

CONCERN FOUNDATION

FUNDING CANCER RESEARCH WORLDWIDE



March 23, 2018

Dear Mass Mutual,

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Jena Brown

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*Past President/Chairman

It is both an honor and pleasure for me to write this letter on behalf of Farhad Hanasab, a valued friend, cherished volunteer and key member of my non-profit organization, Concern Foundation for cancer research. I have known Farhad for nearly a decade and he has become a confidante, inspirational volunteer leader and amazing partner. I know that I have become a better person and a better leader because of Farhad.

Concern Foundation for cancer research, of which I am President, is an independent non-profit organization established in 1968 to raise and grant funds to provide salary support to young scientists seeking to find better treatment options and a cure for cancer. We have a three person staff so I depend on board members and volunteers to drive our organization. Without having paid event planners the three of us are responsible for overseeing, planning and execution of our signature multi-million dollar Block Party fundraising event, our involvement with the Los Angeles marathons, managing several hundred volunteer members and establishing community relationships and corporate partnerships. None of this could be possible without a strong group of volunteer leaders assisting me and Farhad is one of those key volunteers that I depend on.

I have always defined a volunteer as someone who leads with his heart but uses their head and resources to enhance an organization, without asking anything in return. A true volunteer is not involved nor do they do things for the notoriety, fanfare or personal gain. A volunteer does things for others because it is truly the right thing to do. Farhad is my definition of a true volunteer. He does not need the title of being a board member and chooses to not get involved in the politics that is sometimes associated with non-profit organizations and boards. He does not care about getting the recognition for doing what is right or what needs to be done, he does it because it fills his heart with joy to be able to give back and make a difference. I know that I can turn to him for advice, leadership, financial and especially hands-on support when asked, and more often than not before being asked. He has enriched our organization by being a tremendous spokesperson utilizing his contacts in the community to further our mission and by engaging others to follow his volunteer leadership path. Farhad has engaged his family, especially his son by setting a personal example for doing what is right and doing for others. There has never been a project too large or too small that Farhad has not become personally engaged in and his involvement is not reactive because he has been asked, but rather it's proactive because he knows what needs to be done and how to get it done. What else can I do to help is his motto and that is something that I am forever grateful.

Concern is primarily a volunteer driven organization and the impact that he has had on our continued growth is immeasurable. He and his family have "adopted" Concern as their charity of choice for over 15 years. They understand how their involvement can and does make a difference in raising funds to support cancer research and how important their personal involvement is when it comes to our "friend-raisers" for patients and their families. During our holiday events they go out of their way to make sure that the cancer patients and all of the family members are given a special holiday season. The Hanasab family is there with sleeves rolled up when we host the families dealing with cancer by unloading trucks, setting up tables, monitoring games and making sure that each and every guest is cared for and treated like they are the most special person at the event. Taking charge of a particular aspect of these type of events is key during our set-up. Our signature candy table at our holiday party is a focal point of the event and Farhad and his son Matthew take charge of making sure that it is set-up properly and fully stocked with hundreds of pounds of candy. It sounds like a small thing to some, but when we

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Please consider Concern Foundation in your estate plan. Our tax ID# 23-7002878



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are hosting a holiday event for the pediatric cancer patients and their families that aren't able to experience the joys of just being a kid it's a really big deal. It's that kind of compassion and understanding for what we do for these families that makes Farhad so special. Perhaps it's his own personal cancer experiences that has driven him to adopt Concern and become an ambassador filled with understanding and compassion for the patients? Whatever the motivation is, the cancer community and I are darn lucky he is here today driven by his past, focused on what is needed today and looking towards the future to put an end to this insidious disease.

Farhad talks about Concern to everyone and anyone who will listen and he has become a true ambassador for Concern. He has engaged many members of his company to get involved and he is the first one to support their fundraising efforts on our behalf. He has created a culture within his office about the importance of giving back and Concern has been fortunate to be the beneficiaries of having many of his employee's involvement. When he is in the spotlight, he makes sure that Concern is in the spotlight too. The story might be focused on him, but he makes sure that it's the fully rounded view of himself spotlighting his community involvement which is the true essence of the man. Hard work and community involvement drive Farhad and it's an honor and a blessing that he has made Concern his community involvement and charity of choice. When I first heard that Farhad was going to make his involvement so public by applying for this award I was a bit surprised until I realized that if he won, Concern would be the beneficiary, not him personally. Farhad knows that every time Concern raises \$60,000 we are able to provide salary support funding for another cancer researcher for a full year. Being able to help Concern raise enough money to fully fund a researcher for a year is one of his personal goals and this prize award would be huge. We are currently funding 16 young cancer researchers at this annual level and for him to be able to say that he was in some way responsible to achieve that goal would be a dream come true. It's not about him, it's about helping his charity and that I know is why he is doing this.

I must admit that my greatest thrill is watching Farhad interact with his son Matthew who is always by his side when volunteering for Concern. I can see how he is teaching his some the value of giving back and active involvement and just how that involvement can and does make a difference. Farhad leads by example and it has become crystal clear that his son has received that message through his actions and the words he shared on one of the recent Concern videos. Working with our kids and the next generation to instill the importance of giving back is a mantra that both Farhad and I share and he not only talks the talk, but walks the walk.

I could never thank Farhad enough for all that he has done and continues to do for Concern. To try to quantify his personal gifts of time and his commitment to me and our organization would take me an entire lifetime. As I said earlier, a volunteer gives from the heart and there are few people that I know that have a bigger or more pure heart. Thousands and thousands of cancer patients, families and cancer researchers have benefitted from this man's heart of giving back. Most will never know who this "superman" is, and quite frankly I honestly believe he prefers it that way. Farhad is a humble and gentle soul who cares about his fellow man. For your company to recognize him would be a beautiful gesture and one that I know he so richly deserves.

Sincerely,

A large, stylized handwritten signature in black ink, which appears to be 'Derek Alpert', written over a white background.

Derek Alpert
President

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