

## A GLANCE BACK AT 2008

*2008 can be described as a year of challenge, a year of change and a year of recognition. There were certainly many things to celebrate, even during this difficult economic time.*



**Cancer Action receives the 2008 Heart of America Ethics In Business Award.**

Cancer Action was honored with the 2008 Heart of America Ethics in Business Award for the agency's dedication to high ethical standards and integrity in our business practices. Cancer Action is the first non-profit to receive this recognition. The award was presented by Midwest Christian Counseling Center and Baker University School of Graduate and Professional Studies.

Cancer Action hosted a national meeting of independent cancer serving organizations from across the country. Twenty-two members of CANSA (Cancer Agencies National Staff Association) came from as far away as Alaska to attend this annual meeting. Much like Cancer Action, these organizations provided much-

needed services and support to their local communities.

This year was also a year of change as we moved our Wyandotte County office. The building on Minnesota Avenue, where Cancer Action was located for 26 years, was the very first office building for the agency. It will always be an important part of our history. But we realized that

this office needed to be relocated to a more accessible part of town. So we sold the building and moved closer to the heart of the city!

Cancer Action welcomed two new staff members this past year – great additions to our caring team. In the spring, Leslie Berning joined our staff as the new Volunteer Coordinator. The agency also added Cindy Wissinger as the first ever Development Director for Cancer Action. Cindy will help us raise the necessary support to carry on the mission of Cancer Action into the years ahead!

2008 was also a year of challenge. The impact of the current difficult economic times have been felt greatly by those

facing the many challenges of a cancer diagnosis. Cancer Action is the only local, non-profit agency whose mission is to provide direct practical service, financial assistance and emotional support for those living with, through and beyond cancer.

2008 was a record-breaking year for Cancer Action, serving over 4,500 cancer patients throughout the metropolitan area. Our practical and financial assistance services experienced another year of unprecedented increases with our prescription assistance program growing over 65% during the past year! Many families would not be able to meet their healthcare needs without the agency's support.

**In 2009, Cancer Action will celebrate fifty years of compassionate care to cancer patients and their families.**



Over the years, the agency has touched thousands and thousands of lives. Cancer

Action's programs and services meet the physical, social, financial, emotional and spiritual needs of cancer patients. Our sincere thanks to each person who has made it possible for Cancer Action to be a place of hope and comfort for cancer patients and their families here in Kansas City.

# PROVIDING SUPPORT, OFFERING HOPE, LIFTING SPIRITS

## PATIENT SERVICES PROGRAM

2008 was our busiest year yet, serving 4,543 persons facing the challenge of a cancer diagnosis. The agency registered over 1,700 new clients during the year. The charts included indicate where direct dollars were spent to make a tangible difference in the lives of those we served.

Our caring, professional staff also offered emotional support, education and guidance to all of our clients, walking with them on this difficult life journey. Many clients participated in wellness and survivorship programs designed to strengthen the body, renew the mind and refresh the spirit! These included gentle movement and exercise classes, art programs, and comfort massage. This comprehensive approach to care is what makes Cancer Action a unique and vital organization for those with cancer in our community.



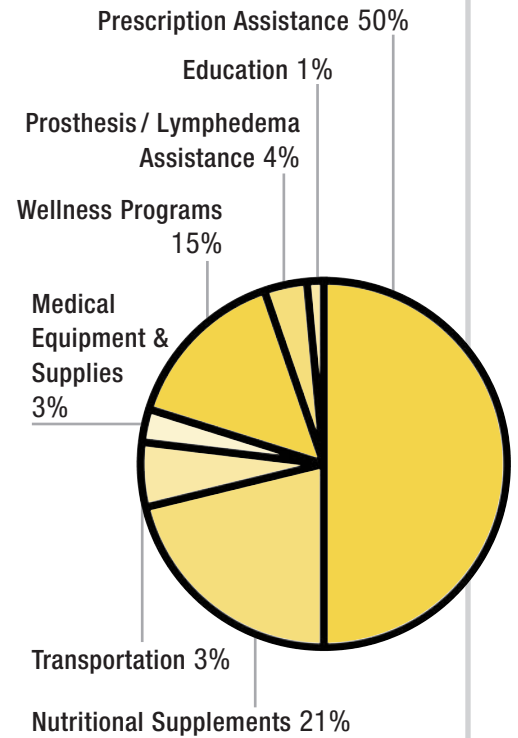
## COMMUNITY EDUCATION PROGRAM

Cancer Action's Community Education program provides life-saving information on prevention and early detection. The program educates the public on how to reduce their risk of cancer. Last year, Cancer Action participated in 27 health fairs and 47 presentations, educating hundreds of people about cancer prevention. Many of these are targeted to underserved communities.

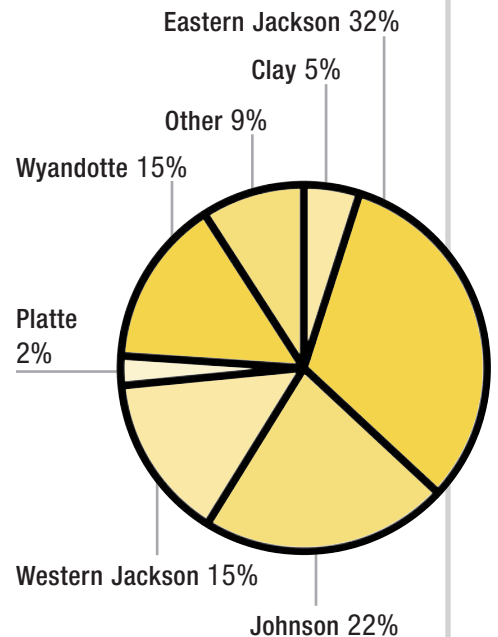
Another important goal of the agency is to provide accurate, up-to-date information on cancer related topics for cancer patients and their families. The agency's resource libraries, located in all three offices provides vital information to help educate and empower a person throughout their cancer journey.

Cancer Action clients show their completed fabric collage created during an art class.

## How Your Dollars Support Our Programs



## Clients Served by County



## VOLUNTEER PROGRAM

Cancer Action volunteers are dedicated, compassionate individuals who tirelessly give many hours of their time and talents to help cancer patients and their families throughout the greater Kansas City area. Their commitment to our agency is truly an inspiration. In 2008, volunteers provided **64,766 hours** to support the work of the agency:

**630 hours** were dedicated to supporting special events

**130 hours** were given to inform the public about Cancer Action at local health fairs

**1,503 hours** were provided to drive cancer patients to and from life-saving medical treatments

**3,926 hours** were donated to help our office staff run more smoothly by putting together bulk mailings, entering computer data, and answering phones

**58,362 hours** were given to provide comfort items and care to our clients by making bed pads, afghans, hospital sheet sets and other items to touch others

**215 hours** were provided by student volunteers who helped at special events, worked on bulk mailings, filled volunteer gift bags, and moved shelves and boxes to our new Wyandotte office

Our 2008 Volunteer of the Year was Terry Clapper. Terry has spent more than 7,992 hours embroidering pillowcases, each with a unique design. The embroidered pillowcases are

included in the hospital bed sheet sets provided to clients. Terry adds the Cancer Action “heart” on the back of each pillowcase to remind clients of the continual support available to them and their families.

Edna Mott was honored with the Maxine Bowers Legacy of Service Award for her dedication and commitment to Cancer Action and for her overall commitment to volunteering in the community. Edna has volunteered 12,405 hours for Cancer Action. She is a member of Gladstone AARP service group and crochets many afghans and booties for cancer patients.

## FINANCIAL OVERVIEW

Operational Income	\$1,075,314	
Investment Fund	\$380,000	36%
Donations	\$207,355	19%
Grants	\$314,603	29%
United Way	\$120,658	11%
Special Events	\$52,698	5%

Operational Expenses	\$1,066,779	
Programs and Services	\$959,455	90%
Management/General	\$71,651	7%
Fundraising	\$35,673	3%

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

## Services Provided to Clients

Service Provided	Clients Served	Number Provided
Nutritional Supplements	1,386	74,451
Prescription Assistance	382	4,444
Breast Prosthesis Assistance	20	51
Lymphedema Sleeve Assistance	21	39
Compassionate Oncology Assistance	29	159
Transportation	76	1,443
Medical Equipment	400	675
Medical Supplies	661	44,015
Mastectomy Supplies	97	431
Comfort Items	1,376	9,001
Turbans/Scarves	494	2,072
Wigs	437	544

## TOGETHER WE ARE MAKING A DIFFERENCE — *THE LEGACY SOCIETY*

As Cancer Action enters its 50th Anniversary year, we are taking this opportunity to not only celebrate our past but look forward to a strong future. We have been blessed for 50 years to have committed, caring friends and supporters helping serve cancer patients throughout Kansas City.

Sometimes significant and meaningful gifts to Cancer Action go unrecognized because they come at the end of the donor's life. During this year of celebration, Cancer Action would like to announce a new Legacy Society

that will help us recognize and thank donors during their lifetime.

As a member of the Legacy Society, you are helping us:

*Make an immediate difference through every step of the journey, for persons living with, through, and beyond cancer.*

*Provide life-saving care during their cancer treatment.*

*Provide compassionate, highly-qualified staff to assist more than 4,500 cancer patients and their families navigate important resources during one of the most difficult times of their lives.*

There are two steps to joining the Legacy Society. First, arrange for a planned gift supporting Cancer Action. Second, inform Cancer Action by submitting the Legacy

Society Enrollment Form. There is no minimum gift amount necessary to qualify, only that you have made the necessary arrangements.

If you have already arranged for a bequest or other planned gift, we would like to honor your support. If you are considering such a gift, let us know so we can help you and your advisor complete your gift in a way that benefits your estate and makes clear your intention to help Cancer Action.

For more information about becoming a member of the Legacy Society, please contact Cindy Wissinger, development director, at 913-642-8885 or [cindyw@canceractionkc.org](mailto:cindyw@canceractionkc.org).



Cancer Action would like to acknowledge several charitable foundations and corporations for their support of the agency's programs and services during 2008. It would be impossible for the agency to meet the growing needs of those with cancer in our community without the generous support of these organizations:

Ameristar Cares Workplace Giving Campaign  
Back in the Swing  
Willard J. and Mary G. Briedenthal Foundation  
Aileen V. and Redman Callaway Fund  
Centerpoint Medical Center Auxiliary  
Healthcare Foundation of Greater Kansas City  
Heartland Combined Federal Campaign  
Homer McWilliams Oncology Fund, Truman Heartland Community Foundation  
Independence Young Matrons  
Kansas City Cancer Center Foundation  
Menorah Legacy Foundation  
Richard P. and Faye Nespola Charitable Foundation  
Standard Textile  
Susan G. Komen for the Cure, Greater Kansas City Affiliate  
TRAK East  
United Way  
Women With One Voice Foundation  
Wyandotte Health Foundation

Cancer Action has also been very fortunate to be the beneficiary of the time and talents of many who raise funds through special events to support those with cancer in our community. Cancer Action would like to thank the following groups for their support during 2008:

Beta Sigma Phi  
Costco Employees  
Dillard's Salon & Spa, Oak Park Mall  
First Baptist Church of Lee's Summit, MO  
First Presbyterian Church, Independence, MO  
Friends of Alice Fund  
General Motors  
High Tea to Support Breast Cancer  
Hodge Park Ladies Golf League  
Hope Lutheran Church and School  
Independence Fraternal Order of Eagles  
Kansas City Cancer Center Employees  
Kehilath Sisterhood  
Lee Jeans  
MHM Resources  
Mother's Day Charity Tea  
National Association of Horse Shoe Pitchers  
NIA Holiday Tea Party  
Eric and Caitlin Oligschlaeger Wedding Celebration  
Rod Rogers Memorial Golf Tournament  
Senior Masters Golf Tournament at Heritage Golf Course

Spivey's Bar & Grill Golf Tournament  
Sunflowers to Roses Organization  
Spangler Graphics  
St. Joseph Church and Education Center  
Teetering Rocks Ladies Golf Tournament  
UAW Local 31



### OFFICE LOCATIONS

2708 W. 43rd Ave  
Kansas City, KS  
913-321-8880

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

4010 S. Lynn Court  
Independence, MO  
816-350-8881

[www.canceractionkc.org](http://www.canceractionkc.org)