

Mission Statement

To support medical **RESEARCH** for finding effective treatments and eventually a cure for melanoma.

To **EDUCATE** patients and physicians about the prevention, diagnosis and treatment of melanoma.

To act as an **ADVOCATE** for the melanoma community to raise awareness of this disease and the need for a cure.

MRF Patient Resources



Gaps seen in the rare melanoma subtypes

- Ocular melanoma
- Mucosal melanoma
- Pediatric melanoma

What we did right:

- **Fulfilled an unmet need in the OM patient community**
 - Web content
 - Patient resources
 - Annual patient symposium
- **Brought the OM research community together in unprecedented ways**
- **Raised \$1.5 million for OM research**



What we did not so right:

- Branding
- Social media
- Website
- Staffing
- Budgeting
- Determining all necessary resources



What we did right:

- **Fulfilled an unmet need in the pediatric melanoma community**
 - **Empowered pediatric melanoma patient and families**
- **Applied for and received funding from corporate sponsors for the program**
- **Are slowly bringing pediatric melanoma treatment facilities & oncologists together**
- **Partnered and collaborated with other organizations**
- **Budgeted for the program appropriately**
- **Staffed for the program appropriately**
- **Made the right decisions for website inclusion**

Launch of Pediatric Initiative in 2014



What did we learn?

- **Faster isn't always better**
- **Our organization was better equipped in 2014 than in 2011**
- **Most of the issues would have been difficult to predict**



MELANOMA
RESEARCH
FOUNDATION

Inspiring Hope & Progress

TWENTIETH ANNIVERSARY

Thank you!