

Evolution 2.0 Newsletter

Volume 6 Issue 5

We Are Hiring!

I am not a fundraiser. My CEO Jon Correll is not a fundraiser. We don't have fundraiser DNA. I've taken my own medicine and decided to hire someone who is good at what we are not.

We are hiring a Director of Development. Here's the person we are looking for...

- **Self-starter** who hits the ground running. Someone who has the confidence that they can immediately find donors and get them to write checks. Must be able to at least pay for themselves within the first three months.
- **Proven track record** of raising money. Confident they can raise at least \$1 million a year.
- **Has personally felt the scourge of cancer.** Lost a mom, dad, brother, sister, husband, wife or child to cancer. Is ready to PUNCH BACK.
- **Fervently believes** in what we are doing at ReversingCancer.org. Especially our five 80/20s unorthodox approach. Knows the traditional approaches are doomed. Isn't afraid to say it.
- **Superconnector.** Someone who likes to introduce people to each other and orchestrate events where that can happen.
- **Low maintenance.** Neither Jon nor I have space to micromanage anyone. We need someone who can do the job while meeting with me or Jon maybe once or twice a month.

Do you know someone who would be perfect for this position? Would YOU be perfect for this position? **Please contact our CEO Jon Correll at support@reversingcancer.org.**

We have been offered a beautiful facility near Beverly Hills to use for a fundraising event. The perfect applicant needs to think, "Wow, I would *love* to put something like that together! I would enjoy inviting guests to an occasion like that!"

You don't have to administrate that event – others will handle that stuff. You bring the vision. You fill the room.

Jon and I are also open to unconventional ways of defining this job. It could be a traditional fundraising professional who finds wealthy individual donors; but it could also be someone who knows how to work the grant and foundation circuit. Bring the talents you've got.

Gather 'round the Campfire

One of Evolution 2.0's leading supporters is the extraordinary serial entrepreneur Kevin Ham. Kevin is a huge Tour de France fan; in fact he is a sponsor of the Israeli cycling team. In August, Kevin invited his

Donate at www.evo2.org/cancer

employees from Reinvent and ChitChats, with several friends and colleagues, to a fundraising bike ride for us in Vancouver, Canada.

My son ZJ and I joined them. It was a fantastic time. Kevin attracts fascinating people and all conversations were engaging from breakfast until sundown. ZJ and I rode 15 of the 35 miles with gorgeous views of the North Shore Mountains. We camped out near a farmhouse in the foothills.

After the ride we gathered around a campfire and I gave a talk about the issues I write about in this newsletter.



Kevin asked everyone around the campfire, “Why are you here? Why is this significant to you?”

The most interesting comments were those who said, “I have to admit I’m skeptical.” They weren’t skeptical about *me*. They were skeptical that cancer is even curable at all. Most had not even realized how little progress has been made in the last 50 years. They did not know that cancer is the only disease that gets stronger, not weaker, when you fight it.

I said, “I applaud your skepticism because you can’t solve *any* problem until you reckon with how big that problem truly is.”

When you hear the cancer establishment say, “Cancer outcomes are 30% better than they were a generation ago,” they are NOT mentioning it’s mostly cuz people stopped smoking cigarettes. If you’ll pardon the pun... that’s smoke and mirrors. Smoking cessation and early detection count for almost all the cancer progress over the last 50 years.

Donate at www.evo2.org/cancer

Yes, breast and prostate cancer outcomes are better than they were decades ago, but those are the exceptions. Stage IV? They've barely moved the needle. You are as likely to die today as you were 50 years ago.

But I also told them about why I'm optimistic. I told them about the documented studies showing psychotherapy reduces cancer risk, especially for people who've experienced trauma.

I described Michael Levin's success with reversing cancer. I assured them ReversingCancer.org is not merely an *aspirational* name. Not something we hope we 'might be able to do someday.' No, reversing cancer is what we are doing *today*.

We will be doing a lot more of it, faster, as more dollars are committed to that research.

We're not yet *certain* that we're detecting cancer at Stage Negative One, but are on the cusp. Only two years ago Azra Raza had an idea. Today she has eight major hospitals that are screening patients in remission and very closely monitoring the results.

She now has people who are sequencing all of the data she collected from 60,000 tissue samples.

This is not a parked car. We are moving. We just need more gas.

I encouraged the doubters: "You *should* be skeptical. I know you've all seen the walkathons and ribbons and bike rides raising money to fight cancer. But most people don't have any idea what they're supporting, or where the money goes. That's why I want to show you where *your* money is going."

Our riders raised over \$30,000. Since it was a prototype for future events, and not widely publicized, I'm *very* excited about future rides.

Two years ago when I started my foray into the cancer fund raising universe, I approached some of my friends in the direct mail biz and asked to see fundraising material from cancer charities.

The samples I received were pathetic. "Here's a roll of return address labels, please send us \$25." *That was the extent of the story they were telling.*

I was aghast. "They don't have anything more interesting to say than *that*?"

Nothing about how the money will be used. Nothing about how the money they raise is getting results. A roll of return address labels.

When have you seen anyone raising money for cancer research who is bringing more hard evidence of progress than I show you here?

If you are involved in an organization that hosts fundraising events, support us! If your event is large enough, I'll come, speak and participate.

One of the best things about events is we get to sit down with people and have real conversations. There ain't nothin' more powerful than that. Newsletters, emails, blog posts, podcasts are fine, but nothing compares to live, in-person opportunities for attention and connection.

Donate at www.evo2.org/cancer

The piece that stimulated the most lively conversations at the ride was the research showing you can reduce your likelihood of even getting cancer by sorting through your emotional trauma.

One guy told me, “*I know why I got cancer. It was stress from an emotional issue. I know precisely where it came from.*” Several others have told me the same thing – including Jenny Davis, whose outstanding interview is coming in a future podcast.

I said to the group around the campfire, “Imagine you got cancer a year from now. Would you already know what that might have caused it? Do you have a childhood trauma or current emotional stressor you already know you ought to address?”

“The best advice I can give you is to get to work on it *now*. I have some emotional issues I'm working on right now that could be in the potential-cancer-causing category.”

Do I think I'm in imminent danger of getting cancer? No. But... do I know I have trauma triggers that make me angry and stress me out? Yes. And I'm dissolving them. They are on my front burner. They should be for you too.

Science vs. Religion = Cancer

Eighteen years ago on a bus in western China, I got into an argument about evolution with my brother Bryan. Our conversation shook me to the core. (Full story at evo2.org/pennstate.) It sent me down the rabbit hole that became what you are reading right now. I soon discovered that there were two polar extreme positions in the evolution debate.

We had the Neo-Darwinists who underestimate nature. And we had the creationists who underestimate God.

Radically secular versus radically religious.

They despise each other. They dug trenches so they could hurl grenades at the other side. “I'm not giving a single inch to the Bad Guys.” I have a good friend who believes the earth is 6,000 years old. I think he'd be willing to entertain the idea that it's a lot older, but he resists it *just because he feels he would be giving ground to the Bad Guys*.

The secular side doesn't underestimate nature *a little*. It *radically* underestimates nature... to a clownish degree. It reduces evolution to threadbare trivialities that anyone with an engineering background would recognize as a joke. It's not even a proper scientific theory. It reduces life itself to “survival of the fittest” and copying errors.

Errors don't lead to better systems. They lead to failed systems and ugly outcomes.

I suspect most old school Darwinists know this deep down. But they won't give an inch to the Bad Guys either. And since these stories form the fabric of our scientific framework, advancement in cancer research and a dozen other fields gets blunted. Stunted by refusal to acknowledge that nature is purposeful.

Imagine fighting a war where you believed your enemy was purposeless and blind... but they're not. You'd get your butt handed to you. Cancer researchers are losing the cancer war because science has underestimated nature at a wholesale level.

Donate at www.evo2.org/cancer

They underestimate their enemy.

Individual cells and systems of cells make impossibly complex, wise decisions based on very complex yet imperfect information. They are in so many ways smarter and more purposeful than any research scientist. That's why cancer cells are winning the war.

On the opposing team, many religious people are trained to believe the theory of evolution came straight from the pit of hell itself. If you believe every complex biochemical process or instance of new species has to be guided by the literal hand of God, you will similarly never grasp the power and self-directive nature of your opponent, the cancer cell.

Both sides are *religious*. (I believe *all* humans are religious.) I don't mean they go to mass or belong to an organized religion. I mean humans are the most dogmatic about the most ambiguous things.

You never see anyone pounding their fist on the table insisting on the veracity of gravity. That's because they don't have to. People pound fists about Donald Trump or Joe Biden or global warming or their favorite football team *to mask their uncertainty*.

The dogmatic atheists I debated with in the early days of Evolution 2.0 were indistinguishable from the most ardent sports fan. Might as well have painted their face and chest in their team colors. Card-carrying cult members. To assert that you somehow "know" that there is no supreme being or ultimate source is the consummate act of bravado.

Which only illustrates how powerful the religious impulse is. Even the most meticulously trained scientist is susceptible to this impulse. We are all tempted to be dogmatic.

Dogmatism steamrolls subtlety, bulldozes nuance, blinds us to discovery. Nature is subtle and crafty and mysterious. All it takes is dogmatism and fear of the "other side" for research to not get funded, results to not get published. Thus do our most valuable ideas end up in the dumpster.

Evolution 2.0 advances a framework in which naturalists gain a greater respect for nature and the spiritually-minded people host greater appreciation for the divine order. That nature and God are not in competition. Darwinists underestimate nature. Creationists underestimate God. Ironically, Evolution 2.0 calls out to both sides to *take their own theory more seriously*.

I don't talk about this religious piece very much, but if we're going to cure cancer, it must be addressed.

Why does the God part matter? Because any time you discard the notion that *the cosmos is divinely ordered*, you invariably end up trying to prove nature is dumb and haphazard... and we steamroll brilliant discoveries with our bloated egos.

In the early 1970s when we only understood 3% of the genome, the profession declared, "The other 97% is Junk DNA." They tossed 97% of the mystery, nuance and subtlety of nature in the dumpster.

Move on, nothing to see here, folks. It's garbage.

The junk DNA theory has been with us for 50 years now. It's lost steam in recent times, but it's not dead yet. That one phrase set us back decades.

Donate at www.evo2.org/cancer

“Junk DNA” was a darling of the evangelical atheists, and they used it as a cudgel. But not many religious people agreed 97% of our DNA was junk. People of faith have too much respect for the created order to buy that. Today we know that the other 97% is where the most interesting stuff is.

Lest you think I am exaggerating, visit the evo2.org blog and listen to my blog and radio debates with high profile atheist biologists Jerry Coyne and P.Z. Myers (type their names in the search bar) and witness their unblushing attempts to dumb down biology. You’ll find a recorded broadcast and multiple blog posts. If science is defined as a search for order in the universe, I don’t know how anyone can be more anti-science than they are. Butchering science to kill God.

How big of a mistake is it to underestimate nature by a factor of 10,000... for 100 years?

...But before you rush in to condemn those who gave us Junk DNA, don’t overlook the transgression on the religious side: “Eve ate the apple and God gave us cancer as a punishment for our moral failings.” Where I grew up, they drilled into my head that all suffering and death was because of “the fall.” Mankind bore the blame for every ounce of misery on the planet.

It ignores the fact that in the Garden of Eden story, there is a Tree of Life that is never touched. Why would we need a tree of life if everybody was already immortal? Somehow this question managed to get overlooked. What an erroneous and damaging belief about God. It implies we’re supposed to accept our fate instead of being healers.

The Genesis story is not saying that man introduced physical death to the world. It is telling us that man bailed on his assignment to be a steward and healer.

We are still abdicating our role as healers today. We can harness our scientific tools to figure out where cancer comes from. Cancer has physical and emotional causes that can be understood. We should use the reason the good Lord gave us to figure out.

The second half of *Evolution 2.0* untangles this thicket. I included an appendix titled *Genesis 2.0*, offering an updated way to read the Genesis story, which undergirds our very notion of human freedom in Western culture, and is paramount for preserving it; listen to my podcast episode “Why the Bible doesn’t make sense until you understand evolution,” <https://evo2.org/why-the-bible-doesnt-make-sense-without-evolution/>. This interpretation resolves the dissonance with our modern scientific context.

The very first statement of a scientific worldview to my knowledge comes from Wisdom of Solomon, a book in the Catholic apocrypha. It says “Thou hast ordered all things in weight and number and measure.” It was written circa 200 BC. It gave birth to science as we know it today. The notion that science is the victorious triumph of reason over faith and superstition is a *recent* fiction invented in the mid-1800s. I chronicle the history of this conflict on page 256 of *Evolution 2.0*.

This war between science versus religion is an unspoken actor in our lack of progress in cancer. It’s the #1 reason people deny purpose in nature. The shrapnel has wiped out careers and demolished professions.

Life and our cosmos express an order and a structure that is magnificent far beyond comprehension. Faith whispers to us in advance that the next layer of discovery will *always* be beautiful, elegant, remarkable and artistic.

Donate at www.evo2.org/cancer

Look at the stunning images we've been getting from the James Webb telescope this year. We're finding objects we thought were mere stars are entire galaxies. The universe just got bigger... even though it was always that big. We only discovered it in 2022.

We found more nuance, more subtlety, more mystery, more grandeur. I don't believe a single speck of it is junk.

For a long time I have been campaigning for a new renaissance. Part of this new renaissance is an awakening in science, a clarion call to stop underestimating and undermining the natural world.

Humility before the majesty of nature is crucial to keeping ourselves healthy in these perilous times.

Perry Marshall

How You Can Help

- WE ARE HIRING! Please introduce us to a fundraising professional who is looking for opportunity. Call or text our CEO Jon Correll at (858) 336-3061.
- Contribute to cancer research:
Donate at www.evo2.org/cancer
- Our Manifesto is posted online at:
<https://reversingcancer.org/donation-fundraising-letter>
The password is: now
- Our podcast is at <https://evo2.org/the-podcast/> and blog <https://reversingcancer.org/blog/>
- Contact us at support@reversingcancer.org

We Need Your Helping Hands

Evolution 2.0 is me, CEO Jon Correll, Mary McEvoy and a few other precious volunteers to contribute hours here and there. **We can use your hands-on assistance.**

Another thing you can do to help is fund our virus research. I know of no one who is bringing a full-fledged "Evolution 2.0" viewpoint on virus evolution. It's 501c3 not for profit, so you can go to evo2.org and make a tax-deductible donation.

We could also use some volunteers...

- **Administration and project management**
- Finances
- Scientific papers, research, and projects
- Film (documentary screenwriters, editors)
- **All** forms of marketing ad copywriting, buying Google, YouTube and Facebook traffic, writing blog posts, shooting videos, podcasts, publicity angles, news media
- Project management

Email evolution@evo2.org and let us know what your skills are and how you might like to help.

Donate at www.evo2.org/cancer

5 Rules for Funding Effective Cancer Research

The following are the 5 “80/20s” of Science Research 2.0. Our criteria for what we fund. Each eliminates 90% of suitors and multiplies our odds of success by 10X. This is why we believe we can achieve more in ten years than the government has achieved in 50, with far less money. **If you want to help win the war on cancer, this is where your money should go. Not to the IRS.**

How we invest your money	How the government wastes your money
<p>No Drugs. We don’t fund Big Pharma drugs; a drug will never cure cancer because drugs are <i>dead</i> and cancer is <i>alive</i>. Drugs play a role, but will never be THE key that unlocks cancer.</p>	<p>Addicted to Drugs. The government and Big Pharma are in bed and locked into a drug development → regulation → drug funding cycle that is self-reinforcing and locks out unfamiliar ideas.</p>
<p>The Enemy is SMART. Evolution 2.0 is the smart cell. Life is purposeful, cancer is intentional, and maybe even self-aware. The whole is greater than the sum of its parts, so the key is discovering what defines the whole.</p>	<p>The Enemy is Dumb. Evolution 1.0: Nature is blind and purposeless, “monkeys with typewriters” with natural selection and blind pitiless indifference. It’s “only” chemicals. Everything reduces to its component parts.</p>
<p>Does it WORK? Gold standard is <u>engineering</u>: Can you build it and does it work? The legendary scientist Richard Feynman said, “That which I cannot build, I do not understand.” Action, not analysis.</p>	<p>Do other scientists approve? Gold standard is <u>peer review</u>: Do other scientists (who are competing for the same dollars) like it and approve of it? Studies show that 70% of science research is not even reproducible.</p>
<p>Challenges the SYSTEM. ALL professions are run by “good ol’ boys clubs” and become blind to their own assumptions. We believe in threatening the status quo, questioning assumptions and killing sacred cows.</p>	<p>Preserves the status quo. I have consulted in 300 industries. No profession is more hobbled by peer pressure, cliques and political correctness than science. Scientists spend 40% of their time lobbying for government grants. It’s impossible to get anything done.</p>
<p>Skin In The Game. We fund researchers, scientists and doctors who have risked careers, reputations and personal resources to sustain projects they believe in.</p>	<p>The Buck Stops Nowhere. Bureaucrats are shielded from all personal risk. The purpose of bureaucracy is not to accomplish anything, but to obstruct accomplishment by anyone else.</p>

Donate Here: www.evo2.org/cancer

Donate at www.evo2.org/cancer