

THE LARGEST PRIVATE FUNDER OF  
MELANOMA RESEARCH • FUNDING MORE  
THAN \$60 MILLION IN CUTTING EDGE  
STUDIES • ENSURING 100% OF DONATIONS  
GO TO RESEARCH • SUPPORTING 144  
RESEARCH PROGRAMS • SUPPORTING  
18 CLINICAL TRIALS • RELENTLESSLY  
PURSUING NEW DISCOVERIES FOR  
MELANOMA PATIENTS & ANYONE AT RISK  
POWERFUL RESEARCH. FASTER RESULTS.

**Melanoma**  

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**Research Alliance**

Melanoma is one of the fastest growing cancers in the US, with incidence tripling over the last 30 years.

Every hour, melanoma takes another  
life in the United States.

But there is hope...



Mission

MRA is leading the way to  
a day when no one suffers  
or dies from melanoma

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## Targeting a Growing Problem

Your skin may be the body's largest organ, but the most deadly type of skin cancer starts out small. Melanoma progresses with alarming speed, quickly evolving from changes in a mole to metastatic disease affecting other parts of the body. Despite recent scientific progress, the median survival for patients with advanced metastatic melanoma is still less than one year.

Melanoma is a growing global health problem with more than 200,000 new cases diagnosed around the world each year. In the United States alone, incidence of this lethal skin cancer has tripled over the last three decades. More than 76,000 Americans are diagnosed with melanoma annually, and more than 9,700 die from it. The disease can strike anyone, regardless of gender, ethnicity, or age. Alarmingly, melanoma is one of the most common forms of cancer diagnosed in young adults, and the most common form diagnosed in people aged 25-29.

Through strategic investment in research, dynamic collaborations, and a tireless pursuit of better outcomes for melanoma patients, the Melanoma Research Alliance (MRA) is leading the way against this disease. Our passion has helped us accomplish much in our short history, but much more remains to be done as we work toward a day when no one suffers or dies from melanoma.



Richard Marais, PhD  
Cancer Research UK Manchester Institute

# Model

## Amplifying Impact

Founded in 2007 by melanoma survivor Debra Black and her husband, Leon, MRA has ushered in a dynamic new era of scientific progress. MRA has become the largest private funder of melanoma research, funding more than \$60 million in cutting edge studies and leveraging millions more from other sources. Thanks to the generous support of our founders, 100% of donations to MRA directly support our research program.

MRA is a trusted leader in scientific discovery. Our funds have supported 144 research programs at institutions in 14 different countries. To date, MRA funds have supported 18 clinical trials, and MRA-funded research has been featured in more than 115 papers published in respected scientific journals. Our research model places an emphasis on smart investments, researcher accountability, and strategic collaborations. This framework allows MRA to relentlessly pursue promising new discoveries for melanoma patients and all who are at risk.

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# 6

**NEW THERAPIES**  
APPROVED SINCE  
MRA'S LAUNCH

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# 21

**PATENT APPLICATIONS**  
FILED FOR NEW RESEARCH  
AND TREATMENT TECHNOLOGY

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# 18

**CLINICAL TRIALS**  
TO TEST NEW  
MELANOMA TREATMENTS

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# 600

**INVESTIGATOR PRESENTATIONS**  
DELIVERED AT CONFERENCES  
AROUND THE WORLD

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# 170

**NEW COLLABORATIONS  
ENHANCING RELATIONSHIPS  
AMONG ACADEMIA, GOVERNMENT  
AND THE HEALTH CARE INDUSTRY**

Tara Gangadhar, MD  
Abramson Cancer Center  
of the University of Pennsylvania



**Paul Chapman, MD**, *Memorial Sloan Kettering Cancer Center*

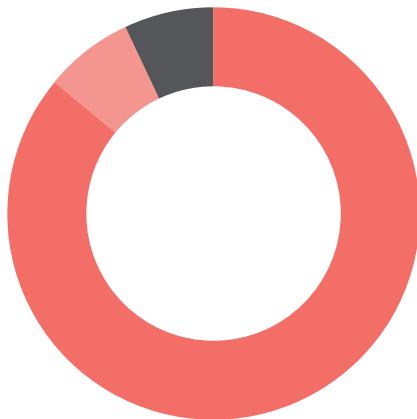
**Kim Margolin, MD**, *University of Washington/Fred Hutchinson Cancer Research Center/Seattle Cancer Care Alliance*

**Suzanne L. Topalian, MD**, *Sidney Kimmel Comprehensive Cancer Center, Johns Hopkins University School of Medicine*

**Keith T. Flaherty, MD**, *Massachusetts General Hospital Cancer Center*

**Antoni Ribas, MD, PhD**, *University of California, Los Angeles*

## Funding by Area



**\$3.7M**

Diagnosis / Staging

**\$3.6M**

Prevention

**\$53M**

Treatment

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# Research Strategy

## Investing in Transformative Research



MRA awards catalyze transformative advances in melanoma research through strategic investment in better prevention, diagnostic, and treatment approaches. All funding proposals are rigorously peer-reviewed by MRA's world-class Grant Review Committee. Successful research proposals are defined by outstanding scientific merit, whether they employ established research avenues or high-risk, high-reward paths.

## MRA's portfolio of awards includes:

- Young Investigator Awards, funding early career scientists with novel ideas
- Pilot Awards, testing potentially transformative ideas
- Established Investigator Awards, supporting investigators with an exceptional track record
- Team Science Awards, promoting multidisciplinary melanoma research advances
- Academic-Industry Partnership Awards, fostering cross-sector collaboration between academic and industrial sectors

# Global Reach

United States, Australia, Belgium, Canada, England, France, Germany, Israel, Netherlands, New Zealand, Norway, Spain, Sweden, Switzerland

Leveraged  
Funding

\$60.3 M

Total MRA Funding



\$63.1 M

Total Leveraged  
Funding

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# Collaboration & Advocacy

## Working with All Stakeholders

Innovative alliances are integral to MRA's mission. MRA partners with individuals, foundations, and corporations who share our passion for defeating melanoma. Our awareness collaborations help educate millions about protecting themselves from the sun's damaging rays, avoiding indoor tanning, and monitoring changes in their skin. MRA also establishes unique research collaborations with other foundations, academic institutions, and biopharma companies to co-fund critical research. Through our partners, we effectively and efficiently amplify our impact in the field.

## Spurring Change Through Policy

MRA views government as an important stakeholder in the fight against melanoma and advocates for policy changes to ensure better outcomes for melanoma patients and those at risk. Working with senior policymakers in Washington, DC, MRA contributes its trusted scientific voice to offer constructive solutions, highlight the urgency for innovative new treatments, and focus resources and attention on defeating melanoma. In addition, MRA participates on national advisory committees and coalitions, engages with the FDA, convenes meetings on Capitol Hill, and lends its scientific expertise on proposed regulations.

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# MRA in Action

“We support MRA because 100% of our gift will directly support talented researchers and physicians around the world”

## Connecting the Dots to Improve Outcomes

Melanoma has affected the Botica Family intimately, and when mom Christine was diagnosed with stage IV disease in August of 2011, she sought treatment at the Dana-Farber Cancer Center with Dr. Stephen Hodi, the same doctor who had cared for her sister. “A melanoma diagnosis is frightening at any stage,” says Christine. “But I knew I would receive extraordinary care from Dr. Hodi, who is not only a devoted physician, but one of the world’s leading melanoma researchers.”

Dr. Hodi serves on MRA’s Medical Advisory Panel and was the recipient of a 2009 MRA Established Investigator Award. “My work into combinations of immune-based therapies would not have been possible without financial support from MRA,” he says. “MRA has brought new urgency to this field, and helped expand treatment options for patients.”



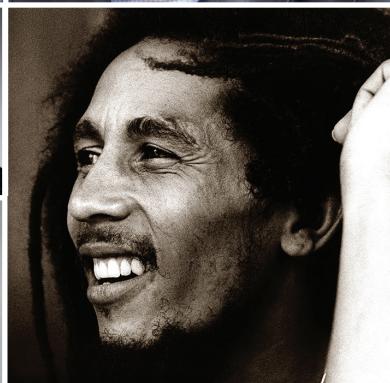
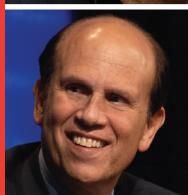
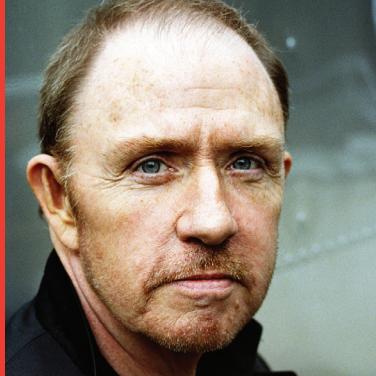
“...2 1/2 years later,  
my disease is stable  
and my quality of life  
is unchanged.”

“After our family learned how MRA was impacting Dr. Hodi’s research, we wanted to help,” adds Christine. “We support MRA because 100% of our gift will directly support talented researchers and physicians around the world who are working to stop this disease. I am currently in a clinical trial with Dr. Hodi, and 2 1/2 years later, my disease is stable and my quality of life is unchanged.”

Christine’s daughter Anne has made stopping melanoma her business. She and longtime friend Monique Moore founded Mott 50, a UPF clothing company and MRA corporate ally dedicated to melanoma prevention. “We work together to raise melanoma awareness through social media and consumer campaigns, and a percentage of Mott 50’s sales are directed back to MRA’s research program,” says Anne. “Then, MRA gives grants to researchers like Dr. Hodi, providing hope for more patients and families like ours. Everything comes full-circle.”

Legacy

Defeating  
Melanoma,  
With  
Your Help



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Every hour, melanoma takes another life in the United States. But there is hope. Since MRA's first research award, the melanoma field has undergone sweeping change. Six new treatments have come to market for patients with metastatic disease, including the BRAF melanoma-targeted drugs vemurafenib, dabrafenib and trametinib, as well as the immunotherapeutic ipilimumab. Investments in research continue to pay off. The melanoma pipeline is full of promising treatments, including anti-PD1 antibodies and combination approaches aimed at preventing and overcoming resistance to therapy.

Through research awards, high-level collaboration, and policy advancement, MRA is making strides to ensure the development of more effective melanoma preventative, diagnostic, and treatment approaches. MRA continues its quest for the most groundbreaking advances through strategic investments—fast-forwarding scientific discoveries because patients shouldn't have to wait.

With 100% of donations going directly to research, your support will help MRA meet its goal of accelerating new treatments to patients and ultimately stopping suffering and death due to melanoma.

*"In the mid-1970s, soon after I had begun my first philanthropic initiatives in support of medical research, my father was diagnosed with terminal malignant melanoma. At the time, there were few treatment options available to such patients, and he died within a few years. Today, the fields of melanoma research and treatment have moved light years ahead. MRA is driving this life-saving work and offering patients everywhere a much fuller measure of hope."*

**- Michael Milken | MRA Board Member**



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# **Melanoma**

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## **Research Alliance**

1101 New York Avenue, NW, Suite 620  
Washington, DC 20005  
[curemelanoma.org](http://curemelanoma.org)  
[info@curemelanoma.org](mailto:info@curemelanoma.org)