

building on a special legacy

AS THE ACTING CHAIRMAN OF THE BREAST CANCER RESEARCH FOUNDATION, **LEONARD A. LAUDER** TAKES UP THE CAUSE CHAMPIONED BY HIS LATE WIFE, **EVELYN**.

BY JANET CARLSON

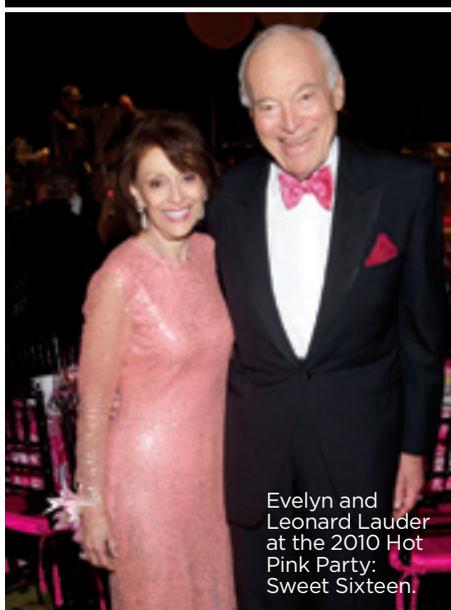
At The Breast Cancer Research Foundation's Hot Pink Luncheon and Symposium in Palm Beach this past February, Leonard A. Lauder, one of America's best-known business figures, stepped to the podium and said modestly, "I introduce myself these days as Mr. Evelyn Lauder..." He paused for the bittersweet applause before adding, "because I am absolutely dedicated to my dear wife Evelyn's dream of curing and preventing breast cancer."

Three months earlier, in November 2011, Evelyn H. Lauder died at her home in New York City of nongenetic ovarian cancer. A woman of many accomplishments, Evelyn, who held the position of senior corporate vice president at Estée Lauder and oversaw fragrance development worldwide, founded The Breast Cancer Research Foundation (BCRF) almost two decades ago after a bout with breast cancer, which was successfully treated. During the Lincoln Center tribute for her, attended by a packed crowd of more than 2,000, Mayor Michael Bloomberg said, "She didn't just give a speech or write a check; she created a movement, The Breast Cancer Research Foundation, which has raised more than \$350 million for research and given us an iconic symbol, the pink ribbon." And since her memorial that number has increased to more than \$380 million.

Leonard A. Lauder, still active as chairman emeritus of The Estée Lauder Companies, is a dedicated philanthropist—his commitments include the Whitney Museum of American Art, the Alzheimer's Drug Discovery Foundation, the Council on Foreign Relations, The Aspen Institute, and the Memorial Sloan-Kettering Cancer Center, to which The Leonard & Evelyn Lauder Foundation gave \$50 million to help build the Evelyn H. Lauder Breast Center. He decided to pick up the BCRF baton "because I felt it had to be done. I was present at the creation."

Dr. Larry Norton, scientific director of the BCRF and deputy physician-in-chief for Breast Cancer Programs at Memorial Sloan-Kettering Cancer Center, with whom the Lauders have collaborated closely, recalls those early days: "We were at their apartment in New York, sitting around the kitchen table, and that was the start of BCRF. Leonard was right there. Evelyn took the lead—but he was the rock she stood on."

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Evelyn and Leonard Lauder at the 2010 Hot Pink Party: Sweet Sixteen.



Leonard Lauder in the color his late wife, Evelyn, made famous with the breast cancer awareness ribbon.

PHOTOGRAPHY BY MATT POWER (LEONARD LAUDER); JULIE SKARRATT (COUPLE)

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Even for an accomplished CEO like Lauder, Evelyn's achievements with BCRF would be a tough act to follow, but Leonard relishes the challenge. However their persuasive skills might have differed, Lauder says, "She was seductive in her way; I'm seductive in my way. [But] we were two peas in a pod."

The team at BCRF greeted the news of Lauder's involvement with considerable relief, if not outright joy. Myra J. Biblowit, president of BCRF, explains, "To have Leonard say, 'I'm going to step in because I want this organization to continue to flourish and not miss a beat'—that has been invaluable reassurance about the future of an organization that has lost its founder."

And who better than Leonard A. Lauder to grow BCRF? One of America's most successful CEOs, Lauder took his family's cosmetic firm to its current status as a multibillion-dollar global behemoth. (It had nearly \$9 billion in net sales in the last fiscal year.) In addition to Lauder's business prowess, there's his much-vaunted talent for relationship building. "Leonard brings to the table his extraordinary insights about people," says Norton. "He understands what makes them tick. That translates into the magic of BCRF. It's not about science; it's about people doing science. If you support their enthusiasm and creativity, the projects will come."

Already Lauder has expanded the BCRF board, bringing in such names as Tory Burch and Ed Brennan, the chairman of DFS Group. To broaden its scope, he's also defined a dual agenda for BCRF: "to embrace the new reality of cancer research and expand the fundraising footprint."

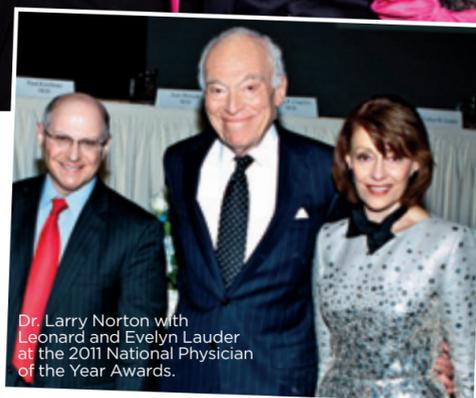
The "new reality" of cancer research is how scientists are coming to see cancer as a genetic disease rather than a disease of the breast, colon, lung, or other organ. "Genetic aberrations are in a sense the hub of the wheel," says Biblowit. "Ultimately, solutions will have application to all of the spokes." This interconnectedness is what ensures BCRF's relevance even in a time when many types of breast cancer are curable or manageable. That Evelyn died of nongenetic ovarian cancer is relevant, too. Lauder offers a hint about the future. "Our main focus will be women's cancers."

Biblowit says what stands between disease and a cure today "is not technology or talent, but money. The intellectual capital is in place; the missing link is the financial resources." Norton offers some sobering facts: 23 percent of American deaths this year will be from cancer, according to the Centers for Disease Control and Prevention. Studies indicate that the US spends six times more on soft drinks than on all cancer research combined. "If we didn't have philanthropy," it would be a tremendous loss, says Norton, "because in order to apply for federal grants, you need to demonstrate preliminary results, and in order to do the work to get those results, you need philanthropy." Eleven years ago BCRF awarded \$8.5 million to support 50 researchers around the US; this year the group raised \$53 million and is funding more than 190 researchers in 13 countries, according to Biblowit.

No matter how ambitious the goals for BCRF, Lauder at 79 seems primed to meet them. His schedule hasn't varied much from when he was running The Estée Lauder Companies as CEO. "I get up at 6:30 every day, exercise, then sit down to a business breakfast by 7:30 or get to my office by 8," he says. His workdays are a tightly choreographed sequence of meetings, phone calls, power lunches, and more meetings until 6 or 7 PM. He travels regularly—Aspen in July, for philanthropy, and a business and "roots trip" to



Gary, Leonard, William, and Laura Lauder at the 2012 Hot Pink Party: My Fair Evelyn's Dream.



Dr. Larry Norton with Leonard and Evelyn Lauder at the 2011 National Physician of the Year Awards.



Evelyn and Leonard Lauder at the 2009 BCRF Symposium and Awards Luncheon.

"I am absolutely dedicated to Evelyn's dream of curing and preventing breast cancer."

—LEONARD A. LAUDER

A NEW YORK CAUSE

Nationally, October is Breast Cancer Awareness Month. Here's how you can raise funds locally.

BY REBECCA MINO-ALTHERR

American Cancer Society: Last year, Making Strides Against Breast Cancer raised more than \$60 million to help the ACS. Walk toward a cure in Central Park on October 21. cancer.org

Avon Foundation For Women: The Avon Breast Cancer Crusade celebrates its 20th anniversary this year. Join them at the Avon Walk for Breast Cancer: New York on October 20 and 21. avonfoundation.org

Breast Cancer Research Foundation: Supporters and breast cancer survivors will gather at an opening night preview party on October 24 to celebrate the launch of the designer show house. bcrcure.org

The Libby Ross Breast Cancer Foundation: Established in 1999, the Libby Ross Breast Cancer Foundation is a grassroots organization based primarily in the New York tristate area, although it continues to expand nationwide. The Pose for Pink Yoga program instructs survivors on gentle and restorative poses. Partake at Yoga Vida NYC on October 8, 9, 29, and 30 for its inspiring classes. thelibbyrossfoundation.com

Prague and Vienna (where Evelyn was born); this month he'll be in Boston for the opening of his antique postcard exhibition at the Museum of Fine Arts. "I'm not bored," he says. Asked how this busy life feels in Evelyn's absence, he answers in a word: "Lonesome." He goes on to say, "I'm in the midst of reshaping my own life. It's not easy after 52 years. When we were married, I was 26. We formed our own life. Now I have to form a new life." Perhaps immersing himself in Evelyn's work helps him as much as it helps the foundation.

At the Hot Pink Luncheon and Symposium in February, Leonard told the audience: "Each one of you has the seeds of greatness within you. Your vote counts; your contribution counts." Then he elegantly demonstrated the art of putting one's money where one's mouth is. During his closing remarks, he announced, "Today we have raised \$495,000. We are \$5,000 short. I'll put the \$5,000 in to get to half a million if someone will match me. Come to see me after the... there!" He pointed across the room. "Okay, \$500,000. Thank you."

As for Evelyn Lauder's hope that a cure for breast cancer will be found within our lifetime, no one knows the future, of course. But to reach that milestone, the money's on Leonard A. Lauder and BCRF to get it done. **G**

INSIGHT

RSVP: October is National Breast Cancer Awareness Month; the BCRF Symposium and Awards Luncheon takes place at The Waldorf-Astoria on October 30.

What you can do: More than 90 cents out of every dollar spent by BCRF is directed toward research and awareness programs.

Contact: bcrcure.org

PHOTOGRAPHY BY JULIE SKARRATT (LAUDER FAMILY); ILIJE BAURAKTAROV/PATRICKMULLAN.COM (NORTON); JULIE SKARRATT (EVELYN AND LEONARD LAUDER); NICHOLAS HUNT/PATRICKMULLAN.COM (LINCOLN CENTER); DAVID WYATT/TINGSTAY.COM (FOOD FESTIVAL); COURTESY OF THE PRINCESS GRACE FOUNDATION

Charity Register

OPPORTUNITIES TO GIVE

FOOD NETWORK NEW YORK CITY WINE & FOOD FESTIVAL

What: This four-day festival brings the best wine and food together to benefit the Food Bank for New York City and Share Our Strength's No Kid Hungry campaign. The event, which has raised more than \$5 million, celebrates its fifth anniversary with a party hosted by Sandra Lee and other events, including a roast of Anthony Bourdain by Rachael Ray, Eric Ripert, Guy Fieri, and others.

When: Thursday, October 11, through Sunday, October 14

Where: Locations throughout the city
Contact: nycwineandfoodfestival.com



music, and hors d'oeuvres.
When: Wednesday, October 17
Where: Avery Fisher Hall Promenade, 10 Lincoln Center Plaza
Contact: lincolncenter.org

ABOUT FACE

What: This year marks the 10th anniversary of the About Face benefit. Last year's event honored Dr. Paul Nassif and Adrienne Maloof while raising funds for Face to Face and the Nassau County Coalition Against Domestic Violence.

When: Thursday, October 18
Where: Three-Sixty, 10 Desbrosses Street
Contact: newyorkfacialplasticsurgery.com



CITY HARVEST

What: More than 70 of the city's premier restaurants join forces in support of City Harvest at Bid Against Hunger. Gramercy Tavern, Landmarc, Le Bernardin, Red Rooster, and Tribeca Grill will offer tastes while guests bid on special dinners and vacation packages in silent and live auctions. Last year's event raised more than \$1 million for the organization, which fights hunger in New York City.

When: Tuesday, October 16
Where: Metropolitan Pavilion, 125 West 18th Street
Contact: cityharvest.org



PRINCESS GRACE FOUNDATION

What: The annual Princess Grace Awards Gala toasts 25 young performance artists. This year, the award ceremony's 30th anniversary, the foundation honors actor Patrick Page and sound designer Darron L. West with the award.

When: Monday, October 22
Where: Cipriani, 110 East 42nd Street
Contact: pgfusa.org

LINCOLN CENTER

What: The Young Patrons of Lincoln Center will host the annual Party on the Plaza in support of the center's art education programming. Guests will enjoy spectacular views of the iconic Josie Robertson Plaza and Revson fountain in addition to the evening's cocktails.



ALZHEIMER'S ASSOCIATION

What: Now in its 29th year, the Rita Hayworth Gala continues to support the Alzheimer's Association in its critical care and research programs. With galas in New York as well as in Dallas and Chicago, the Rita Hayworth events have raised more than \$54 million. The association honors Jane Seymour, James Keach, and Trevor Albert with its Champion Award.

When: Tuesday, October 23
Where: Waldorf-Astoria, 301 Park Avenue
Contact: alz.org

