

**Melanoma**  
**Research Alliance**

# SNAPSHOT OF PROGRESS

**2012-2013**

1101 New York Avenue NW, #620  
Washington, DC, 20009

It's been a year of exciting collaborations that connect multiple research programs with critical investments. The **Melanoma Research Alliance (MRA)**, a unique foundation launched by Debra and Leon Black under the auspices of the Milken Institute, works to accelerate scientific discovery to eliminate death and suffering due to melanoma. Over the past year, MRA has worked tirelessly to achieve this goal, aided by scientific researchers, funders, corporate and non-profit allies, and volunteers.

To date, MRA has awarded more than \$49 million in funding to 118 innovative, translational research programs led by 171 Principal Investigators at 80 institutions in 14 countries. In August 2013, MRA released its latest Request for Proposals with plans to award at least \$8 million (in the spring of 2014) including its first regional special opportunity. A key component of MRA's unique research program emphasizes collaboration within and across sectors.

The melanoma landscape is evolving quickly, and the foundation has been laid for new, more successful approaches to treat this deadly cancer. As a result, there is unprecedented opportunity for transformational progress on behalf of patients, and all who are at risk, with more than 100 new melanoma compounds in the pipeline and nearly 300 clinical trials underway.

MRA also runs multiple awareness campaigns to promote sun safety and encourage early melanoma detection. The work of our allies plays a key role in new prevention and early detection efforts, amplifying our message.

With all of these diverse stakeholders committed to fighting melanoma on multiple fronts, we are optimistic that the day when no one will suffer or die from melanoma is within reach.



Debra Black  
Co-Founder and Chair

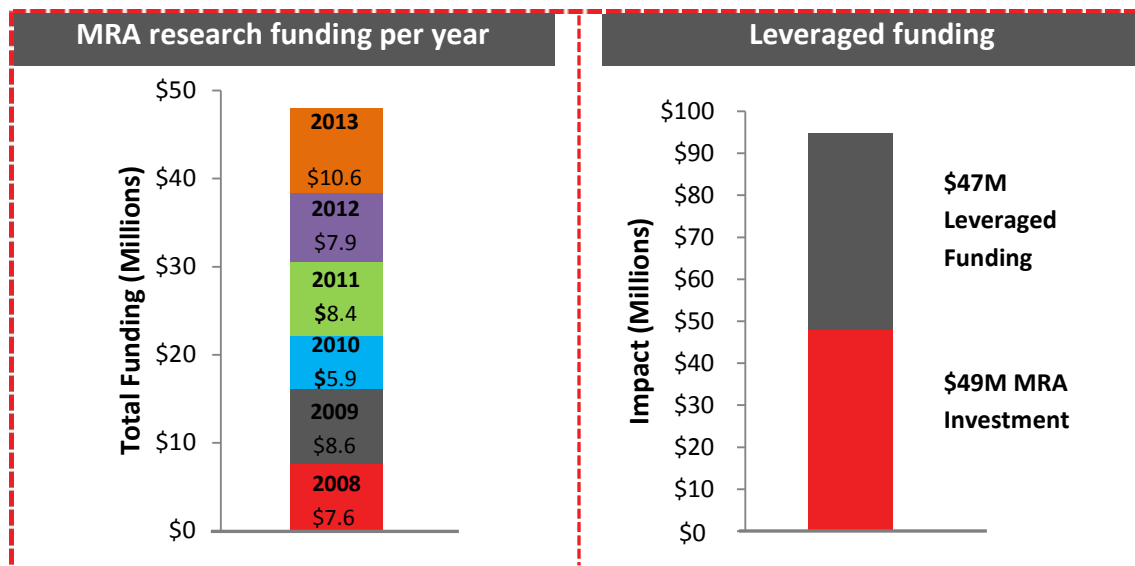


Wendy K.D. Selig  
President and CEO

## Scientific Update

In six years of grant making, MRA has committed more than \$49 million to 118 research programs with the potential to make significant, near term clinical impact in melanoma prevention, diagnosis, staging and treatment. MRA is the largest private funder of melanoma research, catalyzing transformative, strategic, and collaborative investments in scientific discovery and translation.

Recent years have seen unprecedented progress in the melanoma treatment space. Over the past three years, five new melanoma agents have won approval from the US Food and Drug Administration (FDA). With increasing knowledge about the mechanisms that underlie melanoma initiation and growth, researchers, clinicians, and industry leaders are exploring multiple single agent and combinatorial approaches to combat this aggressive disease. The dramatic acceleration of the pace of discovery occurring today in melanoma is also fueling progress in other malignancies, making melanoma a “case study” for new approaches to therapy.



With more than \$10 million awarded in 2013, MRA set a new record for funding. With its founders' generous support of all administrative and fundraising

expenses, MRA directs 100% of all donations to research. MRA now supports 40 Young Investigators, is engaged in eight Academic-Industry Partnership Awards with a variety of pharmaceutical, biotech, and device companies, and co-funds a Melanoma Dream Team award with Stand Up to Cancer (SU2C).

## **Outcomes**

In just a few years of active research, the productivity of MRA-funded investigators has been high, as measured by tangible outcomes and promising early research results.

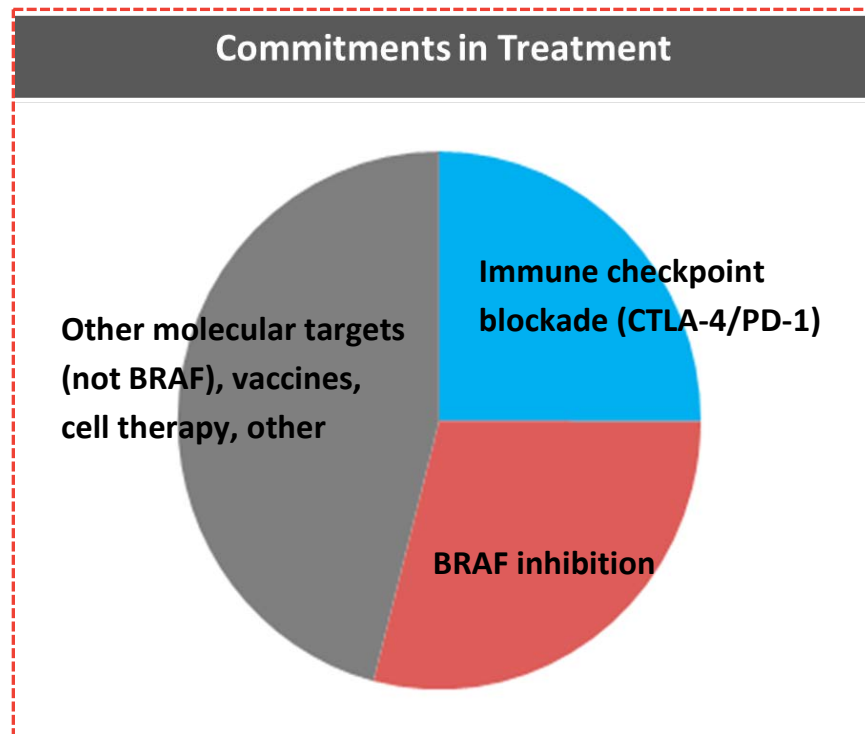
### **By the Numbers (as of December 31, 2013):**

- More than \$47 million in additional research funding leveraged from other sources by MRA investigators. The majority of this funding was granted by the U.S. National Institutes of Health and other foundations.
- 18 clinical trials supported by MRA to test promising agents alone and in combination for the treatment of metastatic melanoma.
- 17 patent applications filed or new inventions disclosed for new technologies, which have the potential to be developed into new tools or treatments for patients.
- More than 100 papers published in high impact journals describing research results supported by MRA, which inform the scientific and clinical communities about promising new research findings so that others may build upon the results to help patients.
- More than 145 collaborations initiated and strengthened between academic, government, and industry scientists, which enhance sharing of information and fast-forwarding the research.
- Approximately 450 presentations delivered by MRA investigators at medical and scientific meetings in the U.S. and internationally, where research results are shared, further raising MRA's profile.

## Top Funded Scientific and Clinical Areas

The majority of MRA funding supports the development of new treatment approaches, including the following specific areas:

- **BRAF inhibition:** MRA has provided more than \$11 million in research funding to projects involving elucidating resistance mechanisms and combining BRAF inhibitors with other agents.
- **Immune checkpoint targeting:** MRA has provided more than \$10 million in funding to projects aiming to improve ipilimumab or anti-PD-1 immunotherapy through identification of biomarkers associated with response and non-response and combining these agents with other therapies.
- **Combinatorial therapies:** MRA has provided more than \$11 million in funding for developing combinations of molecularly targeted agents, immunotherapies, small molecules and biologics, as well as combination therapies involving surgical and radiological approaches.



## **Event & Outreach Highlights**

MRA's fundraising events allow the organization to connect with supporters and bring together its diverse constituencies. Multi-platform awareness activities and alliances help MRA spread the message of melanoma prevention and sun safety.

### **Leveraged Finance Fights Melanoma**



The second annual Leveraged Finance Fights Melanoma fundraising and networking event was held May 21, 2013, in New York City's Rockefeller Center. More than 800 attendees from the leveraged finance community and related fields spent the evening networking and raising funds for MRA's melanoma

research. The event and silent auction generated more than \$1.2 million. Featured speakers included Co-Hosts Jeffrey Rowbottom of KKR and Brendan Dillon of UBS, MRA founder Debra Black, and a special video address by MRA Board Member Michael Milken.

### **New York Stock Exchange (NYSE) Closing Bell Ceremony**

MRA had a unique and impactful opportunity to raise awareness about its mission to defeat melanoma this summer, when MRA rang the Closing Bell of the New York Stock Exchange (NYSE). Surrounded by MRA leadership and supporters, MRA Co-Founder and Chair Debra Black rang the bell on the NYSE trading floor on Tuesday, June 25<sup>th</sup>.



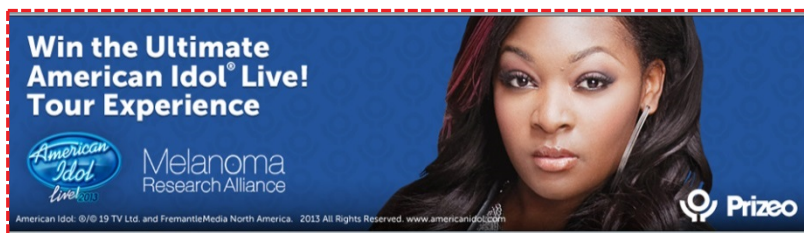
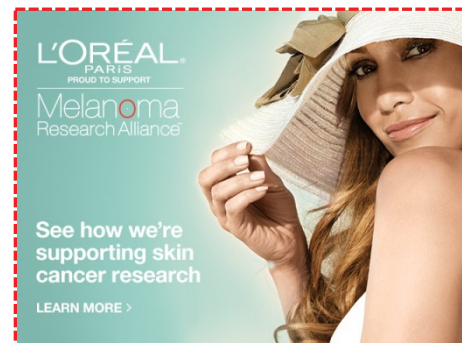
## Melanoma Awareness Month

In celebration of Melanoma Awareness Month each May, MRA engages in multifaceted outreach and fundraising campaigns with its May allies. This year's activities included a record number of corporate and non-profit partners who helped fundraise for MRA and spread the organization's message of sun safety and melanoma awareness.

May partners Claire's and Sports Authority collected donations for MRA at their cash registers and worked to educate their customers on melanoma detection and prevention. Some allies donated a portion of sales from sun-safe merchandise to MRA, while others engaged with MRA on social media, helping to amplify MRA's messaging.

## Outreach and Fundraising Campaigns

MRA and L'Oréal Paris announced a new alliance on Melanoma Monday with plans for L'Oréal Paris to donate \$1 from each sale of a Sublime Sun SPF product to MRA, in support of an MRA Team Science Award. The Sublime Sun outreach campaign encompassed traditional and social media and helped raise awareness of melanoma prevention and safe sun habits.



The organization also teamed up with The American Idol® Live! Tour 2013. The Tour donated \$1 from every ticket sold

to MRA's research programs and MRA was featured in promotional materials, as well as the printed concert program. MRA and the Tour also teamed up with celebrity fundraising platform Prizeo to launch an innovative fundraising contest that offered fans of American Idol® a money-can't-buy VIP Tour experience. This social media and fan-driven fundraising concept is just one example of how MRA pursues innovative outreach strategies.

## Financials (as of 12/31/12)

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

### MRA Statement of Activities for Year Ended December 31, 2012

|  | 2012               |                        | 2011                |                     |
|--|--------------------|------------------------|---------------------|---------------------|
|  | Unrestricted       | Temporarily Restricted | Total               | Total               |
| <b>REVENUES, PUBLIC SUPPORT AND OTHER INCOME:</b>      |                    |                        |                     |                     |
| Contributions  | \$1,681,786        | \$1,982,816            | \$3,664,602         | \$20,886,477        |
| Special Events   | 3,299,167          | 1,367,499              | 4,666,666           | -                   |
| Sponsorships   | 207,500            | -                      | 207,500             | 127,000             |
| Interest Income  | 29,985             | -                      | 29,985              | 21,414              |
| Other Income   | 54,500             | -                      | 54,500              | -                   |
| In-Kind Contribution                                   | 69,178             | -                      | 69,178              | -                   |
| Net Assets Released from:                              |                    |                        |                     |                     |
| Purpose Restrictions                                   | 1,040,206          | (1,040,206)            | -                   | -                   |
| Time Restrictions                                      | 2,587,723          | (2,587,723)            | -                   | -                   |
| <b>TOTAL REVENUES, PUBLIC SUPPORT AND OTHER INCOME</b> | <b>\$8,970,045</b> | <b>(\$277,614)</b>     | <b>\$8,692,431</b>  | <b>\$21,034,891</b> |
| <b>FUNCTIONAL EXPENSES:</b>                            |                    |                        |                     |                     |
| Program Services                                       | 8,476,752          | -                      | 8,476,752           | 6,024,335           |
| Management and General                                 | 375,042            | -                      | 375,042             | 262,558             |
| Fundraising  | 485,653            | -                      | 485,653             | 369,545             |
| <b>TOTAL FUNCTIONAL EXPENSES</b>                       | <b>\$9,337,447</b> | <b>-</b>               | <b>\$9,337,447</b>  | <b>\$6,656,438</b>  |
| CHANGE IN NET ASSETS                                   | (367,402)          | (277,614)              | (645,016)           | 14,378,453          |
| Net Assets - Beginning of Year                         | 9,760,006          | 21,221,550             | 30,981,556          | 16,603,103          |
| <b>NET ASSETS - END OF YEAR</b>                        | <b>\$9,392,604</b> | <b>\$20,943,936</b>    | <b>\$30,336,540</b> | <b>\$30,981,556</b> |

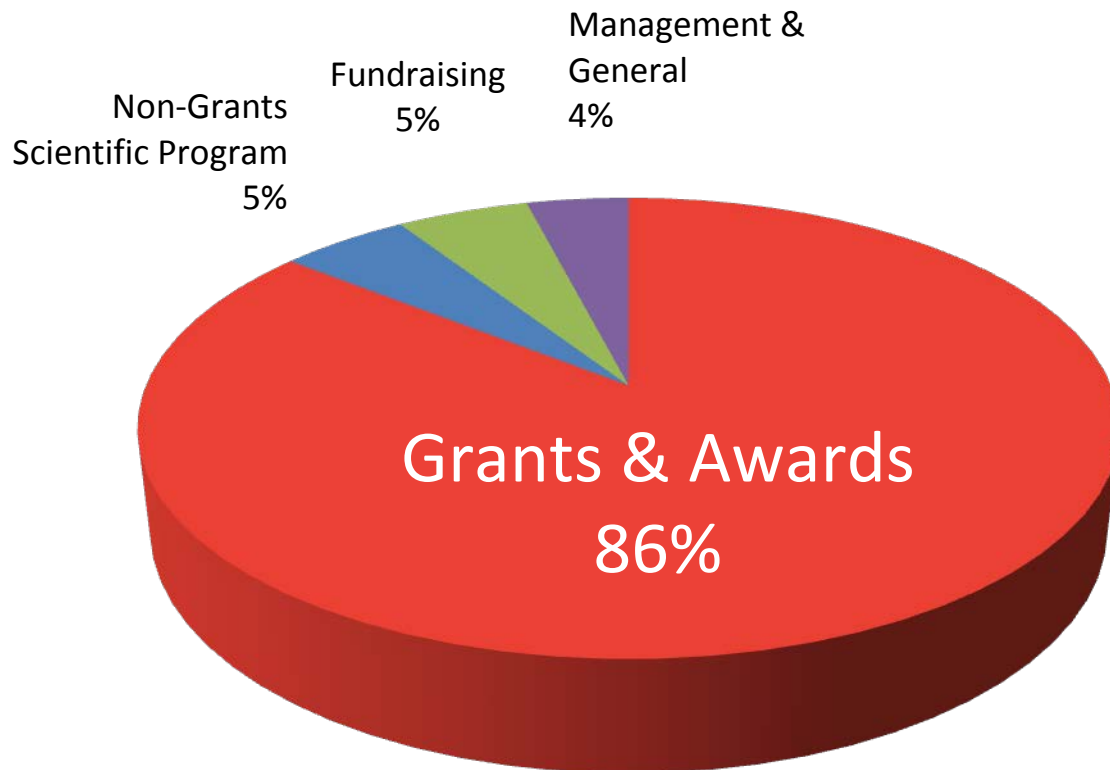


## MRA Statement of Financial Position for Year Ended December 31, 2012

|   | <b>2012</b>        |                           |                     | <b>2011</b>         |
|---|--------------------|---------------------------|---------------------|---------------------|
| <b>ASSETS</b>                               | Unrestricted       | Temporarily<br>Restricted | Total               | Total               |
| Cash  | \$9,824,412        | \$1,137,282               | \$10,961,694        | \$10,332,793        |
| Accounts Receivable                         | -                  | -                         | -                   | 44,375              |
| Contributions Receivable (Net)              | -                  | 19,806,654                | 19,806,654          | 20,439,692          |
| Prepaid Expenses and Other Assets           | 81,832             | -                         | 81,832              | 508,274             |
| Property and Equipment (Net)                | 27,278             | -                         | 27,278              | 6,109               |
| <b>TOTAL ASSETS</b>                         | <b>\$9,933,522</b> | <b>\$20,943,936</b>       | <b>\$30,877,458</b> | <b>\$31,331,243</b> |
| <b>LIABILITIES AND NET ASSETS</b>           |                    |                           |                     |                     |
| <b>LIABILITIES:</b>                         |                    |                           |                     |                     |
| Accounts Payable and Accrued Liabilities    | 169,505            | -                         | 169,505             | 139,051             |
| Deferred Revenue                            | 50,000             | -                         | 50,000              | 70,000              |
| Due to Affiliate                            | 321,413            | -                         | 321,413             | 140,636             |
| <b>TOTAL LIABILITIES</b>                    | <b>\$540,918</b>   | <b>-</b>                  | <b>\$540,918</b>    | <b>\$349,687</b>    |
| <b>NET ASSETS:</b>                          |                    |                           |                     |                     |
| Unrestricted                                | \$9,392,604        | -                         | \$9,392,604         | \$9,760,006         |
| Temporarily Restricted                      | -                  | 20,943,936                | 20,943,936          | 21,221,550          |
| <b>TOTAL NET ASSETS</b>                     | <b>9,392,604</b>   | <b>20,943,936</b>         | <b>30,336,540</b>   | <b>30,981,556</b>   |
| <b>TOTAL LIABILITIES<br/>AND NET ASSETS</b> | <b>\$9,933,522</b> | <b>\$20,943,936</b>       | <b>\$30,877,458</b> | <b>\$31,331,243</b> |

## 2012 Functional Expenses

|                               |              |
|-------------------------------|--------------|
| Grants and Awards Program     | \$ 8,003,206 |
| Non-Grants Scientific Program | \$ 473,546   |
| Fundraising                   | \$ 485,653   |
| Management and General        | \$ 375,043   |



## Donors & Supporters

(January 1, 2012 – December 31, 2012)

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