



MORE MOMENTS MORE MEMORIES FOUNDATION



The More Moments More Memories Foundation seeks to provide the necessary resources so more patients have access to the healthcare innovations they need and the support of their loving caregiver—someone at their side to advocate for them through the most difficult and challenging time of their life.

The More Moments More Memories Foundation removes financial obstacles and clears a path for patients to seek critical treatments needed to improve the quality and quantity of their lives, which could provide more precious moments with their loved ones to create more lasting memories.

Grant applicants can request financial support for cancer patients and their caregivers to access treatment innovations, including travel to participate in clinical trials. The financial assistance supports expenses such as travel, lodging and food.

To read application guidelines, apply for a grant, or make a gift to support this fund, visit www.MoreMomentsMoreMemories.org.

If you have any questions, please call the Community Foundation at 563.588.2700.

Christi Shaw and Shelley Shaw, sisters, are co-founders of More Moments More Memories. Their mission is inspired by both their late mother, Karen, and their late sister, Sherry, who experienced the significant hardships of cancer. Christi and Shelley deeply understand, personally and professionally, the ongoing needs of cancer patients and the sad reality that those with financial means are better able to access quality solutions.

Karen Shaw, died of breast cancer in 1996. At the time, the sisters, growing up in Clayton County, Iowa, were told there was nothing more anyone could do to save their mother's life. She suffered through chemotherapy, radiation, and bravely fought to stay alive. What the sisters did not know was that there were clinical trials available at the time in other parts of the country. If they had known, and their mother had been given the option to take advantage of those trials, she might have lived to see her youngest daughter graduate from college on Mothers' Day and attend the funerals of her parents, who instead had to endure the loss of their child.

Sadly, cancer touched these three sisters' lives again when Sherry was diagnosed with multiple myeloma. As a high-risk patient, she had to travel to many states away to gain access to new solutions to extend the quality and quantity of her life.

Fortunately, her sisters were able to put their careers on hold to support Sherry through a clinical trial and other innovative treatments.

Christi was President of a pharmaceutical corporation in the U.S. and Shelley was Senior Director - Global Marketing at a different pharma company. As pharmaceutical industry executives, they had both the institutional knowledge and experience to become effective patient caregivers and advocates for their sister. As they navigated through the healthcare system, it became clear to them that most families in similar situations do not have their unique experience or ability.

The Shaw sisters are passionate about their belief that lack of financial resources or lack of awareness about potential solutions should never stand in the way of creating More Moments and More Memories for families.



MORE MOMENTS MORE MEMORIES FOUNDATION

What those with experience in cancer care are saying about the More Moments More Memories Foundation

"The More Moments More Memories Foundation is an amazing source of hope and assurance for cancer patients and their caregivers to access treatment innovations."

Dr. Keith Goldstein

Associate Professor of Medicine, Division of Oncology
Washington University School of Medicine, St. Louis

"I have been a family physician for 40 years in northeast Iowa. For my patients to have access to this kind of financial support to reach clinical trials is amazing. The generosity of the Shaw sisters, who grew up in Clayton County and have now founded More Moments More Memories Foundation, exemplifies what makes working in a rural community so wonderful."

Dr. Ken Zichal

Family Physician, Elkader, Iowa

"The Shaw sisters are meeting an urgent need for cancer families who are seeking treatment innovations to create more memories with their loved ones."

Dr. Edward Stadtmauer

Chief, Hematologic Malignancies, Abramson Cancer Center
University of Pennsylvania

"The More Moments More Memories Foundation is meeting a critical gap in cancer care and that is to help relieve the financial burden of participation in clinical trials faraway from home."

Ravi Vij, MD, MBA

Professor, Department of Medicine, Oncology Division, Bone Marrow Transplantation & Leukemia
Washington University School of Medicine in St. Louis

"There is no doubt we have entered a new era in oncology with unprecedented changes and novel therapies that can radically transform the outcome of some patients with no options left. Unfortunately this requires patients to be able to access clinical trials often far from home. The More Moments More Memories Foundation is here to help provide logistical support so that patients can travel and get another chance."

Dr. Andre Goy

Chairman and Director of John Theurer Cancer Center, Lymphoma Division Chief, Chief Science Officer and Director of Research and Innovation, Regional Cancer Care Associates, Professor of Medicine, Georgetown University



"When you hear the words, 'Your treatment is no longer working,' it is a difficult message to take in, and you quickly start losing hope. Then when your doctor says, 'There could be a clinical trial you might qualify for, but it's in a different state,' the first thing you think of is, 'How will I afford this?' The financial burden makes you want to say, 'No.' The More Moment More Memories Foundation will help remove that burden so patients can concentrate on hope."

Sherry

Patient and Sister of Co-founders Christi and Shelley Shaw