

Melanoma  
ResearchAlliance

**Fast-Forwarding a Cure for Deadly Skin Cancer**

# 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 most lethal form of skin cancer has tripled over the last three decades. Nearly 70,000 Americans are diagnosed with melanoma annually, and 9,000 die from it. This disease strikes everyone, regardless of gender, ethnicity, or age and is the most common form of cancer for those just getting their start in life, young adults.

Despite the urgency of this problem, median survival for patients with advanced metastatic disease is still less than one year.

However, after decades of little progress, there is 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.**

# Impact

## Investing in accelerated solutions

“There is so much excitement in the melanoma field as a result of recent, highly promising developments for treating advanced disease. Our goal is to work with everyone out there to accelerate that progress.” **DEBRA AND LEON BLACK, MRA FOUNDERS**

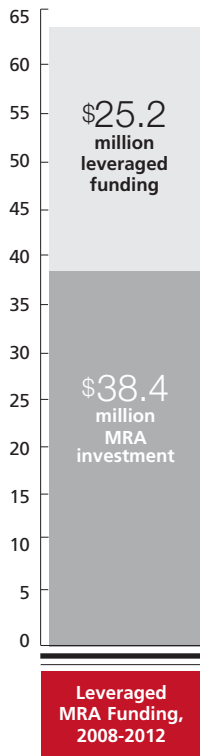
Founded in 2007 by melanoma survivor Debra Black and her husband Leon, MRA is fast-forwarding a cure by underwriting a dynamic new era of melanoma research. In a few short years, MRA has become the largest private funder of melanoma research.

Leveraging 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 treatments for this life-threatening disease.

> Thanks to the generous support of our founders, **100 percent** of public donations to MRA directly support melanoma research.

# 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.

*Our 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

## **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 their skin from the sun's damaging rays, avoiding indoor tanning, and being diligent about monitoring changes in one's 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.

# Advocacy

## **Leveraging progress through policy change**

MRA views government as an important stakeholder in the fight against melanoma, advocating 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, and Congress, MRA leverages 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 by submitting comments.

# Global Presence

Location of Principal Investigators leading  
MRA-funded awards, 2008-2011



**Australia**  
Westmead  
Herston  
Melbourne  
Sydney

**Belgium**  
Leuven

**Canada**  
Toronto  
Montreal

**Germany**  
Frankfurt  
Heidelberg

**Israel**  
Jerusalem  
Ramat Gan

**Netherlands**  
Amsterdam  
Groningen  
Leiden  
Maastricht  
Rotterdam

**New Zealand**  
Wellington

**Sweden**  
Lund

**Switzerland**  
Zurich

**United States**  
Phoenix, AZ  
La Jolla, CA  
Los Angeles, CA  
Oakland, CA  
Pasadena, CA  
San Francisco, CA  
Santa Monica, CA  
Stanford, CA  
Tampa, FL  
Champaign, IL

Chicago, IL  
Boston, MA  
Cambridge, MA  
Baltimore, MD  
Ann Arbor, MI  
Detroit, MI  
St. Louis, MO  
Princeton, NJ  
Cold Spring Harbor, NY  
New York, NY  
Rochester, NY

Cleveland, OH  
Philadelphia, PA  
Providence, RI  
Nashville, TN  
Houston, TX  
Salt Lake City, UT  
Charlottesville, VA  
Seattle, WA

“Thirty-five years ago, 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**

## Legacy

### **Improving patient outcomes, with your help**

Every hour, melanoma takes another life in the United States. But after decades of little progress, there is new hope. Through research awards, high-level collaboration, and policy advancement, MRA is making quick strides to ensure the development of more effective prevention, diagnosis, and treatments for melanoma.

MRA continues its quest for the most groundbreaking treatments and life-changing 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 bedsides within five years and ultimately speeding the day when no one suffers or dies from melanoma.

# JOIN US!

- > **Visit our Web site at [www.curemelanoma.org](http://www.curemelanoma.org)**
- > **Like us on Facebook at [www.facebook.com/MelanomaResearchAlliance](http://www.facebook.com/MelanomaResearchAlliance)**
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