

Melanoma
Research Alliance

HELP US
CURE MELANOMA

Partner Toolkit

Advancing Discoveries,
Changing Lives, Curing Melanoma



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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

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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](#)

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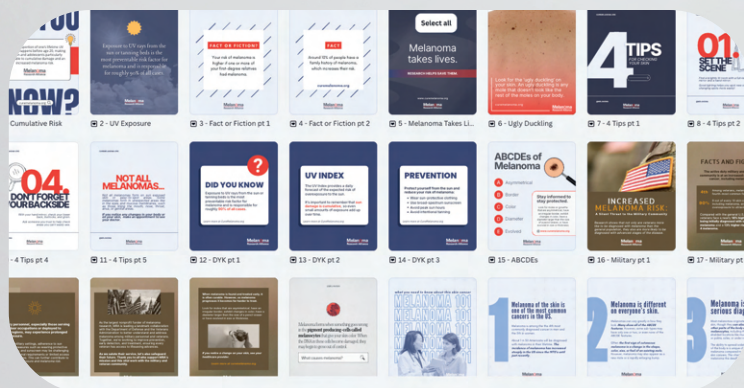
For Our Partners...

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!

info@curemelanoma.org

(202) 336-8935

curemelanoma.org