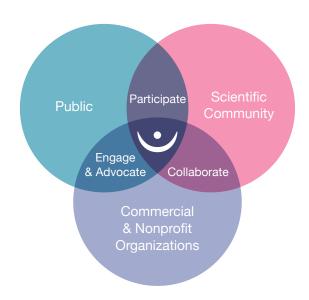
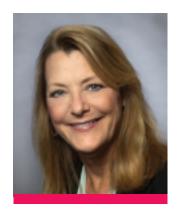
# Challenging the status quo...

Dr. Susan Love Research Foundation is dedicated to achieving a future without breast cancer by engaging the public and the scientific community in innovative research. We do this by performing and facilitating innovative and collaborative research, translating science to engage the public as informed partners, and inspiring novel research. We drive progress by being fast, flexible, and project-based, providing our expertise

and resources to find new solutions to eradicating breast cancer.

Dr. Susan Love Research Foundation brings together the public, the scientific community, commercial enterprises, and other nonprofits to further a common goal: end breast cancer and improve quality of life for people living with the disease.





#### From the Board of Directors

This year, Dr. Susan Love Research Foundation turned its attention to planning for the future. As we moved our current initiatives forward, we also devoted ourselves to charting our course for success over the next several years through a successful strategic planning process. We want to thank everyone who gave us feedback and participated in the effort – it's one more example of how all of you are critical to accomplishing our shared goals.

Meribeth J. Brand

Chair

Dr. Susan Love Research Foundation

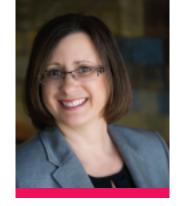
#### From the CVO and the CEO

This year our Foundation proved once again that we're different, that we shake up the status quo, that we think about – and then do – what others won't. We've remained steadfast in our search to find out what causes breast cancer and how to prevent it, but we're also finding ways to improve quality of life for people impacted by it now.

At this year's 8th International Symposium on the Intraductal Approach to Breast Cancer, we were able to award four pilot grants to teams doing truly innovative work on cause and prevention,







Heather Cooper Ortner

thanks to the generosity of Susan G. Komen and Atossa Genetics. These teams, made up of scientists and clinicians from several countries as well as breast cancer advocates, and convened at the symposium itself, are all focusing on exploring the use of next-generation technology to investigate the human breast and how it develops cancer.

In another innovative study, we moved forward with our grant from the National Institutes of Health to develop a self-reading portable ultrasound device that medical practitioners in resource-challenged countries can use to triage women with palpable breast lumps so those with cancer can get treatment more quickly. We've assembled a diverse group of partners to work with us – two major universities, a medical device manufacturer, and image recognition software developers. We recognized that people in low- to middle-income countries needed a new approach to breast cancer screening, and we're tackling the problem in a unique way.

In yet another forward-thinking project, this one to address the need for greater diversity in research studies, we launched Research Ambassadors for Community Health (ReACH). ReACH also seeks to bring our educational programs to diverse communities and, as a result, encourage these underrepresented groups to more actively participate in research.

Finally, to make sure that we would continue to forge ahead with breakthrough ideas and initiatives, we also began a strategic planning process to enable us to look three to five years into the future and develop an integrated plan of goals, objectives, and actions to propel us toward our ultimate goal of eradicating breast cancer. Working with the Center for Nonprofit Management, we convened a Strategic Planning Task Force; conducted interviews, focus groups, and online surveys with internal and external stakeholders; developed a better understanding of our own history and the environment in which we operate; and assessed our strengths, weaknesses, opportunities, and threats.

What we've learned thus far is encouraging, but it has also made us recognize that we have challenges to address. We learned, for example, that we are well respected and seen as innovative and creative – but that we have an opportunity to sharpen public understanding of our research priorities and accomplishments and of who we are as a Foundation. Our next step is creating our integrated plan and beginning to implement it. We look forward to that exciting work with optimism and assurance.

We thank you heartily for all that you've done over the past year – volunteering for studies through the Army of Women®, participating in the Health of Women (HOW) Study™, donating to our research, taking part in our International Symposium on the Breast – and we eagerly anticipate working with all of our supporters as we continue to make progress.

Susan M. Love, MD, MBA Chief Visionary Officer

Heather Cooper Ortner Chief Executive Officer

ership

## Army of Women®: Bringing Together Researchers and *People*

The Army of Women continued to build and nurture the critical relationship between researchers and people willing to participate in many different types of studies. This year, 77 new researchers registered with the Army of Women, and 2,008 new members joined – 840 of them without even having a personal history of breast cancer.

Since its beginning, the goal of the Army of Women has been to help researchers transition from experiments on mice and rats to working with human beings of every ethnicity, with and without breast cancer, and those at high risk. Army of Women members donate time, blood, tissue samples, and more, all to further research addressing critical questions to build a better understanding of breast cancer.



By the numbers:

- 77 new researchers registered
- 2,008 new members joined
- 1,787 members signed up for open studies
- 4 new studies opened for recruitment
- 12 recruitment calls to action issued
- 13 studies closed for recruitment

#### AOW Researcher Spotlight: Vanessa Sheppard, PhD

The Army of Women was an affordable, accessible, and uncomplicated method to identify potentially eligible breast cancer patients. We were able to successfully identify newly diagnosed women, interview them, and receive their medical records. With a limited budget, the Army of Women was a critical catalyst to our meeting our recruitment goal."

#### Current Study:

Women's Hormonal Therapy Initiation and Persistence (WHIP) Study, 2014

This study investigated how women taking hormonal therapy feel about their medication and how that leads to medication adherence. The team's accrual goal for the Army of Women was 300 women with any stage of ER+ breast cancer who were prescribed and/or were taking hormonal therapy. Within 12 hours of the request to participate, 683 women signed up for the study, with a total of 1,026 women signing up in the first week.



Vanessa Sheppard, PhD
Associate Professor
Department of Oncology
Lombardi Comprehensive Cancer Center
Georgetown University
Washington, D.C.

#### Past Studies:

STEPPING STONE (Survivors Taking on Nutrition & Exercise) Study, 2011 Protocol for Narrowing the Gap in Adjuvant Therapy (GAP) Study, 2009

#### AOW Member Spotlight: Tracey Sherman

I volunteered with Dr. Susan Love Research Foundation before I was ever diagnosed with breast cancer and the Army of Women had formed! I became a member of the Army of Women because I lost my mom to this horrible disease and want Dr. Love to figure out why women develop breast cancer. I always knew that one day I would be diagnosed, but thought I'd be older, not 48! I don't ever want my daughters to have to go through what I did!"



#### Health of Women (HOW) Study™: Mining Information and Insights From Real People

The Health of Women (HOW) Study continued to pioneer innovative research using an online cohort approach to question people over time. The participants are women and men with and without breast cancer from all over the United States. This year, we launched two new questionnaires: Quality of Life and Bacteria in the Breast.

Following on the success of last year's Collateral Damage Project (a crowdsourcing initiative), the Foundation released a HOW questionnaire asking participants about their quality of life. The questionnaire focused on problematic symptoms individuals had experienced at any point in their lives. By comparing symptoms in people who had been treated for breast cancer to symptoms in those who had not, we were able to distinguish between the collateral damage – the life-altering impacts – resulting from breast cancer and its treatments and challenges related to normal aging.

Of breast cancer survivors, only 36 percent reported an excellent overall quality of life, compared to 45 percent of those with no personal history of breast cancer. The clear implication is that more needs to be done to mitigate the collateral damage breast cancer patients must endure and that our commitment to ending breast cancer is well placed to ensure that future generations do not have to experience collateral damage.

The second questionnaire, about bacteria in the breast, explored a new hypothesis about the possible relationship between bacteria and breast cancer.



By the numbers:

- Active participants as of June 30, 2015: 53,017
- Active participants added during FY 2014-15: 2,635

 Questionnaires launched in 2014-15:
 October 2014 – Quality of Life 11,609 completed questionnaires
 May 2015 – Bacteria in the Breast 7,315 completed questionnaires

#### HOW Study Participant Spotlight: Jennifer Lee

I lost my sister in 2009 and my mother last year, both to breast cancer. I've seen ALL the various forms of suffering they went through. Now I live with the pain of their loss to our family. If research and study can lead to a cure, I'm all for it. If research and study can prevent future families from experiencing the losses our family has, count me in. I participate in HOW because I'm at risk – high risk – of developing cancer, and most likely breast cancer. And I participate in honor of my mother, my sister, my grandmother, and my great aunts."



## ReACH: Increasing Diversity in Research and Educating Underserved Communities

We launched the Research Ambassadors for Community Health (ReACH) program in February 2015 as a pilot program in the Los Angeles area. This program focuses on increasing awareness of research opportunities and boosting participation in research studies among diverse communities.

Because local advocates know how to engage their own communities about breast cancer, ReACH relies on them to serve as research ambassadors, or community liaisons, to support the Foundation's mission and activities – both research and educational resources. ReACH currently has 15 members, all recruited through the Army of Women.

## Research: Addressing Critical Questions No One Else Is Asking

We conduct and collaborate on innovative, out-of-the-box research no one else is doing, or will do. Only by looking down all avenues will we be able to achieve our goal of eradicating breast cancer in the future and improving the lives of people impacted by it now. This year we initiated two new collaborations and furthered research on a third.

#### NIH-Funded Self-Reading Portable Ultrasound Study

In August 2014, we received a nearly \$1 million grant from the National Institutes of Health (NIH) to continue the development of technology aimed at addressing the lack of resources for diagnosing and treating breast cancer in low-and middle-income countries (LMICs). Breast cancer is the leading cause of death and disability among women in LMICs, and we recognized that a low-cost, easy-to-use device to triage women with palpable breast lumps would be invaluable in helping practitioners identify whose lumps were malignant and should be biopsied and whose were benign.

Working with several collaborators – two major universities, a medical device manufacturer, and image recognition software developers – we began work on a portable self-reading ultrasound, using image-enhancing algorithms and computer-aided detection and diagnosis (CAD).

In the next year we will conduct a clinical validation trial for the device at county hospitals in Southern California. The NIH will then decide whether the results warrant the study moving to the next phase, to validate the device's effectiveness and level of acceptance in a developing country.

If the self-reading portable ultrasound works as anticipated, it will enable overly stressed LMIC healthcare facilities to focus resources on the women most likely to benefit from further intervention.



# Cause and Prevention

#### Mapping Study

Most of human anatomy is well understood, but the breast and its ducts are still largely understudied. Since breast cancer is believed to start in the lining of the breast ducts, understanding the ductal system is necessary to finding the cause. To remedy this, we intend to map the breast duct system. The map should also aid surgeons, especially those operating on women with ductal carcinoma in situ, in identifying the area of the breast involved and the usual pattern of ducts in that area.

Beginning in fall 2015, we will conduct an exploratory study using automated whole-breast 3D ultrasound to uncover the normal ductal patterns in lactating women. Lactating women are ideal for this study because they already have fluid in their ductal system, allowing the ducts to be seen on ultrasound.

A respected collaborating institution, skilled in imaging and data analysis, was sent the de-identified images from the ultrasounds. After comparison and analysis, the next step is to build a model of the breast duct system.

#### Biome Study

We continued our collaboration with a noted immunologist on a study investigating bacteria and viruses in ductal fluid.

We began this collaboration in 2012 with the assumption that breast cancer could have an infectious origin. In January 2014, our collaborators confirmed the presence of bacteria in the breast using tissue samples that were at their disposal.

This year, we began investigating bacteria and viruses in the ductal fluid of living women. We analyzed bacteria and viruses present in the ductal fluid collected from 48 women, half with breast cancer and half without. By studying ductal fluid from women who have been diagnosed with breast cancer and those who have not, we will be able to identify important differences, leading to new insights into the cause of breast cancer.





## International Symposium on the Breast: Stimulating Novel Ideas by Convening Thought Leaders with Differing Expertise

In February 2015, we hosted the 8th International Symposium on the Breast: Using Next Generation Science to Understand the Normal Breast and the Development of Breast Cancer.

Like previous symposia, this symposium, held in Santa Monica, California, gathered world-class researchers, clinicians, and advocates from multiple disciplines in an intimate think-tank environment to stimulate ideas, collaboration, seed-funding opportunities, and ultimately breakthroughs to end breast cancer. Attendees hailed from all over the world, from the Netherlands to New York to Orange County, California, to spend three days hearing presentations on current breast cancer research and schools of thought and forming collaborations to advance research.

At the symposium, multidisciplinary teams were challenged to develop and present proposals to further research into the cause and prevention of breast cancer. The teams had two days to complete their proposals and had to include a researcher, a clinician, and an advocate.

Susan G. Komen and Atossa Genetics partnered with us to fund a total of \$70,000 in pilot grants. An expert panel evaluated the proposals, and the grants were announced at an award dinner on the final evening. Four pilot grants were awarded to research projects to explore using next-generation technology to investigate the human breast and how it develops cancer.



Cancer? The Critical Role of Extracellular Matrix and Microenvironment

in Metastasis and Dormancy."



Dr. Susan Love, Dr. Amy Degnim, Susan G. Komen CEO Dr. Judy Salerno, and Dr. Susan Love Research Foundation Chair Meribeth Brand.



Dr. Susan Love, Meribeth Brand, Advocate Linda Wilkes, Dr. Judy Salerno, Dr. Fatih Levent Balci, and Dr. Sheldon Feldman.



Meribeth Brand, Dr. Susan Love, Dr. Ann Hopkins, Dr. Judy Salerno, and Dr. Sara Sukumar.



Dr. Susan Love, Meribeth Brand, Atossa Genetics CEO Dr. Steven Quay, Advocate Lissa Levine, and Dr. Sara Sukumar.

#### Immune Profiling of Benign Breast Disease

THE STUDY: Explore whether immune profiling of lymphocytes in women with benign breast disease can predict who will go on to develop breast cancer. This research could lead to the identification of new predictive markers for breast cancer risk and opportunities for prevention.

#### THE CONSORTIUM:

- Sabina Adhikary, PhD, John Wayne Cancer Institute at Providence Saint John's Health Center
- Amy Degnim, MD, Mayo Clinic
- Peter Sieling, PhD, John Wayne Cancer Institute at Providence Saint John's Health Center
- Michelle Rakoff and Lissa Levin, Advocates

The Award: \$16,000

#### Optical Coherence Tomography for Breast

The Study: Investigate the feasibility of using optical coherence tomography (OCT), utilized in cardiology to look at blood vessels from the inside using light to create three-dimensional images, to distinguish different types of breast cells and tissues and show features of invasive cancers or ductal carcinoma in situ that are detected on ultrasound or mammography. This work could identify reproducible ways to image early changes in the ducts and set the stage for prevention studies.

#### THE CONSORTIUM:

- Sheldon M. Feldman, MD, Columbia University
- Fatih Levent Balci, MD, Acibadem University, Istanbul
- Christine P. Fleming, PhD, Columbia University
- Linda Wilkes, Advocate

The Award: \$17,000

## Intraductal Therapy & Prevention of Breast Cancer: De-Jamming JAM-A

The Study: Analyze overexpression of a protein called JAM-A in ductal carcinoma in situ (DCIS), determine whether this expression correlates with clinical factors, and investigate whether treatments delivered directly into the breast ducts could target JAM-A and prevent or reduce DCIS. (JAM-A has been associated with breast cancer progression, and its overexpression has been shown to be predictive of an aggressive tumor and a poor prognosis.) This research could lead to prevention of invasive breast cancer through a local means.

#### THE CONSORTIUM:

- Sara Sukumar, PhD, Johns Hopkins University School of Medicine
- Ann Hopkins, PhD, Royal College of Surgeons in Ireland
- David Euhus, MD, and Vered Stearns, MD, Johns Hopkins University School of Medicine
- Kim Wright, MS, Advocate

The Award: \$17,000

#### TLR5 Agonist-Antitumor Immunity

THE STUDY: Determine the safety and effectiveness of intraductal flagellin, a bacterial protein, in inhibiting the growth of breast cancer cells, with the ultimate goal of conducting a clinical trial of intraductal flagellin in breast cancer patients. This could prove to be a way to prevent invasive breast cancer from developing.

#### THE CONSORTIUM:

- Peter Sieling, PhD, John Wayne Cancer Institute at Providence Saint John's Health Center
- Sara Sukumar, PhD, Johns Hopkins University School of Medicine
- Maggie DiNome, MD, John Wayne Cancer Institute at Providence Saint John's Health Center
- Lissa Levin and Michelle Rakoff, Advocates

The Award: \$20,000

#### Act with Love™: Supporting Us Through Peer-to-Peer Fundraising

Act with Love, our peer-to-peer fundraising program, continued to grow throughout the year and saw the addition of many new events, as well as several returning fundraisers. Over 20 Act with Love fundraisers were held across the country, ranging from school fundraisers to golf tournaments to private events. Besides supporting us with much-appreciated funding, these local events help us engage the public and spread the word about our groundbreaking research.

#### Thank You to Our Standout Act with Love Fundraisers



#### Mira Costa High School and Dig Pink

For the third year in a row, the girls' volleyball team at Mira Costa High School, in Manhattan Beach, California, hosted their annual Dig Pink volleyball meet to raise thousands of dollars for breast cancer research. Now attended by some 400 supporters, the event has become a meaningful way for young athletes to give back.



Be Bold, Be Bald!

For the fourth year in a row, supporters from across the country joined us to participate in Be Bold, Be Bald! Either shaving their heads or wearing a bald cap for one day, these people put their hair on the line to raise money and show solidarity with cancer survivors who have lost their hair during their fight against this terrible disease. Trish van Til participated for the first time by shaving her head to celebrate ten months of remission from breast cancer. She raised well over \$1,000 but gave some of her friends a scare when they thought she might be back in chemo. Happily, she wasn't.





#### Did You Know?

You can Act with Love for a future without breast cancer by donating your birthday, running a half-marathon, hosting a dinner party, organizing a benefit yoga class, or organizing any other activity you can imagine.

Visit events.DrSusanLoveResearch.org to learn how to plan your own event.

#### Walk with Love™: Our Annual Signature Event

Walk with Love 2015 brought together almost 900 participants who raised approximately \$250,000 for the Foundation. Since its creation as a community walk in 2008, this 5K walk/run has continued to grow year over year and has garnered virtual walkers across the country. Even dogs were invited to strut their stuff this year! And for the first time, we established an executive honorary chair and committee, composed of dedicated longtime supporters who helped to increase our reach in participation, media, and sponsorship.

We thank you for your continued support!



## The Power of Partnership: Benefiting From the Generosity of Like-Minded Businesses

Thanks to the efforts of our valued partners – Ford Warriors in Pink, Chavez for Charity, and Panera Bread Company – this year we received over \$100,000 in cause-marketing donations. Without our corporate partners, we would be hard pressed to continue our innovative research and education programs on the same scale.



#### Ford Warriors in Pink

Ford Warriors in Pink honors those who have demonstrated strength and courage in their battle with breast cancer. When visiting their website, www.fordcares.com, shoppers can choose to donate 100 percent of the net proceeds from their purchase to Dr. Susan Love Research Foundation.



#### Chavez for Charity

Chavez for Charity is the philanthropic collection of colorful jewelry designed by Julie Marie Chavez, founder and creative director of the fashion jewelry line mariechavez. Chavez for Charity donates 25 percent of proceeds from its pink bracelets and necklaces to us. The beautiful jewelry can be purchased online at chavezforcharity.com and at many Whole Foods stores nationwide.



#### Panera Bread

During the month of October, Panera Bread's more than 50 cafés in Southern California and Paradise Cafés in Arizona donated proceeds from the sale of their signature Pink Ribbon Bagel\* to us.

#### **Financials**

81 cents of every dollar is invested in research and public education programs.



#### **Statement of Financial Position**

June 30, 2015

Assets
--------

Cash and cash equivalents	\$ 143,826
Accounts receivable	\$ 55,000
Contributions and grants receivable	\$ _
Prepaid expenses	\$ 27,697
Investments	\$ 2,423,971
Patents, net	\$ 11,102
Property, equipments and website, net	\$ 419,201
Security deposit	\$ 21,261
TOTAL ASSETS	\$ 3,102,058
Liabilities	
Liabilities	\$ 211,272
TOTAL LIABILITIES	\$ 211,272
Net Assets	
Unrestricted:	
Operating net assets	\$ 2,415,786
Board-designated operating reserves	\$ 475,000
Total Unrestricted	\$ 2,890,786
Restricted	\$ 
TOTAL NET ASSETS	\$ 2,890,786
TOTAL LIABILITIES and NET ASSETS	\$ 3,102,058

#### **Statement of Activities**

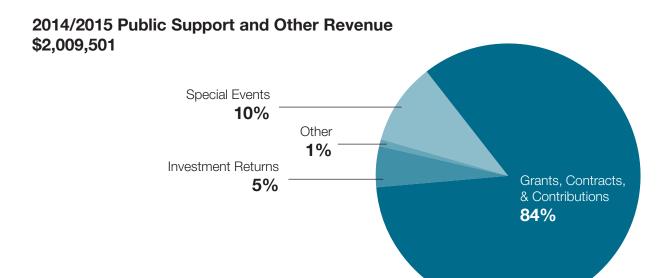
for the Year Ended June 30, 2015

#### 2014/2015

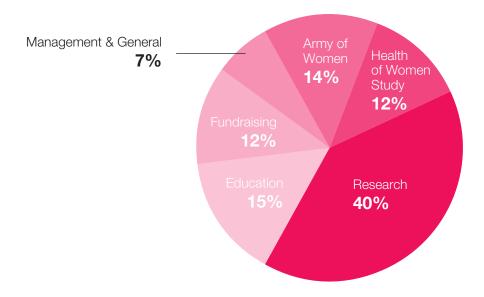
#### **Public Support and Other Revenue**

Grants, contracts, contributions	\$ 1,700,508
Other	\$ 20,627
Special events	\$ 194,021
Investment returns	\$ 94,345
TOTAL 2014/2015 PUBLIC SUPPORT AND OTHER REVENUE	\$ 2,009,501
2014/2015 Expenses	
Research	\$ 1,203,204
Army of Women	\$ 422,652
Health of Women Study	\$ 341,296
Education	\$ 434,976
Fundraising	\$ 367,244
Management and general	\$ 206,440
TOTAL 2014/2015 EXPENSES	\$ 2,975,812
Change in Net Assets	\$ (966,311)
NET ASSETS, Beginning of Year	\$ 3,857,097
NET ASSETS, End of Year	\$ 2,890,786





### 2014/2015 Expenses \$2,975,812



These financial statements were abstracted from Dr. Susan Love Research Foundation's June 30, 2015, financial statements, which were audited by Hensiek & Caron Certified Public Accountants. The audited financial statements are available on the Foundation's website at www.DrSusanLoveResearch.org and are also available from our office upon request.

#### Give with Confidence

Dr. Susan Love Research Foundation has earned the prestigious distinctions of being a Better Business Bureau Accredited Charity, a Charity Navigator Four-Star Charity, and a GuideStar Silver Level Charity.

#### **Donations and Honor Roll**

## We are grateful for every contribution, large or small, from our generous donors.

\$100,000+

Sharon Disney Lund Foundation

Anonymous

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Team Detroit Cheryl Wilen

\$10,000-\$24,999 Amgen USA Anonymous Helene Brown

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Speed Rack Barry West

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\$2,500 -\$4,999 Meribeth J. Brand Hillary Caston Harry Ericson Doug Fay

First Picks Bread Company LLC

\$2,500 -\$4,999 (cont'd)

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\$1,000-\$2,499 Al & Ed's Autosound

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Michelle Williams Ann Winterbottom Lydia Woodward

In addition to the donors listed, 4,809 other donors contributed a total of \$391,494 to help us end breast cancer.

#### **Board of Directors**

Dr. Susan Love Research Foundation's board of directors advises, assists, and aids in our efforts to be at the forefront of breast cancer research and to promote education and advocacy in the community. Our board members are deeply passionate about our mission, devoting countless hours to the oversight and governance of the Foundation. We are grateful for their service and dedication to our cause.

Susan Love, MD, MBA Meribeth Brand Natalie Hagan Helene Brown Chair Chief Visionary Officer Secretary Kate McLean Sonya Rosenfeld Karen Duvall, MD William J. Greene, Jr. Melissa Wayne

Vice Chair Treasurer

#### **Scientific Advisory Committee**

Dr. Susan Love Research Foundation's Scientific Advisory Committee is composed of healthcare professionals, researchers, advocates, and other stakeholders. The committee reviews requests from scientists seeking Army of Women® volunteers to participate in studies and supports the Health of Women (HOW) Study™ by reviewing questionnaires and providing guidance. These individuals are chosen based on their breast cancer expertise and commitment to ending the disease.

RESEARCHERS

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Leslie Bernstein, PhD City of Hope

Donald Berry, PhD The University of Texas, MD Anderson Cancer Center

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Susan Clare, MD, PhD Northwestern University

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Patricia Ganz, MD

University of California, Los Angeles, Schools of Medicine & Public Health and Jonsson Comprehensive Cancer Center

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Breast Cancer Survivors Support Project

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Debra Madden

National Breast Cancer Coalition & Ann's Place: the Home of I Can

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California Breast Cancer Organizations



Dr. Susan Love Research Foundation 16133 Ventura Boulevard, Suite 1000 Encino, CA 91436 310-828-0060 www.DrSusanLoveResearch.org







