

It's not just a grant, it's a relationship!

Until early 2015, the relationship between the foundation and our grant recipients and their institutions was primarily virtual. Email correspondence, conference calls and telephone interviews resulted in the highly successful selection of 27 research scientists from 2006 to 2014.

Our founding Scientific Advisory Committee (SAC) took responsibility for the grant recipient selection process from the requests for proposals to the final selection of three to four recipients per year. Grant administration and communications was the responsibility of the SAC, our foundation treasurer and the communications team.

At our 10th Anniversary Walk closing ceremonies (October 2014), keynote speaker, Eric Parker, talked about the impact our foundation was having in the social media arena ... about how researchers funded by TBBCF were talking about us on the internet ... about how they emphasized the significance of TBBCF funding to their careers. Eric's talk definitely sparked an interest on the foundation's part to take a more "up close and personal" look at our research results and the young scientists who conducted research to search for a cure or better treatment.

When we launched our communications plan for 2015, we enhanced the publicizing of our research grant program successes by:

- expanding our social media and website communications (added a [Publications Listing](#) and [TBBCF Research Proposal Abstracts](#) research abstracts for each grant recipient)
- visiting 2012, 2014 and 2015 grant recipients at their institutions (Dana Farber Cancer Institute, Mass General Cancer Center, Smilow Cancer Hospital at Yale New Haven, and Memorial Sloan Kettering Cancer Center)
- featuring two of our grant recipients at our 2015 annual meeting (Drs. Dhimolea and Page)
- showcasing the work of three of our grant recipients at a research symposium at the L+M Cancer Center (Drs. Hofstatter, Page and Pavlova)

During this 10th anniversary year we continued to develop our working relationships with our grant recipients based on our 2015 model by:

- featuring 2012 grant recipient, Dr. Priscilla Brastianos as our keynote speaker at TBBCF's 10th Birthday celebration and through the subsequent media coverage in a WFSB - Channel 3 medical report outlining her latest research findings
- visiting three of our four 2016 grant recipients (Dana Farber Cancer Institute, Mass General Cancer Center, and Memorial Sloan Kettering Cancer Center) and scheduling the final visit early 2017 (Cold Spring Harbor Laboratory)
- providing 2015 grant recipient, Dr. Eugen Dhimolea, an opportunity to provide an in-person research update on his 2015 TBBCF sponsored research at our 2016 annual meeting and in a follow-up interview with him in Boston

While our 2017 communications plan is still being finalized, we plan to continue our 2015-16 efforts to "get up-close and personal" with the scientists/researchers who are selected by our Scientific Advisory Committee to conduct breast cancer research. Our hope is to continue reaching out because "it's not just a grant, it's a relationship".

2015 and 2016: Up-close and personal with grant recipients - Photo Gallery

2015:

- DFCI visit with Drs. Dhimolea and Ilic
- DFCI Donors' Wall
- Drs. Page and Dhimolea at 2015 Annual Meeting
- MSKCC visit with Drs. Page, Carmona and Pavlova
- Smilow Cancer Center visit with Dr. Hofstatter
- September 17 Symposium
- Drs. Page, Pavlov, Hofstatter and LaMattina



TBBCF 10th Annual Meeting – May 12, 2015
Flanders' Fish Market – East Lyme



David Page, MD

Eugen Dhimolea, PhD



2016:

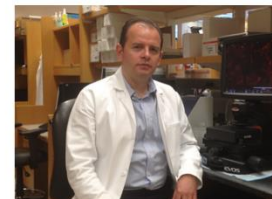
- Dr. Brastianos, Keynote Speaker TBBCF 10th Birthday Party
- WFSB Channel 3 Medical Report – Dr. Brastianos interview
- DFCI visit with Dr. Stover (left)
- Mass General Hospital visit with Dr. Karaayvaz (center)
- Dr. Stover's June 23 Webcast
- Dr. Dhimolea at 2016 Annual Meeting



From left: Dana Farber Fellow Daniel Stover, MD, and John LaMattina, PhD, Sandy Maniscalco, and Michael Morin, PhD, of TBBCF.



- MSKCC visit with Dr. Toska – pictured with Dr. LaMattina and Sandy Maniscalco
- DFCI visit with Dr. Dhimolea
- DFCI visit – tube containing patient tumor – read description to the right



(Left) Tube containing several tissue-engineered miniature versions of a patient's tumor. Each of these living "mini-tumors" will be "treated" with a drug in order to find therapeutics that could potentially work for the patient.