



Hepatitis B Foundation

Baruch S. Blumberg Institute

The Joan Block Improving Lives Fund of the Hepatitis B Foundation

A Critical Purpose:

Once upon a time, there were no resources to help a patient newly diagnosed with hepatitis B to understand what their test results meant or how this diagnosis would affect their life or family. There was nowhere for parents to turn when they learned that their adopted child had hepatitis B. There was no help for a promising young medical student who was kicked out of medical school because of a hepatitis B diagnosis. There was no one leading the charge to fund the research to find a cure for hepatitis B and serve as a beacon of hope for those living with hepatitis B.

In 1991, four people took on the challenge of addressing this need by forming the Hepatitis B Foundation (HBF). Over the past 26 years, HBF has become the nation's leading nonprofit research and disease advocacy organization. As HBF's co-founder and executive director, Joan Block has provided the leadership and passionate commitment to improving the lives of those affected by hepatitis B. She worked tirelessly to secure the resources for what was needed most, leveraged unique opportunities, brought people together to tell their stories to end the silence around hepatitis B, and advocated successfully for more attention and funds from national decision-makers.

In June 2017, Joan is stepping down and passing the torch to a new leader who will help guide the HBF into a new chapter of growth and development. But the purpose to which she has dedicated her life is not going away. Joan can't be replaced, but we can honor her and simultaneously create a resource that will help the HBF to continue to do what she did – bringing resources to bear when the opportunity is greatest or the need is most critical to improve the lives of those affected by hepatitis B.

Donors to the Hepatitis B Foundation are creating the *Joan Block Improving Lives Fund* to be a resource for:

- Leading advocacy efforts to increase attention and funding for hepatitis B;
- Ending discrimination against people with hepatitis B;
- Changing policies and practices to increase screening and care for hepatitis B; and
- Improving the lives of people affected by hepatitis B.

The time is now. The scientific community at large is focused on finding a cure for hepatitis B. The opportunities to advance this cause that Joan has passionately pursued for the past 26 years are the greatest opportunities ever available. The *Improving Lives Fund* will enable us to provide needed resources to fund the activities of greatest opportunity, responding swiftly where the need is greatest.



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A \$250,000 Goal:

We have set an ambitious goal of raising \$250,000 to create the *Improving Lives Fund* by December 31, 2017. Because the greatest opportunities are coming now and the need for action is greatest over the next few years, we intend to use these funds within the next few years, exhausting the Fund in the most impactful ways possible.

We are not creating an endowment. While it would be lovely to have a perpetual fund for a lasting tribute to Joan's legacy, it is more fitting that this Fund enable swift and decisive action and greatest impact in the near term – to make hepatitis B history as soon as possible.

Gifts to the *Joan Block Improving Lives Fund of the Hepatitis B Foundation* will accomplish three important objectives. They will honor Joan, who has done so much to put the cause on the map and to advance it brilliantly over the years. They will help us eliminate hepatitis B which afflicts more than 240 million people worldwide and causes almost 1 million deaths each year. And they will help us continue the work Joan started by putting the resources where the greatest, most critical, hardest to fund opportunities are – where the opportunity for improving the lives of people affected by hepatitis B is strongest.

Your Opportunity to Improve Lives:

By making a gift to the *Joan Block Improving Lives Fund*, you will support something you value – striving toward a cure while improving the lives of people with hepatitis B. Your gift will make a difference to the hundreds of millions of people around the world and the millions of Americans in the United States whose lives are touched by hepatitis B. Finally, you will be part of our victory over the devastating hepatitis B virus that continues to take too many lives.

Now is the time to support making hepatitis B history and to honor someone who has significantly contributed to the growing momentum.

If you are interested in making a gift to the *Joan Block Improving Lives Fund*, visit www.hepb.org/joanfund, or contact Polly Ranson at (215) 489-4900 or Polly.Ranson@hepb.org