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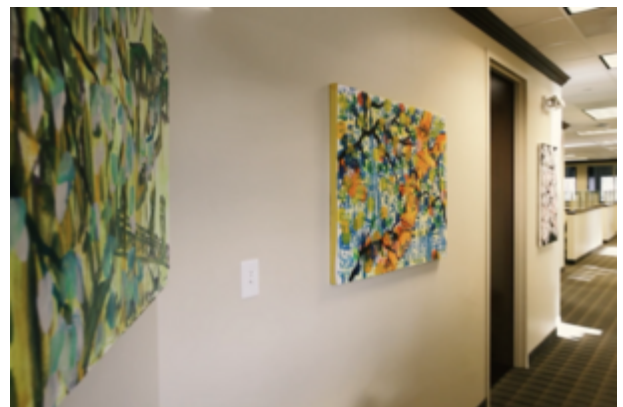
From the Boston Business Journal:
<https://www.bizjournals.com/boston/news/2022/03/22/good-news-tuesday-grieving-parents-give-back-thro.html>

GOOD NEWS TUESDAY

Good News Tuesday: Grieving parents give back through Art in Giving

Mar 22, 2022, 5:05am EDT

Good News Tuesday highlights the good works that make our community stronger: companies or employees going the extra mile for employees or customers or unique volunteer & charitable efforts. Share your Good News here.



MAGNETIC NORTH MEDIA

Wellesley-based non-profit Art in Giving — which was started by her parents, Eliane and Gary Markoff —

Thirty years ago, 8-year-old Rachel Molly Markoff of Wellesley was diagnosed with a brain tumor. She subsequently died on Oct. 17, 1992, one week after her ninth birthday. In the nearly three decades since her passing, Wellesley-based non-profit Art in Giving — which was started by her parents, Eliane and Gary Markoff — has raised more than \$2 million for basic childhood cancer research through the sale of fine arts.

has raised more than \$2 million for basic childhood cancer research through the sale of fine art, which local businesses and organizations hang on their office walls.

To date, the funding has gone to top researchers across the nation, including the Dana Farber Cancer Institute and Massachusetts General Hospital, Memorial Sloan-Kettering Cancer Center, Johns Hopkins University, and Stanford University Medical School. These grants focus exclusively on the often under-funded area of pre-clinical research, whereas most cancer funding is dedicated to applied research.

Dozens of Massachusetts clients have participated in the program by buying art, including healthcare company Sanofi/Genzyme, life sciences nonprofit Massachusetts Biotechnology Council, and Harvard Pilgrim Health Care. Under the program, 50 percent of the clients' purchase price supports the artist, and 50 percent funds cancer research through the efforts of Art in Giving to The Rachel Molly Markoff Foundation.

