



## TNBC Day – March 3, 2014

For our second annual TNBC Day, organizers across the country raised nearly \$230,000 hosting 108 events in 32 states. With the help of our corporate sponsors, Celgene and Genentech, we reached over 1 million people via social media, and fifteen states issued proclamations recognizing March 3rd as Triple Negative Breast Cancer Day. We were even invited to ring the opening bell at the New York Stock Exchange to further raise awareness of the day. We have already started receiving registrations for TNBC Day 2015!

[www.tnbcfoundation.org/tnbcday2015](http://www.tnbcfoundation.org/tnbcday2015)



## Peace, Love and A Cure

On a perfect May evening, we gathered at the beautiful home of Melissa Silver to recognize our remarkable honorees, Dr. Tiffany A. Traina, Celgene Corporation and Roxanne Martinez and to announce the creation of the Lori Jaspere Redmer Research Grant made possible by our friends at GE. The evening raised over \$350,000.

Corporate Underwriters – Celgene, GE, Revlon  
PLC Corporate Sponsors – DIRECTV, Viacom



## Jacobi Medical Center Patient Navigator Program

With funding from TNBC Foundation, Jacobi Medical Center was able to augment its patient navigator program with the addition of a specially trained nurse navigator to assist women suffering from a triple negative diagnosis with the specific challenges these patients often experience in their treatment options. The Center selected Cindy Tavarez (pictured) to fill this role. Cindy's responsibilities

include navigating Triple Negative patients through their treatment regimen and coordinating outreach about this type of cancer to the surrounding community.



## Living Beyond Breast Cancer – Fall Conference

This year we joined forces with our long-time partner, Living Beyond Breast Cancer, to sponsor the triple negative breast cancer track of LBBC's Fall Conference. Dr. Massimo Cristofanilli presented the latest information on triple negative breast cancer and gave advice on managing the side effects of chemotherapy. A panel discussion, moderated by Allison Nilsen from CancerCare, included candid remarks from TNBC patients and survivors in various stages of diagnosis and treatment.

The conference was attended by 426 individuals. TNBC Foundation funded 89 travel grants for individuals with a TNBC diagnosis.



## What's Your Bra Size? Public Awareness Campaign

With the help of our friends at Celgene (and some brave TNBC Survivors!), we produced an eye catching public awareness campaign to help bring attention to triple negative breast cancer that had nearly 90,000 views at the date of this printing.

<http://www.tnbcfoundation.org/tnbcvideoclips.htm>

# Medscape Continuing Medical Education for Doctors and Oncology Nurses

In partnership with Medscape, we produced online educational programming to level the playing field so that no matter where a woman is being treated she has access to the latest information.

- **For Doctors:** Triple-Negative Breast Cancer: Practical Treatment Strategies with Lisa A. Carey, MD; Lisa A. Newman, MD, MPH; Eric P. Winer, MD (CME Released: 02/28/2014)
- **For Nurses:** The Nurse View – Caring For Patients With Advanced TNBC with Beth S. Taubes, BSN, OCN, CBCN; Karen Drucker, MS, ANP (CE Released: 12/16/2014)

## 2014 Research Commitments

- **Memorial Sloan Kettering Cancer Center / Conquer Cancer Foundation (ASCO)**  
We committed \$60,000 to fund Dr. Karen Cadoo of Memorial Sloan Kettering Cancer Center's research entitled *Targeting Heat Shock Protein 90 in the Management of HER2+ and Triple Negative Breast Cancer* through the 2014 Conquer Cancer Foundation of ASCO Young Investigator Award.
- **American Association for Cancer Research (AACR)**  
We committed \$250,000 to a three year grant administered by AACR titled *AACR-Triple Negative Breast Cancer Foundation Career Development Award for Clinical/Translational Research*. Proposals are currently being accepted for this grant which is scheduled to be awarded in the spring of 2015.
- **Susan G. Komen Promise Grant, co-funded by TNBC Foundation**  
Through this co-funded grant, we continue to support a multi-disciplinary research team that is working to develop new targeted therapies to treat TNBC. The research team is focused on testing an antibody-based drug that targets the DR5 death receptor that is expressed by basal-like TNBC cells but not in normal cells. If successful, these studies could lead to the first targeted drug to more effectively treat patients with TNBC who are in urgent need of new ways to fight this aggressive form of breast cancer.
- **Samuel Waxman Foundation**  
We awarded an additional \$50,000 in funds to the Samuel Waxman Cancer Research Foundation for a co-funded grant begun last year which enables a collaborative team of scientists from New York City's Mount Sinai Medical Center and the Sylvester Comprehensive Cancer Center at the University of Miami to apply the principles of reprogramming to nonfunctioning genes in triple negative breast cancer cells to make them more responsive to hormonal therapy and reduce their ability to metastasize.

## October Partnerships

We were honored with support from several companies and individuals who hosted fundraising initiatives in honor of Breast Cancer Awareness Month including:

- |                         |  |
|-------------------------|--|
| Rebecca Taylor          | TIBA Putt                              |
| The GYM                 | Bucato Restaurant                      |
| Heidi Abra              | Savvy Chic                             |
| Hard Exercise Works     | Save our Sisters T-Shirts (Lisa White) |
| Perfect Beauty Tweezers | Karen DeBernardis'                     |
| She Reigns              | TNBC Fundraiser                        |

## Support Services and Patient Education

We continued to expand and improve our support services and patient education offerings, highlights which include:

- Telephone helpline
- Small grants program
- Free fact sheets for TNBC patients and caregivers
- Free therapeutic yoga services (in partnership with Kula For Karma at Englewood Hospital)

We collaborated on educational webinars and teleconferences including:

- Triple Negative Breast Cancer: A Medical Update (in partnership with LBBC)
- Triple Negative Breast Cancer Part 2: Managing Fears of Recurrence (in partnership with LBBC)
- Triple Negative Breast Cancer and African American Women (in partnership with CancerCare)

