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 The Temple Congregation B'Nai Jehudah
 United Church of the Good Shepherd
 United Way of Greater Kansas City
 United Way of Wyandotte County
 University Of Kansas Division Of Hematology
 and Oncology
 University Of Kansas Hospital
 Wyandotte Health Foundation

Community Groups

Bikers for Boobies KC
 Bishop Ward High School Pep Club
 Drink Pink for the Cure Luncheon
 Gamma Master Beta Sigma Phi
 GNO-4-BC
 High Tea For Breast Cancer
 Heartland Indoor Horseshoe Association
 Independence Square Association
 Independence Women's Civic Club
 Independence Young Matrons
 Jackson County Chapter of The Links Incorporated
 Kimbell McCurry Paintings
 Maywood Community Church Ladies Council
 National Horseshoe Association
 Raymore-Peculiar High School Soccer Team
 Rod Rogers Memorial Golf Tournament
 Sports Car Club of America, Inc.- Kansas City Region
 Stoney Point Christian Women's Fellowship
 Sunflowers To Roses
 VFW Raytown Memorial Auxiliary Post 4242
 Wesley United Methodist Church Women
 Woods Chapel United Methodist Church
 Women's Civic Club

2012 Board Members

ALICE BASLEE Security Bank & Trust
 PATRICIA CARUTHERS, PH.D. Community Volunteer
 KEN DAVIS University of Kansas Medical Center
 AMY DEGRAEVE Attorney, Lathrop & Gage, LLP
 BARBARA FLOWERS Truman Medical Center
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 STEVE TERBOVICH Northwestern Mutual Financial Network
 DR. PETER VAN VELDHIZEN University of Kansas
 Cancer Center



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.



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



A GLANCE BACK AT 2012

By Karla Nichols, Executive Director

Everyone knows someone whose life has been touched by cancer. Cancer Action is committed to being here for those who hear those frightening words “you have cancer”. These are words that turn a person’s world upside down. At Cancer Action, we believe that no one should face the challenges of cancer alone; we are here to walk every step of the journey for those living with, through and beyond cancer in our Kansas City community.

During 2012, Cancer Action walked alongside over 3,300 cancer survivors and their families, offering the vital services and support to address the many challenges cancer brought to their lives. Our comprehensive approach to care provides essential practical services, financial assistance and the professional guidance, education and emotional support to help families navigate this difficult journey. Our individualized, personal approach to care is what makes Cancer Action a unique and vital organization in Kansas City.

2012 has been another difficult year for many families as our country remains in a time of unprecedented economic challenge. The additional burden of fighting cancer has increased the distress



Karla with Cynthia Newsome at 41Actions News

on many families in our community. Cancer Action’s practical and financial assistance programs have provided critical, often life-saving services, to thousands of cancer patients through this year.

Our programs and services remain a vital component for care to thousands in our Kansas City community. Cancer Action’s practical and financial services have truly been life-saving for many cancer patients. We continue to increase our survivorship and wellness programs to help address the emotional impact that cancer has on the lives of survivors throughout their journey.

Cancer Action continues to be blessed with so many dedicated volunteers who assist us in our mission. Our agency boasts one of the largest volunteer programs in the Kansas City area, and these committed people provided over 61,000 hours of service this past year! Gary Lezak and his dog, Stormy, helped us celebrate these accomplishments at our annual Volunteer Awards Reception.

Cancer Action’s second annual Champion for Survivorship Breakfast, was a very successful event which highlighted the commitment of our organization to helping cancer survivors and their families through their journey. Cynthia Newsome, 41 Action News Weekend anchor and breast cancer survivor was our special guest for the event.

Our organization is needed now, perhaps more than ever before. I am so grateful to everyone who gave their time, talents and treasures to lift up the thousands who come to Cancer Action for support, hope and comfort during the toughest time of their lives. As a local organization, every dollar Cancer Action receives remains here in our community helping our families, friends and neighbors. Cancer Action is truly the heart of cancer support in Kansas City!

A CANCER ACTION STORY

Cancer Action provides hope and help to those who face the challenges that cancer brings to their lives. We have come alongside thousands of cancer patients and their families throughout the Kansas City area. I would like to share just one of the many stories of someone who we provided assistance during the past year:

Ashley, a beautiful and bright young woman, was diagnosed with rectal cancer at age 24. She is a nurse, sports fan, daughter and friend who loves being active. Earlier this year, she began a long and challenging journey of treatment which included surgery, chemotherapy and radiation. Determined to face this challenge head on she went into “battle mode”. As she says, “every day is a battle, it is a different battle, but it is a battle” and one she was determined to win. She is recovering from surgery-the last hurdle in her recovery process!

Cancer Action came alongside Ashley helping her navigate this difficult experience. Because of her aggressive treatment, Ashley had to cut her work schedule. We assisted Ashley with both practical needs and financial help providing medical supplies, nutritional support and prescription assistance through the months of treatment. Cancer Action provided emotional support to help her cope with the impact of cancer on her life. Ashley is doing well and looking forward to getting back to working fulltime, cheering on her favorite sports team and planning activities with her friends and family. Ashley is grateful that Cancer Action was there for her during this very difficult life experience.



CANCER ACTION IN THE COMMUNITY

Cancer Action’s Community Education Program has been out and about spreading messages of cancer prevention and informing people about cancer resources in every area of town. This past year we were able to partner with numerous organizations, hospitals and third party events to help educate individuals on cancer prevention, as well as, cancer resources for those who may be dealing with a cancer diagnosis. Cancer Action displays were at a total of 54 events this year. Over 11,000 pieces of literature were handed out through our efforts empowering people to know more about healthy living and cancer resources.

Our professional staff was also busy educating the community about the mission and work of Cancer Action providing nearly 40 presentations to community groups, corporations and fundraising activities.



SERVING OUR COMMUNITY IN 2012....

- Served **3,139** clients by providing on-going emotional support to patients and their families through every step of their journey
- Provided **44,831** servings of nutritional supplements to **659** cancer patients to help them maintain their weight and energy during the rigors of cancer treatments
- Transported clients **1,144** times to and from life-saving or life-prolonging treatment and appointments
- Filled **3,641** prescriptions for those who could not afford their medication to relieve pain, nausea, treat infections and meet other supportive care needs
- Supported women by improving their self-image by providing **248** wigs and **895** turbans and scarves
- Gave **254** pieces of medical equipment used to help families members care for their loved ones
- Supplied **34,731** medical supplies to help support them with proper medical needs
- Assisted **189** women with mastectomy supplies, lymphedema sleeves or breast prosthesis
- Adopted **54** families that were financially impacted by a cancer diagnosis through our “Making Wishes Come True” holiday adoption program
- Emotionally supported clients through follow up call or office visits **5,756** times
- Referred community members to **534** resources available in the community to help meet additional needs

OUR VOLUNTEERS CONTINUE TO MAKE A DIFFERENCE IN THE COMMUNITY

Cancer Action volunteers are dedicated, compassionate individuals who faithfully give of their time and talents simply because they care! Our wonderful volunteers have provided 61,556 hours supporting the agency in 2012. Please take a look at these amazing numbers:

357 hours were dedicated to supporting successful fundraising and special events

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

1,127 hours were provided to drive cancer patients to and from their life-saving medical treatments and doctor appointments

18,532 miles were driven transporting clients to and from their treatments and physician appointments

3,559 hours were donated to help our three offices run smoothly

by assembling bulk mailings, doing data entry, answering phones and greeting clients with a smile when they walk into Cancer Action's front door

56,266 hours were logged 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

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

Pictured below is our 2012 Volunteer of the Year Deb McIntosh with Gary Leezak, Leslie and Karla.



FINANCIAL OVERVIEW

Total Support and Revenues	\$779,878	
Donations/Memorials	\$211,320	27.0%
Patient Services Grants	\$268,500	34.5%
United Way/CFC	\$121,492	15.5%
Interest and dividend income	\$18,772	02.4%
Unrealized Gain on investments	\$ 60,901	07.8%
Realized Gain on investments	\$ 6,742	00.8%
Special Events	\$ 33,540	04.3%
In-Kind Revenue	\$ 44,598	05.7%
Other Revenue	\$ 14,013	01.7%
Operational Expenses	\$722,186	
Programs and Services	\$637,627	88.3%
Management/General	\$ 55,075	07.6%
Fundraising	\$ 29,484	04.0%

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

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