



## Oral Testimony for Mhel Kavanaugh-Lynch

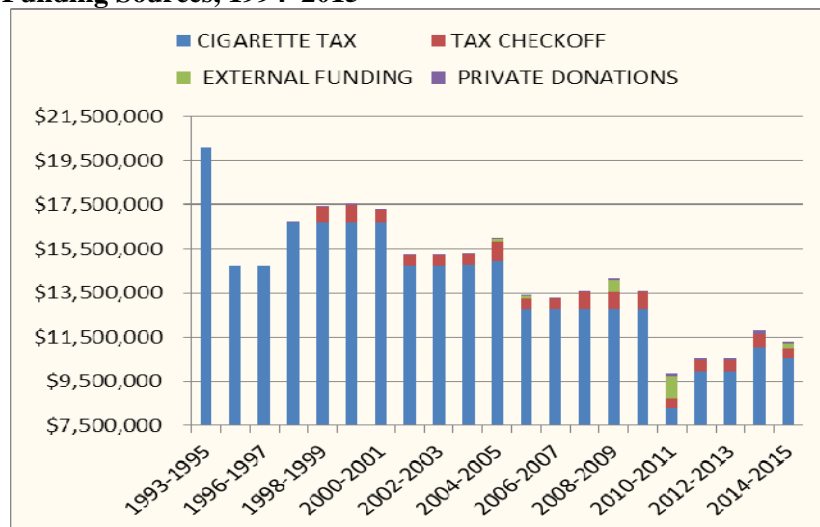
Good morning. I am Mhel Kavanaugh-Lynch and I am the Director of the California Breast Cancer Research Program. I want to thank Senator Hertzberg and the Committee for inviting me to testify about our administration of the California Breast Cancer Research Fund – one of the state’s voluntary tax contribution (tax check-off) funds.

### California Breast Cancer Research Program

I would like to start by giving you some context and telling you about the California Breast Cancer Research program and what we do. CBCRP was established by the California legislature in 1993 through passage of the 1993 Breast Cancer Act. The Program was created because California breast cancer activists were impatient with the slow pace of progress against the disease. Together with scientists, clinicians, state legislators, and University of California officials, they wrote legislation that created a program to fund cutting-edge breast cancer research in California. The California Breast Cancer Act increased the tobacco tax by 2¢ per pack, with 45 percent of the revenue going to CBCRP.

Funding for CBCRP comes primarily from a state tax on tobacco, a steadily declining source of revenue due to decreasing consumption of tobacco products. This funding is supplemented with taxpayer donations contributed through state income tax forms and by private contributions.

**CBCRP Funding Sources, 1994–2015**



The University of California was asked to administer the Program through UC's capacity as the official research arm of the state and because of their successful administration of other statewide health research programs.

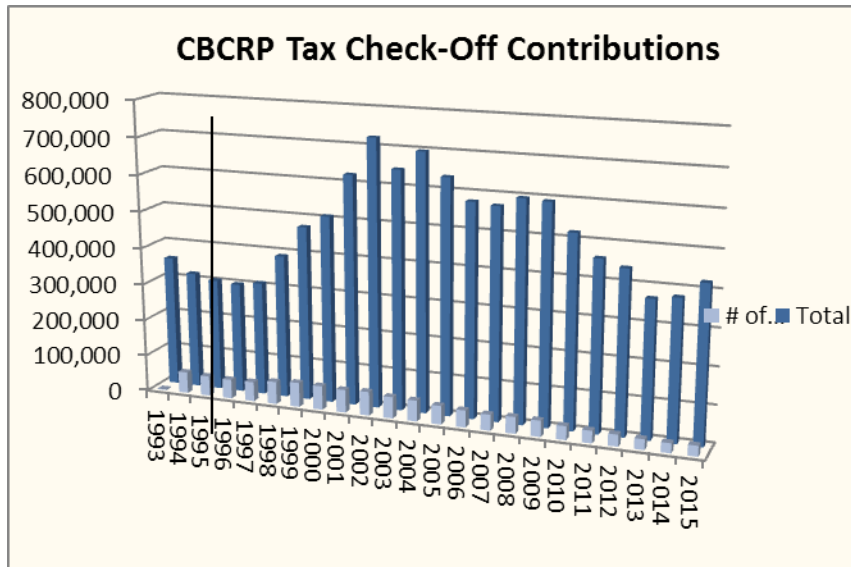
CBCRP's staff manages the solicitation, review, award, and oversight of grants and dissemination of research results. By being housed in the Office of the President Research Grants Program Office, CBCRP shares grant making and financial management resources and personnel with other UC-administered research programs. This allows CBCRP to leverage administrative support in the form of financial, grant management, and legal services. It is part of the reason that CBCRP is able to keep its administrative costs low. It also provides a unit that uses state of the art policies and procedures in research grant solicitation, scientific review, and research grant administration.

CBCRP has one goal – to eliminate breast cancer by funding innovative and creative research on breast cancer throughout the state of California. To reach that goal, we work with a diverse and committed Advisory Council to determine the areas of research to support. We then ask for applications from researchers around the state and have those applications reviewed by scientists and advocates from around the country. We are only able to fund a small portion of the applications that are sent to us; thus the additional funds we receive from the breast cancer tax check-off are greatly needed and put to excellent use. Those funds allow us to fund research that would otherwise remain only an idea in a scientist's mind. The tax check-off funds allow us to turn those excellent ideas into reality.

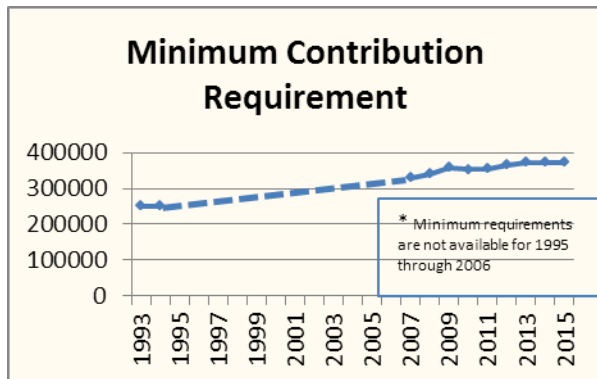
Since 1994, CBCRP has made California a leader among states for breast cancer research. The Program is the largest, most stable state-funded breast cancer research effort in the nation. CBCRP has to date awarded over 1000 grants to 108 scientific institutions and community entities, totaling more than \$260 million for research in California to prevent, treat, and cure breast cancer. Ninety-five percent of our revenue goes directly to funding research and education efforts.

### ***California Breast Cancer Research Fund (Tax Check-off Fund)***

The California Breast Cancer Research Fund was created in 1992 (before CBCRP was founded) by AB 2652, authored by then Assembly Member Jackie Speier. The fund authorized tax check-off donations for five years and designated those funds be for breast cancer research grants to be distributed by the California Department of Health. SB 602 (Alpert, 1997) transferred responsibility of these funds by mutual consent to CBCRP and extended the repeal date from January 1, 1998, to January 1, 2003. SB 1365 (Speier, 2002) extended the repeal date from January 1, 2003, to January 1, 2008. In 2007, AB28, authored by Assembly Member Jared Huffman, became law, designating the voluntary tax contributions CBCRP through 2012. In 2012, Senate Bill 1359, sponsored by State Senator Joe Simitian, extended the voluntary contribution check-offs on state tax forms for the California Breast Cancer Research Fund (CBCRF) and the California Cancer Research Fund for five years.



The longevity of the CBCRF does have a drawback. The minimum total contributions required for the fund to remain on the tax form increases every year and by 2013 the CBCRF had the largest minimum requirement of all of the funds on the form. Assembly Member Nancy Skinner introduced A.B. 1286, which amended Section 18796 of the Revenue and Taxation Code to hold the minimum contribution requirement at the 2013 level for two years.



An average of 46,000 taxpayers annually have donated over \$11.2 million through the state income tax check-off program and the legislature has allocated a total of \$10.8 million to CBCRP. CBCRP has consistently been one of the check-off program’s top beneficiary organizations. We have been able to direct every dollar received from the tax check-off funds to research grants by using the infrastructure provided by the tobacco tax revenue. To date, the tax check-off funds have been used to partially fund 75 research grants to 32 different institutions. A list of those grants is in your packets.

**Grant Selection Process**

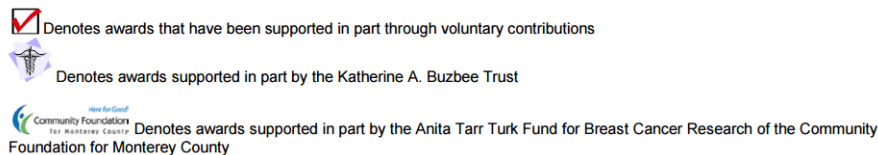
For all grants, the Advisory Council selects research to fund based on recommendations from expert committees, who review all research applications for scientific merit. To minimize conflicts of interest, review committees are composed of experts from outside California. These experts include scientists highly knowledgeable about the topics of the applications they consider. Each review committee also has

advocate reviewers. These are women and men active in breast cancer advocacy organizations, many of them also living with the disease. The committees use a review process based on established practices at the federal government's National Institutes of Health, but tailored to focus on assessing the qualities of the applications that are important to CBCRP (e.g., impact on breast cancer, translation potential). CBCRP's review process is one of a handful of non-federal peer review systems certified by the National Cancer Institute to meet the NIH standards of peer review and funding. This two-tiered evaluation and funding selection process ensures both scientific excellence and relevance of the research to the CBCRP's mission and goals.

Once all grants are selected by the Advisory Council, specific grants are chosen to be funded in part by the tax check-off funds. Selections are made to highlight the breadth of CBCRP grants across different areas of science, different award types, different types of institutions, and different geographic areas of the state.

Grant funding is announced widely, including in a formal Compendium of Awards where designation as a tax check-off grant is publicized.

#### **Symbols used in 2015 Compendium**




#### **Public Engagement and Accountability**

CBCRP chooses to regard the tax check-off funds as a responsible fundraiser does private donations. We solicit these contributions as gifts, we account for the funds, and we provide detailed reports back to donors on how their funds were used.

We solicit funds in the most cost-effective ways we can devise. In past years, this has included partnerships with the Association of California Tax Preparers to promote awareness of the opportunity, low-cost advertising on BART trains, and social media campaigns. You have examples of some of those advertisements in your materials. We have partnered with Check-off CA – a coalition of tax check-off recipients – to create a joint website and joint marketing opportunities such as radio ads and proclamation by Governor Brown of Tax Check-off month.

Since we never know the identity of our donors, we report to the California public on the tax check-off funds. We host a specific website called [endbreastca.org](http://endbreastca.org). On this site, we list all grants funded in part by these funds, providing the title, investigator, institution, award type, cost, detailed description of the project and progress reports, and links to any publications that result from the research. Snapshots of these website pages are also in your packet.



# 405

CHECK THE BOX. FUND THE FIGHT.

**BREAST CANCER RESEARCH**

**CHECK 405 ON YOUR STATE TAX FORM TO FUND LIFE-SAVING RESEARCH.**

The California Breast Cancer Research Program (CBCRP) is fighting to end the disease through innovative science and community participation. And with a tax check-off contribution, you can join the fight.

New approaches. New ideas.

The country's largest state-funded breast cancer research effort, CBCRP is run independently from the state by the University of California.

95% of all donations support new approaches to diagnose, treat and prevent breast cancer. Approaches other agencies might be reluctant to support. Such as:

- Identifying environmental factors that may cause breast cancer.
- Exploring the potential of natural products in preventing and treating breast cancer.
- Improving support networks to empower breast cancer patients.

Almost \$11 million in grants so far. And the fight's not over.

Check the box. Fund the fight. Mark 405 on your 540 Tax Form. It's an easy, tax-deductible way to help conquer breast cancer.

**FUNDED RESEARCH**

**STROMAL FACTORS ACT AS EARLY MARKERS**

**THANK YOU FOR GIVING**

\$1,000,000  
\$900,000  
\$800,000  
\$700,000  
\$600,000  
\$500,000  
\$400,000  
\$300,000  
\$200,000  
\$100,000

**THANK YOU!**

We are challenging California to help us reach \$100 million in contributions by 2015. If every California taxpayer gave \$100, we could reach that goal.

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## Funded research - Tax Checkoff

CBCRP is funded in part by voluntary tax contributions on personal California income tax forms.

Your contribution to the California Breast Cancer Research Fund on your state income tax form 540 will directly fund vital research into the causes, prevention and treatment of breast cancer. The following projects were supported entirely or in part by Californians who contributed to the California Breast Cancer Research Fund on their income tax form:

A · B · C · D · E · F · G · H · I · J · K · L · M · N · O · P · Q · R · S · T · U · V · W · X · Y · Z

Diversity Supplements to existing awards, [click here](#)

**A Novel Biological Framework for the Role of Stromal Factors**  
 California Pacific Medical Center Research Institute  
 Award Type: IDEA Award  
 \$279,242

**Addressing Cultural and Tribal Issues in Breast Cancer**  
 Lydia Reavie (co-PI), Turtle Health Foundation  
 Mariene von Friederich-Filavater, Ph.D. (co-PI)  
 University of California, Davis  
 Collaboration Award, CBC Pilot  
 \$98,625 (TIF)  
 \$7,100 (UCF)

**African American Women and Breast Cancer: What Works?**  
 Patricia Banks and Carol Somkin  
 African American Advisory Committee, Kaiser Foundation Research Institute  
 Award Type: Community Research Collaboration, Pilot Award  
 \$132,055

**Apogony of Derivatives for Breast Cancer Therapy**  
 Marissa Pelaccio  
 The Burnham Institute  
 Award Type: STEP  
 \$285,764

**Breast Cancer Functional Imaging with Optics and MRI**  
 Bruce Tromberg, Niola Hylton and John Butler  
 University of California, Irvine, and University of California, San Francisco  
 Award Type: TRC Full  
 \$500,000

**Breast Cancer Lymphedema: Role of Insulin Resistance/RFXCA**  
 Stanley C. Robinson  
 Stanford University  
 IDEA: Innovative, Developmental, and Exploratory Award  
 \$234,178

### Facebook Ad

Janice Mathurin and Traci Townsend-Gieg like this.

Write a comment...

**California Breast Cancer Research Program**  
 Published by Katie McKenzie · April 2 · 7

Less than 15 days left for you to file your 2014 tax return. Please take a second to contribute to breast cancer research through line 405 – your dollars will help us uncover the root causes of breast cancer and find ways to prevent it. <http://cabreastcancer.org/taxcheckoff/>



**Breast Cancer Research. Check the Box. Fund the Fight.**  
 Support the California Breast Cancer Research Program using line 405 on your CA state income tax form. Independently run by the University of California, CBCRP supports innovative research in our

www.checkoffca.org

marks CONEXIS Home - RGPO Lead... Imported From IE RFA-OD-13-009: Sh...

**ABOUT CHECKOFF CA** **CURRENT FUNDS** **NEWS**



California Breast Cancer Research Program | University of California, Office of the President  
 300 Lakeside Dr., 6h Floor | Oakland, CA 94612-3550  
 Toll-free 800-313-2277 | [www.cabreastcancer.org](http://www.cabreastcancer.org)

In summary, as Director of CBCRP, I have had the privilege of managing tax check-off donations for nearly 20 years. This provides me perspective on the challenges, barriers and best practices involved. A reality that all of the recipients of these funds must face is the ever-increasing minimum contribution required for a fund to remain on the tax form. Every fund, no matter how successful or well-managed, will eventually have a minimum contribution level that exceeds contributions. A single minimum level for all funds and all years would fulfill the need to eliminate unproductive funds without guaranteeing the eventual demise of even the best funds. A related challenge that almost all of us face is the need for new enabling legislation every five years. This requires extra work on the part of the agencies as well as for the legislature without apparent gain, since no re-authorizing legislation has ever been rejected.

Some best practices have also emerged. First, I believe all these tax check-off funds should be tracked separate from other agency funds and carefully used for easily identified purposes. This provides the opportunity for promoting the funds and reporting to taxpayers on outcomes. These funds should be regarded as gifts and the donors' rights to know how these gifts were used and the impact the funds had should be respected. Finally, it should be apparent that these funds are not sufficient to support infrastructure and administration; thus tax check off funds may be used most effectively when they build on funded infrastructure, providing funds for more of an agencies services or special adaptations of existing services, rather than starting new programs.

Thank you for this opportunity to highlight our work. I am happy to answer any questions.