

THE MAX FOUNDATION  
**MAXIMIZE**  
**LIFE GALA**



# Gala Program

## VIP RECEPTION • 5:30 PM

Whiskey Tasting with Westland Distillery  
International Tapas

## COCKTAIL HOUR • 6:30 PM

Silent Auction  
Wine Pull  
Max Mission Booths

## PROGRAM • 7:30 PM

Introduction to Your Emcee  
*Tiernan Madorno*

Remarks from The Max Foundation  
*CEO Pat Garcia-Gonzalez*

Excellence in Patient Advocacy Award  
*Sukhrob Saliev*

Raise The Paddle  
*Tiernan Madorno &  
President of the Board Paula Boulton*

## DESSERT DASH • 9:00 PM

A sweet way to support The Max Foundation



@themaxfoundation  
**#maximizelife**

# Sponsors

## PARTNERS FOR PATIENTS

Our sponsors play a crucial role in the success of the Maximize Life Gala, helping us reach more patients.

### GLOBAL

**Genentech**  
*A Member of the Roche Group*

 **NOVARTIS**

 **Pfizer**

### REGION

 **Cepheid.**  
*A better way.*

 **Incyte**

 **Tanner Pharma**  
**GROUP**

### COUNTRY

 **BeiGene**

**BILL & MELINDA**  
**GATES foundation**

 **Bristol Myers Squibb™**

 **Fred Hutch**  
Cancer Center

 **Virginia Mason**  
**Franciscan Health**



## *Our Mission*

*is to accelerate health equity.*

We do this by delivering medication, technology, and services to patients facing cancer and other critical illnesses, focusing our energy on those no one else is helping.

## *Your Impact*

**43k**

Patients living with critical illnesses receiving support

**70+**

Underserved countries where Max provides services

**36m**

Daily doses of lifesaving treatment delivered

**543**

Healthcare professionals in our global network

## *Maximizing Outcomes*

We believe achieving health equity requires a holistic approach beyond just access to treatment, which is why patient-centered programs are critical to maximizing health outcomes.



### **Max Schooling Educational Assistance**

Max Schooling helps families by providing both financial and non-financial assistance to keep their children in school while one of the parents is undergoing cancer treatment.

### **Last Mile Transportation Assistance**

A patient's treatment often involves clinic visits, testing, and picking up medication – for many, the financial burden of traveling is a major factor contributing to missing critical aid. Last Mile helps address this gap in the treatment access journey by providing monetary grants to cover the cost of transportation related to treatment.



### **Patient Support Group Meetings**

Patient support group meetings are a means of building community resources and providing patients and caregivers with treatment-related information and emotional support.

## Help Line

While The Max Foundation provides support to patients enrolled in our programs, requests for assistance are continually received from others. Through the Help Line, our dedicated staff provides services such as patient navigation, informational referrals, and advocacy actions for patients facing critical illnesses.



## Day by Day Adherence & Disease Education

Our Day by Day program teaches patients and their family members the daily habits and behaviors that can make a critical difference when living with a chronic illness. In addition to disease-focused information and resources for patients, we provide personalized coaching to help patients overcome obstacles that may influence their treatment outcomes.



## Diagnostics

Access to diagnostics is as important as access to medicines. Cancer and other critical illnesses can be successfully treated, but only if patients can be diagnosed and physicians are able to monitor treatment responses to prescribe urgently needed second-line medications. The Max Foundation, in collaboration with Cepheid, provides diagnostic machines and test kits to hospitals with limited resources, providing results in 90 minutes (as opposed to days). Most patients travel long distances for physician visits – the ability to receive a fast and accurate diagnosis makes a huge impact on their lives.



# Happy Hour

## Wine

2017 Gran Rouge Bordeaux Blend  
2019 Estate Pinot Noir  
2020 Signature Chardonnay  
2021 Pinot Gris

## Beer

Bodhizafa IPA  
Roger's Pilsner  
Johnny Utah Pale Ale

## Signature Cocktail

Coco Cambodia  
Tito's Vodka, ginger beer, lime, cream of coconut

## Cheers

to our bar sponsors!



# Bon Appetit

Our globally-inspired menu features flavors and ingredients from the regions The Max Foundation is honored to work in.

## ***Shaved Rainbow Carrot Salad***

rainbow carrot, radishes, watercress, preserved lemon  
vinaigrette  
gf - vegan

## ***Macrina Artisinal Breads***

sliced radish, herb butter  
veg

## ***Suya Flank Steak***

jollof rice, sweet potatoes, squash, bell peppers, onions  
gf

## ***Grilled Coconut-Lemongrass Chicken***

coconut-ginger sauce, black rice, baby bok choy  
gf

## ***Pan-Roasted Wild Salmon***

chimichurri sauce  
gf

## ***Curried Polenta Triangle with Vegan Masala***

chickpeas, onions, tomatoes, kale  
gf - vegan

# Sweet Way to Support

Want first pick from our tantalizing assortment of desserts?



Decide on a favorite dessert to share with your fellow table guests and then start bidding! Using the card on your table, write your bidder number and amount that you'd like to put toward the Dessert Dash – this will be added to your final total at check-out. Pass it around to your fellow table guests to add their donations. Keep an eye on your neighbor's bids!

You can change your amount anytime to try to win until the emcee announces that bidding has closed.

At that time, please add up the individual amounts and write the collective total at the top of the card. Select one person from your table to be the designated Dessert Dasher, hand your card to a volunteer, and wait for your table to be called! Dashers will collect their table's desserts in order of highest bidder.

*Your support is oh-so-sweet!*

# Silent Auction

Bid online at [bit.ly/max-auction](https://bit.ly/max-auction)

Bidding closes at 9:00 PM.

Happy Bidding!



## LUXURY IN *Los Cabos*

4-night stay at Viceroy Los Cabos, Mexico - on the Sea of Cortés in Baja, at the edge of the horizon.



## WYNN IN *Las Vegas*

Enjoy a 3-night stay for 2 in a Wynn Resort Las Vegas room with roundtrip airfare included. Dine on a delicious dinner for two at Wynn Resort's SW Steakhouse up to \$500.



## 24K *Gold + Pearls*

Take home a beautifully classic necklace. Includes five golden cultured South Sea pearls from Indonesia with 14 karat yellow gold chain 18 inches in length.

*See these items and many more on our auction website!*

## *Auction Rules and Terms of Sale*

The Max Foundation (Max) has endeavored to correctly catalog and describe the items to be auctioned. The items are sold "as is" and Max neither warrants nor represents, and shall in no event be responsible for the correctness of the catalog, including but not limited to, description, quality, quantity or condition of the items. All statements by the seller are merely statements of opinion and are not to be relied upon by prospective purchasers as warranties or representation of fact, and prospective bidders, by so bidding, acknowledge they have inspected the items to their satisfaction and bid only as a result of their own inspection and opinion. No statement contained in the catalog or made orally at the sale or elsewhere shall be deemed to be such a warranty, representation, or assumption of liability.

Max reserves the right to withdraw any item or lot sale prior to the call for bids. A minimum bid has been established on all items. Should a dispute arise between two bidders, or should Max doubt the validity of any bid, Max shall have the absolute right to resolve the dispute, re-offer, re-sell or withdraw the item in question.

All sales are final. There will be no exchange or refund on items except where specified.

A signature or a mobile bid during the auction constitutes a legal offer to buy. At the close of the auction (9:00pm PT, March 25, 2023), the highest bidder shall be deemed to have purchased the offered item in accordance with all of the conditions set forth herein and thereupon (a) assumes full risk and responsibility therefore, (b) if requested will sign a confirmation of purchase and (c) will pay the purchase price in full for all items purchased. In all cases of dispute, the decision of the VP of Development is final.

Payment with cash, check, or credit card must be received when billed. Unless otherwise stated, the card on file with mobile bidding will be charged.

Pick-up for items is offered in the Greater Seattle area only. Shipping arrangements are the responsibility of the purchaser.

Unless otherwise specified, all auction items and services must be used within one year from March 25, 2023. Please pay attention to all conditions, restrictions, and expiration dates on items and services.

Restaurant certificates do not include liquor, tax or gratuities unless otherwise indicated. All hotel/resort reservations are based on availability unless certificate specifies a specific date.

Reservations for all trips and dinners must be mutually arranged with the donor unless otherwise specified. All arrangements for trips and similar events must be made at least one month in advance unless otherwise specified.

Max assumes no responsibility for travel arrangements. No refunds will be made for cancelled tickets or accommodations.

Certificates and gift cards will not be replaced if lost or stolen. Certificates are not redeemable for cash.

Must be 21 years of age or older to bid on or purchase alcohol related auction items.



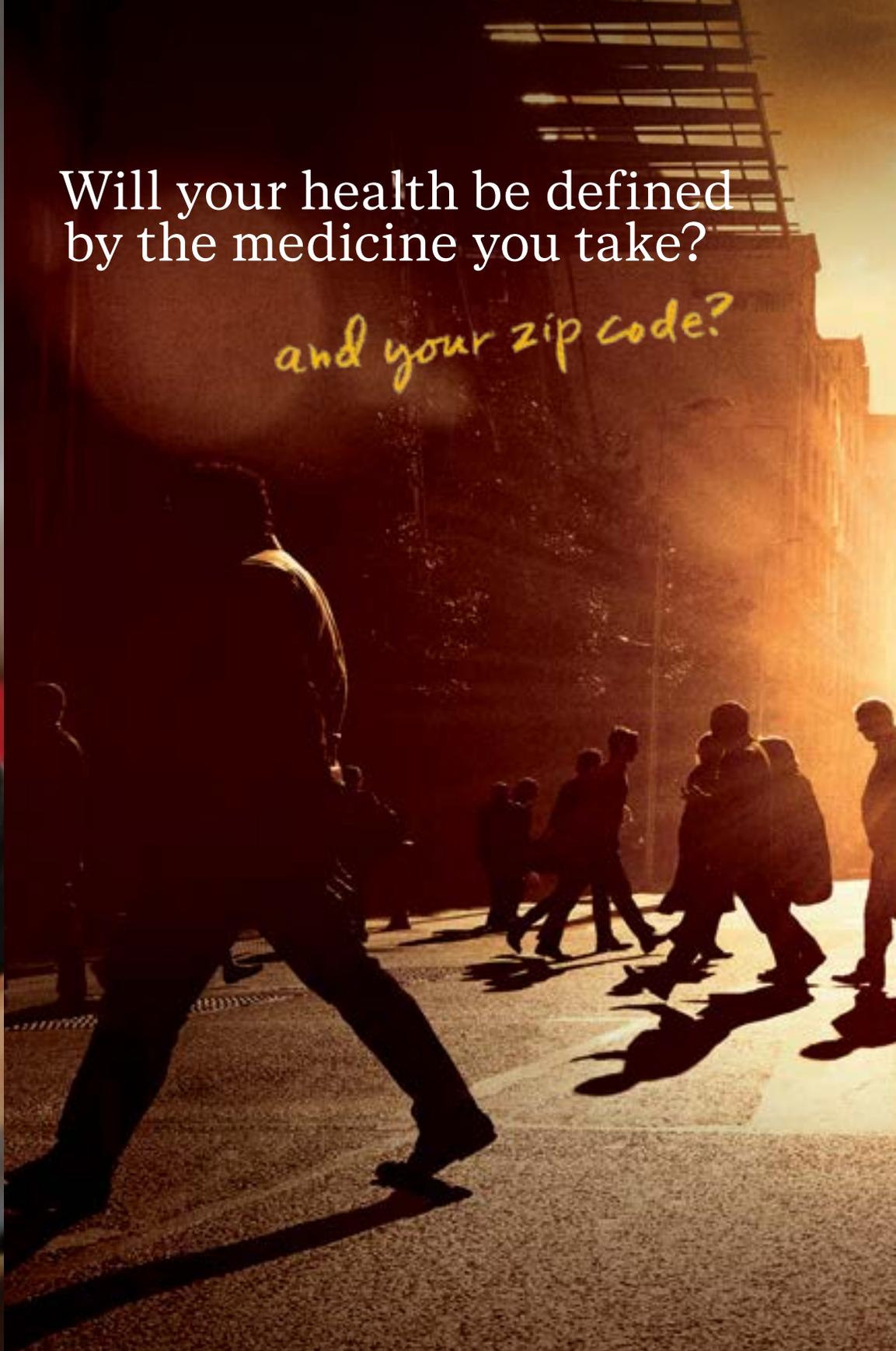
For us,  
breakthroughs  
are personal.

Approximately one in five people will receive a diagnosis of cancer within their lifetime. But, this isn't just a number — it's us and the people we love.

That is why nothing is more personal, or more urgent, than our goal to find cures for these deadly diseases.

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by the medicine you take?

*and your zip code?*

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A Member of the Roche Group

# What's Next



## **Max-A-Thon**

September 2023

Walk, run, hike, bike and more with Max supporters from all over the world during this annual virtual fitness fundraiser! Every 30 miles moved during Max-A-Thon represents the average distance many Max patients must travel, often on foot or via multiple methods of transportation, to access treatment in their underserved communities.

[maxathon.org](http://maxathon.org)



## **Max Global Experience**

September 26 – October 2, 2023

Join us abroad! This year's Max Global Experience will give Max supporters the opportunity to embark on a week-long journey through Cambodia, where we have supported over 300 patients to-date with access to treatment. Experience the unique Cambodian culture, while meeting local partners and patients to see first-hand the impact of our work.

[maxglobalexperience.org](http://maxglobalexperience.org)

# Thank You!

By supporting The Max Foundation this evening, you have helped more patients like Leakhena gain access to treatment and support for critical illnesses.



Your funds contribute to existing programs and exciting new initiatives, and it's thanks to this support that we will be able to:



Launch a US Patient Navigation Program to reach more medically underserved and marginalized populations this year.



Expand our medication portfolio to include advanced breast cancer treatments in 28 countries over the next 3 years.



Double the number of new patients we serve by treating an additional 25,000 newly diagnosed patients and providing an additional 50,000 molecular diagnostic tests by 2027.



*Your contribution supports over  
43,000 patients worldwide.*

50%