A SHARED WAY OF LIFE
Embracing Research, Treatment and Prevention
Dear Friends,

We are pleased to share Moffitt Cancer Center’s 2015 Annual Report, which exhibits our continued achievements in scientific innovation, new treatments, campus expansion and more. We are especially proud to announce that Moffitt received the prestigious Magnet designation in recognition of its nursing excellence in 2015. This designation recognizes nursing professionalism, teamwork, quality patient care and innovations in nursing practices.

The importance of bringing the benefits of scientific discoveries closer to the patient is clearly seen in Moffitt’s translational research and clinical trials. Moffitt recently treated the first patient nationally in a clinical trial of KTE-C19, an investigational therapy for aggressive non-Hodgkin lymphoma. And in December 2014, the U.S. Food and Drug Administration approved Gardasil 9, a vaccine that protects against nine human papillomavirus (HPV) types, following a pivotal international phase II/III clinical trial involving Moffitt faculty.

From the cancer center’s early years, prevention has played a key role in our mission, and we have included an overview of Moffitt’s efforts to prevent cancer, including a timeline of key prevention-related initiatives.

As we approach the cancer center’s 30th anniversary in 2016, we extend our deepest thanks to all of you who are joining us in the fight against cancer and making these successes possible.

Alan F. List, M.D.
President and Chief Executive Officer

Robert Rothman
Chairman

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Chairman

Alan F. List, M.D.
President and Chief Executive Officer

Moffitt’s mission is to contribute to the prevention and cure of cancer.
To Contribute To
The Prevention And Cure Of Cancer

A HISTORY OF MOFFITT’S EFFORTS TO PREVENT CANCER

After nine years of planning and advocating for funding, Moffitt Cancer Center opened its doors and began treating patients in 1986. Today, ask Moffitt team members about the cancer center’s mission and most will quickly reply: “To contribute to the prevention and cure of cancer.”

THE EARLY PROGRAMS

Paul B. Jacobsen, Ph.D., came to Moffitt as program leader for Psychosocial Oncology in 1994, just before the opening of the Moffitt Research Center in 1995. Originally built as the USF Eye Institute, the building later called Moffitt Research Center was given to the cancer center by the legislature to be used for its burgeoning research effort. The opening of the research center helped set the stage for achieving National Cancer Institute (NCI) Comprehensive Status in 2001.

“From those early years, when Moffitt’s scientific programs were first established, up until now, prevention has played a prominent role in our mission,” Dr. Jacobsen says. “As the cancer center’s research programs continued to develop and expand, the importance of cancer prevention was never underestimated.”

By 1996, Moffitt had four active research programs: Molecular Oncology, Immunology, Experimental Therapeutics and Cancer Control. The Cancer Control Program had the prevention of cancer at its heart. By the turn of the millennium, cancer prevention efforts continued and even picked up speed, thanks in large part to the discovery of molecular and genetic markers of cancer susceptibility, screening interventions that could lead to prevention, community education and outreach, and efforts at tobacco control.

POPULATION SCIENCE APPLIES INTERDISCIPLINARY RESEARCH

By 2002, the goals of the Cancer Control Program also focused on conducting interdisciplinary research to identify biological and genetic markers that could both predict increased cancer susceptibility and evaluate promising interventions directed at cancer prevention. By 2006, that program officially split into two programs under the Division of Cancer Control & Prevention. One is a focused program called Health Outcomes and Behavior, originally led by Dr. Jacobsen, with one of its goals being to gain a better understanding of and promote the behaviors that can lead to cancer prevention. The other program evolving into two research programs: Health Outcomes and Behavior and Cancer Epidemiology fall under the Division of Population Science.

Currently, both Health Outcomes and Behavior and Cancer Epidemiology fall under the Division of Population Science. By 2002, the goals of the Cancer Control Program also focused on conducting interdisciplinary research to identify biological and genetic markers that could both predict increased cancer susceptibility and evaluate promising interventions directed at cancer prevention. By 2006, that program officially split into two programs under the Division of Cancer Control & Prevention. One is a focused program called Health Outcomes and Behavior, originally led by Dr. Jacobsen, with one of its goals being to gain a better understanding of and promote the behaviors that can lead to cancer prevention. The other program evolving from Cancer Control was Risk Assessment, Detection and Intervention (RADI), initially led by Anna Giuliano, Ph.D. In 2011, RADI was renamed Cancer Epidemiology. The goal of the Epidemiology Program, now led by Peter Kanetsky, Ph.D., is to contribute to a reduction in the cancer burden through better knowledge of the etiology of the disease and translation of that knowledge into effective early detection and prevention interventions.

TIMELINE OF KEY PREVENTION-RELATED INITIATIVES

Established at Moffitt Cancer Center

1984 Moffitt Cancer Center’s early mission statement included cancer prevention as key goal.

1986 Moffitt Research Center building opened; initial program in Cancer Control was established.

1993 Dr. Paul Jacobsen was recruited to establish research and clinical programs in psychosocial oncology. The Health Outcomes and Behavior and Cancer Epidemiology Programs fall under his responsibility in his current role as associate center director, Division of Population Science.

1994 Mole Patrol® was established to detect skin cancers within the community and to reduce skin cancer risk.

1996 By 1996, Moffitt had four active research programs: Molecular Oncology, Immunology, Experimental Therapeutics and Cancer Control. The Cancer Control Program had the prevention of cancer at its heart. By the turn of the millennium, cancer prevention efforts continued and even picked up speed, thanks in large part to the discovery of molecular and genetic markers of cancer susceptibility, screening interventions that could lead to prevention, community education and outreach, and efforts at tobacco control.

1999 Moffitt Program for Outreach Wellness Education and Resources (M-POWER; originally called Community Education and Outreach) began.

2001 Moffitt Diversity (formerly Office of Institutional Diversity) initiative was established, serving as a resource to promote prevention education among diverse communities.

2003 Moffitt achieved its NCI Comprehensive Cancer Center status.

2004 Cancer Control evolved into two research programs: Health Outcomes and Behavior and Risk Assessment, Detection and Intervention.

2006 Center for Infection Research in Cancer was established.

2011 RADI was renamed Cancer Epidemiology.

2012 Risk Assessment, Detection and Intervention was renamed Cancer Epidemiology.

2016 Moffitt Cancer Center will celebrate its 30th anniversary.

Moffitt Cancer Center Screening and Prevention originally called Lifetime Cancer Screening & Diagnostic Center opened along with Cancer Answers, a national toll-free cancer information telephone service.

Dr. Thomas Brandon was recruited to establish research efforts in smoking cessation. In 2000, he developed a smoking relapse intervention in the form of a series of booklets (Forever Free™), which are disseminated around the world.

Dr. Thomas Sellers joined Moffitt as associate center director, Cancer Prevention and Control. He currently serves as center director, Moffitt Cancer Center. His arrival further propelled the cancer center’s cancer prevention initiatives, and his leadership continues to foster interdisciplinary team science aimed at promoting the prevention, early detection and control of cancer.

Dr. Anna Giuliano was recruited to establish cancer prevention vaccine research. In the subsequent years, she contributed to pivotal trials that led to the approval of HPV vaccines and expansion of indications for vaccination.

“From those early years, when Moffitt’s scientific programs were first established, up until now, prevention has played a prominent role in our mission.”

Paul B. Jacobsen, Ph.D.
According to the National Cancer Institute (NCI), about 1.6 million people were diagnosed with cancer in the United States in 2014. In addition to the physical and emotional distress caused by cancer, the high costs of care are a burden to patients, their families and the public.

Fortunately, the number of new cancer cases can be lowered and many cancer-related deaths can be avoided by cancer prevention research and education. Here at Moffitt our researchers and physicians are studying many different ways to prevent cancer.

For example, Moffitt faculty have been active in human papillomavirus (HPV) vaccine research leading to approval of the Gardasil 9 vaccine. This vaccine has the potential to increase overall cervical cancer prevention from 70 to 90 percent, nearly eliminating this cancer. Scientists believe cigarette smoking causes about 30% of all cancer deaths in the United States. To help combat these grim statistics, Moffitt has actively promoted tobacco prevention efforts, including the development of a series of booklets distributed free of charge by the NCI and offered at www.smokefree.gov.

“We know that certain behaviors increase cancer risk — smoking, lack of physical activity, too much alcohol and unsafe sun exposure. The challenge has been to develop incentives and programs designed to help people to avoid those risks and adopt healthier lifestyles.”

**CANCER PREVENTION: A PUBLIC HEALTH APPROACH**

The public health approach to prevent cancer works at the population level to reduce or eliminate risk factors for cancer, notes Center Director Thomas A. Sellers, Ph.D., M.P.H. “We know that certain behaviors increase cancer risk — smoking, lack of physical activity, too much alcohol and unsafe sun exposure. The challenge has been to develop incentives and programs designed to help people to avoid those risks and adopt healthier lifestyles,” Dr. Sellers says.

No stranger to the importance of prevention, Dr. Sellers joined Moffitt in 2003 as associate center director for Cancer Prevention and Control. He has conducted numerous studies aimed at gaining a better understanding of the genetic factors associated with cancer risk and using the findings to better treat cancer and to help prevent it.

Under the leadership of Dr. Sellers, two of the cancer center’s research programs — Health Outcomes and Behavior and Cancer Epidemiology — were rated “exceptional” during the 2012 review for the National Cancer Institute Cancer Center Support Grant renewal. This is the highest possible rank from the NCI’s extensive peer-review process for cancer center grant funding.

Important ongoing cancer prevention research and educational efforts at Moffitt center on tobacco control, vaccines, genetic screening to determine cancer risk, colorectal cancer screening and sun safety.

A full-length feature of these and other Moffitt cancer prevention and screening initiatives can be viewed by visiting MOFFITT.org/Momentum and selecting Volume 2; Issue 2.
Moffitt Cancer Center’s Community Benefit initiative supports patients, families and clinicians through advancing cancer prevention, early detection, clinical care and research, especially for those at-risk populations disproportionately impacted by cancer.

**COMMUNITY BENEFIT BY CATEGORY**

*July 2013 – June 2014*

- **Traditional Charity Care**: Total cost of services incurred by Moffitt to provide medical services to patients who are unable to pay $20,285,930
- **Community Benefit Operations**: Costs associated with assigned staff, community health needs and assessments $17,663
- **Community Building Activities**: Cost of programs that address the root causes of health problems, including in-kind donations and expenses for the development of community-building programs and partnerships $62,443
- **Health Professions Education**: Cost associated with clinical education and training for physicians and medical students not including government funding $8,872,934
- **Community Health Improvement Services**: Cost of activities carried out to improve community health beyond patient care $643,048
- **Medicaid Shortfalls**: The Medicaid program pays Moffitt less than it costs the organization to provide care to its Medicaid patients $11,012,819
- **Research**: Clinical and community health research, as well as general health care delivery studies shared with the public and funded by the government or a tax-exempt entity $30,897,629

**TOTAL COMMUNITY BENEFIT DOLLARS:** $71,792,466

*2015 Community Benefit figures can be provided upon request after January 2016.

**HIGHLIGHTS OF COMMUNITY BENEFIT INITIATIVES**

Moffitt Cancer Center’s Community Benefit initiatives provide patient-centered and culturally competent outreach, education, training and resources throughout the greater Tampa Bay community and the state of Florida to support patients, families and clinicians in advancing cancer prevention, early detection, clinical care and research, especially for those at-risk populations disproportionately impacted by the disease. Moffitt’s 2012 Community Health Needs Assessment identified five priority health needs. Below are examples of how Moffitt is addressing two priority health needs in order to improve the health of the community and the people it served from July 2014 – June 2015.

**Education and Outreach**

The Community Health Needs Assessment results showed variations in the community’s ability to translate knowledge into healthy behaviors and the community’s perceptions of cancer that create barriers to seeking proactive care.

Moffitt provides cancer prevention and early detection education and outreach to at-risk and underserved communities to increase cancer knowledge, awareness and advocacy.

- **6,687** community members attended workshops and received information on cancer prevention, early detection and healthy lifestyles through the Moffitt Program for Outreach Wellness Education and Resources (M-POWER)
- **849** individuals were reached through the education, outreach, and advocacy events of the Lung and Thoracic Tumor Education (LATTE) Program
- **161** men received vital prostate cancer screening and informed decision-making education at the 2015 Men’s Health Forum
- **1,935** children were educated about the importance and benefits of healthy behaviors through the Moffitt Healthy KIDZ Program

**Access**

Findings from the Community Health Needs Assessment indicate that barriers beyond having health insurance exist to accessing and utilizing cancer treatment programs and services.

Moffitt aims to enhance access to screening, prevention, treatment and recovery services for all community members to help alleviate barriers to care and support patient- and family-centered care.

- **971** vouchers were disseminated to alleviate transportation barriers for qualifying patients
- **1,099** individuals were screened for skin cancer within the community through Moffitt’s Mole Patrol®
- **109** men received access to prostate cancer screenings through a voucher program at the 2015 Men’s Health Forum
- **592** women received access to mammography screenings through a voucher program...
MOFFITT RECEIVES $3.6 MILLION GRANT TO STUDY E-CIGARETTES

A $3.6 million grant from the National Institutes of Health will enable Moffitt researchers to study the use of electronic cigarettes, or e-cigarettes, and their value for quitting smoking, over the next five years.

MOFFITT TREATS FIRST PATIENT WITH KTE-C19 THERAPY

Moffitt treated the first patient nationally in a clinical trial of KTE-C19 for aggressive non-Hodgkin lymphoma. The Kite Pharma trial studied KTE-C19, an investigational therapy in which a patient’s T cells are genetically modified to target a protein expressed on the cell surface of B-cell lymphomas and leukemias.

GRANT FUNDING IS INCREASED

Grant funding at Moffitt increased from $46,943,049 in fiscal year 2014 to $51,869,926 in fiscal year 2015, of which $40,465,957 were funds from peer-reviewed grants.

KAY YOW CANCER FUND AWARDS $1.25 MILLION RESEARCH GRANT

The Kay Yow Cancer Fund®, in partnership and collaboration with The V Foundation for Cancer Research, presented a $1.25 million ovarian cancer research grant to Moffitt. The Kay Yow Cancer Fund previously announced a $250,000 grant to Moffitt in conjunction with the 2015 NCAA Women’s Basketball National Championship.

KITE PHARMA TRIAL STUDIED KTE-C19

Moffitt’s 9th Annual Business of Biotech Conference, held April 17, 2015, Termeer built Genzyme, a pioneer in developing treatments for rare diseases and at one point the third largest biotechnology company worldwide.

MOFFITT RESEARCH IS FEATURED ON COVER OF SCIENCE SIGNALING

In a research paper featured on the cover of the Jan. 13, 2015, issue of Science Signaling, Eric Haura, M.D., and colleagues reported a new approach to measure how signaling-associated proteins may have the potential to add to current biomarker tests for drug sensitivity. Dr. Haura, who leads the Chemical Biology & Molecular Medicine Program and directs the Lung Cancer Center of Excellence at Moffitt, says the research team hopes the knowledge will translate into new personalized medicine strategies for patients.

BUSINESS OF BIOTECH FEATURES SAM DONALDSON AND GENZYME PIONEER

Former ABC news correspondent and member of Moffitt’s Board of Advisors Sam Donaldson (right) interviews Henri Termeer, keynote speaker at Moffitt’s 9th Annual Business of Biotech Conference, held April 17, 2015. Termeer built Genzyme, a pioneer in developing treatments for rare diseases and at one point the third largest biotechnology company worldwide.

VENIEN “BIG DATA” COLLABORATIVE ADDS TWO NEW MEMBERS

The Oncology Research Information Exchange Network (ORIEN) announced the addition of Rutgers Cancer Institute of New Jersey and the University of Southern California Norris Comprehensive Cancer Center to the cancer research collaboration, bringing the number of network members to 10.

FUTURE OF CANCER RESEARCH IN FLORIDA EXPANDED

Florida’s cancer research community and Moffitt are working to build a comprehensive Florida Cancer Research Network (FCRN) of more than 20 glioblastoma research centers across the state. The network is expanding and will eventually include the Florida Brain Tumor Research Network.

HEALTHY LIVING, CANCER PREVENTION PARTNERSHIP IS ANNOUNCED

A new partnership that encourages Florida-based solutions to prevent cancer and empowers Floridians to live stronger, healthier lives was announced between Moffitt and Florida Commissioner of Agriculture Adam H. Putnam. Created by the Florida Department of Agriculture and Consumer Services, “Living Healthy in Florida” provides simple tools to promote healthy living and cancer prevention.

BIOREPOSITORY SERVICES FOR MDS

The Office of Technology Management and Commercialization (OTMC) at Moffitt finished another successful year, having brought more than $22 million in global funding to Moffitt. The majority of this funding emerged from licensing arrangements and industry alliances. During fiscal year 2015, OTMC efforts were responsible for four trademarks, eight startups, 18 licenses and 13 U.S. patents issued - with 39 original U.S. patent applications and 115 worldwide patent applications.

NEW MCKINLEY OUTPATIENT CENTER WILL PROVIDE EXPANDED SERVICES

The Moffitt McKinley Outpatient Center, a six-story, 207,000-square-foot facility is scheduled to open November 2015. The facility meets a critical need for expanded outpatient services, including ambulatory surgery and more.

INTERNATIONAL TRIAL LEADS TO HPV VACCINE

In December 2014, the U.S. Food and Drug Administration approved Gardasil 9, a vaccine that protects against nine human papillomavirus (HPV) types, following an international phase II/III clinical trial involving Moffitt faculty. Anna R. Giuliano, Ph.D., led the Moffitt team. The vaccine trial results were published Feb. 19, 2015, in The New England Journal of Medicine, and the trial was funded by Merck & Co., Inc.

DON SHULA FOUNDATION JOINS FIGHT TO END BREAST CANCER

The Don Shula Foundation was established more than 20 years ago, and through the foundation, the Shulas have supported breast cancer research at Moffitt for nearly a decade. On July 15, 2014, Don Shula and his wife, Mary Anne, announced that they were donating the Shula Foundation funds of $1.5 million to Moffitt and establishing The Don Shula Breast Cancer Research Fund (The Shula Fund).

OTMCS REPORTS RECORD YEAR WITH $22 MILLION IN GLOBAL FUNDING

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MOFFITT TOPS HOSPITALS IN FLORIDA FOR CANCER CARE
Moffitt is the top ranked cancer hospital in Florida based on the U.S. News & World Report Best Hospitals for Cancer Care rankings released July 21, 2015. Moffitt is No. 18 overall in cancer. Moffitt, the only National Cancer Institute-designated Comprehensive Cancer Center based in Florida, has been recognized by U.S. News since 1999.

MOFFITT IS RECOGNIZED FOR GREAT ONCOLOGY PROGRAMS
Becker’s Hospital Review has named Moffitt as one of the 2015 “100 Hospitals and Health Systems with Great Oncology Programs.” Hospitals chosen are leading the way in terms of quality patient care, cancer outcomes and research. All hospitals that made the list, including Moffitt, have received recognition from several ranking agencies, including U.S. News & World Report, the National Cancer Institute, the American College of Surgeons Commission on Cancer, CareChex and the BlueCross BlueShield Association.

MOFFITT RECEIVES CANCER CENTER OF EXCELLENCE AWARD
Moffitt received the Cancer Center of Excellence Award from State Surgeon General and Secretary of Health Dr. John Armstrong. The Cancer Center of Excellence program promotes excellence in cancer care, encourages the recruitment of the best cancer care professionals and recognizes state institutions as a preferred destination for patient-centered cancer care. “The first ever Cancer Center of Excellence Awards in Florida reflect the state-of-the-art, patient-centered cancer care available right here in our great state,” said State Surgeon General and Secretary of Health Dr. John Armstrong.

MOFFITT IS NAMED BEST PLACE TO WORK
Moffitt has been named a Best Place to Work in numerous publications, including the Tampa Bay Times and Working Mother Magazine.

MOFFITT ACHIEVES NURSING MAGNET® RECOGNITION
Moffitt earned the prestigious Magnet® designation in recognition of its nursing excellence. Magnet recognition is granted by the American Nurses Credentialing Center (ANCC), the credentialing body of the American Nurses Association, to honor outstanding health care organizations for nursing professionalism, teamwork, quality patient care and innovations in nursing practices. Today, only 7 percent of national and international health care organizations are recognized by the ANCC Magnet Recognition Program®.

MOFFITT AWARDED FOR SUPPORTING SUPPLY CHAIN DIVERSITY
Moffitt received the Diversity Award by Premier Inc. for supporting supply chain diversity as part of its social responsibility initiatives. The award honors health systems that have established active programs to evaluate and support minority-, women- and veteran-owned enterprises, as well as small businesses, available through the Premier contract portfolio.

AACR NAMES DR. MULÉ MASTER OF IMMUNOLOGY
James J. Mulé, Ph.D., associate center director for Translational Science at Moffitt, has been named a Master of Immunology by the American Association for Cancer Research online and print publication Cancer Immunology Research. The distinction recognizes his life’s contributions to cancer research. The results of his life’s work have helped shape the future of cancer therapy through the development of personalized immunotherapies that use a patient’s own immune system to fight his or her disease.

DR. LIST RECEIVES LEADERSHIP IN SCIENCE AWARD
Alan F. List, M.D., Moffitt President and CEO, received the 2014 Leadership in Science Award from the Aplastic Anemia & MDS International Foundation. Dr. List was recognized for his contributions to the fields of bone marrow failure disease treatment and/or research.

ACCOLADES & RECOGNITIONS 2015
Welcome, New Leaders
We are pleased to announce several key appointments at Moffitt during 2015.

CHRISTINE H. CHUNG, M.D.
has been appointed chair of the Department of Head and Neck, and Endocrine Oncology, and senior member. Dr. Chung joins Moffitt from Johns Hopkins University, where she directed the Head and Neck Cancer Therapeutics Program in the Department of Oncology and Otolaryngology.

LOUIS B. HARRISON, M.D.
has been appointed chair of the Department of Radiation Oncology and senior member. Dr. Harrison is an internationally recognized and extensively published expert in the areas of head and neck cancer, sarcomas and intraoperative brachytherapy.

ROBERT J. KEENAN, M.D.
joins Moffitt as vice president of Quality and chief medical officer, and senior member, Department of Thoracic Oncology. Dr. Keenan provides leadership and medical expertise in the areas of patient safety, utilization review, quality improvement, clinical informatics, risk management, infection control, credentialing, by-laws, safety and clinical outcomes.

MARIANA BUGALLO-MUROS
has been named vice president, chief human resources officer, following a national search. Bugallo-Muros succeeded Joanne Olson, who retired in March 2015.

NEW LEADERS 2015
JENNIFER GREENMAN
was appointed vice president and chief information officer. She will provide leadership and strategic direction for technology initiatives that support Moffitt’s mission.

NAVEEN KUMAR
has been named vice president of Strategy and Business Development at M2Gen®, Moffitt Cancer Center’s wholly owned, for-profit, informatics solution subsidiary advancing personalized medicine. Kumar will oversee the development and execution of M2Gen’s commercial activities and corporate growth strategy.

T. COLE PETERSON, J.D., M.H.A.
was named vice president, Deputy General Counsel. Peterson joined Moffitt in 2013 as associate general counsel.

CINDY TERRANO, CPA
is Moffitt’s new vice president of Payer Strategies, a position that is critical to the success of the cancer center’s strategic plan in partnering with payers and other organizations.

JOANNA WEISS, CPA
is Moffitt’s new vice president of Revenue Cycle Management. Weiss has been with the cancer center since 2006, and will be responsible for Patient Access, Health Information Management and Patient Financial Services for Moffitt and the Moffitt Medical Group.
MOFFITT CANCER CENTER LOCATIONS

MOFFITT CANCER CENTER  12902 MAGNOLIA DRIVE
Moffitt offers all levels of care for people with cancer and related diseases.

MOFFITT CANCER CENTER AT INTERNATIONAL PLAZA  4101 JIM WALTER BOULEVARD
Moffitt's satellite facility near International Plaza in Tampa provides expanded and easily accessible patient services.

MOFFITT MCKINLEY OUTPATIENT CENTER  10920 North McKinley Drive
Opening fall 2015, the McKinley Center fulfills a critical need to meet the demand for expanded outpatient services. The facility will house an outpatient surgery center, a cutaneous clinic, a breast clinic, breast imaging services, genetic counseling and more. Additionally, Moffitt Screening and Prevention is relocating to McKinley.

Florida is the official place of business for the Moffitt Cancer Center Foundation. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling 1-800-435-7352 toll-free within the state or online at www.800helpfla.com. Registration does not imply endorsement, approval or recommendation by the state. Florida Department of Agriculture & Consumer Services registration number CH-4675. No percentage of contributions is retained by a professional solicitor; Moffitt Cancer Center Foundation receives 100% of all donations. Your gift is tax-deductible to the extent allowed by law.