

Cancer Action 2010 ANNUAL REPORT

A GLANCE BACK AT 2010

By Karla Nichols, *Executive Director*

No one should face the challenges of cancer alone. That is the heartbeat of Cancer Action. Hearing the words “you have cancer” begins a person on a difficult and often uncertain journey. Cancer Action is there to walk this journey with thousands of cancer patients and their families each year.

Cancer Action’s comprehensive approach to care provides essential practical services, financial support and the professional guidance and emotional support to help families as they navigate the many challenges cancer brings to their lives. Our primary mission is to come alongside each person with cancer and support them on their personal journey. This individualized, personal care is what makes Cancer Action a unique and vital organization in Kansas City.

2010 has been a particularly difficult year for many families who are living with a cancer diagnosis. This unprecedented economic time has been a

challenge to many of us, but the additional burden of fighting cancer has increased the distress on many families in our community. Last year, Cancer



Linda Lyon, honorary chair, Melanie Simpson, event chair, and Karla Nichols, executive director.

Action provided life-sustaining support to over 3,200 cancer patients and their families.

Cancer Action is blessed to have many people assist us in our mission. Our agency has one of the largest volunteer programs in the Kansas City area. At the Volunteer Awards Reception in April, our friend and cancer-survivor, Gary Lezak, and his dog, Stormy, helped us celebrate more than 60,000 hours of service our volunteers provided during the year!

In October, we held the second annual Heart of Gold Celebration, which honored

healthcare professionals in our cancer care community who have demonstrated not only high-quality care, but also compassionate care in their

daily work with cancer patients. We were honored to have Linda Bloch Lyon, Vice President of the R.A. Bloch Cancer Foundation, as the honorary chair for the event.

This year has remained a challenging one for Cancer Action as we improve the lives of those with cancer, while navigating this difficult economic time and its impact on our organization.

The number of families needing practical and financial assistance continues to increase, and the agency has made careful and prudent use of our resources to help meet these needs.

Cancer Action is truly the heart of cancer support in Kansas City! Our organization is needed now, perhaps more than ever before. I am so grateful for those who give their time, talent, and treasures to lift up the thousands of people who come to Cancer Action for support, hope and comfort during the toughest time of their life.

FROM CLIENT TO COMMUNITY PARTNER:

CANCER ACTION EXPERIENCE COMES FULL CIRCLE FOR ONE FAMILY

Corey and Tonya came to Cancer Action in 2008, just after receiving the news that Corey had head and neck cancer.

Tonya knew they were going to face significant financial challenges even though Corey's employer provided disability and health insurance. Even when they were both healthy, the couple often gave up time together to juggle work and care for their three young boys. Now Corey would be unable to work due to his cancer diagnosis, and Tonya would need to focus her time and energy on caring for Corey and their children.

Tonya was surprised how quickly things fell into place after she made her first call to Cancer Action. Cancer Action helped with financial assistance for Corey's prescription medications and provided costly tube feeding supplement. Even small medical supplies provided by the agency were a help – saving the family additional expenses that they couldn't afford.

Cancer Action didn't stop with Corey's direct medical needs. Emotional and educational support was important to the couple. Cancer Action case managers spent time with them and helped them to identify their needs and anticipate what was ahead as he



continued through treatment. Corey, Tonya, and the boys participated in activities provided by Cancer Action, including an event at Kaleidoscope where they made a family quilt together.

Corey is now past his treatment and back to work! They decided they wanted to give back some of what they experienced during their difficult time of treatment. This past November, Tonya called with a special request. While Corey was in treatment, they had benefitted from Cancer Action's Making Holiday Wishes Come True program. They knew how special the experience was for them as a family facing the challenges of cancer, brightening the holiday season for their entire family.

They now wanted to provide that experience for another family. They shared their ideas and experiences with friends and coworkers. Their enthusiasm was contagious; they were able to gather enough support to make the holiday special for not just one, but two families receiving services at Cancer Action.

PRESIDENT'S LETTER

By Brian Levinson, *Board President*

As I write this letter the landscape for cancer services in the greater Kansas City area is on the cusp of significant shift, perhaps the biggest it has ever seen. Major cancer organizations have announced plans to merge or align, and new groups are preparing to enter the market.

Change brings opportunity, and I have no doubt that these latest changes will bring new opportunities for Cancer Action ... opportunities to partner with new organizations, to reach more clients and to offer new services. However, the one thing that won't change is Cancer Action's commitment to serve the many needs of cancer survivors and their caregivers. We have held true to our mission for more than 50 years and will continue to do so moving forward.

We are truly a unique organization in Kansas City; no other agency provides the comprehensive survivorship services that Cancer Action offers to its clients. Our sole focus is helping survivors deal with the overwhelming challenges of a cancer diagnosis.

Unfortunately, despite all that Cancer Action does to meet its mission, the need continues to grow. More and more people are diagnosed with cancer each year and a weak economy means more people need help dealing with the financial challenges of cancer. With your continuing support, Cancer Action will be there to meet those needs. On behalf of the thousands of Kansas Citians served each year by Cancer Action, our staff and my fellow board members, thank you for helping us meet this critical community need.

OUR VOLUNTEERS CONTINUE TO MAKE A DIFFERENCE IN THE COMMUNITY

Cancer Action volunteers are dedicated and compassionate individuals who faithfully give of their time and talents simply because they care! Our wonderful volunteers have provided 65,699 hours supporting the agency in 2010. What an accomplishment to be proud of. Please take a look at these amazing numbers:



59,619 hours were given to provide comfort and care to our clients by making bed pads, afghans, hospital sheets, hats, scarves, turbans and other comfort items that touch so many lives

60 hours were provided by student volunteers who helped with bulk mailings and general office tasks, filled volunteer gift bags and helped at fundraising events

Thank you for giving your time & talents to make a difference in someone's life!

Dorothy King received the 2010 Maxine Bowers Legacy of Service Award.

FINANCIAL OVERVIEW

Total Revenues	\$850,397	
Donations/Memorials	\$234,312	27.5%
Patient Services Grants	\$176,300	21.0%
United Way/CFC	\$120,899	14.0%
Support from Reserves	\$255,000	30.0%
Special Events	\$ 50,847	06.0%
Other Revenue	\$ 13,039	01.5%
Operational Expenses	\$832,988	
Programs and Services	\$725,989	87.5%
Management/General	\$ 51,145	06.0%
Fundraising	\$ 55,854	06.5%

A full copy of the audited financial report may be obtained upon request.

203 hours were dedicated to supporting successful fundraising and special events

89 hours were given to inform and educate people about Cancer Action at community health fairs

1,351 hours were provided to drive cancer patients to and from their life-saving medical treatments and doctor appointments

21,527 miles were driven transporting clients to and from their treatments and physician appointments

4,377 hours were donated to help our three offices run smoothly by putting together bulk mailings, entering data into the computer, answering phones and greeting clients with a smiling face when they walk into Cancer Action's front door

Services Provided to Clients

Service Provided	Clients Served	Number Provided
Nutritional Supplements	705	51,279
Prescription Assistance	316	3,096
Breast Prosthesis Assistance	13	43
Lymphedema Sleeve Assistance	27	30
Transportation	79	1,397
Medical Equipment	390	622
Medical Supplies	594	39,274
Mastectomy Supplies	106	404
Comfort Items	1,075	7,300
Turbans/Scarves	430	1,708
Wigs	391	447

Service Provided to Our Community

Service Provided to Our Community	Number Provided
Presentations	46
Health Fairs	31
Literature Dispensed	11,264
Navigation and Referral Assistance	539

Special thanks to the following for their partnership with Cancer Action:

Foundations and Corporations

Addington Design
 Ameristar Cares Workplace Giving Campaign
 ATK Lake City Ammunition Plant
 Bank Of Blue Valley
 Brighton Collectables at the Country Club Plaza
 Brotherhood Bank & Trust
 CertainTeed Corporation
 Commerce Bank
 Dillard's Salon and Spa at Oak Park Mall
 Doubletree Hotel Overland Park
 Douglas Peete Foundation Fund
 Epoxy Coating Specialists
 GJ's Designs
 Glazer's
 Good Ju Ju
 Hankins & Conklin, P.C.
 HCA Midwest Cancer Care
 Healthcare Foundation Of Greater Kansas City
 Heartland Combined Federal Campaign
 Heartland Food Broker, Ltd
 Hey Mechanical Service LLC
 Hope Cancer Institute
 Hospital Linen Services
 J.M. Fahey Construction Company
 Jem Manicured Lawn Services, Inc.
 Joseph A. Butler & Son
 Kansas City Cancer Center
 KC Fairfax Federal Credit Union
 Laufer Group International
 Levitt, Betzelberger, Weinrich, Inc.
 Midwest Coating Consultants
 Mommyshop
 Nextstaff
 Nueterra Healthcare
 Partnership Marketing Resources
 Penton Media
 Providence Medical Center
 R A Bloch Cancer Foundation
 Richard P. and Faye Nespola Charitable Foundation
 Robstan Group, Inc.
 Rogers Wholesale Liquor
 Saint Luke's Health System

Salon 208
 Sara's Floral
 Second Nature
 Security Bank Of Kansas City
 Shred-It
 Skradski Funeral Home
 Spangler Graphics
 Standard Textile
 Support KC, Inc
 Susan G. Komen For The Cure Greater Kansas City Affiliate
 The Bloomsbury Bistro
 The Roasterie
 Theater League, Inc
 Truman Heartland Community Foundation
 Truman Medical Centers
 UMB Bank
 United Way of Greater Kansas City
 United Way of Wyandotte County
 University Of Kansas Division Of Hematology and Oncology
 University Of Kansas Hospital
 Weber Dorton Beckstrom & Co
 Wyandotte Health Foundation
 Zimmerman Construction Company, Inc

Community Groups

AFL-CIO Tri County Labor Council
 Capital City Bank Employees
 Cass Regional Medical Center Employees
 Centerpoint Auxiliary
 Coventry Health Care Employees
 High Tea For Breast Cancer
 Independence Square Association
 Independence Young Matrons
 Kansas City Cancer Center Employees
 National Horseshoe Association
 New Mark Swim Team
 Ray Marsh Elementary School Students
 Rod Rogers Memorial Golf Tournament
 Shawnee Mission South High School - Theatre Club
 Society of Government Meeting Professionals
 St. Paul's Catholic School
 Sunflowers To Roses
 Women With One Voice

2010 Board Members

ALICE BASLEE Security Bank & Trust
 JEFF BROWN American Inn
 BARBARA BUTLER Butler & Sons Funeral Home
 KEN DAVIS University of Kansas Medical Center
 SHEILAHN DAVIS-WYATT Community Volunteer
 AMY DEGRAEVE Lathrop & Gage, LLP
 TOM HANKINS Hankins & Conklin, PC
 JO BETH HERRICK Truman Medical Center
 SHARON HOLLINGSWORTH Brotherhood Bank & Trust
 RANDY KANCEL UMB Bank
 MARY LOU KEGLER Community Administrator
 CHAD LASALA LaSala-Sonnenber Commerical Realtors
 BRIAN LEVINSON Nueterra Healthcare
 JOAN MADDEN Kansas City Cancer Center
 MARY MOODY University of Kansas Cancer Center
 CHRISTI PRIBULA The Commerce Trust Company
 MELANIE SIMPSON University of Kansas Hospital
 DR. SARAH TAYLOR University of Kansas Hospital
 STEVE TERBOVICH Northwestern Mutual Financial Network



OFFICE LOCATIONS

Johnson County
 10520 Barkley, Suite 100
 Overland Park, KS 66212
 913-642-8885

Wyandotte County
 1600 Washington Blvd
 Kansas City, KS 66102
 913-321-8880

Eastern Jackson County
 4010 S. Lynn Court
 Independence, MO 64055
 816-350-8881

www.canceractionkc.org

MISSION STATEMENT

As a caring community of professionals and volunteers, Cancer Action is dedicated to reducing distress and improving the quality of life for those living with, through and beyond cancer; and promoting education, prevention and early detection to reduce the impact of cancer in the greater Kansas City area.