

## MEMORIAL DONATION

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| <input type="checkbox"/> Birthday    | <input type="checkbox"/> Mother's/Father's Day |
| <input type="checkbox"/> Anniversary | <input type="checkbox"/> Graduation            |
| <input type="checkbox"/> Holiday     | <input type="checkbox"/> Other                 |



Tributes of \$20 or more will be promptly acknowledged to whomever you request. All donations are tax-deductible as allowable by law.

"Without the significant support of the Breast Cancer Research Foundation of Alabama, we simply wouldn't have a leading breast cancer research program that brings so many important, life-saving scientific discoveries to the patients of this state.

It's an exciting time for breast cancer research as the pace of new scientific discoveries is rapidly improving the treatments available for these patients. This is why, more than ever, it is critical that all breast cancer patients be treated at an institution where they benefit from the very latest research.

It takes thousands of hours from volunteers and thousands of contributions from caring, committed people across the state to provide the support for these important discoveries that will ultimately put an end to breast cancer.

Together, as a united team, we will bring promising new therapies right to our patients, and that is what drives all of us."

**BARRY P. SLECKMAN, M.D., Ph.D.**

DIRECTOR OF THE O'NEAL COMPREHENSIVE CANCER CENTER AT UAB



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[www.BCRFA.ORG](http://www.BCRFA.ORG)

The Breast Cancer Research Foundation of Alabama is an Alabama-based organization and not affiliated with The Breast Cancer Research Foundation. All funds raised by the BCRFA remain in Alabama, supporting local research and awareness initiatives.



# FUNDING RESEARCH, SAVING LIVES



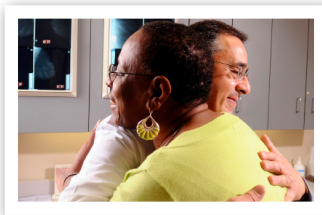
An Independent Non-Profit 501c3 Organization  
Funding Breast Cancer Breakthroughs in Alabama

## THE BCRFA MISSION

Our mission at the Breast Cancer Research Foundation of Alabama (BCRFA) is to help find a cure for breast cancer by funding promising breast cancer research and to raise community awareness and funding for that research.

## WHY WE HAVE HOPE

In a word: RESULTS. Advances in breast cancer research over the last 30 years have changed survival rates from 4 deaths out of 5 patients to only 1 death in 5 patients. This extraordinary RETURN ON INVESTMENT is thanks to the work of the best and the brightest researchers AND to the generosity of generations before us who funded research. NOW IT'S OUR TURN.



## WHY WE RAISE MONEY

BECAUSE 1 IN 8 WOMEN and 1 IN 1000 MEN will be diagnosed with breast cancer during their lifetime.

BECAUSE research is proven to SAVE LIVES.

BECAUSE it's PERSONAL... the BCRFA exists because two visionary Alabama breast cancer survivors and their families experienced first-hand the benefits of life-saving research being done at the O'NEAL COMPREHENSIVE CANCER CENTER. In gratitude for the past research that provided them with options and hope for the future, the founders began "paying it forward," by galvanizing their resources and creating the

When my wife D.D. was diagnosed, my fear, anger and competitive nature fueled me for the battle of my life. Although my family lost our battle, and even though a cure is coming slower than we would all like, there has been amazing progress. My passion to help find a cure remains very strong!

Bruce Sokol CO-FOUNDER

## THE BCRFA IMPACT

The BCRFA supports a comprehensive approach to battling breast cancer through collaborative and innovative research to help diagnose, treat, prevent and eradicate the disease. Since its inception in 1996, the BCRFA HAS RAISED AND INVESTED ALMOST \$10 MILLION in breast cancer research in Alabama. This critical funding has helped the O'Neal Comprehensive Cancer Center\* receive sought-after and sustaining grant dollars from national funders. The funds have also been used in the development of new programs.

In 2016, the BCRFA launched a new research award funding **COLLABORATIVE RESEARCH** innovative collaborative partnerships in the field of breast cancer. TWO-YEAR \$50,000 ANNUAL GRANTS are awarded to primary investigators conducting collaborative breast cancer research in the state of Alabama.

Founded in 2016, the DOLLY ASHTON O'NEAL TRIPLE NEGATIVE BREAST CANCER PERSONALIZED MEDICINE PROGRAM AT UAB is a collaboration between the O'Neal Comprehensive Cancer Center, HudsonAlpha Institute for Biotechnology and the Southern Research Institute, funded by the BCRFA. This program supports patients with PERSONALIZED BREAST CANCER TREATMENT PLANS through genomic analysis and drug screens. This collaboration among agencies will also SUPPLY TUMOR CELL SAMPLES for future research in Triple Negative Breast Cancer through the creation of a TNBC tumor cell repository at UAB.

## HOW WE RAISE MONEY

Community support for BCRFA comes from EVENT SPONSORSHIPS and attendance, sales of the SPECIALTY ALABAMA CAR TAG, GRANTS, as well as CORPORATE and INDIVIDUAL DONATIONS.

\*The O'Neal Comprehensive Cancer Center is one of 19 national academic medical centers that make up the Translational Breast Cancer Research Consortium (along with M.D. Anderson, Georgetown University, University of NC at Chapel Hill, Vanderbilt University, Baylor College of Medicine, University of California San Francisco, Indiana University Simon Cancer Center, Duke University Medical Cancer Center, University of Chicago Medical Center, Johns Hopkins University, Mayo Clinic Cancer Center, University of Michigan Comprehensive Cancer Center, University of Pittsburgh Cancer Institute, Memorial Sloan-Kettering Cancer Center, Dana Farber Cancer Institute, Montefiore Medical Center, University of Pennsylvania, and University of Washington School of Medicine/Fred Hutchinson Cancer Research Center).



## FUND RESEARCH, SAVE LIVES

ENCLOSED IS MY GIFT OF:

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to the BCRFA

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Anonymous

I would like, without obligation, to learn more about:

- Planned giving
- BCRFA Special Events
- Volunteer opportunities
- Helping raise funds for research
- Specialty Breast Cancer Research car tag
- Please include me on the BCRFA mailing list

Return your completed pledge card to:

**BREAST CANCER RESEARCH FOUNDATION OF ALABAMA**  
P.O. Box 531225 | Birmingham, AL 35253

For more information, call (205) 996-5463 or  
visit our website at [WWW.BCRFA.ORG](http://WWW.BCRFA.ORG)

The "BREAST CANCER RESEARCH" CAR TAG costs \$50, and \$41.25 (tax deductible) will go directly to the BCRFA to fund research.

For complete step-by-step instructions, including how to personalize your tag, visit [www.BCRFA.org](http://WWW.BCRFA.ORG).

