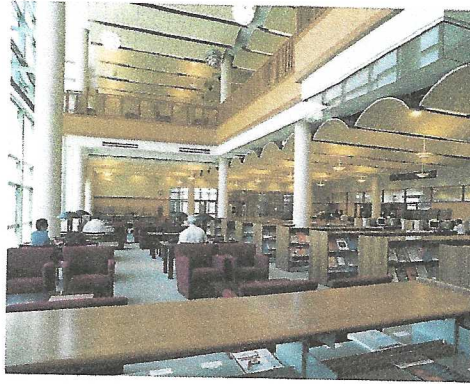
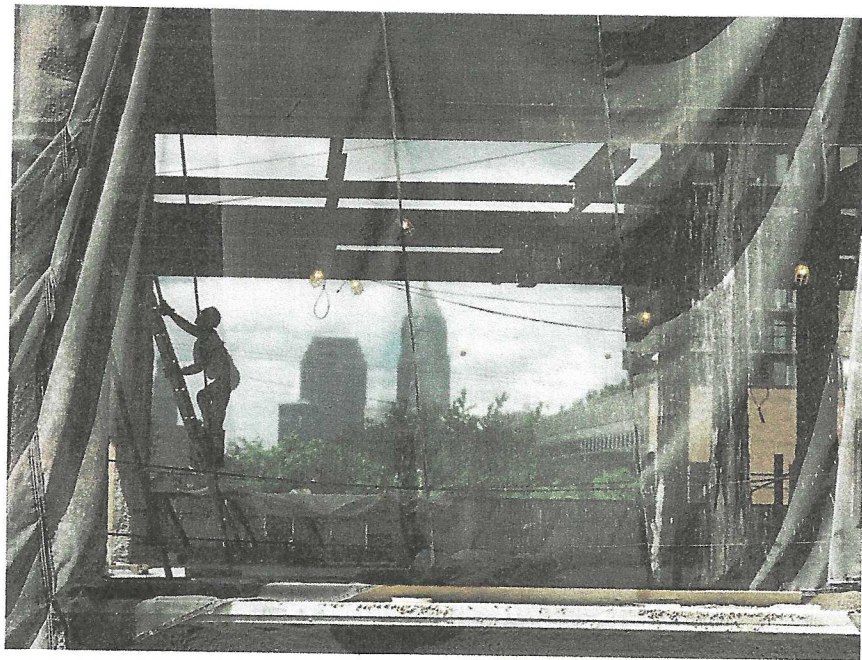


THE CLEVELAND CLINIC



SECURING THE 21ST CENTURY



THE CLEVELAND CLINIC

The Cleveland Clinic's mission has remained unchanged since it was first enunciated in 1921. Since its founding more than 75 years ago, the Clinic has existed to provide:

**“Better care of the sick,
investigation into their problems,
and further education
of those who serve.”**

This simple mission statement has guided the Clinic toward excellence in the areas of patient care, research and medical education. The passionate pursuit of excellence in these areas has resulted in the Clinic's enviable standing as one of the world's leading medical institutions.

Once achieved, excellence must be maintained. And that is why the Clinic has taken bold and decisive steps forward to remain a leader in the new century - to secure the necessary resources and facilities so Clinic physicians, researchers and residents can most effectively improve the lives of our patients.



SECURING THE 21ST CENTURY: A CASE FOR SUPPORT

Securing the 21st Century was launched in 1997 as an effective means of maintaining excellence at the Clinic for future generations of patients. With a five-year fundraising goal of \$225 million, the campaign is the largest in the Clinic's history.

Prior to the inception of the campaign, the Clinic engaged in extensive evaluations of the health care needs of the future. Based on current trends and the anticipated demands of future patient populations, the Clinic identified its primary institutional priorities.

Securing the 21st Century is a concentrated, intensive means of meeting these priority needs. The campaign targets the bulk of its resources to the construction of three crucial facilities:

- Lerner Research Institute
- Cleveland Clinic Taussig Cancer Center
- Cole Eye Institute

All three of these dramatic facilities have been designed by world-renowned architect Cesar Pelli and are funded by the philanthropic generosity of Clinic supporters. In addition, *Securing the 21st Century* directs resources to strengthening Clinic priorities in research, endowment and other key areas.

Health care is challenged on many fronts. Revenues and expenses grow more uncertain every day. The health needs of the general population change over time. Technologies which maintain and improve life become expensive necessities, requiring hospitals to make significant outlays.

All of these factors require action. In order to remain responsive to the needs of our patients, the Clinic must meet challenges as they occur, and anticipate the needs of the future. That's why *Securing the 21st Century* is a necessary step in the Clinic's continued pursuit of excellence.



“Our challenge in the next century
will be to order our resources
and **manage**
of our patients, our community, the
and the

Floyd D. Loop, M.D., Chief Executive Officer, Chairman of the Board of Governors



changes for the benefit future of science

practice of medicine.”



The Cleveland Clinic Foundation Board of Trustees leadership (left to right): Alfred Lerner, president, The Cleveland Clinic Foundation; Floyd D. Loop, M.D., chief executive officer, chairman of the Board of Governors; and A. Malachi Mixon, III, chairman of the Board of Trustees.

THE PROMISE OF A NEW CENTURY

The Cleveland Clinic campus is never static. The continual development of our resources is vital if we are to remain excellent. And the demand for high-quality medicine drives us to continually develop and maintain facilities capable of meeting a wide range of health needs.

The Clinic campus has undergone major changes in recent years due to an ambitious program of construction. But even as work crews steadily reach the end of the construction process, the Clinic must maintain its ongoing commitment to the patients of the next century.

The *Securing the 21st Century* campaign will wrap up in 2002, well after construction is completed. This is a deliberate step. Our campaign is much more than buildings - it is a total commitment of resources which seeks to build a firm foundation and equip the Clinic to be a health care leader well into the 21st century.

As we welcome a new century, your support is more important than ever.

As we see the first patients enter our facilities, we must count on donors and friends to help us maintain the highest level of medical excellence.

As researchers equip brand-new labs and make use of the most advanced technology, the continued commitment of Clinic friends gives us confidence that our work can continue to move forward.

“The best possible **investment**
that **anyone** can make
in America, medical or otherwise,
is in **basic scientific**
research.”

Alfred Lerner, President, The Cleveland Clinic Foundation

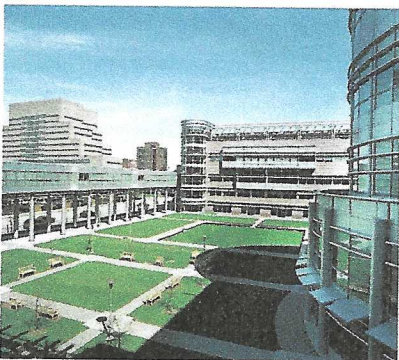
Research and education are the fundamental building blocks of excellence in medicine. They allow us to question and learn from the past, improve medical care in the present, and point to a hopeful future as knowledge helps us develop new cures to solve the mysteries of sickness and disease.

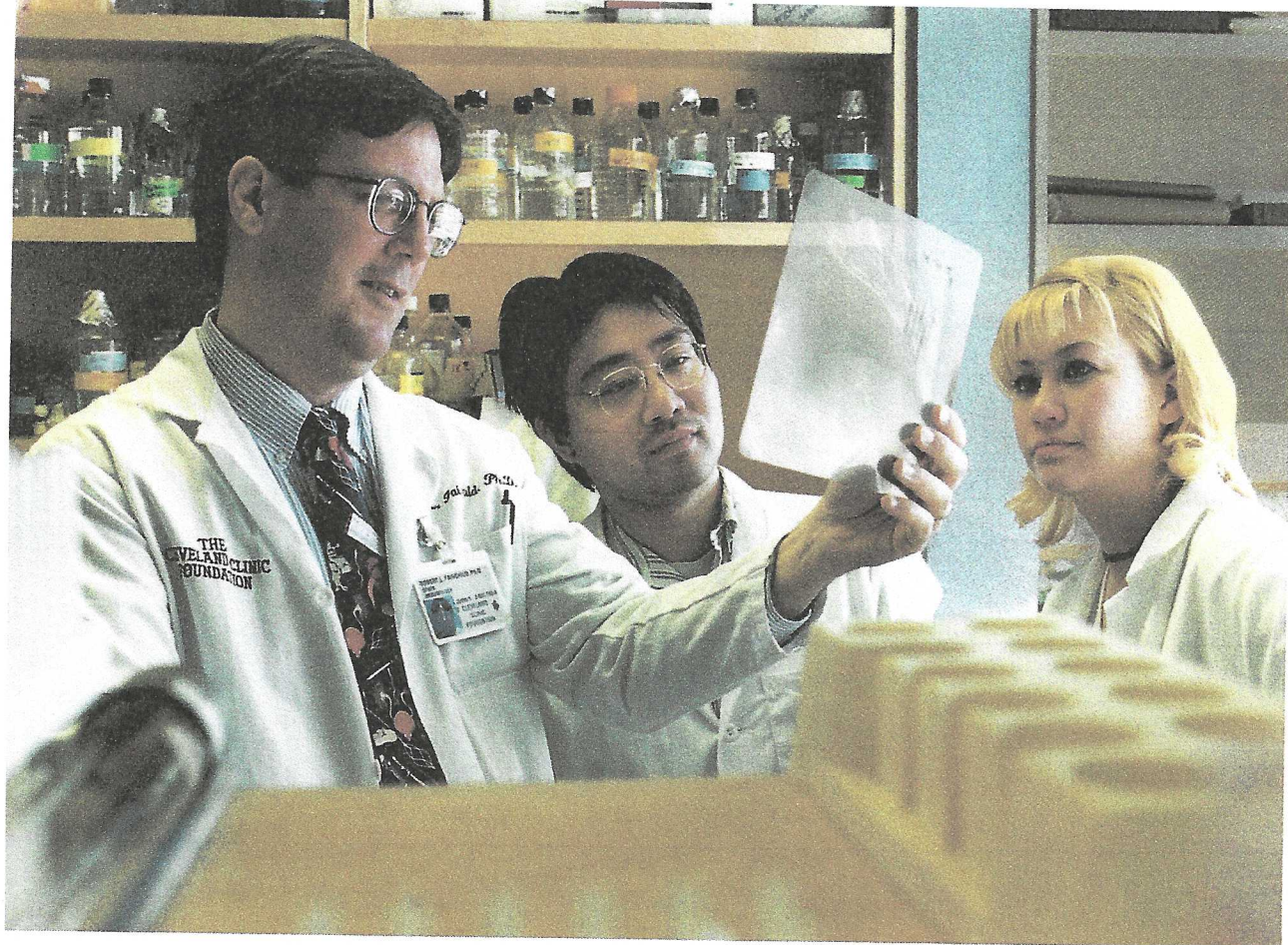
Because research and education are basic to everything we do, the Clinic is devoting the largest portion of resources raised by the *Securing the 21st Century* campaign toward the construction of a facility that houses the Clinic's Division of Research, Division of Education, Department of Biomedical Engineering, and the Cleveland Clinic Alumni Library. This 410,000-square-foot structure is a state-of-the-art environment for scientists and educators who already enjoy a world-class reputation for excellence . . . men and women who work daily to improve the lives of patients in the future. This ambitious \$100 million endeavor received substantial support through a generous gift from Alfred and Norma Lerner. The Lerner Research Institute bears their name in recognition of their investment in the health and lives of men, women and children in the 21st century.

BUILDING FOR THE FUTURE IN RESEARCH AND EDUCATION:

THE LERNER RESEARCH INSTITUTE

The Lerner Research Institute has a flexible design to accommodate changing needs for space and technology. Researchers in the departments of Biomedical Engineering, Molecular Cardiology, Cancer Biology and Immunology and the centers for Structural





Biology, Molecular Genetics and Neurosurgery Research will carry out their work in the new facility. **George R. Stark, Ph.D.**, the chairman of the Division of Research, has guided the Clinic's research efforts since 1992.

The Clinic's Division of Education - which today serves more than 900 medical staff members, more than 700 residents in training, 600 medical students, and 500 students of nursing and allied health care - will benefit from the centralization of its services in one technologically-advanced facility. Prior to the opening of the facility, the Division's work was carried out in seven Clinic buildings. This complex and vital amalgam of educational services is headed by **Andrew J. Fishleder, M.D.**, the chairman of the Division of Education since 1991.

The Clinic's Department of Biomedical Engineering, which has long worked to shape 21st century medicine through the application of advanced technology to today's most difficult medical problems, will benefit from its new home in this 21st century facility. **J. Fredrick Cornhill, D. Phil.**, has served as chairman of the Biomedical Engineering Department since 1991.

The benefits of this landmark building will extend beyond the Clinic and into the community through the creation of 385 new permanent jobs on site along with an additional 200 support jobs. Taken together, these jobs will generate an estimated \$2.4 million annually in state and local taxes.

**“We believe in the
human touch.**

With that in mind, the new
Cleveland Clinic Taussig Cancer Center
has been **designed** to provide a
warm and inviting
environment for patients,
their families and caregivers.”

Maurie Markman, M.D.

Director, Cleveland Clinic Taussig Cancer Center



LEADING CANCER CARE INTO A NEW CENTURY:

THE CLEVELAND CLINIC TAUSSIG CANCER CENTER

The Cleveland Clinic is known for cancer treatment services that emphasize compassionate care of the highest quality. Demand for the Clinic's cancer treatment services is high, and the Clinic today is home to Ohio's largest cancer treatment program.

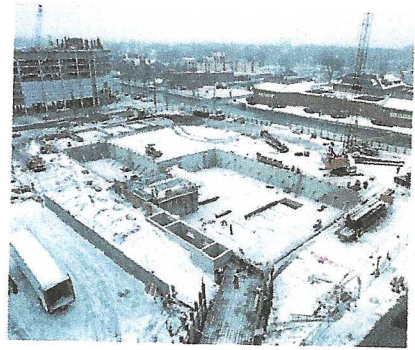
Researchers and physicians, however, are never satisfied with the status quo. They point to the Clinic's aging facilities as an area where improvements must be made in order to equip the Clinic to meet the needs of patients in a new century.

Cancer services are now provided in aging facilities that are in use as much as 16 hours per day. While we are proud of the high quality of care we deliver each day, the need for a new facility is readily apparent to our patients, visitors and staff.

To meet that need, the Cleveland Clinic has made a major commitment toward the construction of the new Cleveland Clinic Taussig Cancer Center. This beautiful new facility will allow the Clinic to meet the growing demand for cancer services by doubling the program's present capacity.

The new facility will provide convenience for patients by centralizing the Clinic's broad array of cancer services into one location. And research facilities in the center will allow cancer researchers and physicians to work side-by-side, providing a rich collaborative environment for new treatments and innovative research.

An ambitious fundraising goal of \$60 million has been set for construction of this landmark facility as well as for an expansion of the Clinic's cancer research capabilities. This effort has gained momentum through a generous gift from the Taussig family. Their donation represents substantial philanthropic leadership for the construction of the new facility.



“Since no one can be
proficient
branches of medical service,
developed
tendency for
diagnosis and therapy.”

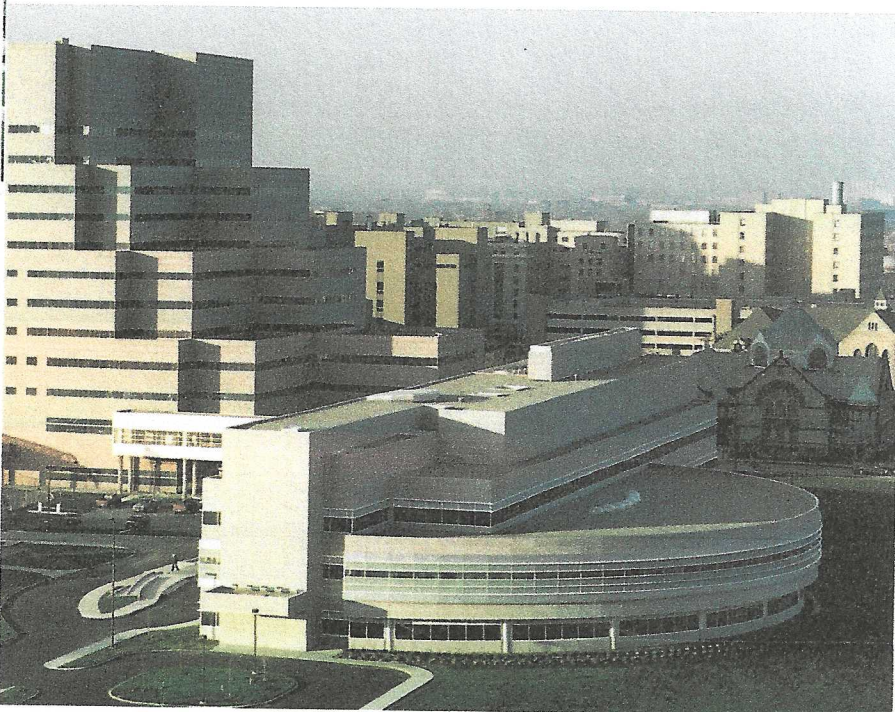
John Phillips, M.D.
(Dr. Phillips was one of the Clinic's four founders)

BUILDING THE VISION: THE COLE EYE INSTITUTE

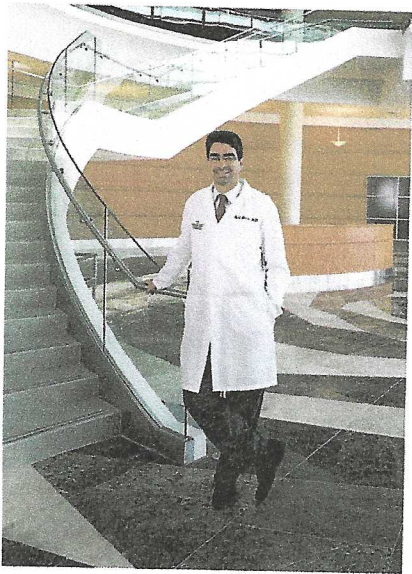
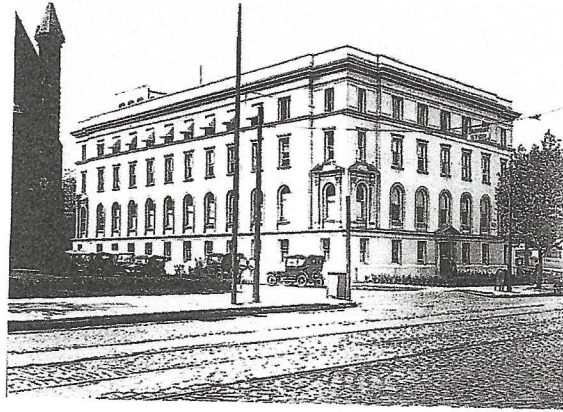
The Cleveland Clinic's Cole Eye Institute is a perfect combination of form and function. It has been designed around the needs of our patients, providing the optimum environment for convenience, comfort, and ease of use for those suffering from visual problems.

It is also designed to address the problems of a new century. The new facility has been built to accommodate the anticipated growth in the number of patients in coming years. Cole Eye Institute staff members expect annual patient visits to surpass 100,000 early in the next century.

The new Cole Eye Institute is one of the most technologically-advanced facilities of its kind in the world. Bringing state-of-the-art technology to the Cleveland Clinic for the benefit of patients in northeast Ohio and beyond is a priority of this institution, resulting in the most advanced care possible



in all
there has
an increasing
cooperative



and also enhancing the ongoing recruitment of a superior team of researchers and ophthalmologists.

Clinical excellence will be further enhanced in the new facility by the proximity of researchers. State-of-the-art laboratories within the new Cole Eye Institute allow physicians and researchers to work side-by-side. Such a symbiotic relationship helps to bring about advances both in research and in clinical practice - an ideal environment

for breakthrough treatments and innovative care.

The Cole National Corporation has dedicated itself to advancing eye care to improve the quality of life for millions of people. Their commitment to vision care has resulted in a major gift to the Cleveland Clinic. In recognition of their generosity, this important new facility has been designated the Cole Eye Institute.

"The distinguishing feature of the Cole Eye Institute is the uniting of research, diagnosis, treatment, prevention and education. We are recruiting and retaining an outstanding team of physicians and researchers with national and international reputations. They will provide patients with the finest health care, secure the future of eye care through advances in research, and train the next generation of ophthalmologists and vision scientists."

Hilel Lewis, M.D., Director, Cole Eye Institute

Philanthropy

SECURING THE 21ST CENTURY

From the Desk of Joe Callahan

Dear Friend:

Philanthropy has built many great institutions, sustained them during difficult times, filled in the gaps. Philanthropy has helped institutions dream of new possibilities and see beyond the day-to-day.



Philanthropy reminds institutions like the Cleveland Clinic that its support runs wide and deep. It reminds us that there are thousands - tens of thousands, actually - of individuals who have a passion for and commitment to the Clinic.

I am excited about philanthropy in the coming century. The century begins with three outstanding new facilities: the Lerner Research Institute, the Cole Eye Institute, and the Cleveland Clinic Taussig Cancer Center. Patients will use these new resources of the

Clinic, and I'm sure we will look back and marvel that we ever got along without them.

The buildings will quickly blend into the landscape of the campus, and become as indispensable as so many other Clinic facilities.

HISTORY-MAKING PHILANTHROPY

Securing the 21st Century was deliberately designed to carry on past the opening of the three major facilities. The need for a major building effort has been apparent for years, and the Clinic



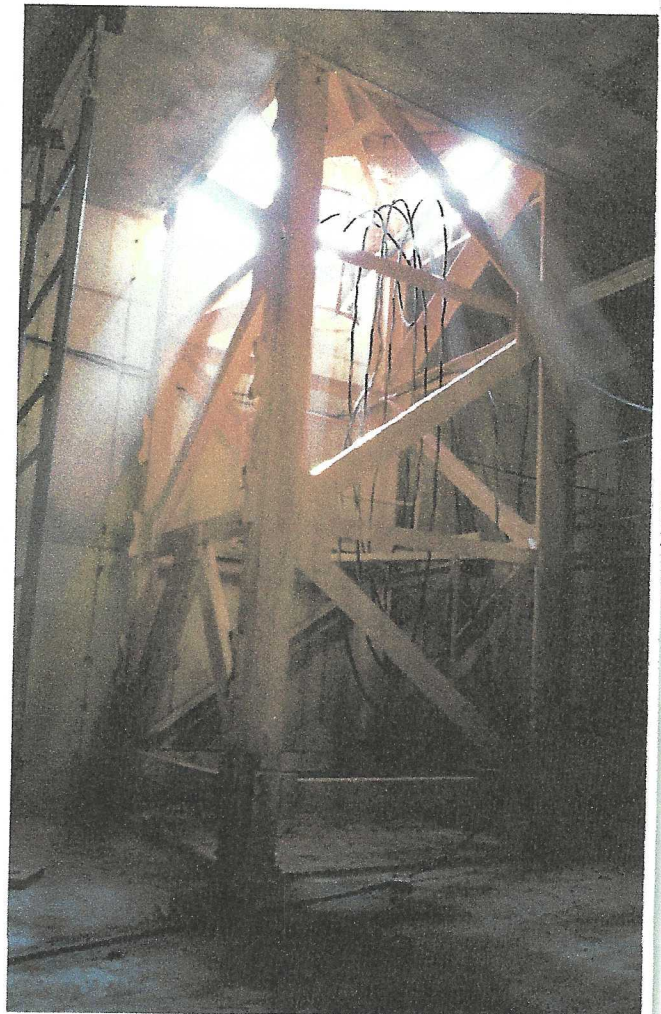
needed to act quickly. Patient needs and research demands could not wait. Facilities were crowded. Laboratory space was in short supply, which means promising research sometimes had to be delayed.

The recruitment of talented physicians and researchers was hindered by a sheer lack of space. Needless to say, there was a true sense of urgency. The decision to begin construction in 1996 was not a difficult one to make.

One result of that step is the reality that philanthropy will still be necessary even after patients and physicians and researchers move through the doors of these beautiful facilities. *Securing the 21st Century* lasts through 2002, and your continued support is needed, valued and appreciated.

The initial stages of the campaign were a success by any measure, a model of generosity and forward-thinking vision, a true melding of philanthropy and leadership. Other institutions have marveled at how passionately and substantially the Clinic has been supported by its "family" and closest supporters.

I urge you now to stay with us. The transition into a new century is an important marker for all of us who are running the race - who see that we have come so far at the Clinic, but who also see that there is still a fair distance to travel before we reach the finish line.



Philanthropy

YOU ARE INVITED TO SECURE THE 21ST CENTURY

I invite you to make history with us by helping to close out what has already been a successful and landmark period for the Clinic.

You can offer your support in ways that are most appropriate to your needs. At its best, philanthropy is a creative, diverse and dynamic force. There are many ways to be generous, and the Clinic stands ready to work with you to help make your philanthropic dreams a reality.

The Department of Institutional Advancement has been given the responsibility to assist friends of the Clinic to carry out their philanthropic wishes, and the department does so with the utmost effectiveness and professionalism. I urge you to contact them to discuss your interests and needs as well as your commitment to the Clinic's future.

It is an honor and a privilege to chair this campaign, an effort that has brought out the best in so many people. Thank you for inspiring and encouraging me with your continued interest in helping the Clinic maintain its status as a world leader in medicine. I look forward to hearing from you soon.

Sincerely,



F. Joseph Callahan

Chairman, Board of Trustees Development
Committee

Chairman, *Securing the 21st Century*





“The **result** of our organization
will be that the **entire staff**
will maintain the **spirit**
of collective work for the comfort,
the **usefulness** and the
prolongation of **human life.**”

George W. Crile, M.D. 1921



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THE CLEVELAND CLINIC 
FOUNDATION

The Cleveland Clinic is a not-for-profit multispecialty, academic medical center, recognized as a National Referral Center and an international health resource. It is dedicated to providing quality specialized care, supported by education, research, and responsibly applied technology.

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