancer Center of Santa Barbara as the leading provider of cancer care on the central coast.

Founded on a promise of superior care close to home, the Cancer Center has grown to become a regional powerhouse providing patients with exceptional, comprehensive cancer care. In 1949, Lillian Converse was treated for terminal cancer, and travel to Los Angeles for her treatments was difficult. Though she knew there was little chance of her own recovery, she wanted to help others with the disease. Her physician, Dr. Henry Ullmann, dreamed of having a one-million-volt x-ray machine—one of seven in the nation—to help treat cancer patients in Santa Barbara. Lillian’s husband, Elisha Converse, made this dream a reality by making a generous gift in memory of his wife, establishing the Cancer Center of Santa Barbara as the leading provider of cancer care on the central coast. The support initiated by Elisha has grown into a community tradition, and his pioneering vision for state-of-the-art cancer care in Santa Barbara has blossomed into a facility with a 68-year history of advancing the diagnosis, treatment, prevention and cure of cancer for patients in our community regardless of means.
“Supporting the Cancer Center is a way of paying back for excellent care, but we’re also paying forward to ensure that same care is available for others. Having world-class care available in this town is an enormous benefit to all of us.”

Tippy Schultz, Cancer Center of Santa Barbara Survivor and Supporter
Cancer care in Santa Barbara is excellent, yet its delivery remains fragmented due to the lack of a modern, comprehensive facility. The Cancer Center’s services are currently divided between three aging buildings, and more space is needed to accommodate the latest treatment technologies and the growing number of cancer patients as baby boomers age.

Working together, the Cancer Center of Santa Barbara with Sansum Clinic and the Cancer Foundation of Santa Barbara are bringing the future of cancer care to the central coast with the construction of the largest, most comprehensive facility in the Cancer Center’s 68-year history. This new multidisciplinary center will bring all members of Santa Barbara’s oncology team under one roof and will enhance the lives of those touched by cancer. By unifying the newest technology, physician collaboration and patient-centered care into one facility, we will provide Santa Barbara with full spectrum care in one location, aligned with the National Cancer Institute’s (NCI) recommended best practices for cancer centers across the nation.

The new Cancer Center will also allow us to enhance our clinical research and genetics programs, and help us continue to recruit quality medical staff from institutions such as Harvard, Stanford, UCLA, Dana Farber, Mayo Clinic, University of New York, National Cancer Institute, USC, Yale, Cornell, UCSD and UCSF.

Centrally located within two blocks of Sansum Clinic and Cottage Hospital in the heart of Santa Barbara’s medical village, the new comprehensive Cancer Center will be the centralized home for all outpatient cancer care, creating a seamless experience for our patients who entrust us with their care.
SAVE LIVES AND ENHANCE OUTCOMES
• New technology, expanded capacity and enhanced collaboration.

CENTRALIZED GATEWAY
• A single, convenient location where patients can access all aspects of multi-disciplinary care.

ENHANCED COLLABORATION
• Expert medical professionals, seamless personalized experience.

CUTTING-EDGE TECHNOLOGY
• Newest treatment technologies.

SCALED TO MEET THE GROWING NEED FOR CARE
• 35% increase in volume is projected for patients 65+ over the next decade.

RESEARCH AND CLINICAL TRIALS
• Dedicated to the thoughtful introduction of promising new treatment methods.

DESIGNED TO ATTRACT AND RETAIN TALENT
• Highly trained professionals from the nation’s top academic institutions.

This is a rare example of a project that benefits everyone—our patients, their families, the entire community and all physicians in this area, whether they are part of the Cancer Center, Sansum Clinic or an independent medical practice.
Inspired by the National Cancer Institute’s designated model of excellence, the trustees of the Cancer Center created a plan for a new integrated cancer center back in 1999—a state-of-the-art facility designed to coordinate care and facilitate even better outcomes.

By 2006, 3.38 acres on West Pueblo Street had been acquired in the heart of Santa Barbara’s medical village. By 2009, the city’s planning commission had approved a master plan for a new cancer facility.

In 2012, the Cancer Center of Santa Barbara and Sansum Clinic merged with a joint vision for the most advanced and comprehensive diagnostic, treatment, prevention and research program that allows cancer patients to receive the highest level of care without leaving Santa Barbara. Thanks to the generosity of our donors, this vision is now becoming a reality.

**We’re big city medicine in a small town. Our patients get highly personalized attention and the level of treatment is the same if not better than a metropolitan academic center. The way we practice here allows me to be a good doctor and a good scientist.”**

Mukul Gupta, MD, Medical Oncologist
Trained at USC. Internationally experienced. Widely published. Fluent in five languages.

**KEY PARTNERS**

The construction of Santa Barbara’s new Cancer Center is led by G.L. Bruno Associates, a design/build construction firm specializing in the unique needs of the healthcare industry. With decades of experience and proven expertise, they have led the development for many of the most renowned cancer centers within the western U.S.

Boulder Associates have focused on healthcare since their founding and have been involved in the design of over 30 cancer centers nationwide. They have helped set new standards for healing environments by emphasizing innovation, design and technical excellence.

Cearnal Collective LLC is one of the central coast’s most renowned architecture firms. Their understanding of the Santa Barbara aesthetic and connections within the community are integral to timely completion of a project of this size.

Engaging these key partners brings together superior planning, design and project management to create the finest healing and working environment for our patients and staff.
Four years ago, Cherry Post knew something was wrong. Her head ached and she was practically bedridden. "Turns out I had a tumor the size of a tennis ball pushing against my brain. I went to the Cancer Center and Dr. Lindsay Blount’s radiation treatment shrank my tumor to the size of a walnut, then Dr. Dan Greenwald’s chemotherapy removed the remaining traces of cancer.

"Surprisingly, when I was first diagnosed I experienced no anxiety," explains Cherry. "This was in great part because I received such skillful, loving care at the Cancer Center. When my treatment was complete, I felt better than I had in my life. After feeling awful for so long, the lightness and health I felt was like nothing I had ever experienced. The Cancer Center cares for every member of our community regardless of their ability to pay—a miracle in today’s world. I invite you—I implore you—to open your hearts and support this gem in our community."

CHERRY POST
BRAIN TUMOR SURVIVOR

"Since my diagnoses, the Cancer Center has been part of my extended family. For all they have done for me and my father who they treated over 30 years ago, I am now a proud supporter of the Cancer Center.”
THE BUILDING

BUILDING THE CANCER CENTER OF TOMORROW, TODAY

FIRST FLOOR

Radiation Oncology with 2 State-of-the-Art Linear Accelerators

Dosimetry & Physics

Large Conference/Event Room

Social Services

Lab

Cancer Resource Library

Cancer Resource Library

Two State-of-the-Art Elekta High Definition Linear Accelerators
SECOND FLOOR

- Surgical Oncology
- Medical Oncology/Hematology
- Patient Navigation
- Oncology Nutrition
- Social Services
- Genetic Counseling
- Wig & Hat Boutique
- Wellness & Support Services Room

THIRD FLOOR

- Infusion Suite with 27 Infusion Bays including 4 Private Rooms
- Oncology Nutrition
- Social Services
- Research Suite
- Medical Oncology/Hematology
- Outdoor Rooftop Patio for Patients & Visitors
- Wellness & Support Services Room
- Third Floor Reception Area
- Chemotherapy Infusion Bays, Many with Floor-to-Ceiling Windows
BUILDING FEATURES

- **Radiation Oncology**—two of the finest high-definition radiation treatment accelerators, the same found at MD Anderson and Johns Hopkins.

- **Medical Oncology**—infusion suites with floor-to-ceiling windows and panoramic views of Oak Park, the Mesa and the Santa Ynez Mountains.

- **Surgical Oncology** with two procedure rooms.

- **Clinical Oncology Support Programs** including integrated Genetic Counseling and Oncology Nutrition.

- **Oncology Supportive Care Programs** providing counseling, practical support, financial assistance, wellness programs and community resources to patients and families.

- **Cancer Resource Library**

- **Community Outreach & Prevention Programs**
BUILDING SPECIFICATIONS

- 3-story, 54,780 square-foot medical center, with a facility footprint of 23,432 square feet.
- Adjacent 3-story parking garage featuring 180 spaces.
- 3.4 acre campus located one block from Cottage Hospital and Sansum Clinic with convenient access to public transportation.
- Half-acre healing garden.
- The construction incorporates LEED requirements where feasible, in addition to two-star and three-star standards of building green techniques.
- Reclaimed water will be used for landscaping.
- Permeable pavers are used where appropriate for capturing and filtering water to be returned to the water table.
- A storm water management system and bioswale will ensure all rain water is treated before it leaves the property.
- The facility is compliant with Title 24’s 2017 standards, which significantly reduce overall energy use of businesses and residences.
“We have world class physicians and technology. The one thing we’ve been lacking is a centralized, state-of-the-art Cancer Center. Now we’re making that happen. It’s a real privilege to be part of this.”

Arthur J. Merovick, Sansum Clinic and Cancer Foundation of Santa Barbara, Boards of Trustees

Comprehensive and personalized cancer care is at the heart of the Cancer Center. Our new advanced technology will allow patients to be treated in a comfortable and familiar environment close to home. Our highly trained and devoted medical personnel acquire the latest technology and treatment protocols, integrate oncology supportive care programs and provide every opportunity for successful treatment, recovery and healthy return to the activities that enrich life. By unifying our clinical and support departments in one place, we will be able to provide comprehensive cancer care even better.
“We get to know our patients very well. We become like family for them, and they become a part of us, too. When they’re finished with their treatment and they graduate, it’s a celebration, but we always miss seeing them.”

RADIATION ONCOLOGY

• Sole provider of Radiation Oncology in Santa Barbara.
• Board-certified physicians from leading institutions.
• New state-of-the-art technology.

• Two Elekta Versa High Definition Linear Accelerators — the finest available and the same found at MD Anderson and Johns Hopkins
  • Stereotactic Body Radiation Therapy (SBRT)
  • Stereotactic Radiosurgery (SRS)
  • Stereotactic Radiation Therapy (SRT)
  • Stereotactic Ablative Radiotherapy (SABR)
  • Intensity-Modulated Radiation Therapy (IMRT)
  • Volumetric Arc Therapy (VMAT)

• CT Simulator capable of producing real-time, digitally reconstructed radiographs (DRRs). This advanced technology allows the clinician to perform a virtual simulation of treatment based on a patient’s unique anatomy.

• High-Dose Rate (HDR) Brachytherapy treats cancer from the inside and is used for precise, targeted treatment of various cancers such as prostate, breast, skin and surface, rectum and gynecological anatomy.

Beverly Toole, RN, OCN
Radiation Oncology
“I came to the Cancer Center of Santa Barbara because I wanted to practice somewhere on par with what I’d been accustomed to at the Harvard Cancer Center. Patients love to come back and tell us how they’re doing. We love to see them.”

GEORGE C. CHENG, MD, PHD
RADIATION ONCOLOGIST
Trained at Harvard, Dana-Farber Cancer Institute, and MIT

MEDICAL ONCOLOGY

• Chemotherapy, biotherapy, immunotherapy supportive treatments.
• Personalized approach with collaboration between all the clinicians.
• Treatment plans designed for the specific medical, psychological, social and logistical needs of each patient.
• Board-certified Oncologists consult regularly with their colleagues from Pathology, Radiology, Surgery, Clinical Research and Genetic Counseling to develop the best treatment plan for each patient. Patients benefit from the collective knowledge of multiple professionals.
• 27-chair Infusion Suite.
• Innovative design of the nursing stations offer visibility to all patient areas.
SURGICAL ONCOLOGY

• Surgery is used to diagnose, stage and treat cancer, as well as to manage certain cancer-related symptoms.

• Often combined with other cancer treatments, such as chemotherapy, radiation therapy or hormone therapy.

• State-of-the-art procedure rooms eliminate the need to go to the operating room or a separate medical setting for minor procedures.

• On-site integration with other oncology specialties.
Clinical Oncology Support Programs are a vital component of patient care at the Cancer Center. Patients and survivors benefit from our comprehensive approach to care that optimizes quality of life and treatment effectiveness. Many of these programs are offered at no charge as a service we provide to our patients.

With a 30-year history of CLINICAL RESEARCH, the Cancer Center is home to one of the largest clinical research departments between Los Angeles and Palo Alto. Our partnerships with TRIO, US Oncology, leading pharmaceutical companies and universities allow us to deliver the best treatments science has to offer, often months or years before they are available to the public.

We have one of the largest GENETIC COUNSELING departments in California. We offer hereditary cancer risk counseling to help patients and families with a history of cancer better understand and manage the risk for developing cancer through genetic risk assessment and genetic testing.

Our ONCOLOGY DIETITIAN NUTRITIONISTS are an integral part of the Cancer Center clinical team and have specialized training in both oncology and nutrition. Their recommendations are proven by scientific research and tailored to meet clinical and lifestyle needs.

Our CANCER RESOURCE LIBRARY offers a comfortable place where patients and families can find current, comprehensive information about all aspects of cancer. Our Librarian also provides physicians and clinical staff with scientific medical literature that is the basis of our evidence-based approach to care.

"In our Cancer Resource Library, we spend time with patients and their families to make sure they are connected to all of the services that we offer, because we have so much in place to help them get through this."

Sam Howland, MS, Cancer Center Librarian and Patient Navigator

When Jody Anderson first wore her pink wig to the Cancer Center, her fellow patients and medical team loved it... so she made it a ritual when she came in for chemotherapy treatment.
As part of our integrated and comprehensive approach to cancer treatment, the Cancer Center of Santa Barbara provides a wide range of activities, support groups and inspiring classes which create a unique supportive care program that enhances healing and wellness. These Oncology Supportive Care Programs are offered at no charge as a service we provide to our patients.

The Cancer Center’s ONCOLOGY SOCIAL WORK SERVICES team provides individual and family counseling, support groups and assistance with referrals for a wide range of services. This department helps with stress management and relaxation techniques, transportation, respite care, disability benefit documentation, insurance concerns and many other issues that arise when someone is undergoing cancer treatment. Our experienced team provides financial assistance to patients otherwise unable to pay for medical expenses.

The Cancer Center’s comprehensive WELLNESS PROGRAMS are available to anyone in our community facing the challenge of cancer and include Gentle Yoga, Yoga for Strength and Empowerment, Cancer Well-fit™ Exercise Program (during treatment), LiveSTRONG at the YMCA exercise program (after treatment), Qi Gong, Tai Chi, Mindfulness Meditation, Painting the Pictures of Health, Look Good – Feel Better, Art of Flower Arranging, Healing Touch and Oncology Massage.

PATIENT NAVIGATION SERVICES assist patients on the journey to live with, through and beyond cancer. Patient Navigators serve as liaisons between individual patients and various healthcare providers required for proper diagnosis, treatment and disease management.

“Volunteering at the Cancer Center, I’ve seen all the benefits of social services for patients going through treatment, such as counselors and other necessary support... here anybody, regardless of ability to pay, can get the care they need.”

Sue Birch, Cancer Foundation of Santa Barbara, Board of Trustees
ADDITIONAL KEY FEATURES OF THE NEW CANCER CENTER

EDUCATION AND TRAINING CENTER
• An 80-seat, stand-alone theater-style training and education center will offer sufficient and centrally located space for physicians, nurses and medical staff to convene for the ongoing education required of oncology professionals.

ON-SITE LAB
• The on-site lab operated by PDL will serve oncology patients needing test results frequently.

BOUTIQUE
• Our Boutique offers beauty services for those affected by treatment, including wigs, hats and prostheses.

HEALING GARDEN
• The half-acre Healing Garden will provide a serene area for patients, families, caregivers and staff, and will serve as a respite for those visiting or spending many hours a day at the facility. A spacious open green in the center of the Garden will provide a beautiful setting for special events, surrounded by shaded walking paths, benches and native landscaping.
• A Tribute Wall will provide a permanent space to remember those whose lives have been touched by cancer, or to honor those who have had a positive impact on patients and their family members.
MAIN LOBBY
• The main lobby will provide a warm, welcoming environment for patients and families with centralized registration, concierge service, and a staffed library. An adjacent parking garage offers convenient access for all patients, family members, physicians and staff.

LARGE CONFERENCE/EVENT ROOM
• Located adjacent to the Healing Garden and Cancer Resource Library, the large conference/event room will offer space for physician and care team collaboration, multi-disciplinary Tumor Board meetings and patient/community educational events.

ROOFTOP OUTDOOR PATIO AND SECOND AND THIRD FLOOR RECEPTION AREAS
• A comfortable space for patients and family members to enjoy a cup of coffee or relax in between appointments.

“WHAT DRIVES EVERY ONCOLOGIST IS A DEEP CARING FOR OUR PATIENTS. WE PUT THEIR HEALTH AND WELLNESS FIRST. FOCUSING ON THE PATIENT’S COMFORT AND QUALITY OF LIFE IS THE ULTIMATE GOAL. THIS IS WHAT GETS ME UP IN THE MORNING.”

DANIEL R. GREENWALD, MD
MEDICAL ONCOLOGIST
Trained at Stanford. Director of Cottage Hospital Tumor Board. Researcher and frequent lecturer.
“I still remember sitting in the windowless basement of the original Cancer Center with my husband, Paul, while he was getting chemotherapy. To imagine future patients enjoying warm sunlight as they look out on a canopy of trees is like a dream. Such an environment will be transformational... inspirational.

This new Cancer Center is exactly what this community needs, and I’m delighted to support it. I have had the good fortune to be able to support many organizations in our community, but this one touches my heart in a very personal way.”

Lady Leslie Ridley-Tree
Honorary Campaign Chair

HOW YOU CAN HELP

WE INVITE YOU TO JOIN US IN THIS RARE OPPORTUNITY TO ENSURE THE BEST CANCER CARE IS AVAILABLE IN OUR COMMUNITY. NAMING OPPORTUNITIES ARE AVAILABLE IN RECOGNITION OF GIFTS RANGING FROM $10,000 TO $5,000,000. A COMPLETE LIST OF OPPORTUNITIES IS AVAILABLE UPON REQUEST.

The Campaign for Our New Cancer Center is a joint effort between Sansum Clinic, the Cancer Foundation of Santa Barbara and many generous donors.
For more information about the funding and development of an integrated new facility to support the Cancer Center of Santa Barbara and the patients it serves, please contact:

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