

Why am I not as **strong** as I **used** to be?  
Will my **chemo brain** ever go away?  
What happened to my **sex drive**?  
My **eyesight** has gotten worse, is it related?  
Will my **surgical scars** ever fade?  
Why are my **joints** so achy?  
Will I ever **stop** worrying about **recurrence**?  
Why do I look like I've aged **20** years?  
Why am I feeling so **edgy**?  
How will I know that I am **cancer-free**?

## WE LISTEN. WE ACT.

Will I ever get my **desire** for **intimacy** back?  
Why did I get **osteoporosis**?  
Why did **radiation** kill my **thyroid** gland?  
When will the **hot flashes** stop?  
Why am I so **heat intolerant**?  
Will I ever regain a **sense of balance**?  
Does the **pain** from surgeries ever go away?  
Will I ever **feel like myself** again?  
Will I be able to have **children** after chemo?  
Did chemo **damage** my **liver**?  
Why am I so **tired** even after  
a **good night's sleep**?



One in eight women  
diagnosed  
in her lifetime.

108 die every day.

To change  
this, we have to  
move awareness  
to action.”

— Dr. Susan Love

## Message from the Chair

On behalf of the Board of Directors, thank you for your support and dedication to the Dr. Susan Love Research Foundation and our mission to achieve a future without breast cancer. The time has never been better to challenge the traditional approach to breast cancer research and to engage the public in playing a larger role in the outcomes. With a strong, professional staff in place and a new CEO on the way, we are excited about the outlook for the coming year when we will invest in more groundbreaking programs to accelerate progress towards our mission. Please continue to be a part of our efforts to democratize, facilitate, inspire and conduct critical research into the cause and prevention of breast cancer. Your support means everything.

Meribeth J. Brand  
*Board Chair*

## *Our Mission*

To achieve a future  
without breast cancer  
by focusing on prevention  
and finding the cause.

## Message from Dr. Love

**2013 WAS A YEAR OF MANY CHANGES.** I returned to full time work more driven and impatient than ever. In June, our Executive Director, Naz Sykes was recruited by our partner Lifetime Television, setting the stage for a new energetic team and setting off a nationwide search for a CEO. I have taken on the title of Chief Visionary Officer, which better depicts my role and I will continue to guide the out-of-the-box thinking and innovative approaches you have come to expect from the Dr. Susan Love Research Foundation.

This was also a game-changing year for the Dr. Susan Love Research Foundation. It was the year we declared that it is time to get the public more involved, to channel their anger and anxiety into action, and to break through the balkanization that has defined the breast cancer community to find projects we can collaborate on.

In October 2012, we launched the [HOW] Study—the first-ever long-term online cohort study open to anyone aged 18 and older—designed to examine the causes, treatment, and prevention of breast cancer. By following women and men with and without a history of breast cancer over time, [HOW] will give us clues about factors that contribute to a breast cancer diagnosis and long term survival. To date, more than 48,000 people have signed up to participate.

The [HOW] Study has proven to be the perfect vehicle for including the public's voice in the research process. In our first foray into crowdsourcing research, we launched an effort to document the true cost of the cure. We put out a call to breast cancer survivors to give input on the collateral damage they have suffered from their breast cancer treatments. Within 24 hours, we had more than 800 responses.

It will take everyone pulling together  
to end breast cancer.



To increase our reach in this groundbreaking approach, we invited Susan G. Komen, Young Survival Coalition and other breast cancer organizations to put differences aside and join the Foundation in gathering the voice of survivors. More than twenty breast cancer organizations and other non-profits agreed to collaborate. Through our combined outreach, more than 3,300 responses have been received, representing issues from neuropathy and chemo brain to other previously undescribed consequences of treatment. The submitted topics and questions are being distilled into a Collateral Damage questionnaire for the [HOW] Study to be released in the spring of 2014 so that we can report the findings back to the public and the scientific community by next fall.

In addition to [HOW], our research in other areas is progressing. During the year, we completed our study to look at the microbiome of the breast and its relationship to breast cancer. We continue to work with partners to develop an approach to mapping the extent of DCIS, and in another collaboration, to develop a handheld self-reading ultrasound.

We are looking forward in early 2014 to the arrival of our new Chief Executive Officer who will direct our charge to disrupt the status quo and push the envelope for progress towards a future without breast cancer. Stay tuned for an exciting 2014 as we expand our collaborations and focus our research, driven by you—the women and men who invest in our work.

It will take everyone pulling together to end breast cancer. We thank you for your past support. We hope you will continue to act with the Dr. Susan Love Research Foundation through your financial contributions, your partnership, your participation in research and your advocacy for progress.

Dr. Susan Love  
*Chief Visionary Officer*

Click [here](#) to view the Foundation's  
Public Service Announcement.

# Democratizing Research

The Dr. Susan Love Research Foundation believes that to end breast cancer in the 21st century, research must be more collaborative, fueled by public and patient participation, and merged at the intersection of life sciences, information technology and medicine.

## Health of Women [HOW] Study

In October 2012, we launched the Health of Women [HOW] Study, an innovative new study that is changing the way patient-reported health data is collected and shared within the research community. [HOW] is a first-of-its-kind online cohort study open to anyone aged 18 and older that collects health information reported by both women and men with and without a history of breast cancer. In just over a year, more than 48,000 people registered for [HOW] and began completing their questionnaires on basic lifestyle, personal and family health history, and if appropriate, breast cancer diagnoses. Upcoming study questionnaires will collect data on lifelong exercise habits, environmental factors, and for breast cancer survivors, the collateral damage resulting from treatment.

### A Snapshot of [HOW] Participants

- **97%** are White/Caucasian
- **76%** of our female participants have been pregnant
- **65%** have gone through, or are going through, menopause
- **43%** of our participants have smoked cigarettes
- **84%** have consumed an alcoholic beverage in the last six months
- **29%** have a history of breast cancer

Of our participants with a previous history of breast cancer:

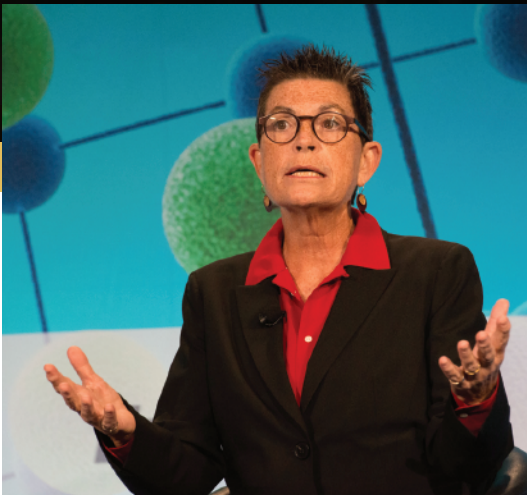
- **70%** had estrogen receptor-positive (ER+) tumors
- **37%** had progesterone receptor-positive (PR+) tumors
- **15%** had human epidermal growth factor receptor 2-positive (HER2+) tumors

the  
[HOW]  
health of women  
study

a program of the  
Dr. Susan Love Research Foundation

“Public-centered research means not just signing people up for clinical trials but asking the public what they want studied.”

— Dr. Susan Love



*Dr. Susan Love and Nancy Brinker, founder of Susan G. Komen, take the stage at the 2013 FasterCures conference in New York. Photos courtesy of FasterCures.*

## Collaborating for Progress

In an effort to highlight the need to find the cause and prevent breast cancer, Dr. Love wrote a blog about the physical cost and consequences of cancer treatment, the so-called “collateral damage.” The overwhelming response we received made it clear we had identified an underreported aspect of the breast cancer experience. The Dr. Susan Love Research Foundation then invited breast cancer organizations to put their differences aside to collaborate on a research project to document the true cost of the cure.

Following outreach by more than twenty collaborating partners representing breast cancer and other disease states, over 3,300 responses were received. This patient-generated input is being developed into a Collateral Damage questionnaire for the [HOW] Study, which will be launched in the spring with findings reported by the fall of 2014.

The Dr. Susan Love Research Foundation’s leadership of the Collateral Damage project was welcomed by both the public and the breast cancer community as an example of what can be achieved when breast cancer organizations work together on common issues. We will continue to look for common ground for collaboration and to spearhead efforts to accelerate progress in breast cancer research.

# Facilitating Research

With a disease as widespread and diverse as breast cancer, it would be impossible for a single organization to carry out all the research necessary to track down the risk factors and pinpoint a cause. At the Dr. Susan Love Research Foundation, being a facilitator of innovative research is as important as conducting our own research.

## SEDE Bank

We successfully rescued a bank of ductal fluid, blood and urine from high risk women who participated in the Serial Evaluation of Ductal Epithelium (SEDE) study in 2004, and completed follow-up on 53% of the participants. The SEDE Bank is now being readied as a resource for scientists needing samples for research to confirm markers of risk.

## Army of Women

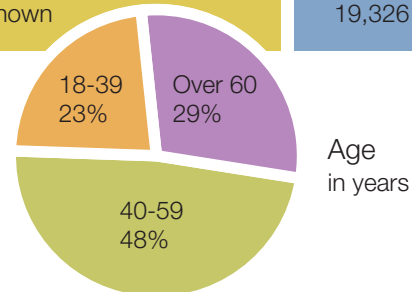
Over the past five years, more than 375,000 people have registered their interest in participating in breast cancer research through the Army of Women, which is gaining wider recognition within the scientific community as a timely and cost-effective resource for study recruitment. We are grateful to the Avon Foundation for Women for providing seed funding for this unique public engagement model for the first five years and our current goal is to expand the Army of Women's visibility and reach so that it becomes a self-sustaining program. We are also actively working to increase the participation from underrepresented communities as well as younger women.

### Army of Women Demographics

- More than **375,000** individuals recruited
- **70%** have never had breast cancer
- **30%** are survivors or going through active treatment
- **67%** have no first-degree family history
- **27%** have one first-degree relative who had breast cancer
- **5%** have more than one first-degree relative who had breast cancer

### Ethnicity

Ethnicity	N	%
Caucasian	323,795	86.3
Black or African-American	13,076	3.5
Hispanic or Latina	12,470	3.3
Asian or Pacific Islander	4,905	1.3
Native American	1,717	0.5
Unknown	19,326	5.1



The Army of Women provided us access to an incredible group of committed people. The engagement process was simple, timely and effective, and saved us thousands of dollars compared with standard recruitment strategies.

**Without the Army of Women, our study would not have been possible.”**

— Carla Finkelstein, Ph.D., *Virginia Tech*  
 STUDY TITLE: SHIFT WORK AND BREAST CANCER RISK

Our stated goal for the Army of Women has been to help researchers transition from experiments on mice and rats to working with women. Carla Finkelstein, Ph.D. of Virginia Tech is an example of a basic scientist who was able to make the transition successfully with our help.



## Working with the Army of Women has been a wonderful experience.

Recruiting is typically the most challenging aspect of doing breast cancer research, and the Army of Women's e-blasts were very helpful in contributing to our recruitment of women who met our stringent criteria. The AOW staff have been proactive, enthusiastic, and delightful to work with."

— Cheryl Koopman, Ph.D., *Stanford University*  
*Professor, Department of Psychiatry and Behavioral Sciences*

STUDY TITLE: AT-HOME SUPPORT FOR RURAL WOMEN USING GROUP VIDEO CALLING

### Research Studies using the Army of Women for Recruitment July 1, 2012–December 31, 2013

Early Detection of Epithelial Ovarian Cancer Using Exhaled Breath Markers  
*Pine Street Foundation*

Chemotherapy-Induced Premature Menopause in Latina Women with Breast Cancer  
*University of Massachusetts Medical School*

Breast Cancer, Uterine Cancer, and YOU  
*University of Louisville, Brown Cancer Center*

Evaluating Patient-Reported Outcomes in Breast Cancer  
*Duke University Medical Center*

Project CARE  
*University of Miami, Miller School of Medicine*

Environmental Exposure and Breast Density  
*University of Wisconsin, Carbone Cancer Center, and Fred Hutchinson Cancer Research Center*

Stepping STONE (Survivors Taking on Nutrition & Exercise)  
*Georgetown University*

Bacterial and Viral Diversity Study  
*Dr. Susan Love Research Foundation and John Wayne Cancer Institute*

Genomic Markers of Breast Cancer Prevention Induced by hCG in Women at High Risk (GEMCP)  
*Fox Chase Cancer Center*

Effects of Soy on Breast Tissue  
*University of Southern California*

Effects of Birth Control Pills on Breast Tissue  
*University of Southern California*

Hormones, the KRAS-variant and Breast Cancer Risk  
*Yale University*

Assessment of Cognitive Difficulties in Breast Cancer  
*Stanford University*

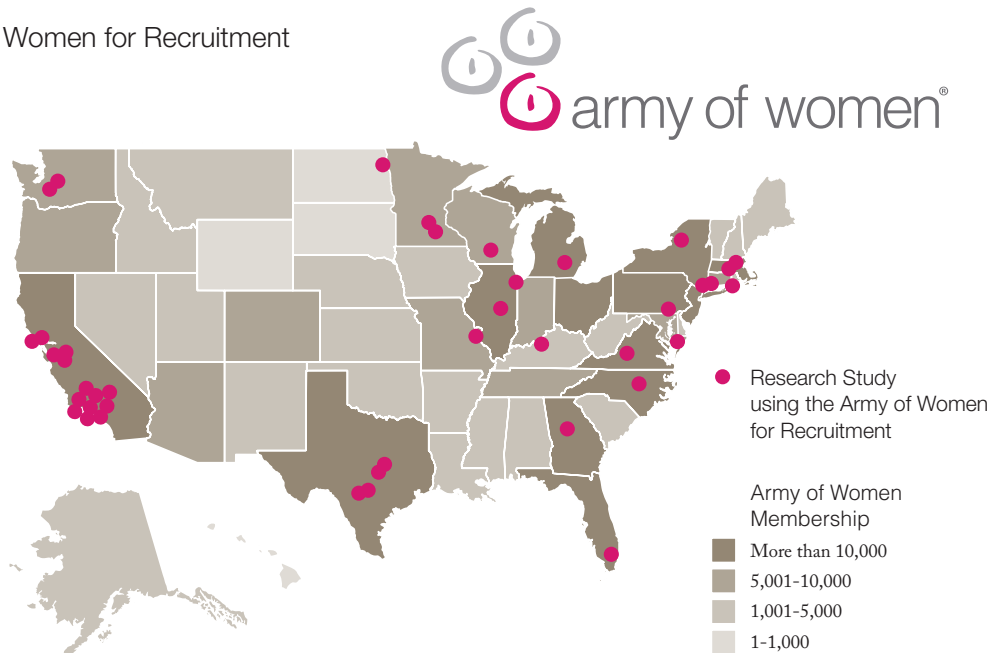
Breast Cancer Cognitive Rehabilitation  
*UCLA Jonsson Comprehensive Cancer Center, UCLA Semel Institute*

Discovery of Early Markers of Breast Cancer  
*The University of Texas, MD Anderson Cancer Center*

Latina Breast Cancer Initiative  
*University of California, Los Angeles*

Pregnancy and Breast Cancer Risk  
*Tufts University*

Breast Cancer Risk in Young Women  
*Washington University School of Medicine in St. Louis*



Shift Work and Breast Cancer Risk  
*Virginia Polytechnic Institute and State University*

Low Dose Tamoxifen for Breast Cancer Prevention  
*City of Hope, University of Michigan, St. Jude's Children's Research Hospital, Emory University, Princess Margaret Hospital*

Vitamin D3 Effects on Musculoskeletal Symptoms  
*Park Nicollet Health Services, University of Minnesota*

Sister Survivor: Improving the Survivorship Care of African-American Women with Breast Cancer  
*City of Hope, African-American Breast Cancer Coalition*

Interpersonal Therapy for Depression in Breast Cancer  
*New York State Psychiatric Institute*

Inflammation Changes Over Time in Obese, Overweight and Normal Weight Women  
*University of North Dakota School of Medicine & Health Sciences*

Phase 1b Trial of 2nd Generation Designer T Cells in Metastatic Breast Cancer  
*Roger Williams Medical Center*

BEAT Cancer  
*University of Illinois at Urbana-Champaign*

The Effects of Depo-Provera on Breast Tissue  
*University of Southern California*

At-Home Support for Rural Women using Group Video Calling  
*Stanford University, Sierra Streams*

Breast Cancer Microbiota  
*Rush University Medical Center*

Asian American Community Health Initiative  
*Cancer Prevention Institute of California, Asian & Pacific Islander American Health Forum, Asian Health Services, Asian Americans for Community Involvement*

The Study of High-Dose Vitamin D Supplementation in Premenopausal Women at High Risk for Breast Cancer  
*Southwest Oncology Group*

A Pilot Study of the Flaxseed Effects on Hormones and Lignans: Role of Race, Genes, and Gut Microbiome  
*Roswell Park Cancer Institute, Fred Hutchinson Cancer Research Center*

Mindfulness Meditation-Based Intervention for Women Living with Advanced Breast Cancer  
*University of California, Los Angeles*

Acupuncture for Joint Symptoms in Women with Early Stage Breast Cancer  
*Southwest Oncology Group*

Breast Cancer Risk Assessment in Nursing Mothers  
*University of Texas Health Science Center*

# Performing Research

We strive to focus on research that no one else is doing or will do, with an emphasis on collaboration. This approach ensures that the research concepts and techniques are immediately shared with investigators who may be new to the field and that new approaches will be disseminated faster in the overall scientific community. This past year, we focused on completing one study and initiating new collaborations for two more.

## Microbiome of the Breast

*Collaboration with Dr. Delphine Lee, John Wayne Cancer Institute, Santa Monica, CA*

While much research has been done on screening and finding cancers early, less has focused on the cause of the disease. Taking advantage of new techniques in DNA and RNA mapping, we examined the possibility that there might be an infectious cause to breast cancer. We collected samples of nipple aspirate fluid from 20 volunteers who had had breast cancer and 20 who had not developed the disease. These samples are currently being analyzed for the presence of bacterial and viral DNA and RNA and may give us a hint to the microbiome of the breast. Our initial data shows that there are definitely “bugs” in the breast, but further analysis is needed to determine the types and functions.

Meanwhile, we will be soliciting funding to better determine where the microbes in the breast come from. Are they specific to the breast or do they reflect the broader population of microbes in our bodies? And which breast samples will best reflect the microbial population: tissue biopsies, ductal lavage, nipple aspirate fluid or ductal lavage?

**This is an exciting area of work  
that has not been previously explored.**

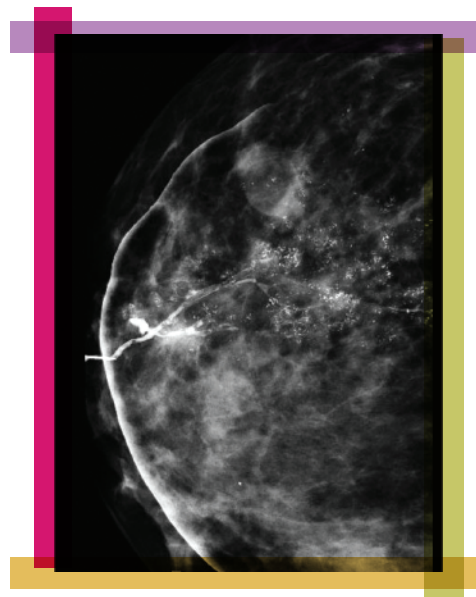
## Self-reading Ultrasound for Triage of Palpable Breast Lumps

Most breast cancers in women under 50 first present as palpable lumps. This is particularly true in the African-American community in the U.S., as well as in the developing world. Most of these palpable lumps are benign, representing fibroadenomas, benign breast disease, and cysts, with a small percentage (10%) being malignant. Ultrasound is very good at distinguishing between these entities. We are collaborating with a team of researchers/engineers from Rutgers University who are experts in face recognition technology and ultrasound. Together, we are applying for NIH funding for a self-reading portable ultrasound device that could determine immediately which women are most likely to have palpable lumps that are benign and which need a biopsy.

## Method to Map the Extent of DCIS

Ductal Carcinoma in Situ (DCIS) extends within a milk duct and is often diagnosed on a mammogram as microcalcification; however, these markers are only present in a small portion of the disease. Unfortunately, neither mammography, ultrasound, or MRI can show the extent of the disease, making it difficult for surgeons to remove it all. We are collaborating with General Electric and Dr. Laura Klein at the Valley Hospital in New Jersey to test whether we can instill saline into the involved duct, then use 3D ultrasound to map the disease. The team is assembled, the protocol has been approved, and the project will start in early 2014.

*AT RIGHT: X-ray of a catheter injecting dye into a milk duct with microcalcifications, demonstrating our ability to identify and cannulate a duct containing DCIS.*





# Amplifying Our Voices

Dr. Love is a respected, credible expert to whom the media and the public turn when there is breaking news about breast cancer. This year, the Dr. Susan Love Research Foundation published blogs, participated in media interviews and communicated through social media on a range of topics requiring a thoughtful and well-informed perspective, such as Angelina Jolie's prophylactic mastectomy and new recommendations to re-classify DCIS as pre-cancerous.

## Media

In February, PBS released the documentary "MAKERS: Women Who Make America," telling the remarkable story of the most sweeping social revolution in American history, as women asserted their rights to a full and fair share of political power, economic opportunity, and personal autonomy. [Dr. Love was featured in MAKERS](#) for her role as a pioneer in breast cancer awareness and research.

Though breast cancer has no season, October is recognized as Breast Cancer Awareness Month. We began our media outreach in May, hosting a press briefing sponsored by Lifetime Television at the Soho House in New York. Editors from 12 popular consumer lifestyle magazines such as Reader's Digest, Health, Weight Watchers, Women's Day, [Metro](#), and Good Housekeeping attended the media event. Major media hits for the year included Reader's Digest, The New York Times Magazine, NBC New York, HuffPost Live, The Los Angeles Times, and Al Jazeera America.



## Social Media

Social media is a growing channel for engaging individuals in dialogue about their breast cancer experiences, the Foundation's activities and news from breast cancer researchers. Our goal is to post content on our [Facebook](#) pages, [Twitter](#), and other social media channels that inspires and compels our followers to act with love by sharing our content with their friends, tweeting, blogging and posting comments that stimulate conversation, support, and action.

# Engaging the Public

Breast cancer doesn't discriminate. It touches virtually every human being either personally or through the experience of a loved one, friend, neighbor, or colleague. The impact of a breast cancer diagnosis strikes the core of deep-seeded emotions, stimulating a passion to act.

The public wants to do more to help make progress against breast cancer. The Dr. Susan Love Research Foundation proactively harnesses this passion, creating opportunities to engage the public in conversation, in advocacy, and in supporting our research programs through direct participation, personal donations, and fundraising events.

## Community Engagement

Our dedicated volunteer base has continued to activate their communities in support of our mission to achieve a future without breast cancer. By attending national conferences, local health fairs, and hosting fundraising events, our volunteers helped boost participation in the Army of Women and raised awareness and participation in the [HOW] Study. Our volunteers all share our passion for the mission and their steadfast participation ensures our success.

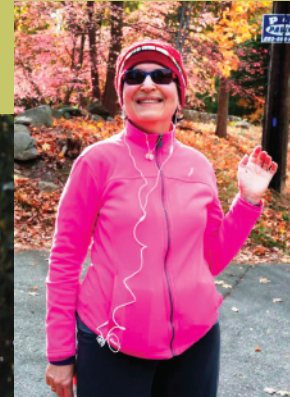
“Volunteering for the Dr. Susan Love Research Foundation has been a lifeline for me following my breast cancer diagnosis and treatment.”

— Debbi Knauff

## Event Central

In August 2013, we successfully launched Event Central, an online platform that unites people across the country to directly support the work of the Dr. Susan Love Research Foundation. Supporters can now easily participate in community events or create their own Act with Love events. 100% of the funds raised through Event Central directly support the Foundation's mission and innovative research programs.





CLOCKWISE FROM FAR LEFT:  
*Jack Becker, Alana Trubitz, Dr. Susan Love with  
Sonya Rosenfeld and Carrie Edler at the 2013  
Walk with Love event, Julie Sharp.*

## Walk with Love

Since its inception in 2008, Walk with Love has raised nearly \$450,000. Walk with Love 2013 reached a new level of participation, including 114 “virtual walkers” from 28 states, proving that passion trumps a sea of pink when it comes to eradicating breast cancer. Walk with Love 2013 exceeded our expectations for engagement and revenue generation, with more than 300% growth in both areas compared with our first event in 2008. Plans are underway to further extend our reach and impact through [Walk with Love 2014 in May](#).

## Julie Sharp’s Breast Cancer Marathon Walk for Jamie Ficelman and Julia Rosenfeld

Julie Sharp, like many of us, has been touched by breast cancer. Her cousin Judy was a young, vibrant woman in her forties when she lost the battle with the disease, leaving behind her two teenage sons, Robbie and Jamie. Since 1999, Julie participated in fundraising in Judy’s memory for organizations focused on the cure. Then in 2013, she shifted her focus to the search for the cause of breast cancer, choosing to support the Dr. Susan Love Research Foundation.

In November, Julie walked in honor of Judy’s son Jamie and his wife Julia, who she says represent “the next generation for whom to raise money to create a world without breast cancer.” Using our new Event Central website, Julie raised almost \$6,000 with the help of her generous family and friends. She is one of the many superstars who support our mission and we applaud her for her hard work, dedication, and participation.

## Jack Becker’s Turkey Trot 5K Run for Alana Trubitz

On Thanksgiving Day, 11-year-old Jack Becker dedicated his Turkey Trot 5K Run in Silicon Valley to his cousin Alana Trubitz, who was diagnosed with stage 1 breast cancer this past summer at the age of 37. Dr. Love was a tremendous resource for Alana during her journey, and Jack recognized that the Dr. Susan Love Research Foundation wants to do more than just find the cure for breast cancer – the Foundation wants to find the cause so that we can prevent it.

Jack raised \$1,070 for the Foundation, exceeding his goal by \$970! We thank Jack for his help in achieving our goal and for his unwavering support for his cousin Alana.

# The Power of Partnership

At the core of our philosophy for engaging corporate sponsors is quality, not quantity. We seek like-minded organizations whose visions, values and brands complement the Dr. Susan Love Research Foundation and resonate with our constituents. Once found, we strive to build long-lasting partnerships that are mutually beneficial, inspiring creativity and consumer engagement that results in increased visibility and vital funding to support our mission and innovative research programs.



WARRIORS IN PINK  
POWERED BY FORD

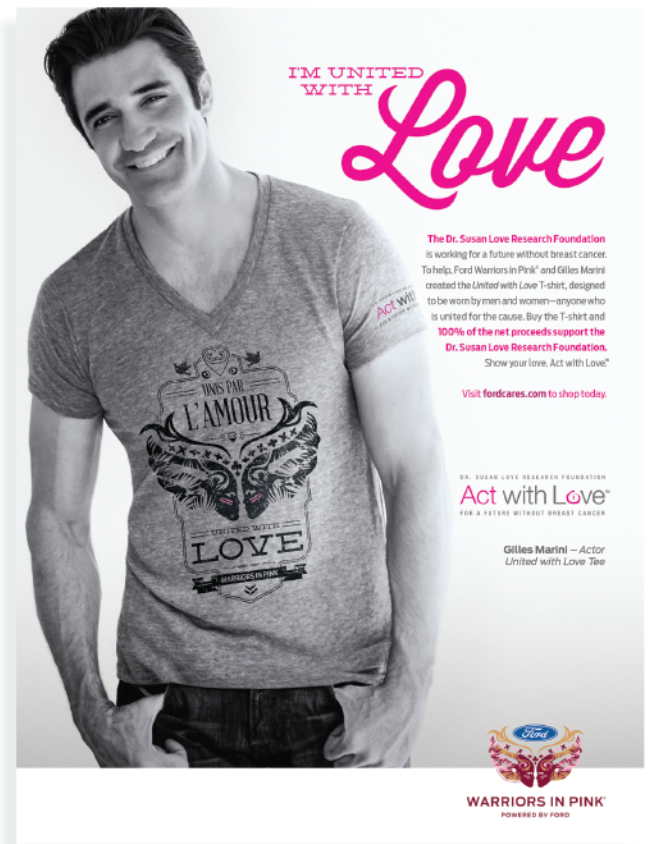
## Ford Warriors in Pink

In this second year of partnership, we were honored to have advocate and actor Gilles Marini collaborate on an exclusive t-shirt for the Ford Warriors in Pink apparel catalog.

Gilles joined the team in New York City for the official launch of the [Unis par L'Amour \(United with Love\) tee](#), donating two full days of his time to visit media and high-traffic locations in a specially-wrapped food truck, handing out pink cupcakes and encouraging the public to support the Dr. Susan Love Research Foundation. The launch received extensive media attention and was backed by advertising in People magazine and US Weekly.

The Foundation receives 100% of the proceeds of every United with Love t-shirt sold, as well as 100% of the proceeds of all apparel purchases when the consumer chooses the Dr. Susan Love Research Foundation at checkout on Fordcares.com.

Ford Warriors in Pink is a truly inspiring partner, always ready to consider new ways to engage consumers in support of creating a future without breast cancer.



“Dr. Susan Love, she gets it. She knows that there must be ways to prevent breast cancer and she knows how to approach it. People like her change the world.”

— Gilles Marini  
[Click here](#) for Gilles' video.



“From the first time I met Dr. Love and heard her speak, it became clear that her passion and unwavering devotion to finding the cause of breast cancer was something I wanted to get behind.”

— Julie M. Chavez  
*Chavez for Charity*

### Chavez for Charity

Our newest partner, Chavez for Charity, chose the Dr. Susan Love Research Foundation to benefit from its pink collection of bracelets designed with natural riverstone, quartz, coral, glass and charms. Founder and acclaimed jewelry designer Julie Marie Chavez has made a commitment to giving back and she donates 25% of the proceeds of every pink bracelet purchased to our Foundation.



### Lifetime Television



We are grateful for our continuing partnership with Lifetime, who activates the power of their brand to reach millions of women through their Stop Breast Cancer for Life initiative. During October 2012, Lifetime aired their Dance Moms public service announcement, which closed with our logo, on television and on social media. Lifetime was our Presenting Sponsor for Walk with Love 2013, as well as sponsoring our annual media briefing event in May.



### PUMA Project Pink

For three consecutive years, our loyal supporters have voted to make the Dr. Susan Love Research Foundation the hands-down winner of PUMA's Project Pink. In 2012 and 2013, PUMA donated a total of \$171,000 to support our programs.



### Panera Bread

Employee engagement is the secret ingredient for our partnership with Panera Bread, now in its fourth year. Enthusiasm and passion for our mission shine through from Panera team members at the more than 70 Panera cafes that sponsored the Dr. Susan Love Research Foundation during the month of October, when Panera donates 10 cents for every Pink Ribbon Bagel sold. On a specified and heavily promoted day each October, franchise cafes donate 100% of their Pink Ribbon Bagel sales to support our programs.



### Genomic Health, Inc.

Committed to helping women make informed decisions about their breast cancer treatment, Genomic Health supports our mission to find the cause and prevention of breast cancer. Once again, we worked with Genomic Health to help educate women faced with diagnoses of DCIS and early-stage estrogen receptor-positive breast cancer. Using social media, we invited women to take the “Until Every Woman Knows” breast cancer quiz, and received a \$1 donation for every quiz taken.



# grateful

Our Donors' Cumulative Lifetime Giving (through June 30, 2013)

We are grateful for those who have honored the Dr. Susan Love Research Foundation with significant gifts since our inception.

Their names inspire us each day as we pursue our vision of a world free of breast cancer.

*More than \$1,000,000*

Anonymous  
Avon Foundation for Women  
The Lund Foundation

*\$300,000 to \$999,999*

Hard Rock Cafe Foundation, Inc.  
University of California

*\$100,000 to \$299,999*

AstraZeneca  
Dako North America Inc.  
Penelope Foley  
Ford Warriors in Pink  
Genomic Health, Inc.  
Herman Auerbach Memorial Fund Trust II  
Joseph Drown Foundation  
Dr. Susan Love & Dr. Helen Cooksey  
MLE's Pink Bracelet Fund  
PUMA North America, Inc.  
S. Mark Taper Foundation  
The Safeway Foundation

*\$50,000 to \$99,999*

Abbott Laboratories  
Beckman Research Institute of City of Hope  
Patricia Freysinger  
Lifetime Television  
PVH Foundation  
Patricia Russell  
Universal Music Group, Inc.  
Amy Wendel & Daniel Meisel  
Yogitoes

*\$25,000 to \$49,999*

Anonymous  
The Annenberg Foundation  
The Bowen H. and Janice Arthur McCoy  
Charitable Foundation  
Helene G. Brown  
Alice Gillaroo & Susan Jorgensen  
Kathy Ireland  
Men with Heart  
myShape, Inc.  
Panera Bread Foundation

From passionate individuals to caring small businesses, socially-minded corporations and dedicated foundations, nearly 4,000 donors stepped forward with financial support for the Dr. Susan Love Research Foundation, fueling our progress toward a future without breast cancer.

*Donors from July 1, 2012 – June 30, 2013*

*\$100,000 to \$499,999*

Anonymous  
Avon Foundation for Women  
PUMA North America, Inc.  
The Lund Foundation  
University of California

*\$25,000 to \$99,999*

Beckman Research Institute  
of City of Hope  
Ford Warriors in Pink

*\$10,000 to \$24,999*

Ariela-Alpha International LLC  
First Giving  
Penelope Foley  
Patricia Freysinger  
Genomic Health, Inc.  
Lifetime Television  
Silicon Valley Community Foundation

*\$5,000 to \$9,999*

The Bowen H. and Janice Arthur  
McCoy Charitable Foundation  
Breast Cancer Focus, Inc.  
Helene G. Brown  
Circle of Service Foundation  
Dako North America Inc.  
Jacques Moret, Inc.  
The Marvin and Sylvia Rubin  
Private Family Foundation, Inc.  
Merrill Lynch  
Morris & Terri Sitt Family Foundation  
Northern Trust Company  
Betty Sommer  
South Point Hotel and Casino

*\$2,500 to \$4,999*


Anonymous  
Bank of America  
Meribeth J. Brand  
Karen Duvall  
Everest Institute  
Nona & Bill Greene  
Holly Yashi, Inc.  
Fred Howarth  
Motorola Mobility Foundation  
On Assignment  
Panera Bread Foundation  
Elizabeth Thornton Troy

*\$1,000 to \$2,499*

AAROE Associates  
Charitable Foundation  
Nadia Allaudin  
American Express Charitable Fund  
Dineen Barr  
Adam Berkowitz  
Leslie Bernstein  
Charles Blitz  
Box Mill Road Realty, LLC  
Margaret Brandt  
Brides Against Breast Cancer  
Donna Brogan  
The Bufka Foundation  
Martha Carter  
Alice Church  
City National Bank  
Ann Coleman  
The Clarence B. & Joan F. Coleman  
Charitable Foundation  
Andrew Corney  
Tom & Lynne Danco  
Davita Pasadena Foothills Dialysis  
Barbara Dreyfus  
Carrie Edler  
Dr. Sally Ehlers  
Ella Zarky Restated Trust  
EraseIBC.com Inflammatory  
Breast Cancer Foundation  
Edward Fohrman  
Jo Ann Ganz  
Nanette Gartrell  
George Barrie IV Charitable Foundation  
Alice Gillaroo & Susan Jorgensen  
Dorian Goldman  
Jill Goodson Bishop  
Natalie & David Hagan  
Hub International  
Insurance Services Inc.  
Hudson River Watertrail Association  
Jonathan Club  
Jennifer Jurgens  
Kathy Kloves  
Thomas Knudsen  
Larkin Living Trust DTD  
Dr. Marion Lee  
Tina Lieberman  
Catherine Lohe

Long Reimer Winegar Beppler LLP  
Maine Community Foundation  
Diane Mauser  
Kate D. McLean & Steven J. Stone  
MEWS Foundation  
Philip Morway  
Diane Moshbacher  
Cheri Oquist  
Joseph Piscotty & Carol L. Maulhardt  
Rajiv & Caroline Shah  
Charitable Foundation  
Norman Ridley  
Risen Bread, LLC  
Robert Waller Foundation  
Sonya Rosenfeld  
Linda Schneider  
Paige Schneider  
Alan Shinn  
Sharon Sitrin  
Morris Sitt  
Small Army for a Cause  
Faith Smith  
The Sylvan C. Coleman Foundation  
Team Tomah  
Ted and Rita Williams Foundation  
Vanguard Charitable Endowment Program  
Sandra Westfall  
Ann Winterbottom  
Peg Yorkin  
Janice Ziegler  
Jeffrey Zissu

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inspire  
us



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# 2012/2013 Financials

July 1, 2012 - June 30, 2013

## Assets

Cash and cash equivalents	\$	66,470
Accounts receivable	\$	15,355
Contributions and grants receivable	\$	250,000
Prepaid expenses	\$	31,823
Investments	\$	3,646,632
Patents, net	\$	14,703
Property, equipment and website, net	\$	363,413
Security deposit	\$	21,261
<b>TOTAL ASSETS</b>	<b>\$</b>	<b>4,409,657</b>

## Liabilities

Liabilities	\$	138,435
<b>TOTAL LIABILITIES</b>	<b>\$</b>	<b>138,435</b>

## Net Assets

### Unrestricted:

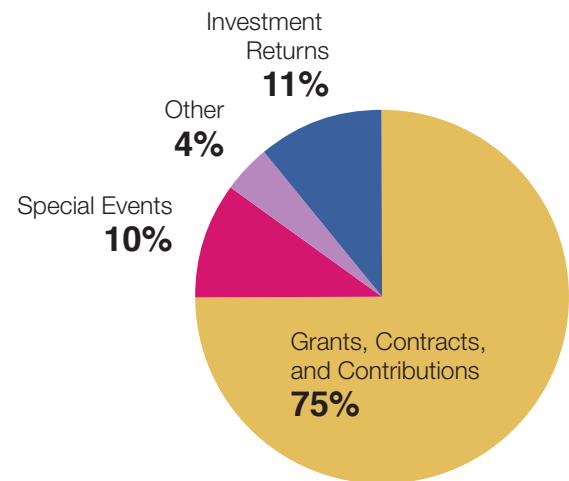
Operating Net Assets	\$	3,011,881
Board Designated Operating Reserves	\$	475,000
<b>Total Unrestricted</b>	<b>\$</b>	<b>3,486,881</b>

Restricted	\$	784,341
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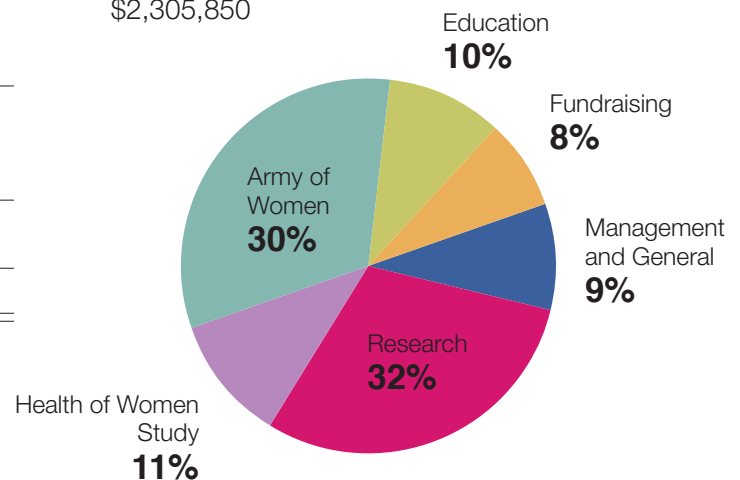
<b>TOTAL NET ASSETS</b>	<b>\$</b>	<b>4,271,222</b>
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<b>TOTAL LIABILITIES and NET ASSETS</b>	<b>\$</b>	<b>4,409,657</b>
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2012/2013 Public Support and Other Revenue  
\$1,920,266



2012/2013 Expenses  
\$2,305,850



*These financial statements were abstracted from the Dr. Susan Love Research Foundation's June 30, 2013 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.actwithlove.org](http://www.actwithlove.org) and are also available from our office upon request.*

### Give with Confidence

*The Dr. Susan Love Research Foundation has earned the prestigious distinctions of being a [Better Business Bureau Accredited Charity](#), a [Charity Navigator Four-Star Charity](#), and a [GuideStar Silver Level Charity](#).*



## The Dr. Susan Love Research Foundation Board of Directors

Meribeth J. Brand  
*Chair, 2013-2014*  
Helene G. Brown

Karen Duvall, M.D.  
William J. Greene, Jr.  
*Treasurer*

Natalie Hagan  
*Secretary*  
Susan M. Love, M.D.  
*Chief Visionary Officer*

Kate D. McLean  
*Chair, 2012-2013*  
Melissa Wayne

### Board Member Spotlight: Helene G. Brown

Helene Brown has been on the forefront of the movement to control cancer since 1950. Helene has made significant contributions in heightening public awareness of cancer since the 1950s, when she helped the American Cancer Society develop an educational film on pap smears to demonstrate to women and their physicians the important role of these tests as a means of preventing cancer deaths.

In the 1960s, Helene became involved in the anti-smoking movement, an interest which she has furthered since the late 1980s as the co-chair of the National Cancer Institute's (NCI) American Stop Smoking Intervention Study Trial (ASSIST) program, the largest smoking research program ever funded by the NCI.

During the 1970s and '80s, Helene helped promote the importance of routine mammography for breast cancer detection in women. She continues to take a leadership role in formulating the American Cancer Society's screening guidelines for cancer-related health exams.

Helene has won numerous awards for her public health work in cancer prevention and control. She was a member of the National Cancer Advisory Board at the National Cancer Institute from 1984 to 1992, and is an honorary lifetime member of the American Cancer Society's National Board of Directors.

We are honored and grateful for Helene's long-standing support, expertise and dedication to the Dr. Susan Love Research Foundation.



“Cancer is contrary to nature.  
It's an aberration and I believe it can be fixed.  
With everyone participating in the [HOW] Study  
and sharing experiences,  
we will make progress to achieve this goal.  
Please join us in the  
Foundation's lifesaving work.”

— Helene G. Brown  
*Board Member since 2004*



*In Memoriam* We were deeply saddened by the loss of Nina Merrill Gomez, our dear friend and trusted member of our Board of Directors since 2004, who passed away in July 2013. Nina dedicated her life to helping people lead healthy and full lives through her profession as a Registered Nurse and her many charitable endeavors.

## The Dr. Susan Love Research Foundation's Scientific Advisory Committee (SAC)

is comprised of advocates, health care professionals, researchers, and other stakeholders who are engaged in reviewing our own research programs and in reviewing requests from scientists seeking volunteers from the Army of Women to participate in their studies. This year, we successfully recruited 15 additional researchers to the SAC, strengthening the breadth and depth of specialties and expertise available to us and bringing the total SAC membership to 51.

### RESEARCHERS

Karen Basen-Engquist, Ph.D., M.P.H.  
*The University of Texas,  
MD Anderson Cancer Center*

Leslie Bernstein, Ph.D.  
*City of Hope*

Donald Berry, Ph.D.  
*The University of Texas,  
MD Anderson Cancer Center*

Abenaa Brewster, M.D., M.H.S.  
*The University of Texas,  
MD Anderson Cancer Center*

Julia Brody, Ph.D.  
*Silent Spring Institute*

Doris Browne, M.D.  
*National Cancer Institute*

Susan Clare, M.D., Ph.D.  
*Indiana University School of Medicine*

Kay Dickersin, Ph.D.  
*Johns Hopkins University*

Suzanne Fuqua, Ph.D.  
*Lester and Sue Smith Breast Center,  
Baylor College of Medicine*

Patricia Ganz, M.D.  
*University of California, Los Angeles,  
Schools of Medicine & Public Health  
and Jonsson Comprehensive Cancer Center*

Judy E. Garber, M.D., M.P.H.  
*Dana Farber Cancer Institute*

Ernest T. Hawk, M.D., M.P.H.  
*The University of Texas,  
MD Anderson Cancer Center*

Albert Hollenbeck, Ph.D.  
*AARP*

Lisa Kay Jacobs, M.D.  
*Johns Hopkins University School of Medicine*

Marilyn Kwan, Ph.D.  
*Division of Research, Kaiser Permanente*

Julie Lawrence, D.O.  
*Comprehensive Cancer Center,  
Wake Forest University*

Judy Luce, M.D.  
*San Francisco General Hospital*

Susan McCann, Ph.D., R.D.  
*Roswell Park Cancer Institute*

Sofia Merajver, M.D., Ph.D.  
*University of Michigan*

Lisa Newman, M.D., M.P.H.  
*University of Michigan Health Systems*

Julie Palmer, Sc.D.  
*Sloan Epidemiology Center at Boston University*

Patricia Parker, Ph.D.  
*The University of Texas,  
MD Anderson Cancer Center*

Ramon E. Parsons, M.D., Ph.D.  
*Icahn School of Medicine, Mount Sinai*

Alpa Patel, Ph.D.  
*American Cancer Society*

Peggy Reynolds, Ph.D., M.P.H.,  
*Cancer Prevention Institute of California  
and Stanford University School of Medicine*

Gedge David Rosson, M.D.  
*Johns Hopkins Medical Institutions*

Regina Santella, Ph.D.  
*Columbia*

Thomas Smith, M.D.  
*Johns Hopkins Medical Institutions*

Annette Stanton, Ph.D.  
*University of California, Los Angeles*

Patricia Steeg, Ph.D.  
*National Cancer Institute*

Saraswati Sukumar, Ph.D.  
*Johns Hopkins University School of Medicine*

Thea D. Tlsty, Ph.D.  
*University of California, San Francisco*

Kala Visvanathan, M.D., M.H.S.,  
*Sidney Kimmel Comprehensive Cancer Center  
and Johns Hopkins Bloomberg School of Public Health*

Douglas Yee, M.D.  
*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*

AnneMarie Ciccarella  
*Memorial Sloan-Kettering Cancer Center*

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*

*In Memoriam* We were saddened by the loss of Christine Brunswick, vice president of the National Breast Cancer Coalition and an advocate member of our Scientific Advisory Committee, who passed away in February 2013 after a long and courageous battle with breast and cervical cancer. Christine was passionate, strategic in her approach to our cause, and an irreplaceable voice in the breast cancer community. She was smart, funny, a compassionate mother, an engaged advocate and our good friend. Her memory reminds us that every life lost to breast cancer is one too many.



The Dr. Susan Love Research Foundation actively engages members of the public through many communications channels. Here are just a few of the hundreds of comments and conversations we were part of during the course of the year.

## The Voices of the Public

We gals have to  
**stick together,**  
and we will beat  
this cancer.

As always, Dr. Love cuts to the chase and  
says what too many people  
are afraid to speak.

Thank you to our  
visionary Dr. Susan Love  
for unwrapping the pink ribbon  
and letting us speak about  
collateral damage.

I LOVE that (Dr. Love) is looking  
beyond into the unknown,  
the place where new information is derived.  
I LOVE that she has the courage  
to navigate areas unknown,  
with compassion to find the truth.

Great organization,  
responsible for  
wonderful research.

I hope that your **voice,**  
supported by all of us,  
will lead to the real change  
that we all so desperately need.  
Funding needs to go to **research** –  
plain and simple.

It's so vitally important for all of us  
to educate ourselves and support organizations  
addressing **root causes**  
and **prevention** of cancer,  
such as the Dr. Susan Love Foundation.

Early detection has long been  
touted as prevention.  
Let's keep the conversation focused  
on **the real cure...  
prevention!**

You go, Dr. Love.  
We need a person who really **cares** about others.  
That's why I joined the Army of Women.  
Whatever I can do to help this cause, I will.

“ If we don’t  
disrupt the  
breast cancer  
status quo,  
who will?”

— Dr. Susan Love

DR. SUSAN LOVE RESEARCH FOUNDATION

Act with Love™

FOR A FUTURE WITHOUT BREAST CANCER

2811 Wilshire Boulevard, Suite 500 Santa Monica, CA 90403 [www.actwithlove.org](http://www.actwithlove.org)



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