



**'V' FOUNDATION  
FOR CANCER RESEARCH  
ESTABLISHED 1999**

In January of 1993, Jim Valvano met with ESPN executives who offered their support in creating a foundation that would fund cancer research. Always the coach, Jim then began to develop a plan that would lead his team to victory. On March 4, 1993, Jim Valvano received the Arthur Ashe Award for Courage at ESPN's first American Sports Award Show. During his acceptance speech, the weakened Jim Valvano proved that the strength of his dream would endure as he announced that, with the help of ESPN, he was starting The 'V' Foundation for Cancer Research. He proclaimed that the motto would be "Don't Give Up...Don't Ever Give Up!" With an all-volunteer Board of Directors that has grown to 23 members, and the support of ESPN, The 'V' Foundation embarked on its mission to raise money for cancer research. Jim Valvano died on April 28, 1993 but he had already set his dream in motion.

The 'V' Foundation's mission to find a cure for cancer is predicated on generating the requisite funds to support research, the ability to identify quality researchers and increase public awareness.

In 1999, UNICO National formed a charitable partnership with the 'V' Foundation for Cancer Research and together have raised funds to combat this dreaded disease. UNICO chapters raise funds through charitable events and walk-a-thons. A number of grants have been presented for varying types of cancer research such as Hodgkin's Disease Research, Breast Cancer Research, Prostate Cancer Research and more. Hospitals that received support are: Yale University School of Medicine, University of Chicago Cancer Research Center, University of Connecticut Health Center and Comprehensive Cancer Center, University of Medicine and Dentistry of New Jersey Johnson Medical School, Columbia University Comprehensive Cancer Center, Cancer Institute of New Jersey for Pediatric Cancer Research, and UCLA's Jonsson Comprehensive Cancer Center.

With cancer touching so many lives it continues to be one of UNICO's major charitable endeavors.