

DID YOU KNOW?

OUR GRANTS FUND NEW APPROACHES
TO BREAST CANCER RESEARCH, SO WE CAN PREVENT
AND CURE THE DISEASE.

DID YOU KNOW?

YOUNGER WOMEN HAVE A LOWER BREAST CANCER
SURVIVAL RATE THAN OLDER WOMEN.



THE CALIFORNIA BREAST CANCER RESEARCH PROGRAM

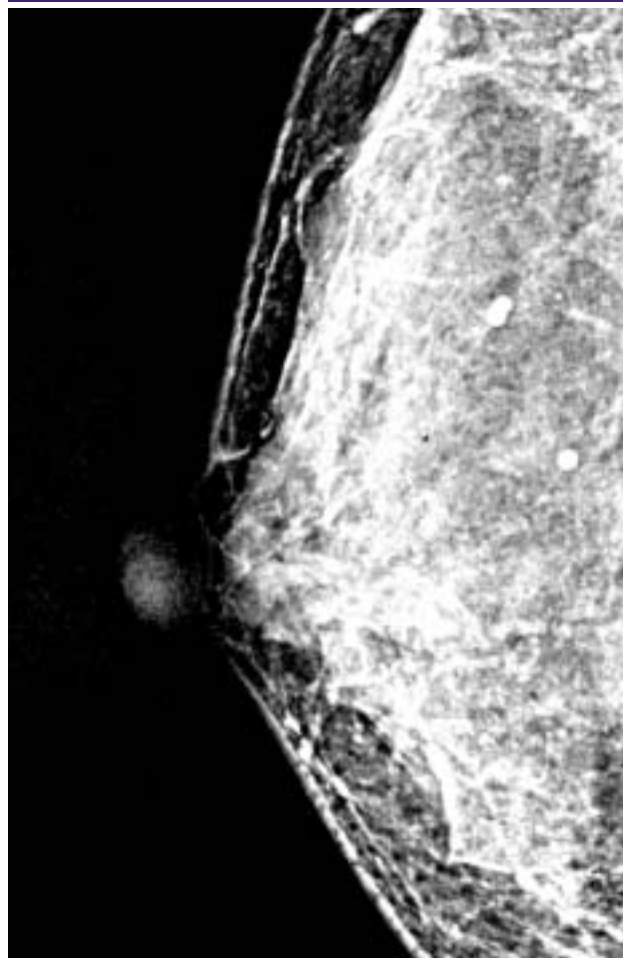
PUSHING BREAST CANCER RESEARCH
IN PROMISING NEW DIRECTIONS

The California Breast Cancer Research Program is the largest state-funded breast cancer research program in the nation and is administered by the University of California, Office of the President.

The mission of the CBCRP is to eliminate breast cancer by leading innovation in research, communication, and collaboration in the California scientific and lay communities.

California Breast Cancer Research Program

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INNOVATION

PUSHING THE BOUNDARIES OF RESEARCH

The California Breast Cancer Research Program (CBCRP) is pushing beyond traditional approaches to find better ways to prevent, treat, and cure breast cancer. We fund exploration, creative research, and innovative projects. And we've pioneered a unique platform for involvement and interaction between breast cancer advocates and scientists. It's Californians who fund our programs—through a tobacco tax, the Voluntary Tax Check-Off on California State Income Tax Form 540, and individual contributions—and every breast cancer patient, around the world, benefits from what we do.

FUNDING NEW IDEAS

Since the CBCRP was founded in 1993, we've generated more than \$130 million for more than 500 grants to leading research institutions throughout California, so that they can investigate ideas about breast cancer that might not otherwise be explored. What makes us different? Cancer research funding agencies often won't support startup investigations that go in unusual directions. We do, because we know that research breakthroughs often come from unexpected sources. That's why the CBCRP makes grants to support new approaches that other agencies may be reluctant to support.

SCIENCE FIRST

SCIENTIFIC INTEGRITY

Scientific integrity is at the core of our work, and we support some of the most advanced and innovative breast cancer research anywhere. How do we accomplish this goal? Each year, we bring together more than 100 of the nation's top scientists to review research grant applications, which are evaluated not only for their scientific merit but also for their innovativeness and the impact they will have on breast cancer. This process not only helps us choose the best research to fund. It also improves the caliber of research, whether or not it's ultimately funded by the CBCRP.

AND A VOICE FOR THOSE MOST AFFECTED

The CBCRP was established by the California state legislature in 1993 in response to breast cancer activists' request for new approaches to eradicating the disease. As part of our charter, we have pioneered a new kind of collaboration between research scientists and a wide spectrum of people affected by breast cancer, including breast cancer survivors, advocates, and organizations that serve breast cancer survivors. These partnerships give the CBCRP a special connection to the realities of breast cancer and what can be done to ease the suffering of those with the disease.

LEADERSHIP

SHARING OUR RESULTS

The CBCRP has taken a leadership role in sharing our research results widely with other research organizations and with the public, to leverage our efforts and engage the broader breast cancer research community. We're also one of the few research organizations in the world that publishes annual summaries of ongoing studies.

If you would like to learn more about our research, we invite you to visit our web site, www.cbcrp.org, or to attend one of our research symposiums.

PLEASE JOIN US

You can make a difference by getting involved in the California Breast Cancer Research Program. If you are a scientist, you can find out how to submit a research proposal. If you have breast cancer, or have survived the disease, you can become involved as an advocate or community researcher. If you would like to help make creative research possible, you can make a contribution and help spread the word about our work. Your financial contribution will help us work toward an end to the suffering and death caused by breast cancer.

GET INVOLVED

I want to help end the rage of breast cancer by supporting the work of the California Breast Cancer Research Program. Enclosed is my contribution.

Please make your contribution check payable to The Regents of the University of California and, on the check memo line, please write: "Breast Cancer Research Program." All contributions are tax-deductible and will be acknowledged with a return letter.

Thank you for your support.

Please provide us with your contact information:

Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

I prefer to remain anonymous, so CBCRP should not acknowledge my gift in its publications.

You may acknowledge my gift (name only) in CBCRP publications.

This gift is: in memory of in honor of

Name: _____

Please send an additional acknowledgement card to:

Name: _____

Street Address: _____

City, State, Zip: _____

I cannot make a contribution at this time but would like to be included in your mailing list.

Return to:

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