

Dear Members of Kaba Modern,

My name is Andrew Pipathsouk, but I am often called Pip. I am a student at Stanford University, a brother of Lambda Phi Epsilon, and the co-chair of a new event: a collaboration between the Asian American Students Association (AASA) and Stanford Lambdas in the form of a large benefit event for the Asian American Donor Program (AADP). It is my privilege to invite your group to perform at our annual bone marrow drive, tentatively scheduled for either Nov. 8th, 2008 or Nov. 1st, 2008.

On any given day, over 6,000 people with leukemia or related diseases search through the national registry in hopes of finding a life-saving match. The chance of an ethnic minority finding a match is only 35%, and it's even lower for patients of Asian descent. Because bone marrow matches are closely tied to genetics, the simple fact that a person is of minority descent decreases the probability that they will be able to find a match. This is one of the many reasons why we Stanford Lambdas hold an annual drive to register people for the National Bone Marrow Registry. The purpose of our drives is to both educate the public about the alarming lack of minorities in the registry as well as to register as many new donors as possible. We want to do everything we can to make sure that lives are not lost when they can be saved.

This year, we want to greatly expand the effectiveness of our drive. We hope to feature performances by various groups from both off and on campus, guest speakers including Yul Kwon (winner of Survivor who has worked with us in the past and is deeply involved with the AADP), music provided by a local Bay Area radio station (WiLD 94.9), and to provide free food as well as host a raffle in order to encourage people to come out and be a part of this great cause. We know that your group must be insanely booked, but we would be very honored if you would grace our stage as the event's headliner.

Kaba Modern has always been a very well-known dance group, and with your recent exposure and amazing performances on television, coupled with the fact that your group is predominantly Asian American, we hope that your participation will draw out even more people to learn about our cause. Your popularity, talent, and clout would help bring out more potential donors than we are capable of by ourselves. We have also noted that your crew is now a supporter of Project Michelle, which is closely tied to the AADP. This event would be a chance to raise even more awareness and continue to fight for this great cause.

Please let us know about the availability for the MTV crew. We are, of course, willing to provide honorarium and cover travel expenses. This packet was both handed to Jia Huang in NYC as well as emailed to the booking address last month, but we have not received a response. We look forward to hearing from you soon.

Thank you very much for your time. We look forward to hearing from you.

Sincerely,
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About Stanford Lambda Phi Epsilon



Lambda Phi Epsilon is the first and only national Asian American interest fraternity. With forty-eight chapters throughout all of North America, including one in Canada, our presence is felt in a very large way. Our fraternity's motto is "To Be Leaders Among Men" and we are dedicated to do so by promoting brotherhood, academic and professional achievement, social interaction, and community service. One of the goals of the fraternity is to break down stereotypes of Asian Americans. Although Lambda Phi Epsilon is an Asian American interest fraternity, it is comprised of a diverse group of individuals.

Currently, there are twenty-three active members of Theta Chapter and over one hundred alumni. With over fifteen years of growth and experience, the brothers of Lambda Phi Epsilon have played key roles in the Asian American community at Stanford. With officers in such organizations as AASA, KSA, TCS, UCAA, and SVSA, the fraternity has contributed to the development of current Asian American student organizations. In addition, active brothers are involved in the Charles R. Blyth Fund, Stanford Finance, Stanford Consulting, Stanford Student Enterprises, and as class presidents. After graduating from Stanford, brothers have gone on to successful careers at companies such as CSFB, Goldman Sachs, McKinsey, Bain, Merrill Lynch, Morgan Stanley as well as various private equity firms and high tech start-ups. Other alumni have gone on to become doctors, engineers, lawyers, military officers, researchers, and teachers. The opportunities as a brother are endless. After having celebrated Theta Chapter's 15th Year Anniversary as well as Alpha Chapter's 25th Year Anniversary, the active brothers of Lambda Phi Epsilon hope to continue this record of achievement at Stanford and after graduation.

The Asian American Donor Program is especially important to our organization. In 1995, our brother Evan Chen was diagnosed with leukemia. The fraternity along with Evan's friends organized a joint effort to find a bone marrow match for Evan. What resulted was the largest bone marrow typing drive in the history of the National Marrow Donor Program and AADP (Asian American Donor Program). In a matter of days, over 2000 people were typed. A match was eventually found for Evan, but unfortunately by that time the disease had taken its toll on him and he passed away in 1996. Evan's struggles taught us much about the true meaning of brotherhood and sacrifice, and his memories live on with us today. In his memory, we host our annual AADP Bone Marrow Typing Drive every fall.



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Asian American Donor Program (AADP)

Asian American Donor Program (AADP) is one of only a handful of organizations that is an official recruitment group of the National Marrow Donor Program network. AADP is a non-profit community organization based in Oakland, California. AADP recruits potential marrow/stem cell donors and educate the community about the need for more ethnic minorities to join the National Registry, specifically in the Asian and Pacific Islander community.

In 1989, two Asian leukemia patients, Amanda Chiang, 9 months, and Judith Jang Berkoltz, 32, were in desperate need of bone marrow transplants. Both patients were unable to find a match within their own families. Turning to the National Marrow Donor Program® (NMDP) Registry, the patients hoped to find unrelated marrow donors. With only 123 Asian donors listed on the National Registry, they were told that the prospects of finding compatible donors were virtually impossible.

Determined family and friends of the two patients made a statewide appeal to recruit more Asians onto the Registry. Despite the tremendous emotional and financial sacrifice, which led to the successful recruitment of more than 2,000 Asians, no matches were found. However, the unfortunate deaths of these two people gave birth to the compelling mission of the Asian American Donor Program (AADP) and the hope of new life to others.

The Need For More Minority Donors

Each year, over 30,000 people are diagnosed with leukemia, aplastic anemia, and other life threatening blood disorders. For many of these patients, their only chance for long-term survival is through a marrow/stem cell transplant.

Transplants require matching certain tissue traits of the donor to the patient. Because some of these traits are unique to people of specific ancestry, the most likely donor match is from the patient's same racial or ethnic group. Unfortunately, of the over 5 million potential donors registered through the NMDP, ethnic minorities make up only 26% of the National Registry.

To ensure that all patients have an equal chance of finding a matched donor, the NMDP has several ongoing minority recruitment programs.

To register you need to:

- Be between the ages of 18-60 years old and in good general health
- Give a Cheek Swab Sample
- Give consent to be entered on the NMDP Registry, which is searched internationally

Since the AADP began operations in 1989, it has:

- Actively recruited diverse donors in Northern California and some other states such as Oregon, Washington, Michigan, Arizona, Georgia, etc.
- Registered over 130,000 donors, mostly from the Asian American community (approximately 25% of all Asian Americans in the National Marrow Donor Program Registry)
- Influenced NMDP's recruitment strategies to improve donor retention and outreach messaging to the Asian American community
- Helped the NMDP call back donors that have been identified as potential matches thereby improving donor response rates in the process
- Continued to serve as a resource for the entire NMDP network in developing and communicating with donors in a culturally sensitive manner.
- Helped save over 120 lives