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This year has seen game-changing progress on behalf of melanoma patients. New treatments are saving lives and providing real hope that we are closer than ever to our goal of eliminating suffering and death from melanoma.

At the Melanoma Research Alliance (MRA), we are committed to funding cutting-edge research to speed the delivery of cures for all melanoma patients and everyone at risk for this deadly disease.

In 2014, MRA awarded a historic $11 million in research funding to 34 investigators at 19 academic institutions, increasing MRA’s cumulative total funding since we began in 2007 to more than $60 million. MRA’s investment has catalyzed an additional $66 million in leveraged funding from other sources, which brings the total applied to melanoma research as a result of MRA to $126 million.

The field of melanoma research has never been more exciting, thanks to recent success with the dual approaches of targeted therapies and immunotherapy treatment. MRA’s leadership in funding transformative research has accelerated the development of these novel approaches, funding critical studies that evaluate combinations, mechanisms of action and resistance, and biomarkers. Since MRA’s launch in 2007, seven new therapies have come onto the market for the treatment of melanoma, including the first anti-PD-1 drugs, dramatically improving the outlook for patients. Melanoma research has energized the entire field of oncology and charted a new course in cancer treatment for a variety of tumor types.

This report summarizes our many exciting accomplishments over the past 12 months and puts in perspective our strategy to capitalize on the progress made. We know that our work is not yet finished, as existing treatments still benefit too few melanoma patients, and there is much left to do in identifying better ways to prevent, detect and treat this disease. Through partnerships with all stakeholders and a firm commitment to fund the most impactful scientific research, we are building on the momentum in the field and leading the way toward revolutionary approaches in cancer treatment. We are grateful to the many individuals, organizations, government leaders, and companies whose support has enabled us to have enormous impact. Together, with your support, we will defeat melanoma.

Debra Black
Chair and Co-Founder
Wendy Selig
President and CEO
The Melanoma Research Alliance (MRA) is a unique foundation launched in 2007 by Debra and Leon Black with a clear mission—to end suffering and death caused by melanoma, the deadliest form of skin cancer. By collaborating with all stakeholders, MRA directs critical resources to accelerate powerful research, advance cures for all patients and prevent more melanomas. Due to the generosity of MRA's founders, 100% of all donations support MRA's scientific programs.

The incidence of skin cancer is rising. In the United States, melanoma rates have tripled over the last three decades. Defeating melanoma has become a public health imperative. Today, we are facing a skin cancer epidemic, but there is cause for hope. MRA is working to change the landscape for patients with melanoma and everyone who is at risk. But we need global support and collaboration to achieve this mission.

Join us, and help us win the fight against melanoma.

"MRA’s sophisticated model has improved outlooks for patients on multiple fronts. It is the most effective organization driving melanoma research in the world—and a textbook example of what a disease-specific organization should look like."

– Michael Milken, MRA Board Member and Milken Institute Chairman

About Us

The Melanoma Research Alliance (MRA) is a unique foundation launched in 2007 by Debra and Leon Black with a clear mission—to end suffering and death caused by melanoma, the deadliest form of skin cancer. By collaborating with all stakeholders, MRA directs critical resources to accelerate powerful research, advance cures for all patients and prevent more melanomas. Due to the generosity of MRA’s founders, 100% of all donations support MRA’s scientific programs.

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Encouraging Collaborative Team Science
Team Science Awards fund multidisciplinary research groups and account for 70 percent of research funding to date, followed by a variety of individual awards.

Funding the Best and Growing the Field
As of July 2014, MRA has funded 209 Principal Investigators (PIs) at 92 institutions in 14 countries, and more than half of the PIs awarded per year are new investigators to MRA.

Supporting Young Investigators
The Young Investigator Awards program focuses on attracting and supporting the next generation of melanoma research leaders and has grown to 56 MRA young investigators to date.

Investing in Accelerating New Treatments
Approximately 88 percent of research funding is directed at melanoma treatment science, with 18 clinical trials and 46 treatment approaches supported, including every melanoma treatment approved since 2011. Notably, owing to MRA’s support of $26M in immunotherapy research, MRA has advanced the field’s knowledge of immune checkpoint inhibitors targeting CTLA4 and PD-1 that is being rapidly translated beyond melanoma to many other cancer types.
Update on Science and Treatment Landscape

Historically, options for patients with metastatic melanoma have been severely limited, but MRA’s research investments are improving the understanding and application of therapeutic agents and approaches. Many of these advances also spotlight melanoma as a case study for new treatment modalities for all of oncology. Seven new melanoma therapies have been approved since MRA’s launch in 2007, including the first immune checkpoint blocking drug (ipilimumab), the first molecularly targeted therapy (vemurafenib) and its companion diagnostic, as well as dabrafenib and trametinib as single agents in 2013 and in 2014 as the first combination therapy for melanoma. In 2014, the “next generation” immune checkpoint blocking agents targeting PD-1 have come onto the market and are showing great promise in many other cancers as well.

“When we started this, the best treatment we had was chemotherapy. In these seven years, everything’s changed. We now have active immunotherapy for the first time that actually improves survival. And all of a sudden, chemotherapy is second-, third- or fourth-line treatment for melanoma.”

– Paul Chapman, M.D., Chair of MRA’s Medical Advisory Panel
MRA provides support for cutting-edge translational research programs anywhere in the world that have the potential to transform the field. The majority of MRA’s investment is focused on treatment science, including studies to improve current therapies by identifying new biomarkers and combining treatments aimed at countering drug resistance. MRA is also focused on discovering new and more effective drug targets. The importance of these projects is to understand how to achieve superior therapeutic results with the agents used either singly or in combination and to determine which patients will benefit from therapies. MRA also supports the development of prevention strategies and the identification of new biomarkers for prognostics and staging.

Commitments in Research

**Team Science Awards** fulfill one of MRA’s primary goals: to foster a collaborative research process. Multidisciplinary teams consist of Principal Investigators with complementary expertise from the same institution, inter-institutional, and/or international. Team science projects promote transformational melanoma research advances with the potential for rapid clinical translation.

**Established Investigator Awards** support investigators with an established record of scientific productivity and accomplishment who are past the initial four years of their first academic faculty appointment.

**Young Investigator Programs** aim to attract early career scientists with novel ideas into melanoma research, thereby recruiting and supporting the next generation of melanoma researcher leaders. Young Investigators are scientists within four years of their first academic faculty appointment. A mentorship commitment from a senior investigator is required.

**Pilot & Development Projects** fund potentially transformative ideas that do not have extensive preliminary data but articulate a clear hypothesis and translational goals. Resources for such “high-risk, high-reward” projects are important to establish proof-of-concept, which may then leverage additional funding through more traditional avenues. Development awards are a subtype in which one year of funding is provided.

**Academic-Industry Partnership Awards** are designed to facilitate interactions between the academic and industrial research sectors, and are co-supported by MRA and an industrial partner whose involvement is essential to the project.
Improving the Understanding & Treatment of Melanoma Brain Metastases

Brain metastases are one of the most difficult-to-treat complications of melanoma. To develop effective therapies, more information is needed about how melanoma is able to spread and grow in the brain. MRA is supporting programs totaling $2.1 million in research funding to advance this area of critical unmet need. Michael Davies, M.D., Ph.D., at the University of Texas MD Anderson Cancer Center, with the support of an MRA Young Investigator Award, found that melanomas that grow in the brain exhibit unique molecular features compared to metastases at other sites in the body, even in the same patient. Dr. Davies’ subsequent Team Science Award is supporting a novel study to investigate a BRAF inhibitor alone or in combination with a MEK inhibitor in patients to understand how well the treatment is able to penetrate brain tumors and to determine possible mechanisms that the tumors might use to develop resistance against this therapy. Findings from Dr. Davies’ studies, and other MRA-funded research in this area, have informed and accelerated clinical trials for patients.

Total Funding by Award Type, 2008-2014

- Team Science: $41.5M
- Established Investigator: $7.6M
- Young Investigator: $7.2M
- Pilot / Development: $1.0M
- Partnership: $3.1M

MRA Progress Metrics

In just seven years of active research, the productivity of MRA-funded investigators has been high, as measured by tangible outcomes and promising early results that have advanced the understanding of the melanoma initiation and progression and the development of new therapies for patients:

- 18 clinical trials to test new melanoma treatments
- $66M in leveraged funding raised from government, industry and other sources
- 21 patent applications filed for new research and treatment technology
- 125 papers published in high-impact journals describing results of MRA research
- 600 investigator presentations delivered at conferences around the world
- 170 new collaborations initiated and strengthened between academia, government and industry
- $66M in leveraged funding raised from government, industry and other sources
Advancing Immunotherapy in Melanoma and Other Cancers

MRA-funded research has been central to advancing a particularly promising class of molecules that boost the immune system against melanoma. These agents, so-called immune checkpoint inhibitors, include the FDA-approved anti-CTLA4 agent ipilimumab and the anti-PD-1 agent pembrolizumab. The data that MRA-funded scientists have generated in understanding anti-PD-1 antibodies is now being used by cancer researchers working on colon, breast, brain, pancreatic, kidney, prostate, bladder, leukemia, lymphoma and lung cancer immunotherapy. With $13 million in support focusing on immune checkpoint inhibitors from MRA since 2008, researchers are focused on further understanding the mechanisms underlying therapy, identifying treatment-related biomarkers, and developing combinatorial therapy approaches. An MRA Team Science Academic-Industry Partnership Award being led by Jedd Wolchok, M.D., Ph.D., at Memorial Sloan Kettering Cancer Center is supporting research in this area, defining the mechanisms for the potential synergistic effect of the anti-PD-1 agent nivolumab with ipilimumab that will help determine which patients will benefit most from this combination strategy.

MRA Investment

Leveraged Funding

MRA Investment $60.5 M

Leveraged Funding $66.0 M

Global Presence

MRA seeks out opportunities to connect researchers across multiple continents, supporting promising projects around the world. To date, MRA research awards have supported 92 institutions in 14 countries, highlighting the commitment to the global fight against melanoma.

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

In 2014, MRA joined with the Saban Family Foundation to provide funding for three interdisciplinary teams, each led by a Principal Investigator at an institution in Israel. One of the Saban Family Foundation-MRA Team Science Awards includes funding for investigators at the Hebrew University of Jerusalem, the University of Colorado and the University of North Carolina to study new melanoma therapeutic targets.

International collaborations such as these are needed to spark new ideas and accelerate time frames to improve the treatment of melanoma. These Team Science Awards represent the first regionally targeted funding opportunity for MRA and illustrate why collaboration and global reach are essential in the fight against melanoma.
Annual Scientific Retreat

In February 2014, MRA convened its Sixth Annual Scientific Retreat in Washington, DC. The retreat brought together more than 300 leaders from academia, industry, nonprofits, and government to share early findings, identify future directions, discuss ideas and look for synergies and partnerships. MRA was joined by a number of individuals from around the world representing 77 institutions, 29 companies, more than a dozen collaborating foundations and many engaged patients.

Retreat attendees heard results from the world’s leading melanoma researchers, as well as testimonials from melanoma patients directly impacted by this work. MRA hosted a solutions-oriented session with industry and FDA to promote new models for advancing earlier stage therapies and presented a lunchtime discussion panel featuring Milken Institute Chairman Michael Milken and former U.S. Senator Connie Mack, both MRA Board Members, and journalist and author Cokie Roberts. This year, MRA also convened a meeting of skin cancer and melanoma foundations, providing the coalition with a forum for sharing best practices and a platform to co-fund MRA-vetted research.

MRA published Converging on a Cure, summarizing the meeting highlights, emphasizing the importance of cross-sector and inter-disciplinary collaborations, catalyzed by MRA’s model of engaging the leaders in the field.

“I was extremely impressed with the high level of the scientific presentations. It was encouraging to see the active participation of academic, industry, and government groups—an ideal process for accelerating the pace of development and registration of melanoma treatment options.”

– Tom Hall, Senior Principal Scientist, Pfizer
MRA is uniquely positioned to leverage its scientific credibility and reach in the public policy arena to advance better prevention, detection and treatment approaches. MRA has led and contributed to a number of efforts aimed at policy-makers, urging them to help in the fight against deadly skin cancer.

“MRA provides unique scientific leadership and policy expertise. We relied on MRA as a leading member of our successful coalition effort to enact legislation that will bring innovative new sunscreen products to Americans and help prevent melanoma.”

– Michael J. Werner, Partner, Holland & Knight, LLP

**Regulatory Engagement**

By working collaboratively with the FDA and industry, MRA addresses key regulatory roadblocks that challenge the development of new cancer therapies and devices, including issues relating to expanded access through clinical trials and compassionate use. MRA leadership has provided guidance to the FDA in its implementation of the new “Breakthrough Therapies” designation, aimed to accelerate and streamline the process for drug approvals. Additionally, MRA continues to engage senior FDA leadership in strategic discussions to speed patients’ access to new treatment options.

**Surgeon General’s Call to Action**

MRA has been central to engaging public health leaders in a melanoma prevention strategy. These efforts spurred the development and recent publication of a Surgeon General’s Call to Action on Preventing Skin Cancer, released in July 2014.

**Tanning Bed Bans for Minors / Reclassification**

MRA strongly supports efforts among federal and state legislatures to reduce the use of indoor tanning devices. Today, 11 states across the U.S. have adopted bans that prohibit minors under 18 years of age from using indoor tanning beds. At the federal level, MRA was an active proponent of the reclassification of tanning beds from Class 1 (low risk) to Class 2 (moderate risk) devices.

**PASS Coalition**

MRA is an active member of the Public Access to Sunscreens (PASS) Coalition whose goal is to work collaboratively with the FDA, the White House, Congress, health providers, consumer organizations and sunscreen manufacturers to establish a transparent process for pre-market approval of sunscreen ingredients. The Coalition’s efforts led to the passage of the Sunscreen Innovation Act, bipartisan legislation that alleviates the 12-year backlog of ingredients to ensure the public has access to innovative sunscreen products.

Department of Defense and NIH Funding for Research

MRA is a leading member of several influential coalitions, such as United for Medical Research (UMR) and the National Coalition for Cancer Research (NCCR), the Alliance for a Stronger FDA, and Research!America, whose ongoing efforts advocate for sustained funding increases at the FDA, NIH, and National Cancer Institute (NCI). Working in collaboration with other organizations, MRA has been instrumental in urging Congress to provide additional research funding for melanoma through the Department of Defense (DoD) Peer Reviewed Cancer Research Program. Recognition by the federal government of the direct link between the incidence of melanoma among our nation’s military and prolonged exposure to UV radiation during active service is an important step in fighting melanoma.
Partnerships & Support

“MRA Academic-Industry Partnerships accelerate progress by co-funding research and facilitating academic and industry research collaboration to catalyze the next wave of innovation in melanoma.”

– Jeff Legos, Ph.D., Vice President, Medicines Development Leader, GlaxoSmithKline Oncology R&D

Our Approach
Innovative partnerships remain central to MRA’s activities—from its team research funding approach to its allies who help the organization realize its vision. Since its inception, MRA has made great strides with its industry, corporate and non-profit allies program, establishing and growing collaborations with more than 100 organizations to fund research, increase sun safety awareness and support policy initiatives.

Collaborative Funding Model
In 2012, MRA began pioneering a novel collaborative funding program with academic institutions around the world to pursue matched support for scientifically meritorious research that falls outside MRA’s full funding pay line. Through this vehicle, MRA can stretch its resources to support a greater number of research projects, engage new donors in MRA’s work, recruit melanoma researchers and encourage the growth of institutional melanoma programs.

MRA introduced the model in 2013 through a partnership with Duke University to fund a Young Investigator Award. Since then, MRA has greatly expanded the pilot program to involve eight other academic institutions. As a result of these efforts, MRA has raised approximately $2 million for research projects that would have otherwise not received support. MRA strives to continue to shepherd this program around the world, demonstrate the capacity to co-fund through this novel mechanism and improve and adjust it year after year.

Collaborative Funding Testimonial:
Sonja Plesset, Ph.D.

Sonja Plesset is Vice President for Advancement at Whitehead Institute for Biomedical Research, a leading non-profit research institution dedicated to improving human health through biomedical research. In 2013, MRA launched its first partnership with Whitehead, supporting Whitehead Member Dr. Piyush Gupta through a collaboratively funded Young Investigator Award.

When I first met with Dr. Piyush Gupta to discuss his melanoma research, I was shocked to learn that while there are targeted drugs for BRAF-mutated melanoma, resistance develops in 100% of patients. Moreover, nearly half of patients have a BRAF mutation.

During my first call with MRA, I learned the organization was interested in translational work as well as high-risk, high-reward research supported by strong preliminary data. Piyush’s research seemed an excellent fit—and a particularly good match for MRA’s Young Investigator Award.

We invited MRA to visit Whitehead Institute, and Piyush explained that despite improved patient outcomes, all patients eventually develop resistance to BRAF-targeting treatments, and six to eight months after treatment, resistant cells emerge and cause relapse. He submitted a strong research proposal that outlined his strategy to revise these therapies, arguing that if he could identify the molecular mechanisms by which cancer cells tolerate BRAF inhibitors then, perhaps, he could use inhibitors of these found pathways in combination with approved BRAF inhibitors to prevent recurrence.

We were delighted when the news arrived that MRA wished to support his research through the organization’s collaborative funding vehicle, and I am confident that this is the start of a very productive partnership. At the end of the day, our goals are completely aligned—we want to ensure Piyush has the funding he needs to complete his ambitious project, which could yield a novel combination therapy and improve outcomes in BRAF-mutated melanoma patients.
“Over the past four years, Sports Authority has partnered with MRA to educate the public on ways to reduce their risk of melanoma while raising funds to support its treatment and cause. Our annual point-of-sale donation campaign, coupled with MRA’s innovative program to spread awareness, encourages employees and shoppers to give back to melanoma research.”

– Mike Foss, Chief Executive Officer, Sports Authority
Sotheby’s

MRA’s third benefit dinner drew a devoted group of philanthropists, scientists and corporate allies to Sotheby’s New York City headquarters and raised a record-breaking $6 million. The evening featured addresses by MRA’s leadership and 2013 Young Investigator Tara Gangadhar, M.D. The live auction, led by Jamie Niven, Sotheby’s chairman of North and South America, was the pinnacle of the evening, with attendees pledging to support 11 new Young Investigator Awards.

Leveraged Finance Fights Melanoma

In recognition of Melanoma Awareness Month, individuals from Wall Street gathered to network and raise funds and awareness for melanoma at the third annual Leveraged Finance Fights Melanoma (LFFM) event at Rockefeller Center. MRA Board Member Michael Milken spoke at the 900-person event and the evening raised $1.4 million, surpassing last year’s totals for both attendees and funds raised.
Outreach & Communications

MRA continues to gain visibility, funding and support through multifaceted approaches with the press and its corporate and foundation partners.

MRA greatly enhanced its online presence from 2013 to 2014 through media opportunities, social media outreach and a series of self-branded informational and educational videos. On Facebook and Twitter, MRA’s scientific voice is increasingly acknowledged and echoed in messaging communications by pharmaceutical companies, research institutions and foundations and often intersects with its corporate allies’ promotional efforts. When compared to Melanoma Awareness Month in May 2013, MRA realized a 50% increase in website hits in May 2014, a 162% increase in the number of times its content was retweeted and a near doubling of Twitter followers.

L’Oréal Paris Partnership—Thunderclap

L’Oréal Paris launched the “It’s THAT Worth It” Thunderclap campaign in the spring as part of an ongoing collaboration with MRA that is funding the MRA-L’Oréal Paris Team Science Award led by Dr. Meenhard Herlyn of Wistar Institute. The campaign culminated on May 20 when over 2,700 social media accounts jointly broadcast a synchronized message of melanoma awareness and support for MRA to a combined audience of over 7 million people. For each supporter who signed up for the Thunderclap, L’Oréal Paris donated $1 to MRA’s research program. The company also produced a collection of digital and print PSAs that highlighted the importance of daily sunscreen usage and featured celebrity spokespeople including Diane Keaton, Eva Longoria, Lea Michele and Aimee Mullins.

Stand Up To Cancer (SU2C)

In 2012, MRA partnered with SU2C to fund a Melanoma Dream Team led by Drs. Jeffrey Trent and Patricia LoRusso. This year, MRA announced its second Dream Team collaboration with SU2C. Along with the Cancer Research Institute (CRI), this three-year $10 million Immunology Translational Research Dream Team led by Drs. James Allison and Antoni Ribas focuses on the complex relationship between cancer and the immune system, with the goal of enhancing immune-based therapies for cancer patients. MRA’s funding will support an extension of the team’s research into a melanoma-specific examination of the immune mechanisms underlying patients’ response to novel immunotherapies.
Melanoma Awareness Month—May 2014

May offered an important opportunity for MRA and its partners to advance the mission of reducing suffering and death from skin cancer. MRA partnered with 17 corporate partners to generate funding and awareness through cause marketing and outreach programs. These programs highlighted the dangers of melanoma, educated the public about how to reduce risk, and provided ways for people to take action. This past May, MRA’s sun safety and prevention messaging made more than 300 million impressions around the world.

Outreach and Fundraising Campaigns:

TSA, American Idol® Live!

For the fourth consecutive year, Sports Authority launched an in-store donation and consumer awareness program to raise funds for MRA’s research program and to help educate customers on ways to reduce their risk of melanoma. MRA also partnered for a second year with the American Idol Live! Tour 2014. For every ticket purchased for the Tour, American Idol Live! donated $1 to MRA. The Tour hit 40 different cities across the U.S. throughout the summer. Venues broadcast the aforementioned L’Oréal Paris PSAs at their shows to further underscore the partnership with MRA and encourage audience members to be sun safe.

Press Highlights

MRA was ranked first out of the top 30 grant-giving disease foundations by Genetic Engineering & Biotechnology News. The ranking was determined by the percentage of total revenues each foundation devoted to grants and awards.

MRA leadership was frequently sought out and featured in national news media outlets, including The Huffington Post, the Washington Post, CNN and Fox News for expert commentary on melanoma research, detection and prevention news.

Lifestyles magazine featured an in-depth profile of Co-founder and Board Chair Debra Black.

MRA has been featured on the AOL homepage as the ‘Cause of the Day’ every year in May since 2012. The feature drove more than 11,000 visitors to the MRA website in 2014, outperforming AOL’s module average.

Conference Engagement

MRA leadership regularly engages in conferences around the world. In 2014, MRA was well-represented on “Cancer Immunotherapy: The Silver Bullet Against Cancer?” a panel at the Milken Institute Global Conference, which discussed developments and challenges in cancer immunotherapies.

Dermatology Council

The MRA Dermatology Council was established in 2014 to engage leaders in the field of dermatology to advise, assist and make recommendations to MRA on matters related to prevention, diagnosis and early treatment of melanoma. By engaging further with these physicians in both academic and private practice, MRA expects to identify new opportunities for research, education and intervention. MRA also anticipates reaching a wider segment of the population by working with dermatologists on the frontline of melanoma care.

Looking Forward: Patient Engagement Program

As MRA continues to accelerate progress and fulfill its mission of eliminating suffering and death due to melanoma, there is enhanced opportunity to expand the organization’s impact in the community through patient engagement activities. The goal of MRA’s new patient engagement program is to leverage MRA’s deep scientific and clinical reach and position MRA as a resource for newly diagnosed patients, individuals receiving treatment and those seeking to participate in clinical research. MRA has already initiated the first phase of these activities through the creation of two new educational videos on the latest advances in immunotherapy in collaboration with Health Guru and the development of an immunotherapy patient forum with other cancer foundations.
Donors and Supporters
1/1/2013 to 12/31/2013
*Multipart donor

$500,000
Akin Gump Strauss Hauer & Feld LLP*
The Jeffrey A. Altman Foundation*
Debra and Leon Black*
Bloomberg Philanthropies*
Christie’s*
Jeffrey Epstein VI Foundation
Jami Gertz and Tony Ressler*
Hess Foundation, Inc.*
L’Oreal Paris*
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The Stewart J. Rahr Foundation*
The Ressler Family Foundation*
Saban Family Foundation*
Sokoloff Family Trust*

$250,000-$499,999
Bank of America*
Bristol-Myers Squibb Company
The Carson Family Charitable Trust*
Credit Suisse*
Ellen and Gary Davis Foundation*
GlaxoSmithKline*
Hidary Foundation*
Kirkland & Ellis LLP*
Bennett S. LeBow*
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The Bell Family Foundation, Inc.*
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Thomas Murphy
Sandy and Paul Norman
O’Melveny & Myers LLP*
Vinson & Elkins LLP*
Vital Projects Fund, Inc.
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Board of Directors

Debra Black (Chair)
Co-Founder – MRA; Phaidon Press

Leon Black
Co-Founder – MRA; Chairman, Chief Executive Officer and Director – Apollo Management LP

Maris Bell
TV Writer and Producer

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Humanitarian and Businesswoman

Michael Milken
Chairman – Milken Institute

Richard Ressler
Founder and President – Orchard Capital Corporation; Co-Founder – CM Group

Jeffrey Rowbottom
Managing Director – Kohlberg Kravis Roberts & Co.

Elliott Sigal, M.D., Ph.D.
Former Executive VP and Chief Scientific Officer – Bristol-Myers Squibb

Greg Simon
Chief Executive Officer – Polivagg

Jonathan W. Simons, M.D.
President and Chief Executive Officer, David H. Koch Chair – Prostate Cancer Foundation

Jonathan Sokoloff
Managing Partner – Leonard Green & Partners, LP

Liz Stanton
President – Oliver and Elizabeth Stanton Foundation

Suzanne Topalian, M.D.
Professor of Surgery and Oncology, Director, Melanoma Program, Sidney Kimmel Comprehensive Cancer Center – Johns Hopkins University

Staff (non-Director):

Wendy Selig
President and Chief Executive Officer – Melanoma Research Alliance

Officers (non-Director):

Margaret Anderson (Secretary)
Executive Director – FasterCures

Kamyab Hashemi-Nejad (Treasurer)
Director of Finance – Milken Institute
Committees

Scientific Advisory Panel (2014)

The MRA Scientific Advisory Panel advises, assists, and makes recommendations to the MRA leadership team on scientific matters and policies, including research needs and opportunities that may be targeted for funding and scientific symposia.

Suzanne Topalian, M.D., (Chair)
Professor of Surgery and Oncology; Director, Melanoma Program, Sidney Kimmel Comprehensive Cancer Center – Johns Hopkins University

James Allison, Ph.D.
Chairman, Department of Immunology; Director, Immunotherapy Platform; Deputy Director, David H. Koch Center for Applied Research of Genitourinary Cancers – University of Texas MD Anderson Cancer Center

Christopher Austin, M.D.
Director – National Center for Advancing Translational Sciences, National Institutes of Health

Boris Bastian, M.D.
Clinical Professor, Department Dermatology – University of California, San Francisco

Paul Billings, M.D., Ph.D.
Chief Medical Officer – Omica

Gideon Bollag, Ph.D.
Chief Executive Officer – Plexxion

Lynda Chin, M.D.
Professor; Chair, Department of Genomic Medicine; Scientific Director, Institute for Applied Cancer Science – University of Texas MD Anderson Cancer Center

Richard Gaynor, M.D.
Vice President, Oncology, Product Development and Medical Affairs – Eli Lilly and Company

Michael Giordano, M.D.
Senior Vice President, Oncology and Immunosciences Development – Bristol-Myers Squibb

Jeffrey Legos, Ph.D.
Medicines Development Leader – GlaxoSmithKline

Neal Rosen, M.D., Ph.D.
Emil A. Haupt Chair in Medical Oncology – Memorial Sloan Kettering Cancer Center

Steven Rosenberg, M.D.
Chief, Surgery Branch – National Cancer Institute, National Institutes of Health

Mace Rothenberg, M.D.
Senior Vice President and Chief Medical Officer – Pfizer Oncology

Joshua Sharfstein, M.D.
Secretary of Health and Mental Hygiene – State of Maryland

Ellen Sigal, Ph.D.
Chairperson and Founder – Friends of Cancer Research

Steven Stein, M.D.
Senior Vice President, US Clinical Development and Medical Affairs – Novartis Oncology

Michael Weber, Ph.D.
Professor of Microbiology, Immunology and Cancer Biology, Weaver Professor of Oncology – University of Virginia

Grant Review Committee (2014)

MRAs Grant Review Committee, composed of leading experts in melanoma and cancer research, is responsible for vetting all research proposals we submit. Review is based on MRAs key criteria: innovation, scientific merit, and potential for rapid progression to clinical testing. MRAs conflict-of-interest guidelines ensure a fair and unbiased process. Final funding decisions are ratified by the MRA Board of Directors.

David Soll, M.D., (Chair)
Associate Attending Physician, Genitourinary Oncology Service; Associate Member, Human Oncology and Pathogenesis Program – Memorial Sloan Kettering Cancer Center

Kim Margolin, M.D. (Co-chair)
Physician, Department of Medicine – University of Washington/Seattle Cancer Center

Marcus Bosenberg, M.D., Ph.D.
Associate Professor of Dermatology and Pathology – Yale School of Medicine

Steven Burakoff, M.D.
Professor of Medicine, Hematology and Medical Oncology Professor, Oncological Sciences – Mount Sinai School of Medicine

Paul Chapman, M.D.
Attending Physician, Melanoma/ Sarcoma Service – Memorial Sloan Kettering Cancer Center

Tanja de Grujil, Ph.D.
Associate Professor – VU University Medical Center

Charles Drake, M.D., Ph.D.
Associate Professor, Oncology, Immunology and Urology; Director – Multidisciplinary Prostate Cancer Clinic, Johns Hopkins Sidney Kimmel Comprehensive Cancer Center

Glenn Dranoff, M.D.
Director, Human Gene Transfer Laboratory Core – Dana-Farber Cancer Institute

David Fisher, M.D., Ph.D.
Chief, Dermatology Service; Director, Melanoma Program, Massachusetts General Hospital Cancer Center; Director, Cutaneous Biology Research Center – Massachusetts General Hospital

Thomas Gajewski, M.D., Ph.D.
Associate Professor, Departments of Pathology and Medicine; Director, Immunology and Cancer Program – University of Chicago Comprehensive Cancer Center

Levi Garraway, M.D., Ph.D.
Associate Professor of Medicine – Dana-Farber Cancer Institute; Associate Member – Broad Institute

Jeffrey Gershenwald, M.D.
Professor, Department of Surgical Oncology, Division of Surgery – University of Texas MD Anderson Cancer Center

Allan G. Halpern, M.D.
Chief, Dermatology Service – Memorial Sloan Kettering Cancer Center

Meenhard Herlyn, D.V.M., D.Sc.
Professor and Program Leader, Molecular and Cellular Oncogenesis Program – The Wistar Institute

Charles Hornyk, M.D., Ph.D.
Chief, Dermatology, VA Maryland Health Care System; Associate Professor of Dermatology and Biochemistry and Molecular Biology – University of Maryland School of Medicine

Anton Ribas, M.D., Ph.D.
Associate Professor, Department of Medicine – University of California, Los Angeles

Stan Riddell, M.D.
Member, Department of Immunology – Fred Hutchinson Cancer Research Center

Caroline Robert, M.D., Ph.D.
Professor of Dermatology, Head of the Dermatology Unit – Institute Gustave Roussy

Lynn Schuchter, M.D.
C. Wilard Robinson Professor of Hematology- Oncology; Attending Physician, Hospital of the University of Pennsylvania Program Leader, Melanoma Program, Abramson Cancer Center of the University of Pennsylvania; Division Chief, Hematology-Oncology – University of Pennsylvania

Jonathan Simons, M.D.
Chief Executive Officer and President, David H. Koch Chair – Prostate Cancer Foundation

Alan Spatz, M.D.
Professor – Jewish General Hospital/ Lady Davis Institute for Medical Research

Suzanne Topalian, M.D.
Professor of Surgery and Oncology; Director, Melanoma Program, Sidney Kimmel Comprehensive Cancer Center – Johns Hopkins University
Medical Advisory Committee (2014)

The MRA Medical Advisory Panel advises the MRA leadership team on medical matters and policies including medical consultations, clinical research needs and opportunities, clinical regulatory and policy initiatives, and public education about melanoma.

Paul Chapman, M.D. (Chair)
Attending Physician, Melanoma/Sarcoma Service – Memorial Sloan Kettering Cancer Center

David Fisher, M.D.
Chief, Dermatology Service; Director, Melanoma Program, Massachusetts General Hospital Cancer Center; Director, Cutaneous Biology Research Center – Massachusetts General Hospital

Thomas Gajewski, M.D., Ph.D.
Professor, Departments of Pathology and Medicine – University of Chicago

Jeffrey Gershenwald, M.D.
Professor, Department of Surgical Oncology, Division of Surgery – University of Texas MD Anderson Cancer Center

F. Stephen Hodi, M.D.
Associate Professor, Department of Medicine – Harvard Medical School; Director, Melanoma Center – Dana-Farber Cancer Institute

Sancy Leachman, M.D., Ph.D.
Professor and Chair, Department of Dermatology; Director, Melanoma Research Program, Knight Cancer Institute – Oregon Health and Science University

Roger Lo, M.D., Ph.D.
Director, Melanoma Clinic in Dermatology; Assistant Professor, Department of Medicine, Dermatology; Assistant Professor, Department of Molecular and Medical Pharmacology – University of California, Los Angeles, School of Medicine

Patricia LoRusso, D.O.
Professor of Medicine; Associate Director of Innovative Medicine – Yale Cancer Center

Kim Margolin, M.D.
Physician, Department of Medicine – University of Washington/Seattle Cancer Center

David Polsky, M.D., Ph.D.
Associate Professor of Dermatology and Pathology; Director, Pigmented Lesion Section – New York University Langone Medical Center; Joan and Joel Smilow Research Center

Antoni Ribas, M.D., Ph.D.
Associate Professor, Department of Medicine – University of California, Los Angeles

Lynn Schuchter, M.D.
C. Willard Robinson Professor of Hematology-Oncology; Attending Physician, Hospital of the University of Pennsylvania; Program Leader, Melanoma Program, Abramson Cancer Center of the University of Pennsylvania; Division Chief, Hematology-Oncology – University of Pennsylvania

Susan Swetter, M.D.
Professor of Dermatology, Director, Pigmented Lesion and Melanoma Program – Stanford University Medical Center and Cancer Institute

Suzanne Topalian, M.D.
Professor of Surgery and Oncology; Director, Melanoma Program, Sidney Kimmel Comprehensive Cancer Center – Johns Hopkins University

Jedd Wolchok, M.D., Ph.D.
Associate Attending – Memorial Sloan Kettering Cancer Center

MRA Staff

Wendy K.D. Selig
President and Chief Executive Officer

Louise M. Perkins, Ph.D.
Chief Science Officer

Laura M. Brockway-Lunardi, Ph.D.
Scientific Program Director

Lauren C. Leiman
Director of Marketing and Development

Alexandra Carney
Scientific Program Manager

Jennifer Engel
Development Manager, Foundations and Campaigns

Randy E. Marsh
Executive and Operations Manager

Henry Woodside
Development Manager, CRM and Donor Communications

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Executive and Operations Manager

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Development Manager, CRM and Donor Communications

Statement of Financial Position

December 31, 2013
With Summarized Totals at December 31, 2012

Assets

<table>
<thead>
<tr>
<th></th>
<th>2013 Unrestricted</th>
<th>2013 Temporarily Restricted</th>
<th>Total 2013</th>
<th>2012 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$12,994,760</td>
<td>$1,320,099</td>
<td>$14,314,859</td>
<td>$10,961,694</td>
</tr>
<tr>
<td>Contributions Receivable (Net)</td>
<td>21,158,458</td>
<td>21,158,458</td>
<td>19,806,654</td>
<td>19,806,654</td>
</tr>
<tr>
<td>Prepaid Expenses and Other Assets</td>
<td>50,739</td>
<td>-</td>
<td>50,739</td>
<td>81,822</td>
</tr>
<tr>
<td>Prepaid and Equipment (Net)</td>
<td>41,846</td>
<td>-</td>
<td>41,846</td>
<td>27,278</td>
</tr>
<tr>
<td>Total Assets</td>
<td>13,087,345</td>
<td>22,478,557</td>
<td>35,565,902</td>
<td>30,877,458</td>
</tr>
</tbody>
</table>

Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2013 Total</th>
<th>2012 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Liabilities</td>
<td>$218,230</td>
<td>$169,506</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>120,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Due to Affiliate</td>
<td>1,684</td>
<td>321,412</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>339,914</td>
<td>540,918</td>
</tr>
</tbody>
</table>

Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2013 Total</th>
<th>2012 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>12,747,431</td>
<td>9,392,603</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>22,478,557</td>
<td>20,043,057</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>12,747,431</td>
<td>30,336,540</td>
</tr>
</tbody>
</table>

Total Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2013 Total</th>
<th>2012 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$13,087,345</td>
<td>$30,877,458</td>
</tr>
</tbody>
</table>

Thanks to the generous financial support of MRA’s founders for administrative and fundraising expenses, 100 percent of donations to MRA directly support melanoma research. The independently audited financial statements of the Melanoma Research Alliance Foundation form the basis of the following information.
## Statement of Activities

Year Ended December 31, 2013  
With Summarized Totals for the Year Ended December 31, 2012

<table>
<thead>
<tr>
<th>Revenues, Public Support and Other Income</th>
<th>2013</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unrestricted</td>
<td>Temporarily Restricted</td>
<td>Total</td>
<td>Total 2012</td>
</tr>
<tr>
<td>Contributions</td>
<td>$1,082,148</td>
<td>$7,030,450</td>
<td>$8,112,598</td>
<td>$3,664,602</td>
</tr>
<tr>
<td>Special Events (Net of Cost of Direct Donor Benefits of $329,582)</td>
<td>3,989,318</td>
<td>3,294,000</td>
<td>7,283,318</td>
<td>4,666,666</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>161,250</td>
<td>-</td>
<td>161,250</td>
<td>207,500</td>
</tr>
<tr>
<td>Interst Income</td>
<td>38,065</td>
<td>-</td>
<td>38,065</td>
<td>29,985</td>
</tr>
<tr>
<td>In-Kind Contribution</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>69,178</td>
</tr>
<tr>
<td>Other Income</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>54,500</td>
</tr>
<tr>
<td>Net Assets Released from</td>
<td>1,265,102</td>
<td>(1,265,102)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Purpose Restrictions</td>
<td>7,524,727</td>
<td>(7,524,727)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Revenues, Public Support and Other Income</td>
<td>14,060,610</td>
<td>1,534,621</td>
<td>15,595,231</td>
<td>8,692,431</td>
</tr>
</tbody>
</table>

| Functional Expenses                      |  |  |  |  |
| Program Services                         | 9,650,631 | - | 9,650,631 | 8,476,752 |
| Management and General                   | 372,512 | - | 372,512 | 375,042 |
| Fundraising                              | 682,640 | - | 682,640 | 485,653 |
| Total Functional Expenses                | 10,705,783 | - | 10,705,783 | 9,337,447 |

| Change in Net Assets                     |  |  |  |  |
| Net Assets - Beginning of Year           | 9,393,604 | 20,943,936 | 30,336,540 | 30,981,556 |
| Net Assets - End of Year                 | $12,747,431 | $22,478,557 | $35,225,988 | $30,336,540 |