

Dr. Susan Love Research Foundation



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Mission

The mission of Dr. Susan Love Research Foundation (DSLRF) is to create a future without breast cancer by focusing on the cause and prevention, and improving the quality of women's health through innovative research, education, and advocacy. Its programs and activities are based on the belief that to eradicate breast cancer, research needs to include the public's voice and participation, be collaborative, and merge at the intersection of life sciences, information technology, and medicine.

Strategy/Approach

Whether through designing new models, collaborating with other organizations, or facilitating the adoption of existing solutions by others, the foundation takes a flexible, project-based approach to moving beyond a breast cancer cure to finding the cause and prevention.

The research approach is based on: democratizing research by including the public's voice in the process; facilitating research with resources to accelerate progress; conducting research into risk factors and possible causes, developing a better understanding of the anatomy and physiology of the breast and the source of all breast cancer—the breast ducts; and by inspiring research through developing the next generation of researchers and educating the public about how research is done.

In 2008, the foundation launched **The Love Army of Women®** (AOW) with the goal of recruiting 1 million women, with or without breast cancer, to sign up and take part in breast cancer research studies looking into cause and prevention of the disease. The AOW serves as a resource for basic scientists and epidemiologists who need biological samples and/or information for their research. More than 376,000 volunteers have registered to learn about breast cancer studies that are looking for participants.

In 2013, Dr. Susan Love Research Foundation crowdsourced input from breast cancer survivors to ask questions related to the collateral damage they have experienced from breast cancer treatments. This public-generated data is being compiled into a questionnaire for the foundation's Health of Women [HOW] Study™, and will serve as the basis to document the extent of collateral damage and the impact on quality of life for survivors. The foundation is collaborating with the Susan G. Komen Foundation, the Young Survival Coalition, and others to encourage people to participate in the [HOW] Study and to help improve treatment by documenting issues that breast cancer survivors face today.

Research Portfolio

The foundation conducts its own intraductal research as well as provides pilot grants to scientists focused on identifying the cause of breast cancer.

- **Internal Intraductal Research** – DSLRF has raised more than \$3.2 million to pursue its own intraductal research. Taking advantage of new techniques in DNA mapping, a study is currently underway to analyze the presence of bacterial and/or viral DNA and RNA in the breast ducts to understand the microbiome of the breast. A second study is using 3D ultrasound to visualize the breast ducts and to map the extent of DCIS.
- **Pilot Grants** – Between 2001 and 2009, the foundation awarded pilot grants totaling more than \$900,000 to jumpstart innovative research and to encourage scientists to pursue the intraductal approach. DSLRF plans to reinstate the pilot grant program in 2014.
- **Health Of Women [HOW] Study™** – Launched in October 2012, this first-ever, completely online longitudinal cohort study of healthy women and breast cancer survivors focuses on understanding new risk factors for the disease with the goal of prevention. The large cohort model may potentially be applicable to other diseases as well.

Partnership Practices

The foundation engages in corporate, academic, and nonprofit alliances. It engages in partnerships with brand-aligned retail companies that direct a percentage of proceeds toward its work to end breast cancer. Examples include Ford Motor Company (Warriors in Pink), Chavez for Charity, and eBay Giving Works.

DSLRF is open to partnerships with biotech and pharmaceutical companies where there is synergy between research and patient-focused education goals.

Financials

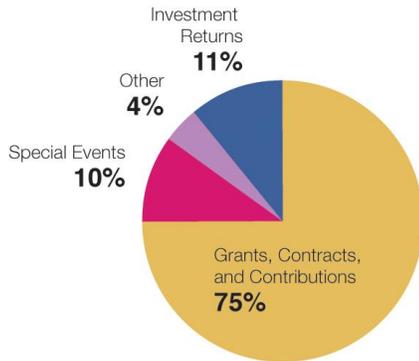
DSLRF is a 501(c)(3) nonprofit organization. It spends more than 83 percent of monies raised on programs and research, and less than 17 percent on operations and fundraising. The most recent financial information available is for FY2013.¹

¹ Information obtained from Dr. Susan Love Research Foundation 2012/2013 Financial Report.
<http://www.dslrf.org/endingbc/content.asp?L2=11&L3=2&SID=420>

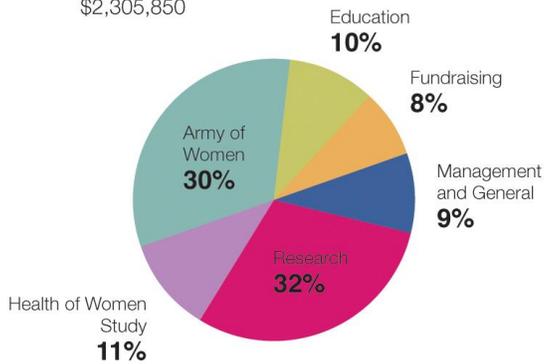
Year Ending 6/30/13:

- Total Assets: \$4,409,657
- Public Support and other Revenue: \$1,920,266
- Expenses: \$2,305,850

2012/2013 Public Support and Other Revenue
\$1,920,266



2012/2013 Expenses
\$2,305,850



Source: Dr. Susan Love Research Foundation 2012/2013 Annual Report

Key Accomplishments

- Raised more than \$3.2 million to pursue its own intraductal research.
- Awarded pilot grants totaling more than \$1 million since 1998 to jumpstart innovative research and encourage scientists to pursue the intraductal approach.
- Developed a breast fluid test to identify women at risk for breast cancer.
- The Army of Women has launched 86 studies since 2008 and has more than 376,000 members.
- The Health of Women [HOW] Study launched in 2012. Questionnaires include personal and family health history, weight and exercise history and if appropriate, breast cancer diagnoses and treatments. Upcoming questionnaires will cover Environmental Exposures and Collateral Damage from Breast Cancer Treatment. More than 49,000 people have registered.

Leadership

The foundation is governed by a **Board of Directors** and overseen by a Santa Monica-based leadership **staff**. Its **National Scientific Board** serves as advisors on current and potential research projects.

- **Chief Visionary Officer:** Susan Love, MD, MBA
- **Chief Executive Officer:** Heather Cooper Ortner
- **CFO and Director of Operations:** Stephen Ginnegar, CPA, MBA
- **Director, Communication & Marketing:** Shirley A. Horn