



2011 Annual Report

Message from Rick Dunetz, Founder and CEO

I think of my mom every day. Side-Out's mission is our way of celebrating her, and we are grateful to our supporters for enabling us to honor her memory. We were especially proud to announce the [Gloria Dunetz Memorial Fund](#) in the spring of 2011, a scholarship fund for students hosting Dig Pink events. My mom put great value on education, and she would be thrilled that she played a part in supporting a student's dream to attend college.

We will continue to honor her memory and broaden the research Side-Out initiatives support. It truly is a pleasure to have the opportunity to positively impact the lives of patients. Thank you to everyone who believes in [Side-Out's mission](#) and takes action to make a difference.

Sincerely,
Rick Dunetz
Executive Director

*"Often we set out to make a difference in the lives of others
only to discover we have made a difference in our own."
~Ellie Braun-Haley*

Major Events of 2011

The Side-Out Protocol

Two thousand eleven marked the second year of Side-Out's clinical trial, The Side-Out Protocol ([SO-BCA-001](#)). Side-Out's [scientific advisors](#) continued collecting and analyzing tumor samples from patients with metastatic breast cancer and should completed phase 1 in 2012.

Dig Pink® Tour

Two hundred fifty six club teams raised over \$108,000 through Side-Out's 2011 [Dig Pink Tour](#), an increase of 27 teams and approximately \$8,000 from 2010. The focus of the Tour is primarily to teach members of the volleyball community about The Side-Out Foundation and to increase the number of teams who participate in the Dig Pink Rally. Side-Out representatives met some wonderful players, coaches and supporters at various national qualifiers. Some teams even made [Dig Pink videos!](#)

Side-Out Ambassador Program

In February, 2011, Side-Out announced the Side-Out Ambassador Program, an awards program for students hosting Dig Pink Rally events. The Gloria Dunetz Memorial Fund was established to provide funding for up to 19 [scholarships](#) worth a total of \$20,000. The award is offered in various denominations for college education expenses: \$500, \$1,000 and \$2,500. The program also offers [community service awards](#) and the [Side-Out/AVCA National Dig Pink® Award](#).

In addition to hosting Dig Pink events and raising funds for The Side-Out Foundation, all applicants were asked to keep blog posts about their experience and to educate their fellow students. Scholarship applicants were also required to write an essay and complete 2 educational hours at a cancer support organization or research lab.

[Winners](#) were announced in December, 2011 at the AVCA Annual Convention and on Side-Out's website. Side-Out plans to offer the awards every year.

New Team Members!

Side-Out expanded its team in March 2011 to include new regional liaisons who have deep ties with the volleyball community. The list of current liaisons can be found under "[Our Team](#)" on the Side-Out website.

National Breast Cancer Coalition

In May, some of the Side-Out staff members attended the National Breast Cancer Coalition's (NBCC) Annual Advocacy Training Conference, "Changing the Conversation". They posted a summary of their experience on the Side-Out blog: "[Advocating for the Breast Cancer Deadline](#)".

Rock the Pink™

Although the number of teams for Side-Out's original event, a grass doubles volleyball tournament, dropped from 126 in 2010 to 89 in 2011, teams in 2011 raised over \$4,000 more than teams in 2010! Rock the Pink™ 2011 was held in Accokeek East Park in Waldorf, MD.

Creation of New Merchandise Website

Together with Team IP, The Side-Out Foundation created a website specifically for Dig Pink merchandise: <http://buydigpink.com/>.

American Volleyball Coaches Association

Side-Out expanded its awards for Dig Pink Rally teams to include NAIA, NJCAA and NCCAA volleyball teams. Any team that donates \$2,000 to support breast cancer research and patient services through Side-Out's Dig Pink events will receive one assistant coach annual AVCA membership.

Volleyball Magazine

Side-Out published [“More Than the Pink”](#) in the May edition of [Volleyball Magazine](#), its first full article in the magazine, described as the “industry’s #1 magazine for over three decades”!

We Moved!

In August, 2011, The Side-Out Foundation moved its main office from Chantilly, VA, where it shared space with a technology company, to Fairfax, VA, just down the road from George Mason University.

Dig Pink® Rally

Although the 2011 [Dig Pink Rally](#) was slightly smaller than the 2010 Rally (1,134 teams compared to 1,144 in 2010), teams raised over \$1.2 million. Students participating in the 2011 Dig Pink Rally were eligible to apply for the new scholarship and community service awards through the Side-Out Ambassador Program. Videos from 2011 Dig Pink Rally events can be found on [Side-Out’s YouTube page](#).

I-SPY 2 Breast Cancer Clinical Trial

In September, Side-Out [presented a grant of \\$160,000](#) to the Foundation for the National Institutes of Health (FNIH) to support the [I-SPY 2 breast cancer clinical trial](#). The I-SPY 2 trial focuses on patients with newly diagnosed locally advanced breast cancer. Similar to the Side-Out Protocol, the goal of the trial is to develop a personalized plan of treatment for patients based on the general assumption that each patient’s breast cancer is unique.

Both I-SPY 2 and the Side-Out Protocol are examples of translational research, a type of research designed to benefit the patient in the near-term. It is important to Side-Out that the research it supports have the potential to affect current patients.

Looking Ahead

The new year will bring opportunities for continued growth, and Side-Out looks forward to hiring student interns to bring fresh ideas and to help broaden the reach of Dig Pink and Rock the Pink events. Researchers are also on schedule to complete the first phase of the Side-Out Protocol. In addition, Side-Out plans to develop an online volleyball camp locator system in 2012. Being a volleyball-centered non-profit organization, Side-Out is continuously looking for ways to give back to the sport that embraces its mission and shares its goals.