



Metastatic Breast Cancer
MBCalliance>

STRENGTH IN EVERY VOICE

2025 PROGRESS REPORT

DEAR SUPPORTERS,

As the MBC Alliance began a new chapter in 2025, we were deeply grateful for the energy and commitment our members brought to our shared mission of improving outcomes for people living with metastatic breast cancer.

Last year's listening sessions helped give the Alliance clearer direction and expand opportunities for patient involvement. These conversations reinforced our commitment to keep patients front and center, while recognizing we are all allies in this mission. We're especially thankful for the warm support and partnership shown to our new leadership team and Member Engagement Manager, Genna Haddad, who continues to connect one-on-one with members so we can better understand, strengthen, and amplify their work.

We continue to learn from our member nonprofits, who are leading the way in improving quality of life for people living with MBC. We are honored to serve as a hub where those who have been newly diagnosed, or are navigating a progression or day-to-day challenges, can connect with trusted knowledge and resources from across our coalition.

We also value our role of connecting MBC researchers with experienced patient advocates who contribute through surveys, advisory roles and other opportunities that help advance the field. Their willingness to share time, experience, and insight is an irreplaceable gift to this community.

Looking at all we have achieved together this year, it is clear this work is more vital than ever. With research funding and social safety nets under increasing pressure, we are especially grateful to the funders and partners who make it possible for us to connect, engage, and take action as a united community.

We invite you to explore this annual report to learn more about the impact we created together, and how your support is helping drive meaningful progress for people living with MBC.

In partnership,



Medha Deoras-Sutliff
EXECUTIVE DIRECTOR



Margaret Flowers
EXECUTIVE GROUP CHAIR

2025 YEAR IN REVIEW

ENGAGING OUR COMMUNITY

95 Alliance Members 

4% net growth

4 All Member Meetings 

2 In-Person & 2 Virtual

10 Active Working Groups & Steering Committees 

Engaging 73 Members and 7 Consultants

EXCHANGING KNOWLEDGE

5 Webinars Hosted With a Focus on: 

- Financial Toxicity
- Clinical Trial Navigation

3 Key Projects to Educate Patients & Public:

 "This Is My MBC" Mythbusting Campaign

Update of "The Insider's Guide to Metastatic Breast Cancer" 

 Free Dandelion Toolkits for Newly Diagnosed Patients

EXPANDING OUR REACH

 **19** Blog Posts Published

 +32% Monthly Website Users*

 +75% LinkedIn Channel Followers*

 +27% Overall Digital Reach*

For an Audience of +46K Website Visitors*

*As of November 2025

\$25,000

in Travel Grants Awarded

to Help Patient Advocates Attend 7 Conferences in the U.S. & Europe



ADVANCING RESEARCH

9 Speakers Hosted by BCBM WORKING Group 

And Quarterly Update Meetings Hosted for Nonprofit & Industry

2 Strategic Collaborations Guided by Patient Advocacy

ABC Global Charter (2025–2035) Introducing 10 Goals for Change

MBC Discovery & Accelerating Research Together (DART) with Theresa's Research









HOW WE WORK

The MBC Alliance strives to amplify our members' collective efforts through collaboration and innovation to improve the lives of people living with metastatic breast cancer. Nearly 70% of Alliance members and several key partners are involved in at least one of our working groups or committees.

STRATEGIC FOCUS AREAS

 RESEARCH	 CLINICAL TRIALS	 STANDARD OF CARE	 QUALITY OF LIFE
Advocate to prioritize critical research to improve outcomes for all MBC patients.	Advocate that clinical trials become more patient-centric by implementing patient-driven designs and procedures, removing barriers to participation, ensuring equity and diversity in recruitment, and supporting Alliance member clinical trial initiatives and materials.	Ensure that all patients— regardless of race, ethnicity, age, gender, geographical location, sexual orientation, education level or ability to pay— have equitable access to quality standard of care including an appropriate clinical trial.	Integrate quality of life services and care (i.e., palliative care, financial toxicity, shared decision making) into all treatment planning from initial diagnosis.

OUR 2025 WORKING GROUPS

- 2026 Summit Steering Committee
- Advocacy Slide Deck Refresh
- ASCO Member Meeting Committee
- Breast Cancer Brain Metastasis
- Insider's Guide to MBC Update
- MBC Awareness Campaign
- Research Grants Analysis
- SABCS Member Meeting Committee
- Dandelion Toolkit Project

NEW TO THE ALLIANCE

Individual Advocate Members

Tami Eagle Bowling
 Maren Coffman*
 Marybeth Gilliam
 Natalie Hyman
 Amy Russell-Parlman
 Betty Sanchez

*In Memoriam

Industry Member

TerSera Therapeutics

Nonprofit Members

Cancer Fashionista Foundation
 For the Breast of Us
 Project Life

INTRODUCING

THE SHIRLEY MERTZ MEMORIAL TRAVEL GRANT PROGRAM

Bringing the Patient Advocate Voice to Cancer Conferences

The MBC Alliance is honored to announce its Patient Advocate Conference Scholarship (PACS) Program will return in 2026 as the **Shirley Mertz Memorial Travel Grant Program**. Travel grants are a significant benefit available to individual advocate members of the Alliance.

This initiative carries on Shirley's pioneering vision of putting fellow metastatic breast cancer patients in rooms where they can share their lived experiences, and effectively make change. Individual advocates who receive a travel grant through the Alliance are reimbursed for up to \$1,500 to cover the costs of transportation, lodging, and registration to attend an approved scientific or MBC-related conference.

Since 2024, more than \$20K annually has been awarded to help individual advocate members attend conferences around the globe, from ABC8 in Portugal to the MBC DART Symposium in Texas. This funding is instrumental in breaking down barriers—connecting pharmaceutical and biotech companies with patients willing to collaborate, and allowing researchers to hear real-world experiences from people enduring lines of treatment. It also empowers advocates to learn about new science, while connecting with colleagues to grow their network and impact.

> **Learn more:** MBCAlliance.org/TravelGrants

IN MEMORIAM **SHIRLEY MERTZ** (1949–2025)



Shirley Mertz, a founding member and past Chair of the MBC Alliance who passed away in July, embodied our core belief that “together we are stronger.” The Alliance owes its existence to Shirley, who helped secure funding and leadership to launch our organization in 2013. A driving force behind the creation of Metastatic Breast Cancer Awareness Day in 2009, she was named a “Champion of Change in Breast Cancer,” by the Office of President Barack Obama and a “More Than Pink Hero” by Susan G. Komen. Shirley's passion was empowering the voices of those living with MBC, believing that by speaking out with a focused message, patients can improve outcomes.

> **Read more:**
MBCAlliance.org/ShirleyMertz25



WORKING TOGETHER

Guided by stakeholder listening sessions conducted in 2024, we worked collaboratively as a diverse and democratic coalition, while incorporating the patient voice across all activities.



GATHERING TO LEARN & ALIGN

This year, the Alliance held four all-member meetings that offered opportunities to learn from experts about new developments in the field of metastatic breast cancer; explore new programs and activities for members; and get updates on collaborative work.

Our virtual meetings in March and November featured presentations that highlighted resources to support the MBC community, including patient navigation, MBC trial search tools, and why and how to engage in estate planning. Our in-person meeting at ASCO in May featured a motivating panel discussion, “On the Brink: Mobilizing to Save MBC Research and Care,” organized by patient advocate members. And our in-person meeting at SABCs in December shared a look back at our coalition’s work throughout the year, what’s coming in 2026, and an impactful panel discussion featuring people affected by MBC on navigating quality of life.

PLANNING FOR DEEPER CONNECTION

In 2026, our in-person meeting at ASCO will be replaced with a strategic planning summit in September in Atlanta, GA, with all members invited to participate. A steering committee has been planning this retreat to create a dedicated space for members to connect more deeply on insights gained, opportunities to align efforts, and how to best advance our strategic goals.

Members and vendors are also partnering with our internal team to conceptualize a virtual workspace that will expand opportunities for connection beyond our current all-member and committee meetings and offline member conversations. Moderated by the Alliance, the workspace will foster engagement within our community, offering a secure space to share ideas, ask questions and seek help in real time. It will also serve as an incubator for action, reducing friction in socializing new concepts and allowing members to solicit participation and pool resources for aligned efforts.



PROGRESS TOWARD STRATEGIC GOALS

The Alliance pursued a number of initiatives in 2025 that ladder up to our four strategic goals and advance our work of transforming and improving the lives of people with metastatic breast cancer.



RESEARCH

MAKING ADVANCES FOR BREAST CANCER BRAIN METASTASIS

Our Breast Cancer Brain Metastasis committee works to address research and care gaps for people living with CNS metastasis or leptomeningeal disease from breast cancer. The committee hosts a speaker series where researchers and clinicians can get feedback on their work from patient advocates. The committee also provides quarterly updates to industry members, and continues to build **MBCBrainMets.org** as a one-stop resource hub.

The Alliance was a key funder and partner for a 2025 survey by the ABTA Metastatic Brain Tumor Collaborative (MBTC) targeted to brain mets patients, caregivers, and physicians with the goal of informing better prognoses, treatments, and symptom management. Preliminary results were presented at the SNO/ASCO CNS Metastases Conference. The Alliance also supports MBTC's new [CNS Metastasis Research Grant program](#), which will award \$50,000 one-year project grants.

> [Learn more: MBCAlliance.org/BCBM](https://MBCAlliance.org/BCBM)



RESEARCH

CLINICAL TRIALS

ANALYZING RESEARCH GRANTS & NEEDS

In 2023, we unveiled a database and query tool developed in collaboration with the International Cancer Research Partnership (ICRP) and the Canadian Cancer Research Alliance (CCRA) that allows for in-depth analysis of metastatic breast cancer research grants. This tool serves as a starting point to analyze ongoing funding and identify gaps, with a focus on research areas that are a high priority for people living with MBC.

In the last year, the working group assessed the research landscape with a focus on three key topics, which have been identified by Alliance members living with MBC as high priority research areas: 1.) the tumor microenvironment, 2.) brain metastasis and leptomeningeal disease, and 3.) post-partum metastatic breast cancer. The group is finalizing its analyses, with plans to submit a research poster to the ASCO 2026 annual meeting.

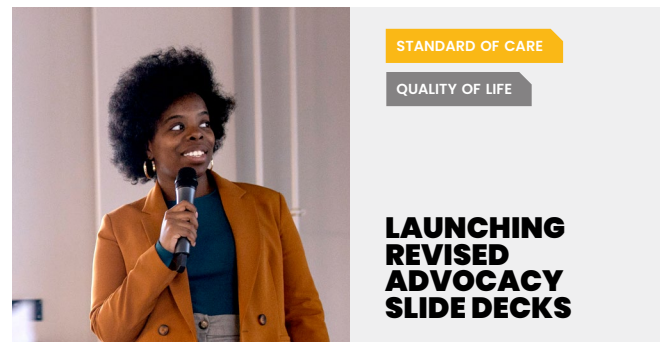
> [Explore the background: MBCAlliance.org/RFA23](https://MBCAlliance.org/RFA23)





The Insider's Guide to Metastatic Breast Cancer, a book written by our patient advocate member Anne Loeser, has been updated by a committee made up of patient advocates working with a science writer and Alliance leadership. The edition incorporates science and research presented at SABCS in December 2023, and at ASCO 2024, with a final review of the updates done by medical oncologist Mark Burkhard, MD, PhD, director of Holden Comprehensive Cancer Center at the University of Iowa.

Though Anne passed away in 2023, this effort continues her meticulous work of staying abreast of what's new in the MBC landscape and regularly updating the publication to include approved therapies, scientific studies, clinical trials, and management of symptoms and side effects—providing a valuable “firsthand” resource that connects those navigating an MBC diagnosis with the information that matters most. A digital download of *The Insider's Guide* is available at no cost on the Alliance website.



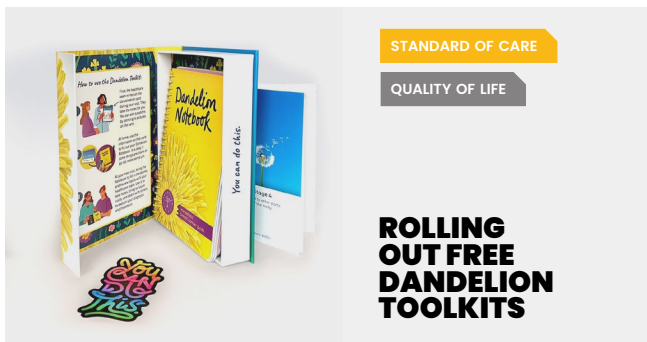
In July, the Alliance released updated versions of four slide decks that are freely available on our website for advocates to download and present at events. Offered in both PDF and PowerPoint formats, the decks are designed to increase understanding of metastatic breast cancer, treatment options, and challenges faced by caregivers and people living with MBC. Each deck comes with a “cheat sheet” with sources and additional talking points. A training video is also available that shows advocates how to customize the materials for their own presentations.

The updated content, which was overseen by a committee of patient advocates, reflect changes that have occurred in the landscape of diagnosis, treatment, research and legislative action since the resources were first released in fall 2022. This initiative empowers patients and caregivers, while elevating awareness of challenges that often receive limited attention in public discourse.

> **Learn more:** MBCAlliance.org/InsidersGuide25

> **Learn more:** MBCAlliance.org/AdvocateDecks

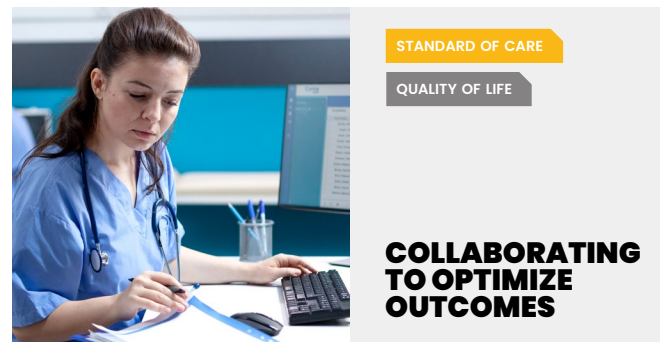




A soft launch of our Dandelion Toolkit initiative took place in August, following a pre-order period announced late last year. Free toolkits are now available on our website for people diagnosed with MBC, and their caregivers, on a first-come, first-served basis. Nonprofit members may also request bulk orders at no cost to distribute to those they serve.

Created by Dr. Corrinne Ellsworth-Beaumont, founder and CEO of nonprofit Alliance member Know Your Lemons, the toolkit uses the visual metaphor of a dandelion to explain staging, pathology, subtype, and treatment options. Developed in partnership with patients, healthcare professionals and caregivers, the toolkit empowers those newly diagnosed with MBC to better understand their diagnosis, communicate with their healthcare team and family, and navigate treatment decisions. Each kit contains a conversation card, a notebook to guide learning, and a colorful “You Can Do This” sticker.

> [Learn more: MBCAlliance.org/Dandelion](https://MBCAlliance.org/Dandelion)

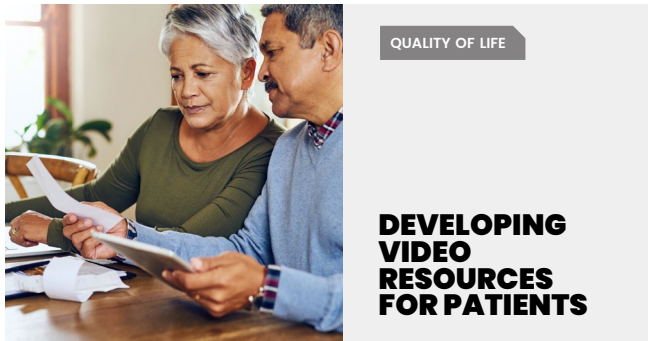


The Alliance provided input on an educational initiative launched by the Association of Cancer Care Centers™ in 2025 to equip community oncology providers with up-to-date education and information about evidence-based practices for managing HR+, HER2- metastatic breast cancer, which accounts for about 70% of breast cancers. As the treatment landscape continues to evolve, it remains a challenge for providers to stay abreast of the latest and most effective management strategies.

The new resources include a downloadable fact sheet with a checklist for managing progression, best practices for biomarker testing, lists of first- and second-line systemic therapies, and links to resources from MBC Alliance members. They also include an interactive e-course that allows providers to earn up to 1.5 CE/CME hours while learning about evidence-based treatment options, treatment selection, managing adverse events, and optimizing quality of life.

> [Learn more: MBCAlliance.org/Outcomes25](https://MBCAlliance.org/Outcomes25)

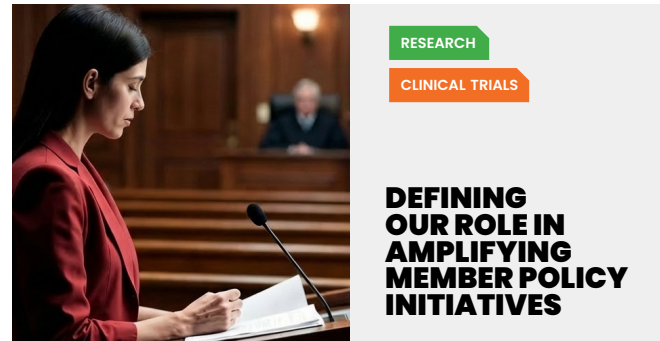




Cancer expenses can be catastrophic to patients, and the impact is even greater for those navigating a metastatic diagnosis. In 2025, the Alliance hosted a webinar series on financial toxicity, a term used to describe the economic side effects of cancer treatment. Presented by nonprofit member Triage Cancer, the series shared information to help patients and caregivers make informed decisions around legal and financial issues impacting people living with MBC. Recordings from the series are available for free viewing in our speaker series library; including sessions on understanding legal and financial navigation, choosing and using health insurance, and getting started with estate planning.

With funding from the Gilead Foundation for Advancing Metastatic Breast Cancer Supportive Care and Health Literacy, the Alliance will collaborate with nonprofit members Young Survival Coalition, Nueva Vida and Dandelion Health on two initiatives in 2026 to develop tailored educational resources, and to expand support for MBC patients and caregivers.

> **Learn more:** MBCAlliance.org/Speaker-Series



In 2024, following an exploratory project to assess perspectives across our coalition, our membership reached a consensus that the Alliance should play a meaningful role in amplifying the policy efforts of its members. While the Alliance does not engage directly in policy or lobbying, the current landscape for research funding and social safety nets has made this coordination more important than ever.

Over the past year, a committee has explored permissible language and activities that can be integrated into the Alliance's work without triggering the operational changes associated with lobbying. In December, the Alliance launched a public-facing web page that connects the larger MBC community with members leading grassroots and policy advocacy efforts, and with member-developed resources and educational materials to support this work. In parallel, the Alliance has laid groundwork for a virtual workspace where members can share opportunities to align across initiatives, including policy advocacy.

> **Learn more:** MBCAlliance.org/PolicyAction





**THIS IS
MYMBC**

**REAL PEOPLE.
REAL STORIES.**

Real life with metastatic
breast cancer.



explore more ↑
MBCAlliance.org/MyMBC

DISPELLING MYTHS ABOUT MBC

On Metastatic Breast Cancer Awareness Day, the Alliance introduced its latest awareness campaign, **This Is My MBC**. This international mythbusting project invites people with MBC to share what they wish others understood about living with the diagnosis. Throughout 2026, stories will be collected and shared from across the country and overseas, educating readers on why MBC is not like early-stage breast cancer—from the need for lifelong treatment, to the truth behind “but you look fine.”

Additionally, the campaign will showcase videos that dispel myths about metastatic breast cancer, using the stories of real patient advocate members sharing their experiences. These videos and submitted stories will be shared on social media, including through paid ads, to reach a larger audience with education and awareness. Regular emails will also be shared with those who participate in or sign up to follow the campaign, sharing key content as it is added along with member-developed resources for navigating MBC.

> **Learn more:** MBCAlliance.org/MyMBC



I'm often asked when I will be done with treatment, which is a reminder of the scary reality of living with a terminal disease.

**HEIDI A.
TAYLORSVILLE, UT**

OUR TEAM

By working as a dynamic collective, we are making greater progress together to improve the lives of people living with MBC.



EXECUTIVE GROUP

SENIOR LEADERSHIP

Margaret Flowers, Breast Cancer Research Foundation, Chair

Stephanie Walker, Independent Advocate, Vice Chair

Beth Burnett, Independent Advocate, Past Chair

INDUSTRY REPRESENTATIVES

Gissoo DeCotiis, Head of Global Advocacy, Daiichi-Sankyo

Donna Hopf, Oncology Advocacy & Relations, Lilly

MEMBERS-AT-LARGE

Barbara Bigelow, Independent Advocate

Thelma Brown, Independent Advocate

Ricki Fairley, Touch: The Black Breast Cancer Alliance

Liz Frank, Independent Advocate

Victoria Goldberg, Independent Advocate

Abigail Johnston, Independent Advocate

Keeshia Jones, After Breast Cancer Diagnosis (ABCD)

Ellen Landsberger, Independent Advocate

Stacy Lewis, Young Survival Coalition

Ginny Mason, Inflammatory Breast Cancer Research Foundation (IBCRF)

ALLIANCE STAFF

Medha Deoras-Sutliff, Executive Director

Genna Haddad, Member Engagement Manager

Jennifer Stanley, Project Operations Associate

Lori Crenny, Operations

PATIENT/ADVOCATE MEMBERS



ROBERTA ALBANY



AMY BEUMER



BARBARA BIGELOW



THELMA BROWN



BETH BURNETT



MARTHA CARLSON



JAMIE CARROLL



ELISSA CHANDLER



MAREN COFFMAN



JO LYNN COLLINS



DEBORAH COLLYAR



JANICE COWDEN



Tami Eagle Bowling



KATIE EDICK



LIZ FRANK



MARYBETH GILLIAM



SHEILA GODREAU



VICTORIA GOLDBERG



CHRISTINE HODGDON



LINDA HOLDEN



ANDREA HUTTON



NATALIE HYMAN



ABIGAIL JOHNSTON



LIANNE KRAEMER



ELLEN LANDSBERGER



JOAN MANCUSO



JULIA MAUÉS



JANIE METSKER



JANE PERLMUTTER



SHEILA PETTIFORD



TERI POLLASTRO



NANCY LEVITAN POORVU



AMY RUSSELL-PARLIMAN



BETTY SANCHEZ



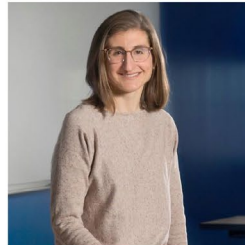
KELLY SHANAHAN



MELANIE SISK



JASMINE DIONNE SOUERS



JILL TIRABASSI



STEPHANIE WALKER



LYNDA WEATHERBY



ADIBA ZEYTO

NONPROFIT MEMBERS



ABCD: After Breast Cancer Diagnosis



American Cancer Society Cancer Action Network



Angelmira's Center for Women with Advanced Cancer



Breast Cancer Research Foundation

FOUNDING MEMBER



Breastcancer.org

FOUNDING MEMBER



BreastCancerTrials.org



CANCER FASHIONISTA FOUNDATION



Cancer Nation



Cancer Support Community



CancerCare

FOUNDING MEMBER



Chrysalis Initiative



For the Breast of Us



FORCE: Facing Our Risk of Cancer Empowered

FOUNDING MEMBER



Hope Scarves



Infinite Strength



Inflammatory Breast Cancer Research Foundation



Know Your Lemons Foundation



Leslie's Week

LIVING BEYOND
BREAST CANCER®

Living Beyond Breast Cancer

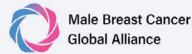
FOUNDING MEMBER



Lobular Breast Cancer Alliance



LYTE Foundation, Inc.



Male Breast Cancer Global Alliance



Metastatic Breast Cancer Network

FOUNDING MEMBER



METAvivor Research and Support, Inc.



Nueva Vida



Patient Advocate Foundation



Pink Fund



Project Life MBC



Research Advocacy Network

FOUNDING MEMBER



SHARE Cancer Support

FOUNDING MEMBER



Sharsheret



Side-Out Foundation



Sisters Network Inc.



SurvivingBreastCancer.org



Susan G. Komen

FOUNDING MEMBER



Theresa's Research



Tigerlily Foundation



TOUCH, The Black Breast Cancer Alliance



Touch4Life



Triage Cancer



Triple Negative Breast Cancer Foundation

FOUNDING MEMBER



Twisted Pink



Unite for HER



Young Survival Coalition

FOUNDING MEMBER

INDUSTRY MEMBERS

PREMIERE PLUS MEMBER



PREMIERE MEMBERS



SUSTAINING MEMBERS



SUPPORTING MEMBERS





TOGETHER WE ARE STRONGER

ABOUT THE METASTATIC BREAST CANCER ALLIANCE

As a collective of cancer nonprofits, pharmaceutical and biotech industry members and individual patient advocates, the Alliance serves as a national leader in collaborative action to transform and improve the lives of people living with metastatic breast cancer. We leverage the resources and knowledge of our dynamic group of trusted experts to increase awareness and education about the disease, and advocate for policy changes and increased funding for research that holds the potential to extend and enhance life – and ultimately end MBC.

> MBCalliance.org <

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