



**NONPROFIT EXECUTIVE · MBC
ADVOCATE · RESEARCH
FUNDRAISER · SPEAKER · ARTIST**

Beth Love

Formerly Beth Fairchild

President & Co-Founder, Cancer Culture

National advocate living with metastatic breast cancer since 2014.

PROFESSIONAL PROFILE

Beth Love, known professionally as Beth Fairchild throughout much of her early advocacy career, is a nationally recognized metastatic breast cancer advocate, nonprofit executive, artist, speaker, fundraiser, and creative strategist.

Diagnosed de novo with metastatic breast cancer in 2014 at age 34, Beth transformed personal outrage into more than a decade of leadership focused on research equity, patient power, healthcare access, and meaningful investment in treatments for metastatic disease. Her work began in grassroots organizing, grew into national leadership with METAvivor Research and Support, and evolved into Cancer Culture, which she co-created with Rachel Burns in 2021.

EXECUTIVE LEADERSHIP

President & Co-Founder

Cancer Culture · 2021-Present

Co-created Cancer Culture with Rachel Burns and provides executive and creative leadership for a patient-led nonprofit with a singular mission: to accelerate breakthroughs in metastatic breast cancer by placing research at the heart of the conversation.

- Sets organizational vision, strategy, mission positioning, and public voice.
- Develops research-first fundraising initiatives, grant partnerships, and donor campaigns.
- Builds relationships with researchers, healthcare leaders, advocacy organizations, pharmaceutical companies, designers, sponsors, donors, and patient communities.
- Leads national campaigns, New York Fashion Week programming, public demonstrations, media outreach, brand strategy, and creative direction.
- Advocates for research funding, health equity, clinical trial access, biomarker testing, and accountability.

METAVIVOR LEADERSHIP

President

METAvivor Research and Support · 2017-December 2020

- Represented METAvivor nationally as president, spokesperson, patient leader, and research advocate.
- Helped lead significant growth in research fundraising, grantmaking, grassroots reach, and national visibility.
- Helped METAvivor exceed a \$2 million Cancer Moonshot research-funding goal.
- Represented the organization at scientific and advocacy forums, including the San Antonio Breast Cancer Symposium.
- Advanced research equity and the case for directing more breast cancer funding toward metastatic disease.

Vice President

METAvivor Research and Support · 2016-2017

- Helped launch and promote the Stage IV Stampede, created to educate Congress and advance Stage IV policy priorities.
- Supported the organization's legislative agenda, public education, patient communications, and national growth.

Outreach Coordinator, Grassroots Organizer & Advocate

METAvivor Research and Support · 2015-2016

- Created the Facebook-based Stomp Out BC movement using #DontIgnoreStageIV.
- Participated in METAvivor Sea to Sea for MBC, connecting research institutions, advocates, scientists, and supporters nationwide.
- Used social media, interviews, writing, and public appearances to challenge research funding disparities.

SELECTED INITIATIVES

Body of Resistance

Patient-led Times Square protest demanding greater urgency, visibility, and investment for Stage IV disease.

New York Fashion Week

Runway experiences featuring patients and advocates while raising funds for metastatic breast cancer research.

Stomp Out BC

Grassroots social movement launched in 2015 to amplify #DontIgnoreStageIV and move attention toward research.

Sea to Sea for MBC

Cross-country advocacy journey connecting patients, researchers, cancer centers, supporters, and communities.

MEDIA & PUBLIC FEATURES

Television and video: TODAY, Good Morning America Digital, Story Half Told, *Not Just One*, and additional documentary and patient-story projects.

Print and digital: Glamour, Woman's Day/Yahoo, Dana-Farber Cancer Institute Insight Blog, Cancer Culture, and The Santa Clarita Valley Signal.

Podcasts and audio: Breastcancer.org's The Serenity Project, Fashion Statements, and Heard in the Halls; A Hopeful Life with Lara MacGregor; Dear Cancer, I'm Beautiful; and additional advocacy programs.

CREATIVE CAREER

Before and alongside her advocacy work, Beth built a professional career in tattoo artistry, permanent cosmetics, scar camouflage, areola restoration, painting, sewing, fabrication, graphic design, brand development, wearable art, immersive experiences, and event design. Her work with breast cancer patients shaped a deep understanding of body image, surgical recovery, dignity, identity, and the emotional consequences of treatment.

EDUCATION & PROFESSIONAL DEVELOPMENT

Project LEAD® Graduate

National Breast Cancer Coalition (NBCC) · July 2026

Completed NBCC's intensive science and advocacy training program in breast cancer biology, genetics, epidemiology, biostatistics, clinical trial design, drug development, and critical evaluation of scientific research. The program prepares advocates to contribute as informed partners in research planning, grant review, policy discussions, and patient-centered decision-making.

SCIENTIFIC ENGAGEMENT & PROFESSIONAL MEMBERSHIPS

Patient Panelist

SABCA

Contributed the lived-experience perspective of a person with metastatic breast cancer to discussions connecting patient priorities, research, treatment, and clinical care.

Professional Memberships

- **Metastasis Research Society (MRS)** - Member
- **National Breast Cancer Coalition (NBCC)** - Member

SPEAKING & EXPERTISE

Metastatic breast cancer research · Patient-led nonprofit leadership · Research funding and equity · Long-term life with Stage IV disease · Healthcare accountability · Creative activism · Art and fashion as social change · Grassroots organizing · Strategic storytelling · Community building · Clinical trials · Biomarker testing · Health equity · Mortality, grief, purpose, and legacy · Parenting with terminal illness · Body image, scars, tattoos, and identity · Turning anger into productive action

SELECTED RECOGNITION

- METAvivor research grant presented in honor of Beth Fairchild and her service to METAvivor Research and Support.
- Featured national advocate in Glamour and major national digital media.
- Featured participant in the documentary *Not Just One*.
- Invited spokesperson, speaker, media guest, creative collaborator, and patient leader across healthcare, nonprofit, fashion, and advocacy platforms.

Beth Love, formerly Beth Fairchild

Cancer Culture · cancerculture.org · [@wearecancerculture](https://www.instagram.com/wearecancerculture)