Annual Report 2013-14

What if like-minded people passionate about repurposing worked together? Let's find out.

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1. Cures Within Reach Background

There are more than 7,000 diseases without a fully effective treatment, affecting as many as 500 million people around the world. The for-profit medical research industry can’t be the solution for all 7,000 of these unresolved diseases.

The good news is that useful treatments for many of these diseases are often only one step away from patients, through an innovative, fast, safe and affordable process referred to as repurposing, reuse, repositioning, and repprofiling.

Thousands of human approved drugs, devices and nutriceuticals, alone or in combination, can be tested through proof of concept human clinical trials to provide data to either support immediate off-label patient use to reduce or eliminate the symptoms of an unresolved disease, or even support a pathway to a new FDA approved use.

- Average time from initiating a repurposing clinical trial to off-label patient use is as little as 18 to 36 months
- Average cost of a pilot proof of concept repurposing research clinical trial is under $250,000
- 10% to 30% of repurposing research trials could yield a “new” treatment
- Successful repurposing research treatments often save significant healthcare dollars

Cures Within Reach started repurposing in 2005, before most organizations were aware of its potential. Cures has managed more than fifty repurposing research projects, generating 12 repurposing treatments making an impact in clinical practice today in autoimmune lymphoproliferative syndrome, familial dysautonomia, Types 1 and 2 diabetes, lung cancer, multiple sclerosis, prostate cancer, myelodysplastic syndrome, and pediatric auto-immune diseases.

2. Fiscal 2014 Year in Review

2013-14
July     Began year two of drug repurposing project in Batten disease at Rush University Medical Center
August   Initiated repurposed neurostimulation device project for MS at Rush University Medical Center
September Partnerships with PatientsLikeMe, and BioMotiv announced Initiative of ascites repurposing research with LAT Pharmaceuticals
October  Strategic Planning meeting, resulting in 5-year plan, including CureAccelerator™, the Social Finance Initiative, and the establishment of an international repurposing membership association
December Agreement to fund two autism repurposing research projects
January Invited by the Robert Wood Johnson Foundation to apply for a grant for CureAccelerator
February Start of second year of melanoma project at Northwestern
March    Multiple Batten disease projects initiated at Weill Cornell Medical Center
April    Received notice of RWJF $500K grant approval for CureAccelerator
June
CureAcclerator project begins
BioScience Awards Midwest Event – over 300 attendees and almost $50K raised
Honoring Dr. Norbert Riedel, Dr. James Surmeier, Dr. Tanya Simuni, and Judy and George Goldman
Longest Day of Golf raises $45K for Alzheimer’s research
Judy Hirsch Foundation Longest Day of Golf raises funds for lung cancer repurposing research

July
Rutgers Batten Disease project initiated
Alzheimer’s repurposing project funded in conjunction with ADDF
Co-chair Fusion Drug conference and Co-chair Arrowhead Drug Repurposing Conference

3. Letter from the President
At this time of year, I reflect back on my 13 years working with you to create cures for catastrophic diseases, and I remember those I love who are no longer with us, like my father-in-law Dick who died of leukemia, and those who are still suffering from some unsolved disease, like my nephew Alex who has Fragile X syndrome. I continue to do this work in memory and honor of them, as well as in memory and honor of the loved ones in your lives.

We’ve done great work together this year! Cures Within Reach had an amazing 2013-2014, advancing critical new programs in the world of medical research, leading the healthcare industry to Accelerate into a New Era of “Collaborative Repurposing”. Cures is at the forefront of bringing together all of the stakeholders in medical research - patients, researchers, physicians, industry, patient advocates, government, and funders - to drive more treatments more quickly to more patients through repurposing, the fastest, safest and most affordable way to create new solutions for unsolved diseases.

In 2014, we received a $500,000 grant from the Robert Wood Johnson Foundation to develop the world’s first collaborative online technology platform, called CureAccelerator™, which will be the central hub of our repurposing efforts in 2015 and beyond. By connecting researchers, funders, the biomedical industry, and patient groups in a brand new way, CureAccelerator will propel the pace of repurposing research more efficiently, more affordably and more globally.

The repurposing research we will generate through CureAccelerator will add to the 24 repurposing projects, covering 20 different diseases at 19 institutions in the US and abroad, we are currently supporting with $2.6M of donor funding. Many of these repurposing projects are clinical trials that can create enough evidence for immediate off-label use by a physician and patient, or can leverage future funding to drive the treatment to commercialization and FDA approval.

Also in 2014, Cures became a Founding Member in the newly formed International Drug Repurposing Society, and I was named Editor for the inaugural Journal of Drug Repurposing, Rescue and Repositioning. Through the combined work of staff, Boards, volunteers and funders, we continue to expand the “Repurposing Revolution” to positively impact the family, friends and neighbors we care about the most.

Thank you for your past support and encouragement, many of you from all the way back to our roots as Goldman Philanthropic Partnerships! I hope you will continue to support our repurposing efforts and help to increase the impact we can make against the 7,000 unsolved diseases affecting 500 million people around the world.

Dr. Bruce E. Bloom
President and Chief Science Officer, Cures Within Reach
4. Financial Summary Fiscal Year 2014

Contributions/Interest $1,206,765

Expenses

- Program $698,119
- General $132,108
- Total $830,227

Net Assets $1,123,337
Research commitments ($238,319)

5. Currently funded and managed research

23 Repurposing Projects funded (9 initiated in 2014)

$2,596,500 in funding from Cures Within Reach donor base
+$700,000+ research institution matching funds
$3,396,500 of research in CWR portfolio

19 Institutions, including 2 outside the US

11 Clinical trials, 12 final preclinical work, testing treatments in 20 different diseases

<table>
<thead>
<tr>
<th>Research in Progress</th>
<th>Researcher/Project</th>
<th>Amount</th>
<th>Population</th>
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<tbody>
<tr>
<td>Start Date</td>
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<tr>
<td>11/1/10</td>
<td>Weill Cornell</td>
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<td></td>
<td>Dr. Ron Crystal/Gene Therapy Parallel Protocol Repurposing Gene Therapy for Batten Disease</td>
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<td>Pediatric</td>
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<td>1/1/11</td>
<td>BCG Cure for Type 1 Diabetes</td>
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<td>Dr. Denise Faustman, Repurposing BCG for Type 1 Diabetes</td>
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<tr>
<td></td>
<td>Both</td>
<td></td>
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<tr>
<td>9/1/11</td>
<td>Children’s Hospital of Philadelphia</td>
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<td></td>
<td>Dr. David Teachey, Repurposing Rapamycin for 7 Autoimmune Childhood Diseases</td>
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<td>Clinical</td>
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<td>Pediatric</td>
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<td>To the BDSRA to give to Weill Cornell Medical Center</td>
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<tr>
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<td>Dr. Ron Crystal, Biomarkers for Batten Disease</td>
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<td>8/1/12</td>
<td>Columbia</td>
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<td>Dr. Azra Raza, Whole Exome Evaluation to Discover Repurposing Opportunities for MDS_RARS</td>
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<td>Date</td>
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<td>Investigator</td>
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<td>University of North Carolina</td>
<td>Dr. Steve Gray</td>
<td>Repurposing Gene Therapy for LINCL</td>
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<td>Seattle Children’s Hospital</td>
<td>Dr. Sarah Leary</td>
<td>Repurposing Drugs for Recurrent Pediatric Brain Tumors</td>
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<td>University of Medicine and Dentistry of New Jersey</td>
<td>Dr. David Sleat</td>
<td>High Throughput Screening of Existing Drugs for Rare Disease</td>
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<td>5/1/13</td>
<td>Albert Einstein Bronx, NY</td>
<td>Dr. Matthew Micsenyi</td>
<td>Mechanistic Evaluation of Lysosomal Storage Disorders to Support Drug Repurposing</td>
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<td>BDSRA for the University Medical Center Hamburg-Eppendorf</td>
<td>Dr. Angela Schulz, MD/DEM Child Database for Batten Disease</td>
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<td>Rush University</td>
<td>Dr. Kali Pahan</td>
<td>Repurposing Two Drugs for LINCL</td>
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<td>8/15/13</td>
<td>Rush University</td>
<td>Dr. James Young</td>
<td>Repurposing PoNS for MS</td>
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<td>9/9/13</td>
<td>LAT Pharmaceuticals</td>
<td>LAT Pharmaceuticals</td>
<td>Repurposing Terlipressin for Ascites</td>
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<td>Northwestern Memorial</td>
<td>Dr. June Robinson</td>
<td>Creating Teaching Models of Melanoma to Improve Diagnosis and Referral Among GPs</td>
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<td>Nationwide Children’s</td>
<td>Dr. Sarah Keim</td>
<td>Testing Repurposing of Available Fatty Acids for Autism</td>
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<tr>
<td>12/15/13</td>
<td>Cincinnati</td>
<td>Dr. Logan Wink</td>
<td>Repurposing Ketamine for Autism</td>
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<td>7/12/14</td>
<td>Rutgers Univ. Foundation</td>
<td>Dr. Peter Lobel</td>
<td>LINCL Enzyme Replacement</td>
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<td>7/31/14</td>
<td>ADF</td>
<td>Dr. Krista Lanctôt</td>
<td>Repurposing Nabilone (Cesamet®) for Alzheimer’s Patients with Agitation</td>
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<td>TBD</td>
<td>UCSD</td>
<td>Dr. Pamela Itkin-Ansari</td>
<td>“Stabilizing Insulin Producing Cells in a Repurposed Encapsulation to Produce an Implantable Artificial Pancreas.”</td>
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<td>Dr. Sarah Keim</td>
<td>Fatty Acids for Symptoms of Prematurity</td>
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<td>TBD</td>
<td>Weill Cornell MC</td>
<td>Dr. Chani Traube</td>
<td>Quetiapine as Treatment for Pediatric Delirium</td>
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<td>TBD</td>
<td>Lurie Children’s Hospital</td>
<td>Dr. Seth Corey</td>
<td>Antimalarials Repurposed for Pediatric Leukemias</td>
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<td>TBD</td>
<td>Rush Medical Center</td>
<td>Dr. Jeff Borgia</td>
<td>Biomarkers for Differentiating Malignant from Benign Lesions in High-Risk</td>
</tr>
</tbody>
</table>
6. CureAccelerator™- Launching in 2015

A grant from the Robert Wood Johnson Foundation is funding the development of CureAccelerator, the world’s first interactive online platform dedicated to repurposing research.

The Greatest Benefit is in the End Result

If CureAccelerator can do a fraction of what it says, it would move research forward and that would be huge. Should be a forum for idea generation, easy to use, add value. – Dr. Sarah Keim, Researcher and Clinician, Nationwide Children’s Hospital

Get treatments to patients: from research to the bedside – faster. – Bill Crowley, MPN Research Foundation

Would provide personal satisfaction and intellectual growth, and solutions to my research interests. Break down barriers of different groups and help them to connect. Open up the circles more for synergistic communications to understand each other’s worlds. We benefit and patients benefit. – Craig Wegner, AstraZeneca

It’s a different way of doing philanthropy. – Dr. Thomas Chung, Sanford Burnham Research Institute

More patients with more positive outcomes. – Dr. Kevin Clark, Researcher, Veterans Affairs Greater Los Angeles Healthcare System

Good for smaller communities that lack sufficient contact with others. – Danielle Kerkovich, Beyond Batten Foundation

Focus around patients and advancing medical science needs to be the cause that unites us. We need to ensure that that permeates throughout the site – keep sight of the ultimate goal. – Craig Wegner, AstraZeneca
Main Components of CureAccelerator™

Conversations
Searchable, well-organized discussions with participation from all stakeholder groups and including all repurposing ideas (compounds, diseases, targets, therapies, patient populations).

Requests for Proposals
Philanthropists, foundations, companies, and Patient Advocacy Groups can post specific calls for research projects according to their focused needs and interests – alone, or in combination with other funders.

Repurposing Projects Submission/ Review/Funding/Progress Reporting
Researchers and clinicians can post project ideas, which other qualified users can view, peer review, and join. Funders can pledge and eventually commit funds. After a project is approved and funded, progress reports and publications will be visible on the platform.

Users can choose whether content will be fully visible or partially visible/protected based on intellectual property/privacy needs.

OUTCOMES
Proof of concept trials will support either immediate off-label use or moving the repurposed therapy toward additional FDA approval.
## CureAccelerator™ Stakeholders

<table>
<thead>
<tr>
<th>Who</th>
<th>What they can do or contribute</th>
<th>What they get</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researchers, Research Institutions</td>
<td>Contribute published and unpublished data, repurposing ideas, repurposing projects, animal models, peer review, discussion, co-funding</td>
<td>Peer-to-peer discussion space, access to funders, collaboration opportunities with other researchers, protected space for connection to industry, opportunity to create direct patient impact</td>
</tr>
<tr>
<td>Clinicians</td>
<td>Observations from clinical practice, experience with off-label use, repurposing ideas, provide patient populations or clinical sites for trial participation</td>
<td>Peer-to-peer discussion space, chance to participate more intimately in pilot clinical trials, learn about “validated new” treatments for patients they care about most</td>
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<tr>
<td>Philanthropic Funders</td>
<td>Post RFP based on their interests and needs, start/participate in discussions, access robust, independent and efficient project review, easily join with other funders, commit funds to approved projects</td>
<td>Access to ideas that match their interests, create personal connection to projects they select, collaborate with other funders, receive reports of near term impact on patients</td>
</tr>
<tr>
<td>Patient Advocacy Groups (PAGs) and Voluntary Healthcare Organizations (VHOs)</td>
<td>Source projects and bring projects in their areas of interest, connect with new researchers, involve their own science advisors as reviewers, benefit from the reviews of other experts, bring funding to projects they care about most</td>
<td>An efficient supplement to their existing project sourcing and review process focused on repurposing, chance to grow network of researchers, clinicians and funders, work with other PAGs/VHOs with similar interests</td>
</tr>
<tr>
<td>Industry</td>
<td>Utilize researcher network and project pipeline to source pilot clinical trial ideas for their end of life cycle drugs and shelved compounds. Set up a company-specific areas as a base of operations for repurposing idea requests, receipt, review and discussion.</td>
<td>R&amp;D support: Access to researchers, access to repurposing ideas, opportunity to fund faster and less expensive proof of concept clinical trials, reduce regulatory burden</td>
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<td>Patients</td>
<td>Participate in forum discussions, “Like” or “Dislike” projects, share off-label use experience, volunteer for clinical trial participation</td>
<td>Peer-to-peer discussion space, chance to participate in clinical trials, receive information on “validated new” treatments</td>
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*Cures Within Reach will curate CureAccelerator and promote participation, and, through investments in its Impact Fund, will support repurposing projects with the highest potential impact for the lowest cost, focused on underserved patient populations.*
Executive Summary: Repurposing Research improves lives by taking drugs, devices and nutriceuticals approved for one disease and repurposing them to create a “new” treatment in a totally different disease. When the repurposed drug is generic and able to be taken in the current dosage and formulation, there is often little or no profit to be gained, so industry does not fund these repurposing projects. Currently, philanthropy funds them, and that funding is hard to get. One potential way to create a huge incentive for investors to finance these life-saving Rediscovery Research projects is through a Social Impact Bond (SIB). A SIB is an arrangement between one or more government agencies and an external organization, called a Social Impact Bonding Organization (SIBO) where the government specifies an outcome and promises to pay the external organization a pre-agreed sum if it is able to accomplish the outcome.

Figure 1 demonstrates how SIBOs issue bonds to private investors, who in turn, provide the necessary upfront capital to the SIBO to pay service providers to perform the required services. The investors do this in exchange for a share of the government payments, if performance targets are met.

Figure 1: Generic SIB Model

A Repurposing Research SIB could be used to further the government’s dual mission to improve the health of the citizenry and reduce the healthcare costs to the government by creating life-saving treatments for diseases with no current effective therapy by repurposing safe generic drugs and devices. The Repurposing Research SIB investors would provide the initial resources to fund these Repurposing Research projects, and investors could see significant ROI from receiving a percentage of the healthcare cost savings realized by the government starting within 2-4 years. The remaining funds paid by the government would be used to fund additional Repurposing Research projects, creating a self-sustaining system that lowers costs and saves lives.
Repurposing Research and Cures Within Reach: Since 2008, Cures Within Reach has focused our attention on Repurposing Research, which re-uses medicine and science that is already available to create “new” treatments for patients who suffer from catastrophic disease.

An example of a Repurposing Research success is a Cures Within Reach project repurposing the generic drug sirolimus for the deadly childhood disease Autoimmune Lymphoproliferative Syndrome (ALPS). There are about 600 children in the US with this disease, too small a patient population for industry to create a brand new treatment. Cures Within Reach funded a young physician researcher at Children’s Hospital of Philadelphia who, in less than 30 months and for less than $200,000, created a mouse model of the disease, cured the mice, and then conducted a pilot human clinical trial that proved that this drug significantly reduced or eliminated symptoms of ALPS in over 85% of the test subjects. Within 90 days of publication of the results, over 200 physicians from around the globe had contacted the researcher for dosing instructions. A few years later, this drug regimen is the off-label standard of care for patients with ALPS.

On average, the sirolimus treatment eliminates most hospitalization, and reduces or eliminates all other expensive forms of treatment, resulting in an average healthcare cost savings of over $100,000 per patient per year. While the treatment itself might not be a covered medical expense,
since it is not FDA approved, the annual cost for this treatment is under $4000, generating an average net savings per patient of about $96,000 per year. If all ALPS patients were using this treatment and 80% of them were eliminating all symptoms, the total annual healthcare cost savings would be about $40M. If even 10% of the patients had this result, it would still generate an annual savings of $4M on a total investment of $200,000.

A second example involves the disease Familial Dysautonomia, another ultra rare deadly childhood genetic disease. The lab Cures Within Reach and others funded at Fordham University created a symptom eliminating treatment protocol by repurposing several botanical medicines, including EGCG, genistein, tocotrienol and daidzein. The total weekly cost of this treatment is under $50, and the cost savings per patient is comparable to that for ALPS.

The total annual healthcare cost savings from just these two rare diseases is over $60M, and the total investment to create these two life saving treatments was under $1.5M. That creates a significant ROI for investors, and a measurable and substantial impact for the government that would justify creating a Rediscovery Research SIB.

A Repurposing Research SIB could raise as much as $50,000,000 per year for 5 years to fund 200 Repurposing Research projects per year, as well as cover the costs for managing the Repurposing Research process. Based on past experience, it is likely that 10-30% of these Repurposing Research projects would yield “new” treatments that would reduce patient suffering and healthcare costs. These 20-60 successes per year could achieve healthcare costs savings totaling $50,000,000 per year or more.

Here is a chart of potential cost savings for various scenarios:

<table>
<thead>
<tr>
<th></th>
<th># of clinical trials</th>
<th>Average cost per clinical trial</th>
<th>Total Rediscovery Research Costs</th>
<th>Potential success rate</th>
<th># of “new” treatments created</th>
<th># of patients who have one disease with a new treatment</th>
<th>Projected annual healthcare $ saved/average patient</th>
<th>Total potential 5 year savings for all patients with these diseases</th>
<th>% patients actually using the “new” treatments</th>
<th>healthcare $ saved on this sub-population of patients AFTER repaying investors</th>
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<td>10%</td>
<td>$9,550,000,000,000</td>
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</table>

Even a repurposed treatment that generates only a couple thousand dollars of cost savings for a small population of patients, a minority of which are covered by the government or other payers involved in the Social Impact Bond, can still generate a significant return on investment while improving the lives of patients who would have no other hope of getting an effective treatment. And this Repurposing Research SIB could target some significant sized patient populations, with very expensive diseases, whose lives could be improved through repurposing, and those successes could create a significant ROI. There are thousands of repurposing opportunities, and thousands of diseases with unmet needs.

Cures Within Reach currently has partnerships with enough academic medical centers in the US to generate more than 2000 Repurposing Research ideas that would create the 200-300 projects per year. Cures Within Reach has the expertise and the experience to inspire, identify, validate, select, and manage these life-saving Repurpose Research projects. The only thing keeping Repurposing Research from saving lives and reducing healthcare costs is the funding to get the projects started. A Repurposing Research SIB would be an ideal method to fuel a Repurposing Revolution.
8. The growing repurposing community

Launched in 2014: the first peer-reviewed journal dedicated to drug repurposing. Dr. Bruce E. Bloom, President of Cures Within Reach, sits on the Editorial Board.

The International Drug Repurposing, Rescue, and Repositioning Society will launch in 2015, with Cures Within Reach as a founding member, and perhaps as the host organization.

9. Looking ahead

Cures Within Reach is moving into a new era, with new technological resources, new partners, and a growing awareness that repurposing addresses a key problem in our healthcare system and must be embraced if we are going to create improved patient outcomes and manage the cost of healthcare.

Our 2014-15 goals:

• To successfully launch CureAccelerator, as a global tool for finding and proposing repurposing research ideas.
  o To engage patient advocacy groups as “users” of CureAccelerator through Quarterly Therapeutic/Disease area initiatives
  o To engage the pharmaceutical industry as “users” of CureAccelerator to support their R&D, particularly around stalled compounds and drug lifecycles
  o To increase our own, unrestricted philanthropic Impact Fund to $1M, putting these dollars toward 10-20 proof of concept trials with the highest potential for impacting underserved patient populations
  o To pilot our ability to support commercial repurposing opportunities through CureAccelerator, and negotiate appropriate, milestone based returns, funding future philanthropic research
• To complete a feasibility study for social impact bonds directed toward repurposing for rare diseases, and implemented in the UK, Canada, Sweden or other single healthcare payer country
• To lead the way in the formation of the global repurposing community through support of the DRRR society and journal events and activities
10. 2013-14 Donors

$250-1000
Aaron Domash
Alan M. Finder, Jr
Allan Sweet
Allen and Hannah King
Bruce Cohen
Caroline Glasser Bleier
Cathleen Norman
Christopher Randall
David P Abramson
David W. Ruttenberg
Dennis Passis
Dorothy J. Podl
Dorothy Wolff
Doug Millen
Gary Scott Weber
Glenn Taxman
Gold Inc
Greg Osberg
Guy Zomick
Howard Simon
Bloomenkranz Inc
James White
Joel Greenberg
Jon Glickstein
Kyle Smith
Lauralyn Persson
Mark Peterson
Martin Gradman
Michael Brainin
Petersen Aluminum Corporation
Michael Rosenbaum
Paul Haelscher
PBD Consulting Ltd
Rand Diamond
Richard Mitchell
Robyn and Andrew Gould
S. James Perlow
Sanjay Arora
Steve Cantor
Steven Greenberg
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Milica Investments
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Frank Hirsch
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Pete Smith
Richard Morgan
Steve Berkowitz
Terry Markus
Thomas Aronson
William Dutton
Mesirow Financial
Gore Animal Foundation
Salesforce.com Foundation
The McTigue Financial Group
Charity Services Centers
David Miller
BDO USA LLP
Wintrust
Terry Younger
Bruce Sherman
Carl Ruzicka
Claire Thom
Gillian Sandler
Harry Helfter
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Judith Goldman
K&L Gates
Kite Realty Group
Marty Davidson
Michael Rosen
Stephen and Lois Eisen
Taxman Foundation
Wilbur H. (Bill) Gantz
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$1,000-5,000
Ronald S Sonenthal
Perkins Coie
Northwestern University
Steve Braun
Healthcare Businesswomen’s Association
Steve Brown
Perkins Coie
David Klein
Elizabeth S. Downey
Mark Abramson
Stephen Kron
Bill Brennan
Buzz Ruttenberg
First Bank of Highland Park Foundation
Thomas Washburn
Desiree Quizon-Colquitt
Astellas Pharma US
Grant Bagan
Marathon Pharmaceuticals LLC
Jeffrey Zucker
University of Chicago
Accenture
PricewaterhouseCoopers, LLP
RoundTable Healthcare Partners
Crealta Pharmaceuticals
Ariad Pharmaceuticals
Jazz Pharmaceuticals
Robert Miller
State of IL
Horizon Pharmaceuticals
ABN AMRO

$5,001-10,000
Charles Maylee
Frances B. Raskin
Elman Law offices Ltd
Baxter International Inc.

$10,001+
Anonymous
Joel Dysart
The PETCO Foundation
Margaret Christie
Steve Kauter
Takeda Pharmaceuticals
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The Jewish Federation of Chicago
Donna and Sheldon Meyers
Silicon Valley Community Foundation
The Robert Wood Johnson Foundation
11. Staff and volunteer leadership

Dr. Bruce Bloom is the President and Chief Science Officer of Cures Within Reach. His journey to this position started in February 2002, when he became the Executive Director of Goldman Philanthropic Partnerships, a 501(c)(3) private operating foundation. In 2005, when Goldman Partnerships created the public charity Partnership for Cures to carry on the Goldman mission, Dr. Bloom became President and Chief Science Officer. In October 2012, Partnership for Cures changed its name to Cures Within Reach to better reflect the focus of its mission: repurposing drugs and other treatments to speed cures to patients.

Dr. Bloom directs the operation of this public charity dedicated to improving patient quality and length of life by facilitating pilot clinical trials testing repurposed treatments designed to be immediately incorporated into clinical use.

Dr. Bloom was profiled in the Chicago Sun Times by financial columnist Theo Pincus and by author Lenore Skenazy was quoted several times in Newsweek in June 2009 and in May 2010. He and Cures Within Reach have been featured in Chemical Engineering News, Fierce Biotech, European Pharmaceutical Review, Dr. Bloom was elected an International Ashoka Fellow in 2009. Ashoka: Innovators for the Public recognizes social entrepreneurs for their system-changing solutions to the world’s most urgent social problems. In 2013, Dr. Bloom was selected as a “Alumni of Distinction” at the 125th Anniversary Celebration of IIT Chicago-Kent College of Law.

Dr. Bloom holds a Juris Doctor degree from the IIT Chicago-Kent College of Law, a Doctor of Dental Surgery degree from University of Illinois Medical Center, and a Bachelor of Science degree in Biology from University of Illinois. He is a faculty member at Kendall College, has been a lecturer at the University of Illinois Chicago for 15 years, and was a senior lecturer at Northwestern University for 6 years. Dr. Bloom has taught Business Law and Risk Management to thousands of health care and other professionals since 1985.

Dr. Bloom currently serves as an editor to the Journal of Drug Repositioning, Rescue and Reuse, is the founding Secretary of the International Drug Repurposing Society, a Trustee of the Kendall College Charitable Trust, a Board member of the Judy Hirsch Foundation, and a Client Advisor to the Northwestern Mutual Financial Network. He recently completed terms as Chairman of the Board of Pathways to a Better World, President of the Charles E. Culpeper Science Advisory Boards, a Medical Research Advisor to the LUNGevity Foundation, a Policy Advisor to AccelerateProgress.org, a Science Reviewer for the ACS Lung Cancer Grant Program and the CHEST Foundation Grant Program, Vice-Chair of the Kendall College School of Business Advisory Board, and Trustee of the Menninger Clinic Foundation. Dr. Bloom is a host of the Clinician’s Roundtable heard on ReachMD.com and on XM 160, and a facilitator for Pathways to Successful Living.

Amy Conn, Director of Advancement Amy leads communications, development and operations for Cures Within Reach. Her work spans grant-writing, donor relations, sponsorship development, board development, marketing and event support. She oversees the annual BioScience Awards event, has been an integral part of strategy and direction for Cures, as well as the Rediscovery Research Portal grant and project process, and is the general go-to person for the organization. She is happy to be a part of the important work of Cures Within Reach and to participate in driving patient-focused research. Her first career has been as a classical musician, performing and teaching extensively. She describes her work as a soloist with orchestras and chamber groups across the country as “high pressure project management.”

Amy received her Bachelor of Music degree from Northwestern University, Pi Kappa Lambda. She was a sought-after voice teacher in the Chicago area, holding adjunct faculty positions at the Chicago Academy for the Arts and DePaul University, receiving the “Young Leader’s Award” from the National Association of Teachers of Singing and serving as Vice President of their Chicago Chapter. While continuing to perform selectively, Ms. Conn recently completed a certificate through the University of Chicago’s Graham School of Continuing Education entitled Leadership in Sustainability Management.
Development Officer, Nicki Schuh comes to Cures with an extensive background in strategy, business development, and marketing. Her efforts, as Development Officer, will focus on our growth through robust activities related to individual giving and foundations. Ms. Schuh most recently is Principal of Schuh Business Development Services, a consulting practice focused on growth of B2B and B2C clients in healthcare, professional services and technology industries. She is also President of Heartfelt Charity Cards, an e-commerce retail provider of charity business greeting cards, with a donation of 10% to a charity selected by the client. Prior to that she held executive management positions as President of WellBridge, a division of Monsanto/The NutraSweet Company and Vice President of the Diagnostics and Industrial divisions of Baxter.

Ms. Schuh currently serves on the Leadership Board of ACA and Chair of the Membership Committee of the Healthcare Businesswomen’s Association. She formerly sat on Advisory Boards for Robert Morris University and Lawyers Connecting, as well as serving as President of the Women’s Board, Strategic Advisory Committee, and “Kitchen Cabinet” of Rainbows for all Children. Her family has volunteered at PADS for the past 9 years. Ms. Schuh holds an MBA from the Executive Management Program at Kellogg School of Business, Northwestern University and a BS in Accountancy from the University of Wisconsin. She is also a CPA.

Edward Kahn has served as Director of Strategic Business Development for the Cures Within Reach Patient Impact Initiative since late 2010. Ed is an intellectual property expert and the founding president of EKMS, Inc., a company known for pioneering novel IP management techniques for two decades. Ed sold EKMS to a publicly traded company in 2004, but came out of retirement to apply his licensing skills and tech transfer experience at CWR, where he will help patients access effective “new” treatments more quickly and affordably through Rediscovery Research™.

The repurposed drugs and other Rediscovery Research approaches established by Cures’ research partners are often safer, more effective and cheaper than the current Standard of Care, but there is often a gap between publication of research results and adoption of the “rediscovered” treatment in the clinic by physicians and patients. Ed works with public and private sector life sciences organizations to devise creative new business methods aimed at ensuring that life-saving therapies reach patients as soon as feasible.


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