



Melanoma
Research Alliance

Fast-Forwarding **a Cure for Melanoma**

Vision

Targeting an Urgent Problem

Melanoma often starts out small, misleadingly insignificant—a change in a mole, a mark on a fingernail. But the consequences can be huge—and deadly. Melanoma is a growing, global problem with 132,000 new cases diagnosed around the world each year.

In the United States alone, incidence of this lethal form of cancer has tripled over the last three decades. More than 70,000 Americans are diagnosed with melanoma annually, and more than 9,000 die from it. This disease can strike anyone, regardless of gender, ethnicity, or age and is the most common form of cancer for those just getting their start in life—young adults. And median survival for patients with advanced metastatic disease is still less than one year.

Finally, there is now new hope in the field of melanoma research, and the Melanoma Research Alliance (MRA) is leading the way to a day when no one suffers or dies from melanoma. With recent progress, there is much to be hopeful about as we pursue this goal.



Debra Black
Co-founder and Chair



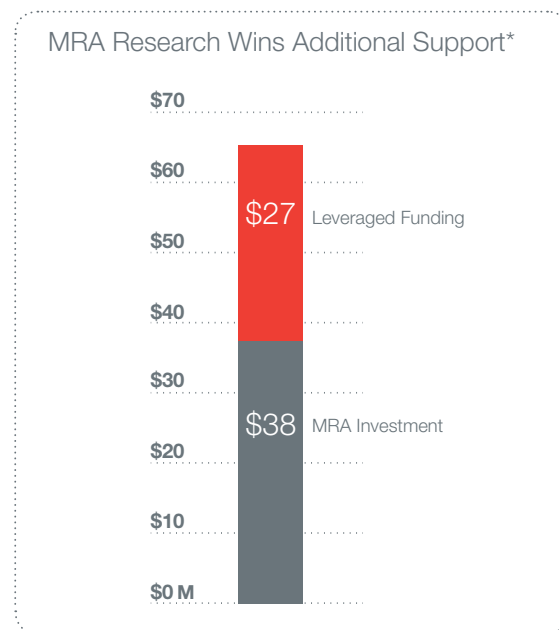
Wendy K.D. Selig
President and CEO

Investing in Accelerated Solutions

Founded in 2007 by melanoma survivor Debra Black and her husband Leon, MRA is fast-forwarding a cure by underwriting a dynamic new era of melanoma research. MRA has become the largest private funder of melanoma research, funding millions of dollars in cutting edge research and leveraging millions more from other sources.

Applying the proven business framework of the Milken Institute, MRA has become a trusted leader in scientific discovery. Through research investment, active collaboration, and policy advancement, MRA is relentlessly pursuing promising new discoveries for melanoma patients and all who are at risk.

Thanks to the generous support of our founders, 100 percent of public donations to MRA directly support MRA's research program.



*2008-2012 Funding

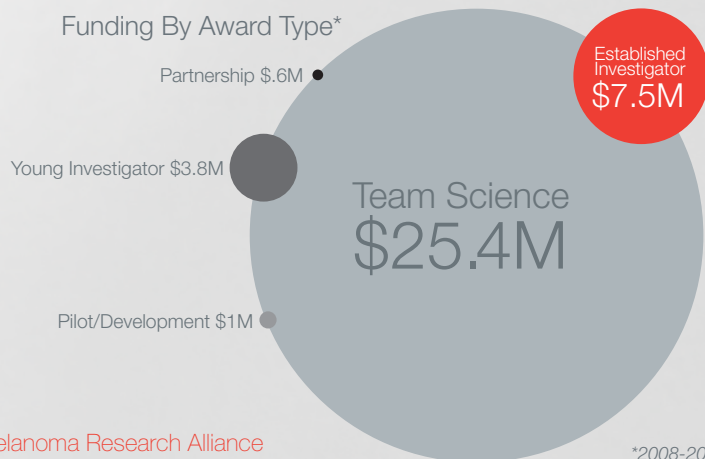
Research

Working Toward a Cure

MRA awards have catalyzed transformative advances in the field of melanoma research through strategic investments in better prevention, diagnostic, and treatment approaches. Research projects are defined by outstanding scientific merit, whether they employ established research avenues or high-risk, high-reward paths that go on to yield millions in additional research funding from traditional sources. All funding proposals are rigorously peer-reviewed.

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



Collaboration & Advocacy

Fostering Collaboration to Amplify Our Reach

Innovative alliances are integral to MRA's mission. MRA partners with individuals, foundations, organizations, and corporations who share our passion for defeating melanoma. These collaborations help educate millions about protecting themselves from the sun's damaging rays, avoiding indoor tanning, and being diligent about monitoring changes in their skin. MRA also engages in unique collaborations with other foundations to co-fund research and enhance impact. Through our partners, we effectively and efficiently amplify our reach in the field.

Leveraging Progress Through Policy Change

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 at the National Institutes of Health, the Food and Drug Administration, Department of Health and Human Services, and Congress, 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, convenes meetings on Capitol Hill, and lends its scientific expertise on proposed regulations.

Melanoma Stories

For more melanoma stories, please visit <http://www.curemelanoma.org>



Jennifer Berry Gooden, Miss America 2006

I was 25 years old in March 2009 when I realized I needed to go in for my yearly skin check. There had been a small spot on my left ankle that was fairly new at my last visit but wasn't of any concern at the time. During my appointment, the dermatologist told me he'd like to biopsy the spot. I was shocked, since he felt it was fine the year before. The biopsy showed that it was melanoma. On the day of the surgery I arrived at the hospital with butterflies in my stomach. I was given all the scary potentials as I signed all my consent forms. A week or so later, I got the call that I wanted to get—the biopsy on my lymph node had come back completely clear. For the first time in over a month, I could breathe. My life was saved by that first dermatology appointment. Go for your yearly skin checks. Protect your skin. You may save your very own life.



Tim Bullock, Ph.D., University of Virginia, MRA Awardee

Medical research is fraught with challenges, and melanoma poses an especially difficult set of questions. Dr. Timothy Bullock, trained as an immunologist, is specifically interested in working out aspects of the relationship between melanoma and the immune system. As an early career scientist in cancer research, Bullock received an MRA Young Investigator Award in 2008. This support helped his lab optimize a therapeutic melanoma vaccination strategy designed to boost the T cell response to specific targets expressed by melanoma cells. “MRA is a motivational organization that brings together the research community. At the end of each interaction we find ourselves highly invigorated to take on this very challenging disease,” he says.

Improving Patient Outcomes, With Your Help

Every hour, melanoma takes another life in the United States. But there is hope. Through research awards, high-level collaboration, and policy advancement, MRA is making quick strides to ensure the development of more effective melanoma preventive, diagnostic, and treatment approaches. MRA continues its quest for the most groundbreaking advances through strategic investments—fast-forwarding scientific discoveries because the patients *shouldn't have to wait*.

With your support, MRA will meet its goal of bringing new treatments to bedside within five years and ultimately speeding the day when no one suffers or dies from 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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