

Dr. Susan Love

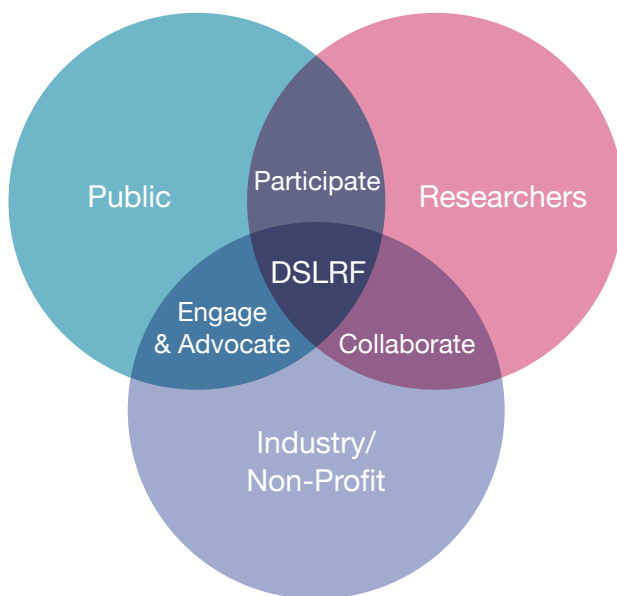
RESEARCH FOUNDATION

For a future without breast cancer™

Dr. Susan Love Research Foundation is dedicated to achieving **a future without breast cancer** by engaging the public and the scientific communities in innovative research on cause and prevention. We do this by facilitating and inspiring collaborative and novel research, and by translating science to engage the public as informed partners.

Mission

Dr. Susan Love Research Foundation operates at the intersection of an informed public, the scientific community, and other commercial and nonprofit organizations with an interest in ending breast cancer and improving the quality of life for people living with breast cancer.



From the Board of Directors

This was a challenging yet fruitful year as Dr. Susan Love Research Foundation welcomed a new Chief Executive Officer at the midpoint. Heather Cooper Ortner joined us in February 2014 and had an immediate and positive impact on the Foundation's operations. With Heather at the operational helm and Dr. Susan Love leading our research efforts, the Board of Directors is looking forward to increasing recognition, focus, and investment into the cause and prevention of breast cancer in the coming years.

Meribeth J. Brand

Chair

Dr. Susan Love Research Foundation

From the CVO and CEO

Though ‘year of transition’ is oft-used and much abused, it is a fitting description of our 2013-14 fiscal year as we faced and tackled some new challenges and reinforced our approach to sustaining and growing the impact of Dr. Susan Love Research Foundation.

Our primary challenge during the fiscal year was the development of sustained, ongoing funding to support our Army of Women®, Health of Women (HOW) Study™, and clinical

research programs. Over the course of the year, we were successful in stabilizing the Foundation’s team of talented professionals, and we focused on new and stronger relationships with like-minded individuals who have the capacity and reach to help us build upon our existing programs, extend our value to the breast cancer community at large, and accomplish our goals.

The time has come to put more emphasis on ending breast cancer before it starts. We are painfully aware that the mortality rates for breast cancer have not significantly dropped over the past decades, and that women (and men) continue to be diagnosed with metastatic breast cancer at alarming rates. We will continue to support the importance of knowledge and improving the quality of life for everyone who is diagnosed with breast cancer. We also firmly believe that research into what causes breast cells to mutate, become malignant, and all too often, metastasize, will lead us to discovering how to prevent any of that from happening in the first place.

It will take time. It will take innovative research. It will take money. It will take more participation by members of the public, who are science’s most valuable resource. We are encouraged by the increase in volume of the public’s voices, demanding more answers, better solutions, and faster progress towards eliminating this disease.

We appreciate all that you do to help us move closer to our goal of creating a future without breast cancer.

Susan M. Love, MD, MBA
Chief Visionary Officer

Heather Cooper Ortner
Chief Executive Officer



Susan M. Love



Heather Cooper Ortner

Leadership

“Heather’s arrival at the Foundation brought a focused and disciplined approach to leadership and governance, along with experience and wisdom in engaging generous donors, sponsors, and benefactors who support our mission.” — SUSAN M. LOVE, MD, MBA

“The Foundation commands a coveted position in the mission to end breast cancer. Susan represents the voice of women everywhere who deserve digestible and actionable information, along with that expert medical voice that inspires.” — HEATHER COOPER ORTNER

Army of Women®

Army of Women volunteers across the United States continue to raise their hands to participate in breast cancer research. These women are determined to make an impact on saving lives and improving the quality of life for women living with breast cancer. They are willing to give information, blood, urine, nipple aspirate fluid, and even tissue samples to aid researchers in pursuit of the end of breast cancer.

Dr. Susan Love Research Foundation, our supporters, and research partners celebrate and honor the members of the Army of Women for their selflessness and dedication to a future without breast cancer.

AOW made the most difficult part of conducting clinical research the easiest part. I continue to work with AOW and strongly recommend this invaluable resource to other principal investigators."

— Shelli Kesler, Ph.D.
University of Texas MD Anderson Cancer Center



AOW STUDY: COGNITIVE ENHANCEMENT PROGRAM

The purpose of this study was to test whether brain-training exercises can improve brain function in breast cancer survivors who were treated with chemotherapy and are having problems with memory, concentration, multitasking and other similar skills.

Past Studies:

Cognitive and Emotional Effects of Breast Cancer - 2009
Assessment of Cognitive Difficulties in Breast Cancer - 2013

Partners



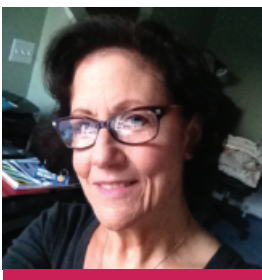
Army of Women Studies: Statistics

- **11** new studies opened
- **9** studies closed
- **26** recruitment eblasts sent
- **1,649** volunteers signed up for open studies

Study Participation: Ethnicity

%

African-American	15.8
Asian or Pacific Islander	4.3
Caucasian	71.2
Hispanic	6.3
Native American	0.3
Unknown	2.1



I joined the Army of Women because I read about how difficult it is to find people to participate in cancer research. **For me, it's very personal.** I have a young daughter and I never want her to go through what I went through."

— Claudia Schmidt
*Mom, Marketing Consultant, and Blogger
My Left Breast (www.myleftbreast.net)*

Health of Women (HOW) Study

Number of active participants as of June 30, 2014: **50,006**

Number of active participants added during FY 2013-14: **8,541**

Modules launched during FY 2013-14: **3**

September 2013

My personal and family health history

February 2014

Health, weight, and exercise

June 2014

Environmental exposures

the
[**HOW**]
health of women
study
a program of the
Dr. Susan Love Research Foundation

“The reason why I got cancer may not really be as crucial to me as to future generations that can benefit from all that we’ve learned and are learning. I am in full support of the HOW Study, which is digging deep to discover the key to making breast cancer ‘a thing of the past.’”

— Kathryn Livingston

Author

Yin Yang Yogini, A Woman's Quest for Balance, Strength, and Inner Peace



Collateral Damage

In summer 2013, Dr. Love wrote a blog post about the collateral damage she experienced from her leukemia treatment. The Foundation received an outpouring of response to the post, and the Collateral Damage project was born. Driven by the theory that the side effects of breast cancer treatment are widespread and unrecognized, input was crowdsourced for a HOW Study questionnaire to explore the true cost of the cure.

We collaborated with Susan G. Komen, Young Survival Coalition, and 17 other breast cancer advocacy and support organizations to spread the word, asking for questions about the side effects of breast cancer treatment. More than 9,000 responses were received from nearly 3,200 individuals, spotlighting issues ranging from chemobrain to neuropathy, loss of sexual appetite to problems sleeping.

The Foundation is proceeding to develop and launch a formal HOW Study questionnaire, to gather and analyze the data on these issues, and to report it back to the public and the medical community.

The Collateral Damage project is another example of Dr. Susan Love Research Foundation's ability to apply innovative new approaches. With so much recent focus on patient-centered reporting, we believe that patient- and public-centered research will provide insights and knowledge that cannot be discovered in a lab.

Collateral Damage Collaborating Partners

- *Dr. Susan Love Research Foundation*
- *Susan G. Komen*
- *Young Survival Coalition*
- *ABCD: After Breast Cancer Diagnosis*
- *Breast Cancer Action*
- *Breast Cancer Fund*
- *BreastCancer.org*
- *Inflammatory Breast Cancer Research Foundation*
- *Latinas Contra Cancer*
- *Living Beyond Breast Cancer*
- *Metaplastic Breast Cancer*
- *Metastatic Breast Cancer Network*
- *METAvivor Research and Support*
- *Minnesota Breast Cancer Coalition*
- *National Breast Cancer Coalition*
- *Nueva Vida*
- *Share*
- *The Neuropathy Association*
- *Triple Negative Breast Cancer Foundation*
- *Women of Color Survivors Support Project*

It Takes a Village

We have neither the time, the money, nor the patience to try to do everything ourselves. One of Dr. Susan Love Research Foundation's core competences is the willingness and ability to collaborate with like-minded organizations and individuals. It is our belief that many minds inspire more productive thinking and better outcomes. Whether it's partnering with other breast cancer organizations on research, with reputable commercial ventures on education and sponsorship, or with our passionate supporters who raise vital funds by participating in Walk with Love or hosting their own creative fundraising events, together we can get closer to ending breast cancer than any of us could possibly accomplish individually.



WARRIORS IN PINK
POWERED BY FORD

Susan G. Komen and Young Survival Coalition

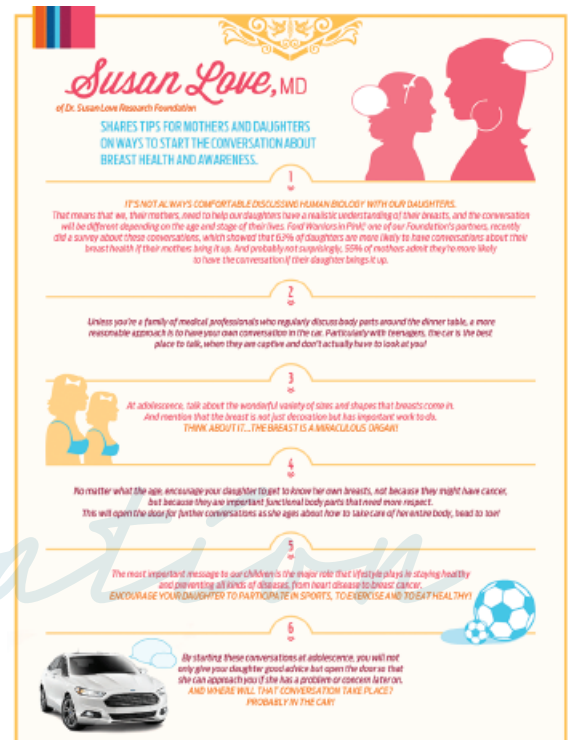
During the year, we forged strong partnerships with these two breast cancer powerhouses, who together provide support and programs for millions of breast cancer patients. The Collateral Damage crowdsourcing success was a result of our combined efforts to encourage women to speak up about the side effects of their treatments. This project will allow us to do a better job of acknowledging and addressing the expectations of people who face breast cancer treatment, giving them a clearer understanding of their options and potential impact of those choices.

Ford Warriors in Pink

Our three-year partnership with Ford Warriors in Pink has greatly benefitted the Foundation, adding more value than the funding alone. This year, we developed shared digital content for a campaign to drive the conversation about breast health with our daughters in a positive and non-fearful way. An informative infographic was posted on Fordcares.com and shared widely (www.warriorinpink.ford.com/we-are-warriors), and Dr. Love posted a blog (<http://blog.dslrf.org/?p=1962>) on the topic for Mother's Day.

The work of the Foundation is critical to finding the cause of breast cancer to end this disease, and we are proud to support that mission through Warriors in Pink apparel sales and outreach efforts. Dr. Love provided great tips for our Drive the Conversation outreach last year and **we know together, we can do even more in 2015.**

— Tracy Magee
Primary Brand Experiential Marketing Manager
Ford Motor Company



DR. SUSAN LOVE RESEARCH FOUNDATION
Walk with Love™
FOR A FUTURE WITHOUT BREAST CANCER
2014

Walk with Love 2014

Walk with Love 2014 was our most successful yet. 1,000 participants and 16 corporate sponsors helped us exceed our goal by raising \$252,044 to support our signature programs.



Clinical Research

Biome of the Breast

In January 2014, our collaborators on the Biome project at John Wayne Cancer Institute (JWCI) confirmed the presence of bacteria in the breast using tissue samples that were in storage at the JWCI tissue bank. Separate research in Canada corroborated the hypothesis, and there is early evidence that there may be a protective bacteria present in some breast tissue. More research is needed, but we are encouraged by the potential of these early findings. In the coming years, we hope to secure additional funding to continue pursuing this promising direction.

...we are encouraged by the potential of these early findings.

Research

Mapping Ductal Carcinoma In Situ (DCIS)

We formally launched our project to image and map the extent of DCIS with The Valley Hospital in Ridgewood, New Jersey in April 2014. Considered Stage 0, or pre-cancer, only about 20-30% of DCIS will become invasive breast cancer. Unfortunately, we don't know which 20-30%. The intent is to utilize 3D ultrasound to build images of breast ducts containing DCIS. The goals are to enable surgeons to get clear margins with less drastic surgery and to develop a method of monitoring the microcalcifications that characterize DCIS to determine what, if any, changes are occurring.

Self-Reading, Handheld Ultrasound

Breast cancer is more deadly in low- to middle-income countries, primarily due to lack of access to screening technology and skilled technicians. Dr. Susan Love Research Foundation believes that ultrasound can be "trained" to recognize malignant versus benign lumps and fibrous cysts, and that an affordable, handheld, self-reading ultrasound would change the way women in developing countries are triaged for breast cancer. The Foundation submitted a grant proposal to the National Institutes of Health/National Cancer Institute for the development and testing of such a device.

Financials

83 cents of every dollar
is invested in research and
public education programs.



Statement of Financial Position

June 30, 2014

Assets

Cash and cash equivalents	\$ 363,254
Accounts receivable	\$ 9,000
Contributions and Grants Receivable	\$ 16,298
Prepaid expenses	\$ 28,367
Investments	\$ 3,029,645
Patents, net	\$ 12,903
Property, equipments and website, net	\$ 491,024
Security deposit	\$ 21,261
TOTAL ASSETS	\$ 3,971,752

Liabilities

Liabilities	\$ 114,655
TOTAL LIABILITIES	\$ 114,655

Net Assets

Unrestricted:

Operating Net Assets	\$ 3,382,097
Board Designated Operating Reserves	\$ 475,000
Total Unrestricted	\$ 3,857,097

Restricted	\$ —
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TOTAL NET ASSETS	\$ 3,857,097
TOTAL LIABILITIES and NET ASSETS	\$ 3,971,752

Statement of Activities

for the Year Ended June 30, 2014

2013/2014 Public Support and Other Revenue

Grants, contracts, contributions	\$ 1,095,829
Other	\$ 27,845
Special events	\$ 212,144
Investment returns	\$ 433,024
2013/2014 Public Support and Other Revenue	\$ 1,768,842

2013/2014 Expenses

Research	\$ 507,686
Army of Women	\$ 617,470
Health of Women Study	\$ 451,709
Education	\$ 244,396
Fundraising	\$ 209,638
Management and General	\$ 152,068

2013/2014 Expenses	\$ 2,182,967
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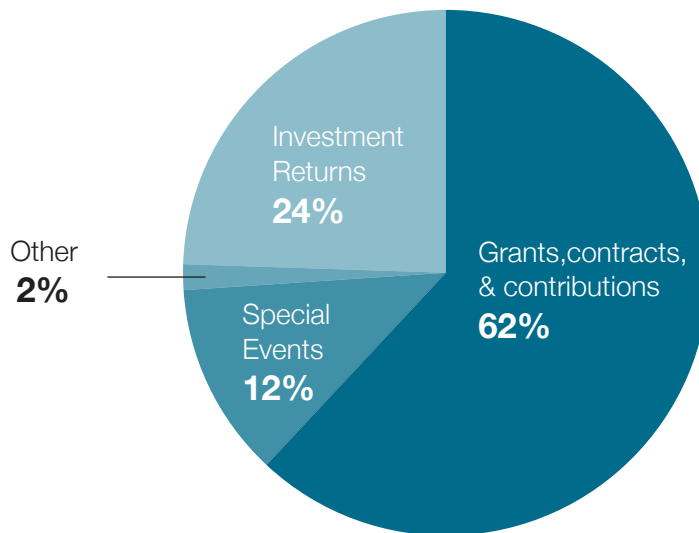
Change in Net Assets	\$ (414,125)
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NET ASSETS, Beginning of Year	\$ 4,271,222
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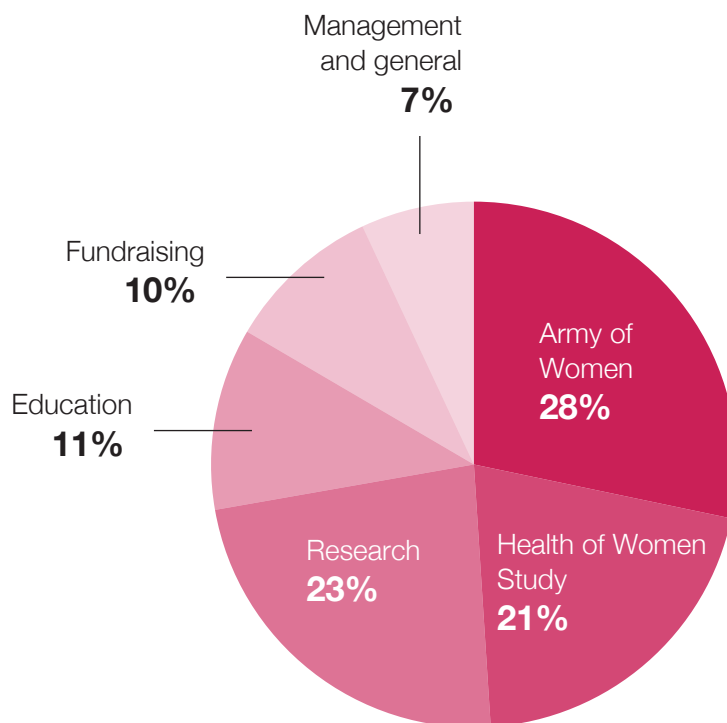
NET ASSETS, End of Year	\$ 3,857,097
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Investment

2013/2014 Public Support and Other Revenue
\$1,768,842



2013/2014 Expenses
\$2,182,967



These financial statements were abstracted from the Dr. Susan Love Research Foundation's June 30, 2014 financial statements, which were audited by Hensiek & Caron Certified Public Accountants. The audited financial statements are available on the foundation's website at www.DrSusanLoveResearcb.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.

Every Dollar Counts!

An additional 3,609 people donated a total of \$329,943 to help us end breast cancer.

\$100,000+

Anonymous
Team Detroit
Sharon Disney Lund Foundation

\$25,000-\$99,999

A&E Television Networks
Puma North America, Inc.

\$10,000-\$24,999

Anonymous
Kirsten Charlson
Penelope Foley
Patricia Freysinger
Julie Marie Chavez Corporation
Judith Selbst and Kenneth Kamins
Lifetime Networks
Marvin and Sylvia Rubin
Private Family Foundation

\$5,000-\$9,999

JoAnn Alfano
Anonymous
Ariela and Associates International LLC
Bowen H. and Janice Arthur McCoy
Charitable Foundation
Helene Brown
Dako North America Inc.
Deedee Deman
Dockendorff Family Charitable Gift Fund
Dr. Rudolph and Mildred Joseph Foundation
Kelley Teegardin and Carrie Edler
Garfield Foundation
Joyce Gavino
Noble and Lorraine Hancock
John Wayne Cancer Institute Auxiliary
Joseph Merel
Merrill Lynch
Monahan Products LLC
Panera Bread Foundation
Sonya and Michael Rosenfeld
Sidney Stern Memorial Trust
Speed Rack
Sally J. Wilson

\$2,500-\$4,999

Meribeth J. Brand
Clyde Goldbach
Nona and Bill Greene
Natalie Hagan
MBX Foundation, Inc.
Moon and Back Foundation
On Assignment
Pink Power Pals
Ted and Rita Williams Foundation
Betty and Ed Weisberger
World Poker Tour Foundation

\$1,000-\$2,499

Brenda Battista
Susan Beem
Carl Bell
Adam Berkowitz
David Berman
Beyond The Pink Moon
Bob Fisher's Ice House
Haydon Brandow
Donna J. Brogan
Audrey and Bob Byers
Joyce E. Carpenter
Causemedia Group
Alice Church
City National Bank
Clarence B. Coleman & Joan F. Coleman
Charitable Foundation
Mary Crowley
Terry Curtin
Maggie Cwiertnia
Lynne and Tom Danco
Michelle Darcey
Julie Darmody
Barbara and Edward Dreyfus
Theresa Eaton
Brendan Flynn
Barbara Friedman
JoAnn and Julian Ganz
Global Icons LLC
Greg Goumas
Nicholas Grad
Thomas and Elizabeth Gratzek
Angela Craig and Cheryl Greene
Barbara Guillaume
Namhee Han
James Hancock

Debbly Harrisberger

Emily Hawkins
Bruce Hoerning
Holly Yashi, Inc.
Grace Holton
Ronald Howard
Susanne Howarth
HUB International
Insurance Services Inc.
Input 1 LLC
Heather Irving
Denise and Barry Jackson
JAKKS Pacific
Monica Karo
Kathy Kloves
Kristin Dornig and Anthony Krantz
Steven and Nikki Lafferty
Regina J. Lucero
Nicole and Kenneth Mackenzie
Bertheil and James Mahoney
Bruce Mallen
Kate McLean and Steve Stone
Frank C. Millheim and Charlene Millheim
Vizhier Mooney
Cynthia and Harold Moore
Terri Murray
Denise Odonnell
Sally Ohle
Cheri Oquist
Joseph Piscotty and Carol L. Maulhardt
Norman C. Ridley
Danny Rimer
Risen Bread, LLC
Jeanne Robinson
Linda Schneider
Rajiv and Caroline Shah
Beth Siegel, M.D.
Christine Stapleton
Strategic Distribution, L.P.
Sylvan C. Coleman Foundation
Doreen Taras
Katherine and Michael Tsujimoto
Twin Lakes Women's Golf Association
Universal Music Group, Inc.
Sandra and Robert Westfall
Denise Williams
Ann Winterbottom
Peg Yorkin
Christina Yorn

Board of Directors

Our Board members are deeply passionate about our mission, devoting countless hours to the oversight and governance of Dr. Susan Love Research Foundation. We are grateful for their service and dedication to our cause.

Meribeth J. Brand, *Chair*
Karen Duvall, MD, *Vice Chair*
William J. Green, Jr., *Treasurer*
Natalie Hagan, *Secretary*

Helene G. Brown
Susan M. Love, MD, MBA
Kate D. McLean
Sonya Rosenfeld
Melissa Wayne

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. Their professional expertise and insight lends strength and credibility to our research programs and those who recruit through the Army of Women.

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., M.P.H.
Browne & Associates, Inc.

Susan Clare, M.D., Ph.D.
Northwestern University

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.
Consulting (retired, AARP)

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

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

Julia 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.
Slone Epidemiology Center at Boston University

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

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., F.R.A.C.P.
*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



Dr. Susan Love Research Foundation
2811 Wilshire Boulevard, Ste. 500 Santa Monica, CA 90403
310-828-0060
www.DrSusanLoveResearch.org

