

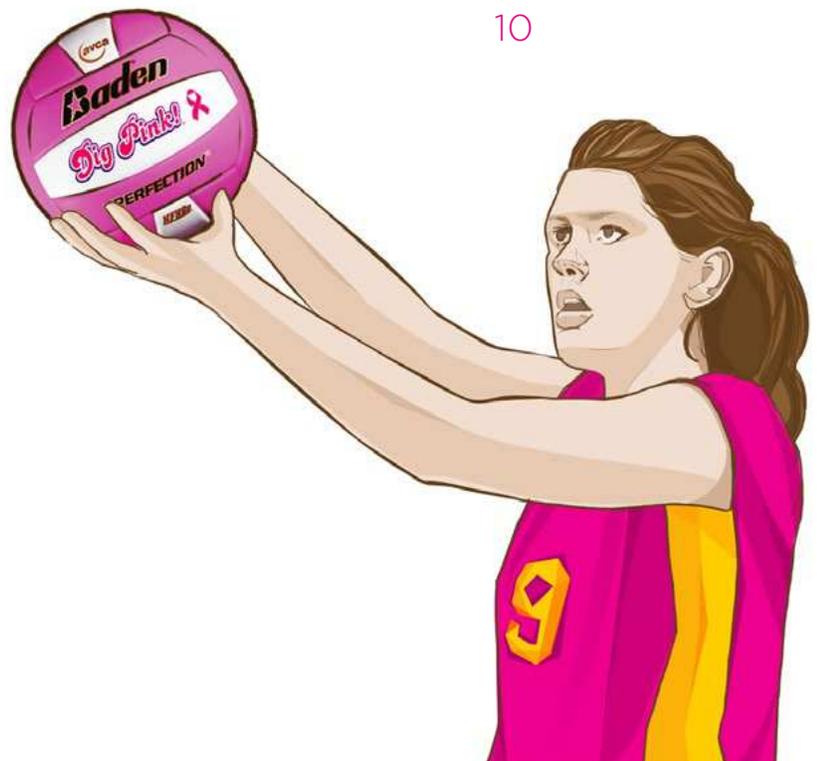
2014 ANNUAL REPORT

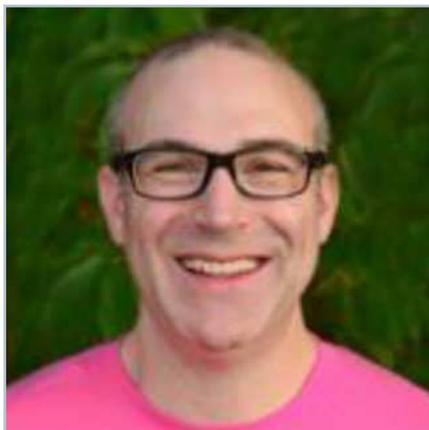
Teaming with the volleyball community
to inspire science and hope in the
match against breast cancer.

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MESSAGE FROM THE DIRECTOR

“... it is incredible to realize how much we have accomplished in such a short period of time.”

— **RICK DUNETZ**
Side-Out Executive Director

Although The Side-Out Foundation became an official charity in 2005, it was founded in 2004. My mom had just received a diagnosis of metastatic (stage 4) breast cancer and I was coaching varsity volleyball for the first time. On one hand, it is hard to believe ten years have passed since Side-Out's inception, but on the other, it is incredible to realize how much we have accomplished in such a short period of time.

Two thousand fourteen was a special year for us. With the help of our friend, Mike Walter, we created a [documentary](#) to tell Side-Out's story. This video tells our story as well as yours. You enabled us to continue developing and improving the science used to target therapies for patients with stage 4 breast cancer. You demonstrated the spirit and value of our wonderful sport. You chose to take action.

We are grateful, we are very proud, and we are looking forward to the next ten years.

Thank you!
RICK DUNETZ
Executive Director

MAJOR EVENTS OF 2014

- DIG PINK® RALLY
- DIG PINK® TOUR

DIG PINK® RALLY

The theme for the 2014 Dig Pink® Rally was “Heroes”. Although the number of participating teams was down by about 12% since last year, approximately 815 teams worked together to raise close to the same amount teams raised last year, \$1.3 million. Students from 17 schools were named ambassadors through the [Side-Out Ambassador Program](#).

For the second year in a row, Sports Imports will give the top fundraising school their own set of Dig Pink® safety pads and net tape. They will loan Dig Pink® safety pads and net tape to the next four highest fundraising teams to use in their 2015 Dig Pink® Rally events.

To highlight the theme of heroes, we shared stories of everyday heroes each weekday in October, and

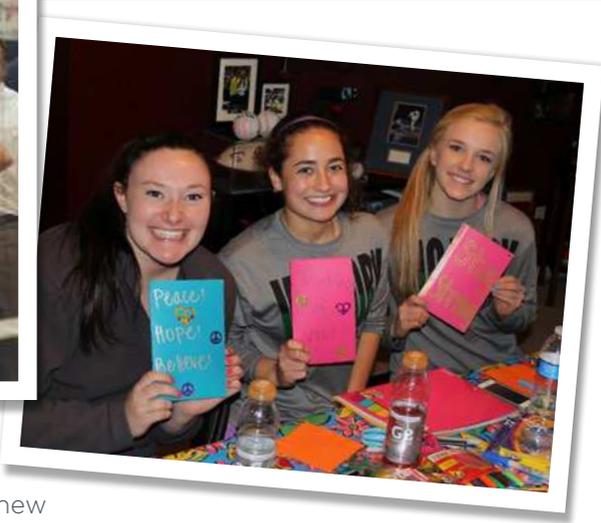
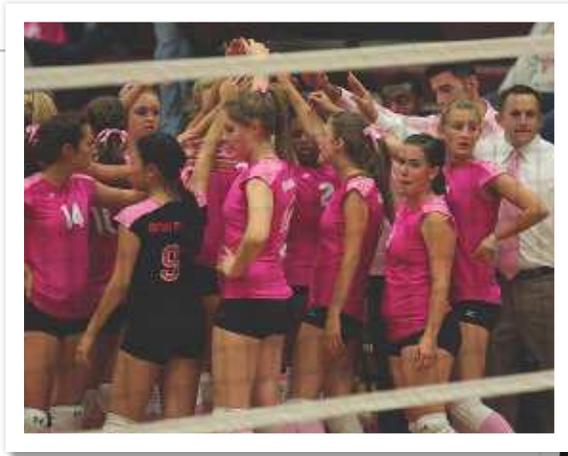
encouraged others to share stories using the hashtag **#HeroesProject**.

[The following playlist](#) features Dig Pink® teams from across the country, and demonstrates how each team creates a Dig Pink® event that best represents its players and community members.



2014 DIG PINK® RALLY TOP FUNDRAISERS

Wheaton Warrenville South High School - Wheaton, IL Naperville Central High School - Naperville, IL	\$25,000.00
Tomahawk Volleyball Conference - Southern Minnesota	\$20,211.30
Randolph High School - Randolph, MN	\$15,300.00
The John Cooper School - The Woodlands, TX	\$15,160.74
Carrollton School of the Sacred Heart - Miami, FL	\$14,484.37
Stanley High School - Stanley, ND	\$11,315.07
C.H. Yoe High School - Cameron, TX	\$10,681.16
Hastings High School - Hastings, MN	\$10,500.00
Suffolk County Community College - Selden, NY	\$10,150.00
Clear Falls High School - League City, TX Clear Brook High School - Friendswood, TX	\$9,761.35



DIG PINK® TOUR

The 2014 Dig Pink® Tour introduced a special new project, the **Hospital Cards Project**. Cards were collected at each official Dig Pink® Tour stop and a few local tournaments, and then sent to oncology wards in the city where each tournament was held. Approximately 3,500 cards were sent to eleven hospitals across the country:

George Washington University Hospital
Washington, D.C.

Sibley Memorial Hospital – Washington, D.C.

Children's National Medical Center
Washington, D.C.

Barnes-Jewish Hospital/Siteman Cancer Center
St. Louis, MO

Porter Adventist Hospital – Denver, CO

Franciscan St. Francis Health – Indianapolis, IN

Emory University Hospital – Atlanta, GA

Northside Hospital-Atlanta – Atlanta, GA

St. Luke's Episcopal Hospital – Houston, TX

Froedtert Hospital – Milwaukee, WI

University of Nebraska Medical Center
Omaha, NE

“Every volunteer that distributed cards came back telling me how much the patients really enjoyed them and they felt that the cards really boosted the spirits of the patients. It also boosted the spirits of the volunteers. It is so rewarding to see how doing such a small gesture can really make a difference. Thank you once again!”

— **GEORGE WASHINGTON UNIVERSITY HOSPITAL**
Hospitality Services

MAJOR EVENTS OF 2014

- DIG PINK® TOUR
- ROCK THE PINK™
- THE SIDE-OUT PROTOCOL



DIG PINK® TOUR (continued)

In addition to the card project, special Tour t-shirts were offered through Side-Out's new online store. For any team that purchased 25 shirts, Side-Out included 12 Dig Pink® shoelaces. Teams were encouraged to raise money via a team fundraising page as well, and any team that donated at least \$250 earned 15 Dig Pink® gift bags, which included items such as Dig Pink® lanyards, bumper stickers, tattoos, EyeBlack, pink nail polish and pink shoelaces.

Overall, 40 teams/clubs raised \$25,378.73 through the 2014 Dig Pink® Tour, an 18% decrease in teams from last year and 41% decrease in funds raised. The official 2014 Dig Pink® Tour stops are listed below:

2014 DIG PINK® TOUR

Capitol Hill Classic - Washington, D.C.

Colorado Crossroads - Denver, CO

Midwest Qualifier St. Louis - St. Louis, MO

Midwest Qualifier Indianapolis - Indianapolis, IN

Big South - Atlanta, GA

JVA World Challenge - Houston, TX

One of the challenges for vendors at tournaments is to create a booth that players, parents and coaches want to visit. This year, Side-Out brought fun props for a photo booth and shared the photos in a Facebook album. It was a very popular spot for team photo ops!

The Dig Pink® Tour Challenge was also created to draw people into the Side-Out booth. It involved various tasks for groups of people to complete that would tie them to the Side-Out brand (Ex. Post a video about why you love Dig Pink® on Instagram and tag Side-Out @digpink1000.) while also encouraging them to engage with others (Ex. Cheer on a team from a different club that is competing in the tournament in a different age group.).



ROCK THE PINK™

For the second year in a row, Rock the Pink™ was held at Occoquan Regional Park in Lorton, VA. Over two days, 129 teams raised \$20,394.91. A few vendors took part as well, including L.L. Bean, The Sweetest Surrender food truck and Sparkling Ice. Side-Out sold shirts and many local vendors donated products for a raffle and silent auction.

PATHWAY ACTIVATION MAPPING OF METASTATIC BREAST CANCER IDENTIFIES POTENTIAL ORGAN-SPECIFIC SIGNATURES: IMPLICATIONS FOR PATIENT STRATIFICATION TO TARGETED TREATMENT

Pierobon M.¹, Anthony S.P.², Reeder A.¹, Robert N.³, Northfelt D.W.⁴, Jahanzeb. M.⁵, Vocila L.⁶, Wulkuhle J.¹, Dunetz B.⁷, Liotta L.¹, Petricoin E.F.¹

¹George Mason University, Manassas, VA; ²Evergreen Hematology & Oncology, Spokane, WA; ³Virginia Cancer Specialists, Fairfax, VA; ⁴Division of Hematology/Oncology, Mayo Clinic Arizona, Scottsdale, AZ; ⁵University of Miami Sylvester Comprehensive Cancer Center Deerfield Campus, Deerfield Beach, FL, USA; ⁶TD2 TGEN drug development, Scottsdale, AZ; ⁷The Side Out Foundation, Fairfax, VA

Background

The development of distant metastases is the strongest prognostic factor associated with cancer mortality. Customization of treatment based on the molecular profiling of a patient's primary tumor has yielded promising results and created a new paradigm for treating patients with advanced disease. Nevertheless, profiling the primary tumor may not reflect the actionable molecular drivers of the metastatic lesions. In the last few years a large number of genomic and proteomic studies have demonstrated that at the molecular level, metastatic lesions differ significantly from matched primary tumors. The impact of metastasis site organ microenvironments on breast cancer primary tumors has only been partially explored. Since most targeted therapies work by modulating aberrantly-activated protein kinase signaling, the aim of this study was to utilize Reverse Phase Protein Arrays (RPPA) to explore whether metastatic lesions derived from different patients, but colonizing the same host target organ showed similarities in their signaling architecture and presented with organ-specific targetable signatures.

Objectives

- ✓ To measure, using a functional protein signal pathway activation mapping approach, the distribution of 12 actionable drug targets and downstream substrates across different metastatic lesions originated from primary breast cancers;
- ✓ To test whether different metastatic sites show site-specific therapeutic signatures;
- ✓ To evaluate whether there are differences in the distribution of drug targets and downstream substrates between lesions that developed regionally (chest wall/skin and lymph node) and lesions that invaded distant organs (liver and lung).

Population of Study

Metastatic lesions were collected from 19 pre-treated stage IV breast cancer patients enrolled in the "Side Out II" clinical trial.

The Side Out II trial is an individualized therapy pilot study where multi-OMIC molecular profiling is used to identify actionable therapeutic targets and to select treatment.

COLLECTION SITES:	SITES OF METASTASIS:
<ul style="list-style-type: none"> ✓ Evergreen Hematology and Oncology (Spokane, WA); ✓ Virginia Cancer Specialists (Fairfax, VA); ✓ Mayo Clinic Arizona (Scottsdale, AZ); ✓ University of Miami (Deerfield Beach, FL). 	<ul style="list-style-type: none"> ✓ LIVER (n=7); ✓ CHEST WALL/SKIN (n=5); ✓ LYMPH NODES (n=4); ✓ LUNG (n=3); ✓ LYMPH NODES (n=4).

Surgical or imaging-guided fine needle biopsies of the metastatic lesions were used for the analysis.

Methods

ISOLATION OF TUMOR EPITHELIAL CELLS VIA LASER CAPTURE MICRODISSECTION

- ✓ Samples were snap-frozen within 20 minutes of collection;
- ✓ Eight micron sections were prepared and placed on a glass slide;
- ✓ Tumor epithelial cells were isolated using Laser Capture Microdissection (LCM) technology;
- ✓ Cells were lysed using a mixture of detergents and reducing agents.

REVERSE PHASE PROTEIN MICROARRAY

- ✓ Samples were printed in triplicate onto nitrocellulose coated slides with standard curves;
- ✓ The activation level of the drug targets and downstream effectors were measured using a single antibody targeting the protein of interest;
- ✓ A tyramide based avidin/biotin amplification system and fluorescent dye was used for antibody detection;
- ✓ Stained slides were scanned individually and intensity values were quantified. Final data were interpolated from the standard curves.

Results

UNSUPERVISED CLUSTERING ANALYSIS OF DRUG TARGETS AND SUBSTRATES

Hierarchical clustering analysis revealed distinct signatures in metastatic lesions developed in the liver and in the chest wall/skin.

DISTRIBUTION OF SELECTED DRUG TARGETS AND DOWNSTREAM SUBSTRATES ACROSS DIFFERENT METASTATIC SITES

Conclusions

- ✓ The distribution of protein drug targets and biochemically linked pathways for FDA approved targeted therapies revealed a metastatic site specific architecture. Breast cancer patients with skin/chest wall metastases and invasion of the lymphatic system may benefit from agents directed against the HER family members and downstream ERK signaling, while patients with liver metastases may benefit from AKT-mTOR directed targeted therapy. Similar findings have been observed in liver metastases from colorectal cancer, which may indicate a soil-specific signaling signature.
- ✓ None of the drug targets measured appeared to be elevated in the lung metastases, indicating that further investigations are needed to identify targets that are unique to lung metastases from breast cancers.
- ✓ Although these results need to be validated in a larger cohort of patients, the trends identified in this study could impact the selection of targeted agents for future metastatic breast cancer trials.

Acknowledgments: We would like to acknowledge the Side Out Foundation for sponsoring the clinical trial along with funding the research work and the enrolling institutions. This work is dedicated to the patients who participated in the study.

THE SIDE-OUT PROTOCOL

Scientists for the Side-Out Protocol published the results of the second phase of the study in the September issue of the journal *Breast Cancer Research and Treatment*: **[“A pilot study utilizing multi-omic molecular profiling to find potential targets and select individualized treatments for patients with previously treated metastatic breast cancer.”](#)** In December, they also had the opportunity to attend the San Antonio Breast Cancer Symposium, where they presented these results in the form of a poster presentation.

In simple terms, researchers concluded that the proteins expressed by the various tumors were dependent on the location of the metastasis (the spread of cancer from one part of the body to another), suggesting that the most effective drugs for a particular patient could be decided based on where his/her breast cancer spread. This also revealed that tumors that have metastasized to a certain part of the body share a distinct signature.

Side-Out II continues to recruit patients.

MAJOR EVENTS OF 2014

- THE SIDE-OUT AMBASSADOR PROGRAM
- GRANTS



“There are many memorable moments from my years with Poolesville High School girl’s volleyball including individual and team awards, however; my involvement with our annual Dig Pink® match has by far been the most rewarding.”

— SARAH KENNEWEG

Winner of the 2014 Anne Hughes Memorial Scholarship

THE SIDE-OUT AMBASSADOR PROGRAM

2014 marked the 4th year for the Side-Out Ambassador Program (SOAP). [Eighteen students representing 14 states earned community service awards](#), and 9 of those also received scholarships. In addition, 3 students were chosen for the Side-Out/AVCA National Dig Pink® Award.

The 2014 program had a few changes:

- Instead of filling out an additional application for a community service award, applicants who completed all the basic requirements were automatically named “ambassadors” for The Side-Out Foundation.
- Applicants were automatically eligible for the Side-Out/AVCA National Dig Pink® Award if they were involved with volleyball.
- In addition to a certificate, ambassadors also received a Side-Out pennant.

The Side-Out Ambassador Program review board included the same members as 2014:

SIDE-OUT AMBASSADOR PROGRAM REVIEW BOARD

Rick Dunetz

Executive Director, The Side-Out Foundation

Janice Kruger

Former Head Women’s Volleyball Coach
University of Maryland
Director of Strategic Initiatives and Programs
The Side-Out Foundation

Lisa Marston

Former Head Women’s Volleyball Coach, UNC Charlotte

Dr. Cecile Reynaud

Former Head Women’s Volleyball Coach
Florida State University
Member, Board of Directors
The Side-Out Foundation

June Boller

Head Coach, The Oakridge School Varsity Girls Volleyball
Head Coach, Texas Image Volleyball Club 15 Mizuno

Ashley Beil

Director of Membership, Research & Board Relations,
American Volleyball Coaches Association (AVCA)



Katelyn Johnson (right), 2014 Side-Out/JVA National Dig Pink® Award winner, with professional volleyball player and 3-time Olympic Gold Medalist, Kerri Walsh Jennings.

For the 2nd year in a row, Side-Out and the JVA teamed up to offer the [Side-Out/JVA National Dig Pink® Award](#), an honor determined by nomination. **Three winners were selected:**

Katelyn Johnson

San Antonio Elite Volleyball Club, San Antonio, TX

Lauren Wieber

Michigan Volleyball Academy, Grand Rapids, MI

OK Premier Volleyball Club

Norman, OK

Katelyn Johnson happened to be at the AVCA Convention in December and was recognized at the All-America/Players of the Year Banquet. She was even lucky enough to share a table with Kerri Walsh!

A new award was announced in 2014 for players in the USAV region local to The Side-Out Foundation's headquarters in Fairfax, VA. Together with Chesapeake Region Volleyball Association (CHRVA), Side-Out offered the [Anne Hughes Memorial Scholarship](#), a \$1,000 scholarship to an athlete in CHRVA who is also involved with Dig Pink®. Sarah Kenneweg, a senior at Poolesville High School in Maryland, was named the 2014 winner of the Anne Hughes Memorial Scholarship.

GRANTS

As part of the Dig Pink® Rally, teams can request that 25% of the funds they raise be donated to a local cancer support organization.

The following received grants in 2014:

[CBC's Project Hope, Miami, FL](#)

(donated by Carrollton School of the Sacred Heart)

[Julie Rogers Gift of Life Program, Beaumont, TX](#)

(donated by Odom Academy)

[Little Pink Houses of Hope, Burlington, NC](#)

(donated by Community School of Davidson)

[NorthCare Hospice & Palliative Care](#)

Kansas City, MO (donated by Olathe South High School)

[Angel Foundation, Mendota Heights, MN](#)

(donated by White Bear Lake High School)

[Tahoe Forest Health System Foundation](#)

Truckee, CA (donated by Truckee High School)

[Cancer Survivors Park, Greenville, SC](#)

(donated by Brashier Middle College Charter High School)

MAJOR EVENTS OF 2014

- PARTNERSHIPS
- MISCELLANEOUS NEWS
- LOOKING AHEAD

PARTNERSHIPS

The **American Volleyball Coaches Association (AVCA)** and **Junior Volleyball Association (JVA)** continue to be strong partners of The Side-Out Foundation, along with **Sports Imports**, a partnership formed just last year.

This year, Side-Out also joined with several other organizations that share its vision of ending breast cancer:



Baden Sports — [In September, Baden and Side-Out announced a partnership](#) making Baden the official ball of The Side-Out Foundation and introducing an exclusive line of Dig Pink® volleyballs.



All Volleyball — [In October, All Volleyball joined Side-Out](#) in raising funds for the October

Dig Pink® Rally through a special social media campaign. In total, they raised over \$5,000.



Sundog Productions — After many years of outsourcing merchandise to vendors, Side-

Out decided to take over the customer support for its constituents in order to provide supporters with great service, great pricing, and insure that 100% of any profits made will go to the Side-Out mission. The manufacturer is Sundog Productions, a local company to Side-Out that is committed not only to printing and designing terrific garments, but also to making sure customers get their products in time for their event.

MISCELLANEOUS NEWS

Side-Out Marketplace

After partnering with Sundog Productions, Side-Out created its own marketplace to sell Dig Pink® merchandise. **Shop Dig Pink®** enables Side-Out to invest 100% of the profits into cancer research and patient support rather than giving a percentage of those profits to an outside merchandise management vendor.

Washington Post Article

Side-Out was proud to be featured in The Washington Post in December: [“Fairfax group, volleyball teams nationwide, fund innovative breast cancer treatment.”](#)



New Website

After many months of working on new content and design, Side-Out's new and improved website launched in 2014. www.side-out.org

Film Festival

[“The Side-Out Story”](#) was featured in the 2014 All Sports Film Festival, a festival created to promote the art of screenwriting and filmmaking in the world of sports and competition.

Baltimore Beach Volleyball Charity Challenge

Baltimore Beach (Baltimore, MD) hosted its first Volleyball Charity Challenge, and included The Side-Out Foundation as one of the charity recipients, along with Baltimore Animal Rescue and Care Shelter (BARCS), Ulman Cancer Fund for Young Adults and Second Chance, Inc.

New Interns

Two new interns joined the Side-Out team: Josh Bryant and Tori Price.

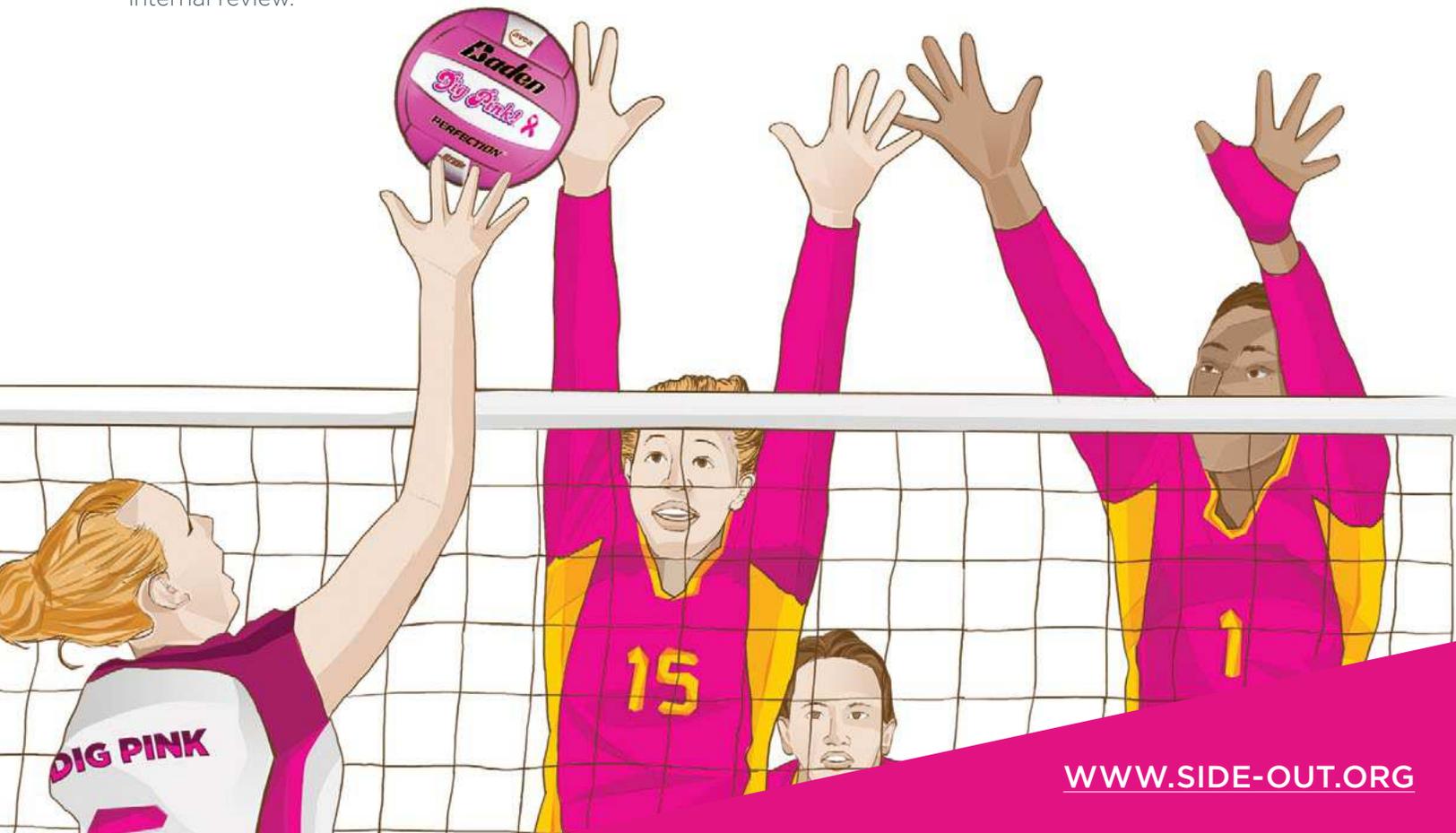
LOOKING AHEAD

Side-Out is considering suspending Rock the Pink™ in 2015 in order to re-evaluate its structure. The grass tournament is an important part of Side-Out's history, however the cost to plan and manage the event has increased over the years and requires an internal review.

Side-Out may also seek the opinion of those outside the organization for public relations recommendations and assistance in its efforts to spread the word about Side-Out's work beyond the volleyball community.

It will continue to build the Side-Out marketplace to create the easiest, most reliable shopping experience for anyone looking for Dig Pink® merchandise, and will also focus more energy on adding original blog posts.

Side-Out will work hard to promote the new Dig Pink® Tour model and its Assist Project, and will constantly seek new teams to participate in the Dig Pink® Rally as well as new companies to support Side-Out's mission.



SIDEOUT

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