



2012 Annual Report

We are so proud of our sport...Misty May-Treanor's *"dream in gold"* tagline has once again become a reality, and enthusiasm for volleyball is unparalleled. Watching Misty and Kerri in London last summer reminded us that inspiration on the courts is not so different from innovation in the lab: teamwork, goals, the right chemistry. The perfect combination yields success and success leads to triumph.

It seems that collaboration in medical research is often overlooked in favor of competition, however cooperation among physicians and scientists is central to the Side-Out Protocol. Scientists from various labs analyze different aspects of the patients' tumors and share that information to determine the best treatment plan for each patient. Their common goal is to extend and improve the quality of life for those with metastatic breast cancer.

Metastatic breast cancer is cancer that originated in the breast, but has spread to other parts of the body. Less than 5% of cancer research goes to metastatic cancer (of all types), despite the fact that it is the most advanced form of the disease.

With the completion of Side-Out's first clinical trial, researchers are looking ahead to Side-Out II, and they are excited about the opportunity to increase the number of research and treatment facilities taking part in the study. Data review and statistical analysis of Side-Out's first trial is underway, with plans to present the results at the American Society of Clinical Oncology (ASCO) Annual Meeting in June 2013. Preparation for Side-Out II is ongoing and intends to incorporate additional methods of tumor analysis, additional patients and more treatment locations.

Volleyball continues to drive the Side-Out Protocol. The athletes, coaches, parents and supporters are directly responsible for offering new and more effective treatment options for breast cancer patients. Their energy, passion and drive will continue to inspire collaboration and innovation, and we will continue to brag about a sport that values not only athleticism, but also humanism.

Thank you for continuing to believe in our mission.

Sincerely,
Rick Dunetz
Executive Director

"I am a member of a team, and I rely on the team, I defer to it and sacrifice for it, because the team, not the individual, is the ultimate champion."

~Mia Hamm

Dig Pink® Rally

The Rally continues to be the most popular and most successful event for The Side-Out Foundation. One thousand eighty eight teams raised over \$1.1 million in the 2012 Dig Pink Rally. Colleges, high schools and middle schools from the United States, Germany and Japan participated in the Rally. The top fundraisers were:

- Downey High School (Downey, CA) — \$15,346
- UNC Charlotte (Charlotte, NC) — \$14,045
- The John Cooper School (The Woodlands, TX) — \$12,062
- New Ulm Area Catholic Schools (New Ulm, MN) — \$11,785
- Stanley High School (Stanley, ND) — \$11,212
- Southern Lehigh High School (Center Valley, PA) — \$10,000

Many teams created videos to foster awareness for the cause and/or to highlight the festivities, and you can view them on [Side-Out's YouTube page](#). Students from nine schools earned SOAP awards.

Dig Pink® Tour

One hundred and ten teams raised approximately \$45,000 for the 2012 Dig Pink Tour. Although the totals were lower than 2011, there was still a large pink presence on the second day of volleyball national qualifiers, now widely accepted as "Dig Pink Day". One team even organized a Dig Pink flash mob at the MLK Tournament in Memphis, TN (and a spectator captured it on video: [Memphis Metro Flash Mob](#)!)

Side-Out continues to work hard to find a successful model for the volleyball club season and Side-Out's presence at national qualifiers brings information to teams interested in hosting events with their school teams for the more popular [Dig Pink®](#) school fundraising events. Side-Out representatives attended the following tournaments in 2012:

1. Omaha President's Day Classic (Omaha, NE)
2. Capitol Hill Classic (Washington, D.C.)
3. Colorado Crossroads (Denver, CO)
4. Nike Mideast Qualifier (St. Louis, MO and Indianapolis, IN)
5. ASICS Northeast Qualifier (Baltimore, MD, National Harbor, MD)
6. Big South (Atlanta, GA)
7. JVA World Challenge (Houston, TX)

Rock the Pink™ Festival

Side-Out expanded the [Rock the Pink™ Festivals in 2012](#) to include tournaments in Maryland, Texas, Nebraska, Virginia Beach and New York. The tournaments included both grass and sand volleyball.

For the first year, Side-Out added a walk portion to the Rock the Pink™ (East) Festival. A

small number of walkers participated in Rock the Walk; each one had a strong connection with breast cancer and they were very passionate about contributing to the cause. The walk portion was added to the event late in the planning stages. If Side-Out decides to host another one in the future, a team will be assigned solely to organizing and managing the walk.

The volleyball tournaments raised a total of \$23,548. Each location's event differed slightly, but they included music, vendors, prizes and, of course, a day of fun in the sun! Visit Side-Out's [Rock the Pink Facebook page](#) to check out photos from each tournament. You'll notice that dogs were also welcomed!

Side-Out Protocol

Scientists completed phase 1 of the clinical trial. Preliminary results have been submitted to the American Society of Clinical Oncology (ASCO) for presentation at their annual meeting in late May. Side-Out is currently preparing to start the follow-up trial which will expand volleyball's clinical trial to seven locations nationwide, incorporate additional methods of tumor analysis and increase the number of patient participants.

I-SPY 2 Breast Cancer Clinical Trial

Side-Out's support of the I-SPY 2 Breast Cancer Clinical Trial enabled researchers at George Mason University's Center for Applied Proteomics and Molecular Medicine (CAPMM) to identify possible treatments for early stage breast cancer patients. As of June 1, 2012, scientists at CAPMM were ahead of schedule and predicted that they would be able to help twice the number of patients they originally thought possible. More details can be found in the [I-SPY 2 Trial Progress Report](#) released by CAPMM in June, 2012.

Volleyball Camp Locator

Side-Out has always been committed to fostering an environment that encourages volleyball athletes to learn more about health and their sport. To that end, Side-Out created a [volleyball camp locator](#). Any coach interested in adding his/her camp details should add their information to this form. Players/parents/coaches can search for a camp by zip code and camp name.

Side-Out Ambassador Program

Two thousand twelve was the second year for the [Side-Out Ambassador Program](#) (SOAP), a scholarship and community service awards program for students hosting Dig Pink events. SOAP continues to be a program of great pride for Side-Out. It is proud to be able to recognize these students and proud to have students so deserving of recognition.

The [2012 winners of the scholarship, community service and Side-Out/AVCA National Dig Pink® Awards](#) were announced December 14, 2012. Several of their essays are included in the [Side-Out blog](#). Four applicants received scholarship awards in the amount of \$2,500, two were awarded scholarships in the amount of \$1,000 and four received \$500. The one

2012 winner currently in college received her scholarship at the start of the spring semester. Scholarships for all other winners will be sent to the college of their choosing once they have enrolled.

Six applicants received community service awards and 3 were recognized with the Side-Out/AVCA National Dig Pink® Awards. Winners of the Side-Out/AVCA National Dig Pink® Awards were honored at the AVCA All-America/Players of the Year Banquet during the 2012 AVCA Annual Convention in Louisville, KY.

Side-Out announced an additional award in June 2012, the [Side-Out/JVA National Dig Pink® Award](#). Winners will be announced at the JVA annual meeting in June 2013.

Kerri Walsh Partners With Side-Out

In April 2012, Side-Out announced its [partnership with Kerri Walsh](#), a union made all the more exciting with the 2012 Summer Olympics! Her support via social media has garnered more attention for Side-Out's programs and events, encouraging volleyball fans to host events for Side-Out, apply for SOAP awards, educate themselves and others about breast cancer and recognize the influence sports can have in everyday life.

Mailing Campaign

Two thousand twelve was the first year Side-Out implemented a mailing campaign. Postcards were mailed to coaches nationwide between May and August to communicate information about Side-Out events, SOAP and research Side-Out supports.

Interns

Side-Out was very lucky to have 4 students work as interns in 2012, although the word "intern" does not seem an adequate term for all the work they did. Shannon, Kelsey, Emma and Andrew contributed a great deal to Side-Out in the form of innovative ideas, sports management knowledge, communication skills and volleyball experience.

Looking Ahead

The new year brings great opportunity and everyone at Side-Out is looking forward to continuing Side-Out's mission to make a significant and identifiable difference in the lives of breast cancer patients and their families by supporting clinical trials, increasing compassionate support services and educating communities. The goal for 2013 is to get more young women and men involved in Side-Out events and educated about breast cancer as well as to encourage interaction among them.