

HERA UPDATES

Winter/Spring 2007-2008

Volume 2 Issue 1

Schedule of Events

Climb4Life Events

3rd Climb4Life DC Metro
Feb. 29-Mar. 29, '08

Presented By:

REI, Black Diamond,
Sportrock & Earth Treks

Intro2Climb Clinic REI
Fairfax 2/26

Kick-Off REI Fairfax 2/29
Climber's Festival

Sportrock, Sterling 3/1

Climb! Climb! Climb! All
gyms 3/2-3/28

Self Rescue REI Fairfax 3/11

Eric Horst Talk REI

Rockville 3/19

Summit El Cap/Awards &
Party Earth Treks Rockville
3/29

2nd Climb4Life Colorado
June 13 -15, '08

With REI, CMS and BRC

A weekend of climbing,
Intro2Climbing, parties,
yoga, raffles and more

7th Climb4Life SLC, UT
September 18-21, '08

With Black Diamond and
Exum Utah.

4 Days in the beautiful
canyons surrounding Salt
Lake City. Climbing,
Intro2Climbing, films,
parties, raffles and more
www.climb4life.org

Other Events

Montrail Run Like a Girl

Montrail has announced that
this very successful running
series will benefit the HERA
Foundation in 2008. Run in
Seattle, Richmond, Portland,
Los Angeles and Boston and
help Montrail help HERA.

For more details please go to

www.montrail.com/runlikeagirl

Notes From HERA

HERA is ushering in 2008 with great anticipation for another record-breaking Climb4Life season. We're filled with excitement about new partnerships with outdoor industry companies, and we're overcome with gratitude for the many friendships we've made over the years.

Without the support of our network of friends—sponsors, volunteers, participants and donors—HERA would not be able to aid the scientific community and local communities in the fight against ovarian cancer. The dedication and compassion of our friends enable us to forge on in this battle with ovarian cancer. The strong will to live that the many women who are stricken with this disease have and the hope for a better tomorrow inspire us.

Like the young climber who stands in El Cap meadow passionately dreaming of her first summit, in 2008 HERA is more focused than ever on our goal of finding a solution to ovarian cancer. We hope that you will continue to walk with us on this journey. In the year ahead, you can expect to see many exciting things: more products in your local rock shop that support the battle against ovarian cancer, more scientific grants and community grants and of course even more excitement at the Climb4Life events.

From all of us at the HERA Foundation, may your New Year be filled with happiness, peace and perhaps a few climbing road trips.

Sean Patrick, HERA Founder

Show Me the Money How HERA Spends



- HERA is committed to being fiscally responsible.
- In five years, HERA has raised \$761,441
- 55% went to grants
- 51% scientific and 4% community
- 31% to Ovarian Cancer Education, Awareness and Advocacy
- 5% to Development
- 9% to Operating expenses

HERA in Action Move Over Bond HERA Goes Double in '07 Community Grant Program Takes Big Leap

HERA doubled the number of community grants awarded to nonprofit ovarian cancer organizations in 2007. "The goal of the community grants is to reach women in the communities where they live to raise awareness for ovarian cancer or to provide support for survivors and their families," explains HERA's founder, Sean Patrick.

High Risk = High Reward 2007 OSB1 Grant Recipients

HERA awarded three scientists at Johns Hopkins and one scientist from the University of Texas M.D. Anderson Cancer Center in Houston with HERA OSB1 Seed Grants. "These grants provide a vehicle for post docs and clinical fellows with cutting-edge ideas to test their hypotheses," said Dr. Jill Slansky, chair of the HERA Grants committee. "We are giving them an opportunity to work outside the box."

OSB1 recipients have published papers in major publications, and their labs have gone on to apply and receive large grants from organizations that include the National Cancer Institute based on the data gathered with a HERA OSB1 Seed Grant.

Sean Patrick Tackles Policy Issues in D.C.

In 2007 HERA's founder Sean Patrick helped to craft a National Policy Agenda for ovarian cancer as a member of the Public Policy Committee of the Ovarian Cancer National Alliance in Washington, D.C. Sean also sits on a National Cancer Institute Ovarian Cancer SPORE program external advisory committee making sure that the consumer's voice is part of the research landscape.

Carabiners for a Cure

Why Gear Donations Make A Difference!



It takes more than dollars to stop the loss of women and girls from ovarian cancer.

The heaps of gear donated by manufacturers makes a difference in reaching that goal. Here's how: Climb4Life participants are asked to raise money for HERA prior to attending an event. As an incentive, those who achieve a certain level of fundraising are rewarded for their efforts by being entered in the giant Climb4Life gear raffle.

The top three fundraisers at each event receive generous prize packages of clothing and gear. Goodie bags are stuffed with donated prizes, and volunteers are easily spotted by participants in their matching sport tops and T-shirts, all donated from sponsors. These prizes make our participants feel good about the hard work they did before and at the event. Without those donations, it would be difficult for HERA to thank them properly for their efforts.

What's in a Name?

He.ra or He.re in Greek mythology was the wife of Zeus. Hera empowers women to be heard within their relationships and within their lives. She encourages women to find their strengths and desires and to cultivate them. HERA was chosen as the name for the foundation because she was considered the protector of women

Behind every logo of our sponsors is a group of hardworking people. Unfortunately, many of those people have been touched by cancer, while others have been loyal supporters of HERA since day one because they believe in our mission. Many tell us they wish they could do more by donating a large sum of money. To that we say: All contributions to HERA are enabling scientists to get closer to finding a reliable early detection method and better treatment as well as helping communities educate women about symptoms and the proper treatment methods. Your support is a link to the end-all goal of a better future for females.

Thank you everyone who is part of the HERA family. You are responsible for our success. Together we can stop the loss of women and girls from ovarian cancer. *To find out more about HERA's upcoming events and programs, to become a sponsor or to become a Partner in Action, go to www.herafoundation.org or email us at info@herafoundation.org*

Photos: Copyright Ben Moon



and empowered women to stand up for themselves. The HERA Foundation's goal is to do the same; empower women to take control of their health by championing this unrecognized threat to women's health. HERA is also an acronym for Health, Empowerment, Research and Awareness.