



HERA FOUNDATION

FACT SHEET

Contact Information

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Mission Statement

Founded in 2002, the HERA Women's Cancer Foundation is a 501 (c) (3) organization whose mission is to stop the loss of women from ovarian cancer by promoting **H**health, **E**mpowerment, **R**esearch, and **A**wareness.

Vision Statement

As a nationally recognized non-profit ovarian cancer organization, HERA provides funding for cutting-edge research grants to scientists at respected medical institutions. In so doing, HERA attracts more young researchers and expands the scientific understanding of ovarian cancer while improving the lives of those battling this disease. The projects funded focus on mechanisms of ovarian cancer development, growth, and treatment. HERA also embraces projects related to ovarian cancer awareness and the promotion of symptoms in different communities around the country. HERA empowers women through educational activities which raise awareness of symptoms and treatment options. By stressing the concept of "community," HERA supports and empowers those undergoing treatment for ovarian cancer as well as women who are healthy.

Via its signature Climb4LifeSM and auxiliary fundraising events, coupled with funding from multiple other sources, HERA remains committed to investing 85% of monies raised each year for continued research, awareness, education, and community support.

Scientific Grants

HERA awards grants annually to scientists with "outside the box" ideas regarding new directions in the basic research, treatment, early detection, and prevention of ovarian cancer. These "OSB1" grants have been awarded to researchers at such prestigious institutions as Johns Hopkins University in Baltimore, Maryland; the M.D. Anderson Cancer Center at the University of Texas in Houston; and the University of Colorado.

Currently no effective test exists to reliably diagnose the disease early when the chance for survival is greatest. Our priority is to understand this disease so that a test for early detection and more effective treatments can be developed.

Community Grants

HERA provides support for non-profit ovarian cancer community groups across the country to improve the quality-of-life for women with ovarian cancer or raise awareness about the disease in novel and unusual ways. In 2011, grants were awarded to Hope for Heather (Liverpool, NY), Ovar'coming Together (Indianapolis, IN), Sharsheret (Teaneck, NJ), Support Connection, Inc (Yorktown Heights, NY), and, the Women's Cancer Awareness Group in Petaluma, CA.

Partners in Action

The HERA Partners in Action (PIA) program raises awareness of ovarian cancer symptoms while generating funds for the scientific grant program, the community grant program, and public education programs conducted by the HERA Foundation. Companies can participate by designating a product or group of products that, when purchased, will provide a certain dollar amount or percentage of sales back to the HERA Foundation. Companies can also raise awareness and improve early detection in their own communities by placing hangtags on their products that list the signs and symptoms of ovarian cancer; hangtags are provided by the HERA Foundation.

Climb4LifeSM

HERA Founder and avid rock climber Sean Patrick started the Climb4LifeSM in 2002 while recovering from her seventh ovarian cancer surgery. She saw the correlation between the skills needed for rock climbing (confidence, refined decision making and a sharp eye for assessing a situation quickly) and the skills needed for coping with health issues.

HERA Climb4LifeSM events are truly unique providing climbing, hiking, yoga, and many more activities in beautiful settings with professional athletes and guides, as well as others who support ovarian cancer research and awareness initiatives. These one- to three-day rock climbing events currently take place in Salt Lake City, UT, Washington, D.C., and Boulder, CO.

Community Events

Many individuals volunteer to organize and host community events that benefit the HERA Women's Cancer Foundation while honoring important women that have touched their lives. These grassroots events raise awareness about ovarian cancer in fun, creative ways while raising money for HERA. Events range from cross country motorcycle rides to cocktail parties or birthday celebrations to half-Ironman Triathlons. The annual Run Like a Girl "women's only" running events also raise funds to benefit the Foundation.

Leadership

The HERA Women's Cancer Foundation is a national organization governed by a dedicated group of community volunteers located across the country:

Jill E. Slansky, President — Colorado
Samantha Lockwood, Vice President — Pennsylvania
Lisa O'Connor, Treasurer — Maryland

Kian Behbakht — Colorado
Aleece Raw — Colorado
James J. Nice — California
Lara Usinowicz — Colorado

Meg Steitz, Executive Director — Colorado