



DR. SUSAN LOVE RESEARCH FOUNDATION

Act with Love™

DR. SUSAN LOVE RESEARCH FOUNDATION 2011-2012 ANNUAL REPORT



.....The Numbers You Need to Know.....

370,000

members in the
Army of Women

66

studies launched through
the Army of Women

43

breast cancer research
studies closed

140

local outreach events
attended by our staff
and volunteers this year

85¢

of every dollar you donate
to us goes to research the
cause of breast cancer

76,000

Army of Women
members have engaged
in research studies

ON BEHALF OF OUR BOARD OF DIRECTORS

we thank you for your continuous support. The Foundation was challenged when Dr. Love was diagnosed with leukemia in June 2012, however, with the support of our dedicated donors we have continued to position the Foundation as the most innovative, non-profit breast cancer organization in the world.

The breast cancer non-profit landscape is changing, as more than ever the public demands better research and more accountability from the organizations that promise to “end breast cancer.” At the Dr. Susan Love Research Foundation, we take our mission very seriously and continue to re-evaluate our programs, approach and research to ensure we are doing the original work that we are best positioned to do. Our focus remains unwavering on finding the cause(s) of breast cancer and the means to prevent it! This means we focus on facilitating and doing research in areas that have been underfunded and understudied. Our goal is to enlist the public; not only in participating in research but also in choosing its direction. Together, we can be the catalyst for changing the research paradigm from a single-minded focus on the cure, to finding the cause(s) and thus means to prevent breast cancer once and for all.

We are proud of our work and the tremendous impact we are making. **The Army of Women** is a new model for engaging the public directly in research. **The Health of Women Study** is an entirely new mechanism for conducting population-based studies via online and mobile platforms, allowing researchers instant access to large sets of health data from a diverse population. Our current collaboration is investigating the possibility that microbes may dwell in the breast fluid and set the stage for breast cancer as they do in some other organs.

These new programs have required us to grow our team and create the infrastructure needed to implement and expand our research agenda. They have contributed to the mission and the growth of the Foundation over the last several months, and set the course for measurable advancement in 2013 while maintaining a low overhead, insuring that 85¢ of every dollar donated to the Foundation goes towards our research programs.

We have done a lot and we have come a long way but know our work is far from complete when:

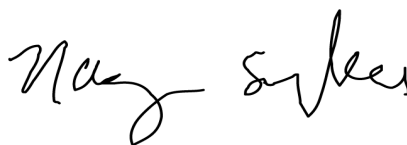
**108 women continue to die from breast cancer each day, 365 days a year.
767 new cases of breast cancer are diagnosed every day, 365 days a year.**

We will not rest until the day when no woman will ever have to say “I have breast cancer.”

Act with Love, stand up with the Dr. Susan Love Research Foundation, and help make breast cancer history.



Dr. Susan Love
President



Naz Sykes
Executive Director

OUR MISSION

The mission of the Dr. Susan Love Research Foundation (DSLRF), a 501 (c) 3 non-profit organization, is to eradicate breast cancer and improve the quality of women's health through innovative research, education and advocacy. We will meet this challenge by being fast, flexible, and project-based. We will identify needs and determine how these needs can be quickly met, not by emulating existing nonprofit organizations, but by designing a new model specific to the tasks at hand. We will find the most effective route to breast cancer eradication, whether it is in the not-for-profit arena, the for-profit arena, or both. We will approach problems by collaborating and coordinating with other organizations. We will facilitate solutions to be adopted by others. **The goal of the Dr. Susan Love Research Foundation is to identify the barriers to research and to then create new solutions. With your help, we will achieve our goals—and make breast cancer history by understanding the cause and eradicating it once and for all.**

1 ...**in eight** U.S. women will develop breast cancer
...**donation** makes a difference

25 ...**minutes** is all it takes to become an active participant in the Health of Women Study
...**dollars** powers one member to be a part of the Love/Avon Army of Women

85 ...**percent** of women who get breast cancer have no family history of the disease
...**cents** of every dollar donated to the Foundation goes to research the cause of breast cancer

WE CONDUCTED AND DEMOCRATIZED RESEARCH

A hallmark year for the Foundation with the coming launch of the Health of Women Study and exciting results from our intraductal research as well as pilot grant program

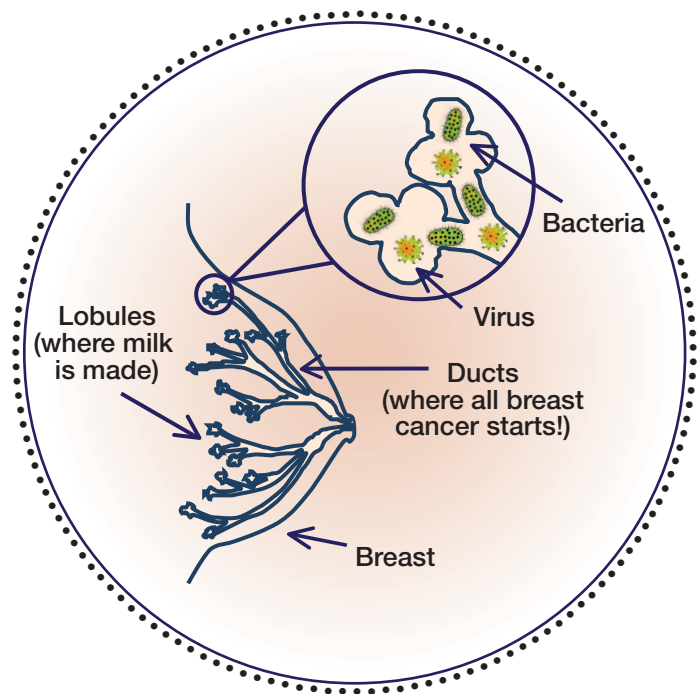
The Dr. Susan Love Research Foundation is moving full speed ahead on research projects focused on understanding the cause(s) of breast cancer and ways to prevent it. We continue to work on and think about innovative projects that will push the envelope and get us one step closer to eradicating breast cancer once and for all.

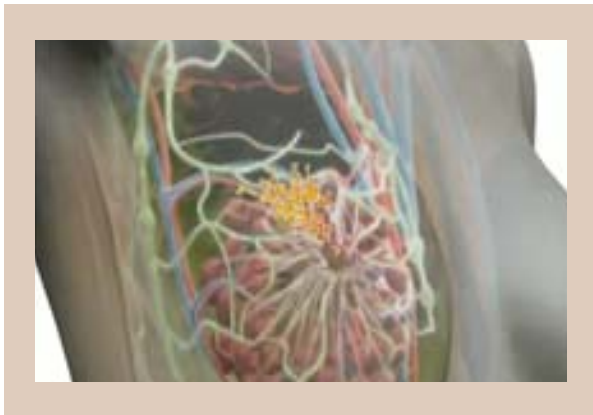
The Bacterial and Viral Diversity Study

In collaboration with Dr. Delphine Lee at the John Wayne Cancer Institute, we designed and submitted for funding a study to examine the bacteria and viruses present in the breast ducts of women both with a history of breast cancer and without. By analyzing the differences in the bacterial and viral communities in the ducts of these two groups of women, we can begin to determine whether any specific organisms are associated with the development of breast cancer. Findings from this and future studies could lead to the development of new antibiotics or vaccines for the prevention and treatment of breast cancer.

Improving Prevention and Treatment of Ductal Carcinoma In Situ (DCIS)

We completed a study, funded by the California Breast Cancer Research Program (CBCRP) designed to test the safety and feasibility of intraductal therapy for the treatment of non-invasive breast cancer, DCIS. In the study, the common chemotherapy drug Doxil® was administered into the duct containing cancer in 13 women who were already scheduled for mastectomy. This study demonstrated the safety and feasibility of this approach and supports the exciting possibility of using intraductal therapy to treat DCIS. We submitted the results of the study for publication in the journal *Clinical Breast Cancer*.





The Development of a Breast Fluid Test to Identify Women at Risk for Breast Cancer

We have initiated the second phase of this exciting project to develop a simple, inexpensive home test that can be used across the globe to identify women at elevated risk for developing breast cancer. We are fortunate to have the support of the Avon Foundation for Women for the expansion of this study. Our initial study demonstrated that the test is feasible, that women are willing and able to do it, and that positive samples can be identified. We are now working towards refining the test so that it incorporates the most accurate biomarkers available for breast cancer risk and is appropriate for home use. Once the design of the refined test is complete, we will conduct a pilot study of 100 women in the United States to establish that we can send women the test, they can use it at home unassisted, and they can correctly interpret the results.

Getting a better understanding of the anatomy and physiology of the breast

We continue to analyze data from several of our studies looking into the anatomy and physiology of the breast, specifically comparing the amounts of cells, proteins, and hormones within the ducts of a single breast and between the ducts of different women. Our results could help explain why cancer develops in a single duct within a breast while the other ducts are unaffected. We are preparing to submit our findings for publication in 2013.

The SEDE Bank: A Resource for Researchers

In collaboration with Karen Duvall, MD, MPH, Assistant Clinical Professor in the Department of Family Medicine and Associate Director of the Preventive Medicine Residency Program at the David Geffen School of Medicine at UCLA, we completed the “Serial Evaluation of Ductal Epithelium Follow-Up Study.” This study was designed to collect follow-up information from the approximately 1,000 women at elevated risk for breast cancer who had participated in the “Serial Evaluation of Ductal Epithelium,” or “SEDE” clinical trial. This multicenter trial, initiated in April 2004 by the Cytoc Corporation, was designed to sample blood, urine, and breast fluid, including nipple aspirate fluid (NAF) and ductal lavage fluid (DL) from approximately 1,000 women at high-risk for breast cancer. In addition, the breast health of the women was to be monitored for a total of five years via questionnaire. Due to unforeseen circumstances however, the SEDE trial was terminated prematurely in 2007 by Cytoc. In an effort to salvage the study, the Dr. Susan Love Research Foundation petitioned for all of the specimens from the clinical trial. The approximately 57,000 samples of ductal lavage fluid, blood and urine, along with demographic data, were donated to the Dr. Susan Love Research Foundation (DSLRF) in 2008. Thanks to a grant from the Avon Foundation for Women, we were able to plan and launch a follow-up study of these women.

For the follow-up study, information was obtained from a subset of the initial participants regarding their current breast health. To harness as much value as possible from the SEDE bank, DSLRF has formed a committee of scientific investigators and advocates to determine next steps for how best to utilize this valuable resource of specimens and health information from women at increased risk of developing breast cancer.

THE HEALTH OF WOMEN STUDY

2011/2012 was a busy planning year for us, as we put the finishing touches on the Health of Women (HOW) Study, scheduled to launch October 2012. The HOW study is the first-of-its-kind international online cohort study collecting the health information of participants over time to identify new risk factors for the disease. We spent a lot of time thinking and

planning the questions we will include in the first two modules with our partner Dr. Leslie Bernstein of City of Hope. We also spent countless hours working closely with our technology partners to create a scalable system that can easily process the large amount of data we will be collecting from the study participants. We are thrilled to be launching (HOW) in October 2012.



PILOT GRANT PROGRAM

A careful evaluation of our pilot grant program in 2011 highlighted some exciting results from our grantees:

DR. KIMBERLY BALTZELL was awarded a pilot grant in 2007 for her study titled, “Oncogenic Viruses in Nipple Aspirate Fluid: Biomarkers for Breast Cancer Risk Assessment?” The results of this study were published in 2011 in the journal *Breast Cancer Research and Treatment* in a paper titled “Epstein-Barr virus is seldom found in mammary epithelium of breast cancer tissue using in situ molecular methods.” Dr. Baltzell found that Epstein-Barr virus, a common human virus that can cause mononucleosis and has been associated with some cancers, was not present in human breast cancer tissue. These findings suggest that this virus is not likely a cause of breast cancer.

DR. FERDINANDO MANNELLO was awarded a pilot grant for his study titled, “Iron-Driven Inflammation in the Breast and Microenvironment.” The results of this study were published in two separate articles in 2011, one in the *Journal of Applied Toxicology* in a paper titled, “Analysis of aluminium content and iron homeostasis in nipple aspirate fluids from healthy women and breast cancer affected patients,” and the other in the *American Journal of Translational Research* in a paper titled, “Iron-binding proteins and C-reactive protein in Nipple Aspirate Fluids: role of Iron-driven inflammation in breast cancer microenvironment?” Dr. Mannello examined the fluid that lines the milk ducts in women with and without breast cancer. He found that compared with fluid from healthy women, fluid from women with cancer contains higher levels of aluminum and several proteins involved in the inflammatory response and the regulation of iron. His findings suggest that inflammation and iron regulation are linked to cancer development, and may also help us identify women at risk for developing breast cancer.

DR. AMEAE WALKER was awarded a pilot grant in 2009 for her study titled, “A Prolactin Binding Compound in Breast Ductal Fluids.” The results of this study were published in two separate articles in 2011, one in the journal *Cell and Tissue Research* in a paper titled “Distribution of prolactin receptors suggests an intraductal role for prolactin in the mouse and human mammary gland, a finding supported by analysis of signaling in polarized monolayer cultures,” and the other in the journal *American Journal of Physiology – Endocrinology and Metabolism* titled, “A major prolactin-binding complex on human milk fat globule membranes contains cyclophilins A and B: the complex is not the prolactin receptor.” Dr. Walker examined the biological role of prolactin, a hormone involved in lactation and in the immune response. She identified new proteins with which prolactin interacts and pinpointed precise locations on the cells that respond to this important hormone. These findings contribute to our overall understanding of how the milk ducts function and could help elucidate how breast cancer develops.

JAMES GOING acknowledged our funding in his chapter “Lobar Anatomy of Human Breast and Its Importance for Breast Cancer” in the book *Breast Cancer - A Lobar Disease*, published by Springer in 2011, edited by Tibor Tot. In the chapter, Dr. Going underscores that even in this day and age we still do not have a thorough understanding of the anatomy of the breast. He highlights recent progress that scientists have made towards delineating the incredibly complex ductal architecture. He also provides illuminating perspective on what future studies are needed to further our grasp on this challenging topic that is so crucial for determining the cause of and discovering better treatments for breast cancer.

WE FACILITATE RESEARCH

Four years later and the Army of Women is going strong with more than 370,000 members. This one-of-a-kind model for public engagement in research has helped launch a total of 66 studies (18 of which were launched in 2011/2012), closed 43 studies and engaged more than 76,000 of our members to participate directly in breast cancer research.

We conducted four research results webinars– giving the Army of Women an opportunity to hear results first hand from the researchers on the following studies:

- Grapefruit, Hormones, and Postmenopausal Breast Cancer Risk
- Online Stress Management for Breast Cancer Survivors
- Protocol for Narrowing the Gap in Breast Adjuvant Therapy
- The Milk Study

We were invited to speak at several scientific conferences about the success of the Army of Women:

- Fourth AACR Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved– September 2011 – Army of Women Panel titled Increasing Recruitment of Minorities and the Medically Underserved for Research Studies
- AACR Advances in Breast Cancer Research: Genetics, Biology, and Clinical Applications– October 2011 – Army of Women Panel titled Transforming Translational Research – Innovation through Collaboration Between Women and Scientists
- AACR Annual Meeting – April 2011 – Army of Women Panel titled Crossing the Chasm from Animal Models to Women: the Love/Avon Army of Women



“I am extremely grateful for this collaboration. I would not have been able to be successful without the Army of Women, as 33% of our study sample came from AOW.”

Heather Ochs-Balcom, Ph.D.,
Principal Investigator

Samples of Army of Women Studies Conducted this Year:

Jewels in Our Genes

**PI: Heather Ochs-Balcom, Ph.D.
University at Buffalo**

- Launched 10/6/2010, closed 6/15/2012
- Enrolled Black/African American women nationwide diagnosed with breast cancer of any stage, who had either (1) a sister who has never been diagnosed with breast cancer who was also willing to participate in the study or (2) at least one living female blood relative (first or second degree) who was diagnosed with breast cancer of any stage who was also willing to participate in the study.

- The research team is studying why some African American families have multiple cases of breast cancer. This will help to better understand if there are undiscovered genes unique to African Americans that may predict early breast cancer risk.
- Women who participated in the study completed a questionnaire and provided a saliva sample via a mailed kit.
- Enrollment goal: 350 women (including family members)
- Thanks to our dedicated staff and our Army of Women members, we provided the research team with 190 women interested in participating in the study (plus their family members who were also asked to participate).

Endocrine Therapy after Breast Cancer Study
PI's: Annette Stanton, Ph.D.,
University of California Los Angeles
Ann Partridge, MD, MPH
Dana Farber Cancer Institute, Boston

- Launched 1/11/2012, closed 1/23/2012
- Enrolled women nationwide who had been diagnosed with breast cancer and were taking, or had taken within the past 12 months, one of the following pill-type endocrine therapies: Nolvadex (tamoxifen), Arimidex (anastrozole), Aromasin (exemestane), or Femara (letrozole).
- In an effort to find the best way to help medical personnel and women diagnosed with breast cancer, the researchers developed an online survey to understand women's thoughts, feelings, and behaviors relevant to taking endocrine therapies.
- Women who participated completed a 30-minute online survey.
- Enrollment goal: 500; decided to increase goal after 500 women signed up within 7 hours.
- Thanks to our dedicated Army of Women members, we recruited 2,483 women who were interested in participating in the study (59 percent of the women signed up within the first 24 hours after launch).



“Funded by the Breast Cancer Research Foundation, this study was designed to understand women’s experience of endocrine therapy after breast cancer, as well as potential contributors to adherence to endocrine therapy regimens. Our original accrual goal was 500 women, but we were able to accrue more than 2,000 women within a few weeks through the Army of Women, more than 1,000 of whom were currently taking endocrine therapy. Such efficient and rapid accrual far exceeded our expectations. As a result, we are able to ask more sophisticated questions in analyzing the data, which ultimately will inform the scientific and public communities regarding adherence to endocrine therapies after diagnosis of breast cancer.”

Annette Stanton, Ph.D.,
 Principal Investigator
 University of California, Los Angeles

WE EDUCATE

DSLRF.ORG is the Dr. Susan Love Research Foundation's online home where visitors can learn more about the foundation, our programs and ways to donate. Most visitors are drawn to the site to research topics related to breast cancer and other women's health issues, as well as the latest research and news presented by Dr. Love on the blog "Beyond a Cure." Women facing health decisions appreciate Dr. Love's sensible and informed approach to interpreting the latest news and advancement in breast cancer treatment and women's health.

378,936
people visited
dslrf.org
this year marking a
42% increase
over the previous year

264,878
people visited
armyofwomen.org
marking a 35%
increase over the
previous year

ARMYOFWOMEN.ORG is a community gathering site for members of the Love/Avon Army of Women and researchers. Visitors come to the site to become members, sign up to be research participants or to engage the Army of Women members in research studies. A majority of the traffic flows into the site as a result of email correspondence we send directly to members and researchers.

MEDIA WINS— DRIVING THE BREAST CANCER CONVERSATION IN THE MEDIA

The Dr. Susan Love Research Foundation continues to be an important resource for top national and regional media outlets with Dr. Love as the trusted authority and sought-after breast cancer expert. During the past year we earned hundreds of media placements all year long, with a peak in October during Breast Cancer Awareness Month. Some of the biggest media wins of the year included:

Glamour, Ladies Home Journal, Newsweek, The New York Times, The Los Angeles Times, USA Today, The Chicago Tribune, The Today Show, NBC Nightly News with Brian Williams, ABC News with Diane Sawyer, NPR Morning Edition

Our active campaign to engage prominent bloggers in breast cancer and women's health also paid off with coverage in more than 70 blogs that linked directly to our sites.

In anticipation of the launch of the Health of Women Study, we hosted a press briefing breakfast sponsored by Lifetime at the Soho House in New York on May 8, 2011. Representatives from sixteen major publications attended this year's Pre-October Press Event entitled, "HOW will you cover breast cancer this October?" With numerous prominent health editors in attendance, the event had a great return on investment as the Foundation was successful in securing direct leads to six print features and six online placements scheduled for October 2012.

Press Attendees:

Woman's Day, Good Housekeeping, Ladies Home Journal, Glamour, MORE, Health, Women's Health, Prevention, Allure, Martha Stewart: Whole Living, SHAPE, SELF, Parents Magazine, CNN American Morning, Everyday Health, HealthyWomen.org



DR. SUSAN LOVE RESEARCH FOUNDATION

Act with Love™

MARKETING

In addition to working with some impressive brands, we also spent some time working on our own branding. We designed new call-to-action branding that will be a springboard for our overall marketing campaign next year. Our new logo has been well received and positions us strategically for our October promotions and partnerships.

WE ENGAGED YOUR COMMUNITY

We engage and mobilize volunteers from across the country to support the Foundation's mission to eradicate breast cancer through our innovative research and education programs, such as the Army of Women and Health of Women study. We support an army of volunteers across the country that hosts local fundraising events, attends health fairs, and contacts the media. Thanks to all their hard work, we have been able to recruit more than 370,000 members to join the Army of Women. We are so grateful to have such an engaged volunteer base and for all that they do to educate and help promote our mission.

One of the many things we worked on this past year was a strategic plan to strengthen our current program, raise the level of support from our community volunteers and develop new ways of diversifying our outreach efforts. We also looked at ways of engaging the local community and recruiting and training more volunteers to get involved with the Dr. Susan Love Research Foundation, and its many programs.

“As a breast cancer survivor, I volunteer with the Dr. Susan Love Research Foundation because I believe we need to find a way to prevent the disease, and the Dr. Susan Love Research Foundation is THE organization that will make this a reality. Women can be very powerful when joined in a common goal; The Army of Women is a perfect example of this. I am proud to be part of the prevention movement, and privileged to be called a DSLRF volunteer!”

Sue Beem, DSLRF Volunteer



OUTREACH AND AWARENESS

Volunteers raised awareness for the Foundation and recruited more than 12,000 new members for the Army of Women program by attending more than 140 local events. They hosted information tables at health fairs, gave presentations at medical meetings, women's organizations and schools...

LOVE WALK®

More than 400 runners and walkers participated in our race in Los Angeles as part of our Love Walk signature event. Through their efforts, and sponsors like Lifetime, Merrill Lynch, City National Bank, On Assignment, HUB International and Prudential Realty, we raised gross revenue of \$58,000. We also started our expansion planning for the walk, and targeting the Las Vegas market for our first Love Walk outside of Los Angeles.

MEDIA AWARENESS

For 365 days, our volunteers across the country shared their stories, blogged and tweeted about our groundbreaking work, and garnered coverage for local events.

OUR DONORS AND CORPORATE SPONSORS

The **Dr. Susan Love Research Foundation** thrives on the power of corporate alliances and collaborative efforts. Our Corporate Champions provide tremendous impact, leveraging their brand strength and customer loyalty on behalf of our breast cancer community. This year we were able to strengthen relationships with existing partners and forge relationships with new partners who value our mission to find the cause of breast cancer. Central to a valuable partnership are shared goals and values. Our partners feel great about the investment they are making in research to find the cause of breast cancer and end it for good.



This year Ford searched for new partners for their powerful **WARRIORS IN PINK** program. Our focus on finding the cause of breast cancer and developing prevention through innovative research was particularly exciting to them as they chose new partners. We are very optimistic that this valuable partnership, funded through Warriors in Pink merchandise sales, will contribute to expanding our programs and having even more of an influence on innovative research.

“Ford Warriors in Pink is proud to have the Dr. Susan Love Research Foundation on board as one of our newest charity partners. It’s empowering to know that there is a community of dedicated and passionate volunteers throughout the U.S. who are working together to help create a future without breast cancer. We are all Warriors in this fight together, from stopping breast cancer before it starts to eradicating the disease as whole. We hope that our program will make an impact with funds from the sale of Warriors in Pink apparel (when DSLRF is selected from fordcares.com) going to further the mission of such a great organization.”

Tracy Magee, Primary Brand Experiential Marketing Manager, Ford



GENOMIC HEALTH, the global health company conducting sophisticated genomic research to help patients and doctors make more informed decisions about their treatment supported the foundation with a financial contribution of \$35,000 this fiscal year. In addition to their support of our programs, they also launched an innovative Facebook campaign inviting women to take the “Until Every Women Knows Breast Cancer IQ Quiz” developed by Dr. Love. They contributed \$1 for every woman who took the quiz. They have committed to working with us again in October 2012.

“We are proud to support the Dr. Susan Love Research Foundation through our ‘Pass It On’ campaign. We share the ideals that research holds the keys to a more thoughtful and individual approach to treating breast cancer, as well as ending it by finding the cause. We applaud Dr. Love for championing and educating women with breast cancer to challenge the status quo by advocating for themselves in treatment and research settings.”

Emily Faucette, Vice President, Corporate Communications & Investor Relations at Genomic Health

Our sincere gratitude goes out our friends at **LIFETIME TELEVISION** who are committed to stopping breast cancer, perfectly in line with our mission. In October 2011, Lifetime launched Five, a series of five short films about women living with breast cancer. The Foundation was the beneficiary of the promotions for this film, resulting in donations from the network totaling \$36,000, as well as significant exposure for the Foundation and the Army of Women. In addition to their generous support in October, Lifetime sponsored our May 2012 New York press event at Soho House where we introduced the Health of Women study to the media in advance of the October launch.



“The Dr. Susan Love Foundation is one of the best partners that Lifetime has ever worked with. The organization’s unique mission and strong leadership always make us confident that our support is going directly to where it is most needed– innovative research that will enable us to know what causes breast cancer so that we can one day stop this disease, not just cure it.”

Danielle Carrig, Senior Vice President of Advocacy and Public Affairs, A+E Networks

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In October 2011, **PUMA PROJECT PINK** launched a contest allowing people to nominate worthy breast cancer charities and let the public vote on the winner. The proceeds of their Project Pink soccer gear all year long go to support the prize fund. We activated our network of supporters and Army of Women members and won! The prize of \$104,538 went to support our research programs. Thanks Puma!



“Congratulations on becoming PUMA’s 2011 Project Pink beneficiary! Winning this contest absolutely speaks to how dedicated your fan base is and how much they support the amazing work you do. We can’t wait to see what exciting things you have in store for 2012.”

Jay Piccola, President of PUMA North America

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Together with **PANERA BREAD** we celebrated the 10th Anniversary of the Pink Ribbon Bagel by hosting “Coffee and Conversation” events at cafes all across Southern California and through the “Virtual Bagel” online promotion. Panera’s significant support of the Dr. Susan Love Research Foundation resulted in a donation of nearly \$30,000 this fiscal year.



“After being introduced to the Dr. Susan Love Research Foundation and the incredible things they have accomplished on behalf of so many women, I could not help but be motivated to contribute to this important cause and do my part. I am proud to be a friend and supporter of this foundation, and in doing so, I know that I am supporting something so much more profound than research and testing, but rather longevity, perseverance and prosperity for families and children.”

Ingrid Roberts, Principal/Managing Director, First Picks Management Panera Bread Franchisee

OUR DONORS' CUMULATIVE LIFETIME GIVING

More than \$1,000,000

Anonymous
Avon Foundation for Women
Sharon Disney Lund Foundation

\$300,000 to \$999,999

California Breast Cancer
Research Program
Hard Rock Cafe Foundation, Inc.
University of California

\$100,000 to \$299,999

American Breast Cancer Foundation
Astra Zeneca
Dako North America, Inc.
Penelope Foley
Genomic Health, Inc.
Herman Auerbach Memorial Trust Fund
Joseph Drown Foundation
Dr. Susan Love
MLE's Pink Bracelet Fund
Puma North America, Inc.

\$50,000 to \$99,999

Abbott Laboratories
City of Hope
Lifetime Networks
PVH Foundation
Universal Music Group, Inc.
Yogitoes

\$25,000 to \$49,999

Anonymous
Bowen H. and Janice Arthur McCoy
Charitable Foundation
Patricia Freysinger
Alice Gillaroo
Kathy Ireland
Daniel Meisel
Men With Heart,
a Non-profit Corporation
myShape, Inc.
Panera Bread Foundation
Erik Sterling
Tenet Healthcare Foundation
Employee Giving Program
Amy Wendel

DONORS FROM JULY 1, 2011-JUNE 30, 2012

\$500,000 to \$999,999

Avon Foundation for Women

\$100,000 to \$499,999

Anonymous

Puma North America, Inc.

Sharon Disney Lund Foundation

University of California

\$25,000 to \$99,999

Genomic Health, Inc.

Lifetime Networks

Panera Bread

The Keep A Breast Foundation

\$10,000 to \$24,999

Creative Artists Agency

Dako North America

Penelope Foley

PVH Foundation

\$5,000 to \$9,999

Anonymous

Atossa Genetics Inc.

Bowen H. and
Janice Arthur McCoy
Charitable Foundation

Helene Brown

Causes for a Cure

City National Bank

Karen Duvall

Patricia Freysinger

General Electric Company

Merrill Lynch

Noble and Lorraine Hancock Fund

Kirsten Noppinger

Silicon Valley Community
Foundation

The Northern Trust

The Pink Fund

Woman Today, Inc.

\$2,500 to \$4,999

Meribeth Brand

Flora L. Thornton Foundation

William Greene, Jr.

Natalie Hagan

Illinois Tool Works Foundation

Toni Knight

Lahey Clinic Hospital Inc.

Motorola Mobility Foundation

On Assignment

Louise Slotnick

Small Army for a Cause

3-for-1 Matching Gift Program

Vanguard Charitable
Endowment Program

Women Aware, Inc.

Yogitoes

\$1,000 to \$2,499

AAROE Associates
Charitable Foundation

Sandy Armour

Christina Bane

Francis Beidler

Henny Bos

Donna Brogan

Rudi Brutoco

Janet Burns

C.B. Coleman and
Joan F. Coleman
Charitable Foundation

Cancer Support Community
Pasadena

Robert Cantz

Capital Consulting Corporation

Jo Ann Ganz

Nanette Gartrell

George Barrie IV
Charitable Foundation

Dorian Goldman

Jill Goodson Bishop

Cathy Harrop

Sarah Heath

Hub International
Insurance Services Inc.

Shirley Jenkins

Susan Jorgenson

Jennifer Jurgens

Marion Lee

Kimberly McGuigan

Kate McLean

Nina Merrill

Cynthia Moore

Morris & Terri Sitt
Family Foundation

John Nielsen

Patricia Peters

Joseph Piscotty

Provincetown Cares

Purity Cosmetics

Rajiv & Caroline Shah
Charitable Foundation

Rodale

Ralph Root

Surdna Foundation

Ted and Rita Williams Foundation

The Bufka Foundation

The Sylvan C. Coleman,
Clarence B. & Joan F. Coleman
Charitable Foundation

Sandra Westfall

Kate Wolfson

2011/2012 FINANCIALS

Through the generosity of our supporters, the Dr. Susan Love Research Foundation continues to do the kind of work that no other breast cancer organization is able to accomplish. We are focused on finding the cause(s) of the disease, and thanks to supporters like you, we are one step closer to accomplishing our goal.

Eighty-five percent of your donations were invested in programs, which include all of our research programs, the Army of Women and the Health of Women Study.

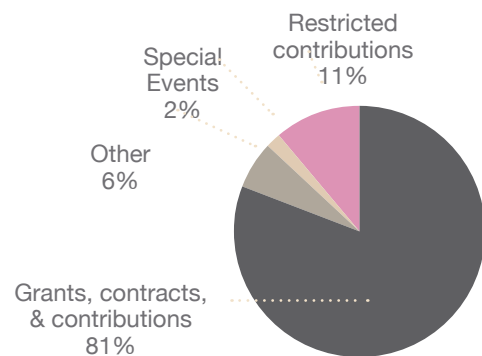
Dr. Susan Love Research Foundation's net assets as of June 30, 2012 were greater than \$4.8 million, ensuring a secure expansion and continued investments in our mission.

ASSETS

Cash and cash equivalents	\$1,131,588
Accounts receivable	\$ 5,472
Contributions and grants receivable	\$ 41,263
Interest receivable	\$ 4,750
Prepaid expenses	\$ 34,934
Investments	\$3,437,292
Patents, net	\$ 16,503
Property, equipment and website, net	\$ 186,170
Security deposit	\$ 21,261

TOTAL ASSETS **\$4,879,233**

2011/2012 PUBLIC SUPPORT AND OTHER REVENUE \$1,880,479



LIABILITIES

TOTAL LIABILITIES **\$ 222,427**

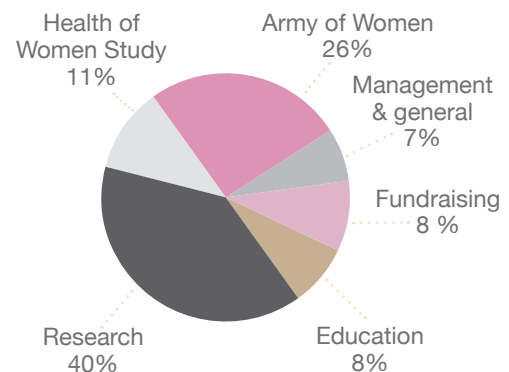
NET ASSETS

Unrestricted	\$2,950,403
Restricted	\$1,706,403

TOTAL NET ASSETS **\$4,656,806**

TOTAL LIABILITIES AND NET ASSETS **\$4,879,233**

2011/2012 EXPENSES \$1,909,679



These financial statements were abstracted from the Dr. Susan Love Research Foundation's June 30, 2012 financial statements which were audited by Hensiek & Caron Certified Public Accountants. The audited financial statements are available on the Dr. Susan Love Research Foundation's website at www.dsrlf.org and can be provided from our office upon request.

GIVE WITH CONFIDENCE

The Dr. Susan Love Research Foundation has earned the prestigious distinctions of being both a Better Business Bureau Accredited Charity and a Charity Navigator Four Star Charity.

BOARD OF DIRECTORS

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Nina Merrill, *Treasurer*
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Eva Gordon, Ph.D., *Director, Clinical Research*
Mary Jo Kennedy, *Director, Community Engagement*
Stacey Copeland, *Director, Marketing and Communications*

SCIENTIFIC ADVISORY COMMITTEE

The Dr. Susan Love Research Foundation has developed a Scientific Advisory Committee (SAC) comprised of advocates, health care professionals, researchers, and other stakeholders to help review requests from scientists seeking volunteers from the Love/Avon Army of Women for their research studies, as well as help with the Health of Women Study.

The SAC includes volunteers who were invited to sit on the committee because of their expertise regarding and their commitment to the eradication of breast cancer. New members will be chosen with priority given to specialties needed to implement the current Army of Women and Health of Women strategy.

The SAC will review all research proposals to determine if they are reasonable and feasible in the framework of the Army of Women or the Health of Women Study.

RESEARCHERS

Christine B. Ambrosone, PhD,
Roswell Park Cancer Institute
Leslie Bernstein, PhD, *City of Hope*
Donald Berry, PhD,
University of Texas, MD Anderson
Abenaa Brewster, MD, MHS,
University of Texas, MD Anderson
Julia Brody, PhD, *Silent Spring Institute*
Doris Browne, MD, *National Cancer Institute*
Kay Dickersin, PhD, *Johns Hopkins University*
Suzanne Fuqua, PhD, *Lester and Sue Smith Breast Center, Baylor College of Medicine*
Judy E. Garber, MD, MPH,
Dana Farber Cancer Institute
Ernest T. Hawk, MD, MPH,
University of Texas, MD Anderson
Albert Hollenbeck, PhD, *AARP*
Judy Luce, MD, *San Francisco General Hospital*
Sofia Merajver, MD, PhD, *University of Michigan*
Ramon Parsons, MD, PhD, *Columbia*
Regina Santella, PhD, *Columbia*
Patricia Steeg, PhD, *National Cancer Institute*
Sara Sukumar, PhD,
Johns Hopkins University School of Medicine
Thea D. Tlsty, PhD,
University of California, San Francisco
Douglas Yee, MD, *University of Minnesota*

ADVOCATES

Kathy Ball,
Breast Cancer Alliance of Greater Cincinnati
Amy Bonoff, *Share*
Vernal Branch,
Virginia Breast Cancer Foundation
Shirley Brown, *Women of Color Breast Cancer Survivor's Support Project*
Christine Brunswick,
Metropolitan DC Chapter of NBCC
Pat Haugen,
South Dakota Breast Cancer Coalition
Suzanne Hicks, *CRAAB*
Debbie Laxague,
National Breast Cancer Coalition
Debra Madden, *National Breast Cancer Coalition & Ann's Place: the Home of I Can*
Marlene McCarthy,
Rhode Island Breast Cancer Coalition
Chris Norton, *Minnesota Breast Cancer Coalition*
Michele Rakoff,
Breast Cancer Care and Research Fund
Rosemarie Rogers, *American Cancer Society*
Donna Sanderson,
Susan G Komen for the Cure Sacramento
Vicki Tosher, *Colorado Breast Cancer Coalition*
Sandy Walsh,
California Breast Cancer Organizations
Maria Wetzel, *National Breast Cancer Coalition*

“WE PUT THE MONEY YOU DONATE TO WORK IMMEDIATELY IN STUDIES AND PROGRAMS TO FIND THE CAUSE OF BREAST CANCER. EVERY BIT OF FUNDING ACCELERATES THAT PROCESS. WE CAN BE THE GENERATION THAT ENDS BREAST CANCER.”

— DR. SUSAN LOVE

Dr. Susan Love Research Foundation

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310.828.0060 | www.dslrf.org



.....The Numbers You Need to Know.....

280,000

women were diagnosed with breast cancer last year.

40,000

women will die from breast cancer this year.

85¢

of every dollar donated to us goes to research the cause of breast cancer