

**Melanoma**  
Research Alliance

HELP US  
CURE MELANOMA

# Partner Toolkit

Advancing Discoveries,  
Changing Lives, Curing Melanoma



# HELP US CURE MELANOMA Partner Toolkit

## Our Mission

The Melanoma Research Alliance (MRA) is solely dedicated to funding and advancing the most innovative and promising melanoma research.

Our mission is clear and guides us every day:

MRA is dedicated to end suffering and death due to melanoma by collaborating with all stakeholders to accelerate powerful research, advance cures for all patients, and prevent more melanomas.



**100%**  
OF DONATIONS TO MRA SUPPORT  
MELANOMA RESEARCH

### LARGEST NON-PROFIT FUNDER

MRA is the largest private non-profit funder of melanoma research in the world thanks to our streamlined mission.

### EVERY MAJOR BREAKTHROUGH

MRA-funded researchers have been at the forefront of every breakthrough in melanoma research since our founding.

### YOUR INVESTMENT GOES FURTHER

100% of all donations go directly to support MRA's scientific program — without any admin, development, or other fees.

### GIVE WITH CONFIDENCE

MRA has been recognized with Charity Navigator's Highest Four-Star Rating and maintains a Platinum Seal of Transparency on Guidestar.

## Melanoma Research in Action

Advancing Discoveries, Changing Lives, Curing Melanoma



MRA supported research...

at **165** institutions  
& in **19** countries

**225+**

unique therapeutic approaches studied

**61**

clinical trials supported

**19**

approved therapeutics

**\$200**

million in grants

**\$500+**

million in leveraged and follow-on funding

**565+**

research projects supported

**500+**

funded investigators

# HELP US CURE MELANOMA

## Partner Toolkit

## Melanoma 101



Melanoma is a cancer of pigment producing-cells called melanocytes. These cells give each of us our unique skin color. Most melanomas originate on sun-exposed skin, though they can also develop in other parts of the body containing melanocytes, including the eyes and sun-shielded locations like mucous membranes or palms, soles, or under nails.

Unlike more common skin cancers like basal cell carcinoma and squamous cell carcinoma, melanoma is more likely to spread to other parts of the body making it harder to detect and treat.

## Going Deeper...



**112,000+  
PEOPLE IN 2026**

Melanoma of the skin (cutaneous) is one of the most common cancers in the United States – among the top 10 causes of new cancer cases. In the US, 112,000 Americans are estimated to be diagnosed with invasive melanoma in 2026.



**COMMON IN  
YOUNG WOMEN**

The average American with melanoma is 63 years old, but melanoma is increasingly diagnosed in young women (20-40 years old) and is one of the most common cancers in this age group.



**PROTECT YOUR  
SKIN**

Roughly 90% of melanoma diagnoses are caused by exposure to ultraviolet radiation from the sun or indoor tanning devices.



**MANY QUESTIONS  
REMAIN**

Critical unmet needs remain in accurate detection and diagnosis of melanoma; gaps in our understanding of how best to treat rare melanomas (acral, mucosal, uveal, and pediatric); and how to tackle treatment-resistant disease – especially brain metastasis and leptomeningeal disease.

### Explore More of MRA's Resources

- [Patient Resources](#)
- [Clinical Trials](#)
- [Types of Melanoma](#)
- [Melanoma & Skin of Color](#)
- [MRA's Melanoma Biorepository](#)
- [MRA's RARE Melanoma Registry](#)
- [Online Melanoma Support Group](#)
- [MRA Research Overview](#)

# Partner Toolkit

## Ways to Get Involved: Melanoma Awareness Month (MAM) 2026

Held each May, MAM brings the melanoma community together to advocate and raise awareness of research, the importance of early detection, and the many ways to practice sun safety. **MRA has an exciting month of activities planned - and we hope you can join us!**

All  
Month

**Weekly Giveaways on  
MRA's Instagram Page**

Head over to our Instagram page (@melanoma) every week for a chance to win an MRA SPF Society bag full of goodies from a selection of our amazing sun safety partners!

All  
Month

**Momentum for a Cure:  
All Gifts to MRA Matched**

Every new gift to MRA in May will be matched, and 100% of donations go directly to life-saving research. Double your impact and help fund breakthroughs. Together, we can stop melanoma.

All  
Month

**MRA X Humble Bundle**

Starting May 5th, MRA is the exclusive charity partner for Humble Bundle in May - a digital marketplace for games, ebooks, software, & other content. 5% of Choice Subscription sales will benefit MRA.

May 4

**MRA Meet-Up Webinar - TIL  
Therapy: A Patient Perspective  
and What's New in Research**

To help the community better understand how TIL therapy works in real-world settings, and what patients and families can expect, join us for this special webinar.

May  
15-17

**MRA X Professional  
Bull Riders**

Team MRA will be in Fort Worth, TX, at the 2026 PBR World Finals to help spread awareness of melanoma prevention and early detection. Come visit our booth at the Ultimate Tailgate Party!

May 20

**Melanoma Story Swap**

We are inviting all those touched by melanoma to join us for the opportunity to share your story, hear from others, and make lasting connections.

May 26

**MRA Meet-Up Webinar - From Skin  
Checks to Clinic Visits: Understanding  
Melanoma Prevention**

A timely discussion about prevention, early detection, hereditary factors, and regular patient visits with a dermatologist and what to expect.

***Make sure you are signed up for MRA's email list, follow us on social, and keep an eye on our blog for additional MRA programming in May!***

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PROUD PARTNER OF  
Melanoma  
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## For Our Partners...

MRA is committed to partnering with like-minded businesses to promote melanoma awareness and generate critical funding for our research program. Our official partners are permitted to use MRA's logo and Proud Partner badges.

[Access downloadable files here.](#) \*An MRA Brand Style Guide is also available upon request.

## Social Media & Print Assets

We're excited to offer a collection of social media and print assets to help amplify melanoma awareness! Please feel free to add any branding or messaging.



[Access our graphics collection.](#)



\*Ask about our print assets.

## Follow & Tag Us on Social

INSTAGRAM  
@Melanoma



FACEBOOK  
Melanoma Research Alliance



BLUESKY  
@melanomarealli



X  
@melanomarealli



LINKEDIN  
Melanoma Research Alliance



TIKTOK  
@melanomaresearch



## Questions? Get in Touch!

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