

Cancer Action 2014 ANNUAL REPORT

A GLANCE BACK AT 2014

By Karla Nichols, Executive Director

Creating the Annual Report gives an opportunity for a time of reflection. It is a time to celebrate the year and what we as a community of caring people were able to accomplish together. Support through every step of the journey... that is what Cancer Action is committed to providing for every person in our community 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. Our services and support helped 3,000 people face the many challenges that cancer brought to their lives during the past year. We meet a person wherever they are when they come to us and walk alongside them wherever their journey takes them.

Our support 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.

2014 has been another difficult year for many families as

our country remains in a time of economic challenge. The additional burden of fighting cancer has increased the distress on many families in our community. Cancer Action's



Karla with Neal Jones, Sports Anchor/Reporter KCTV5 and Molly Hammer, singer/performer

practical and financial assistance programs provided critical, often life-saving services, to thousands of cancer patients. Help with prescriptions, nutritional supplements and rides to life-sustaining treatment appointments were three of the most utilized service during the past year. We continue to increase our survivorship and wellness programs to help address the emotional impact that cancer has on the lives of survivors.

Cancer Action's fourth annual Champion for Survivorship Breakfast, was a very successful event which highlighted the

commitment of our organization to helping cancer survivors and their families. Neal Jones, Sports Anchor/Reporter, Producer and Photo Journalist for KCTV5 News and cancer survivor was our special guest emcee. Molly Hammer, singer and breast cancer survivor shared her story and musical talents during the event. They both shared about their cancer journey, and, how grateful they were for all the support received from Cancer Action and the Kansas City community.

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 36,000 hours of service this past year!

Cancer Action continues to be a vital and needed partner to those with cancer in our community. I am so grateful to everyone who gave their time, talents and treasures to lift up thousands of cancer patients 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!

PRESIDENT'S LETTER

By Melanie Simpson



Board President, Melanie Simpson recognized retiring board members Amy DeGraeve, Brian Levinson and Lisa Serig for their service at Annual Meeting

Cancer Action is truly a unique organization in Kansas City; no other agency provides the comprehensive survivorship services that Cancer Action offers. As a local organization, our sole focus is helping survivors and caregivers deal with the overwhelming challenges of a cancer diagnosis.

Regardless of changing economic conditions, the number of people living with and through a cancer diagnosis continues to grow, and they need the support that only Cancer Action can provide. The dedicated Board members, staff and volunteers work diligently to stretch every dollar to ensure client needs are met.

As I reflect on my two years of service as Board president, I want to tell the volunteers and staff of Cancer Action how proud I am of the commitment they demonstrate every day by working tirelessly to serve our clients. They are guided and supported by a Board that is equally committed to ensuring that Cancer Action continues to be an important resource for the community for years to come.

You are reading this annual report because you are an important part of the Cancer Action family. Thank you for helping make Cancer Action the incredibly special and essential organization that it has become. Together we are making a difference in the lives of those with cancer right here in Kansas City.

GRANT AND FOUNDATIONS PROVIDE VITAL SUPPORT TO CANCER ACTION

One way we help meet the increasing need for services is through the grants the agency is so blessed to receive each year. We would like to acknowledge those who have partnered with us during 2014 in the care of cancer patients in our community:

- Healthcare Foundation of Greater Kansas City
- Independence Young Matrons
- Kansas City Medicine Cabinet
- Kansas Health Foundation
- Susan G. Komen Greater Kansas City
- Truman Heartland Community Foundation
- Wyandotte Health Foundation
- United Way of Greater Kansas City
- United Way of Wyandotte County

The support of these foundations and United Way accounts for nearly half of our annual support. We are so grateful for the ongoing support of these foundations that allow us to provide services and support to hundreds of families through every step of their cancer journey.



Karla with Theresa Osenbaugh, Community Health Manager, Susan G. Komen Greater Kansas City

SERVING OUR COMMUNITY IN 2014...TOGETHER WE MADE A STRONG TEAM

For over 55 years, Cancer Action has been dedicated to improving the lives of those with cancer in our community. We are grateful for the support of every person! We want to share with you the impact we made together as a caring team, this past year:

- Served over 2,700 patients by providing ongoing emotional support to patients and their families; including registering over 1,300 new clients during the year.
- Provided over 300 cancer patients with navigation services
- Provided over 15,500 contacts by Case Manager's offering ongoing emotional support to patients and their families throughout every step of their journey
- Supplied over 72,700 servings of nutritional supplements to more than 830 cancer patients to help them maintain their weight and energy during the rigors of cancer treatments
- Transported over 1,500 rides to life-saving or life-prolonging treatment and doctor appointments
- Filled over 2,900 prescriptions for those who could not afford their medication to relieve pain, nausea, treat infections and meet other supportive care needs
- Helped women going through treatment by providing 419 wigs and over 1,700 turbans and scarves
- Gave over 725 pieces of medical equipment to help families members care for their loved ones during their cancer journey
- Distributed over 30,000 medical supplies to support cancer patients and decrease the financial burden of cancer
- Assisted 116 women with mastectomy supplies, lymphedema sleeves or breast prosthesis
- Adopted 42 families, which included a total of 150 individuals that were financially impacted by a cancer diagnosis through our "Making Wishes Come True" holiday adoption program

CANCER ACTION VOLUNTEERS ARE A WORK OF HEART!

Cancer Action volunteers are dedicated, compassionate individuals who faithfully give of their time and talents simply because they care! Our wonderful volunteers have provided 36,000 hours supporting our organization and those we serve in 2014. Please take a look at these amazing numbers:

425 hours were dedicated to supporting successful fundraising and special events

79 hours spent informing and educating people about Cancer Action at community health fairs

1,200 hours transporting cancer patients to their doctor and treatment appointments

19,398 miles were driven transporting clients to and from their treatments and life-saving treatment appointments

3,600 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

30,000 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



MAXINE BOWERS LEGACY AWARD presented to Betty and Ed (in memory) Wenski, members of the Gladstone AARP Service Unit, have given over 10,000 hours of volunteer service to Cancer Action

Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain loving one another.

Erma Bombeck



OUR 2014 VOLUNTEER OF THE YEAR- Karen Steffen with Executive Director, Karla Nichols

FINANCIAL OVERVIEW

Total Support and Revenues	\$752,042	
Donations/Memorials	\$299,215	39.8%
Patient Services Grants	\$213,158	28.4%
United Way/CFC	\$152,887	20.0%
Interest and dividend income	\$16,927	02.1%
Unrealized Gain on investments	\$28,883	03.8%
Realized Gain on investments	\$2,120	00.3%
Special Events	\$33,367	04.6%
Other Revenue	\$5,485	00.7%
Operational Expenses	\$631,464	
Programs and Services	\$552,656	87.6%
Management/General	\$47,484	07.5%
Fundraising	\$31,324	04.9%

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

Our individualized, personal approach to care is what makes Cancer Action a unique and vital organization in Kansas City.

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

Foundations and Businesses

Addington Design
 American Multi Cinema
 Ascensus College Savings
 AT&T United Way Employee Giving Campaign
 Bank Of America United Way Campaign
 Brotherhood Bank & Trust
 Burns and McDonnell Foundation
 Matching Gifts Fund
 Aileen V. and Redman Callaway Fund
 Cancer Treatment Centers of America
 Centerpoint Auxiliary
 Christian Brothers Automotive
 Cremation Society of Kansas and Missouri
 Dillard's
 DoubleTree Hotel
 Driscoll's
 Ericsson Matching Gifts and Volunteer Grant Program
 GE United Way Campaign
 Hallmark Cards
 Healthcare Foundation Of Greater Kansas City
 Heartland Combined Federal Campaign
 Hey Mechanical Services, LLC
 HNC Living Foundation
 Honeywell Hometown Solutions
 Horner & Duckers Chartered
 Hospital Linen Services
 Kanbrew LLC
 Kansas Health Foundation
 Kross Family Fund
 KC Cause, Inc.
 Midwest Cancer Alliance
 Mile High United Way
 R A Bloch Cancer Foundation
 Recycle Pink
 RPM Photography and Cinematography
 Sara's Floral
 Skradski Funeral Home
 Spangler Graphics
 Standard Textile
 Susan G. Komen Greater Kansas City Affiliate
 Truman Heartland Community Foundation
 Truman Medical Center
 United Way of the Capitol Region
 United Way of Greater Kansas City
 United Way of Summit County

United Way of Wyandotte County
 University Of Kansas Division Of Hematology
 and Oncology
 University Of Kansas Hospital
 US Bank
 US Foodservice
 Wyandotte Health Foundation

Community Groups

Agape Hoops
 Bikers for Boobies KC
 Bishop Ward High School Pep Club
 Blue Springs School District
 Corvett Club of Kansas City
 First Christian Church, Christian Women's Fellowship,
 Independence, MO
 First Presbyterian Church, Independence, MO
 Gamma Master Chapter of Beta Sigma Phi,
 Independence, MO
 GNO-4-BC
 Heartland Elementary School
 Heartland Indoor Horseshoe Association
 Hoops 4 Hope
 Independence Square Association
 Independence Young Matrons
 JAG Pac LLC
 KC Century Bike Ride
 Kimbell McCurry Paintings
 Lakewood Elementary School Teachers
 Lee's Summit West Titans Booster Club
 Maywood Community Church Ladies Council
 Merriam Christian Church
 Mid-America Chapter of The Coca-Cola Collectors Club
 Midwest Velo
 National Horseshoe Association
 Olathe Parks & Rec
 Rod Rogers Memorial Golf Tournament
 SCAR Poker Ride
 Sunflowers To Roses
 VFW Raytown Memorial Auxiliary Post 4242
 Woods Chapel United Methodist Church

Estates and Planned Gifts Received

Lois B. Budlong Estate
 Edward A. and June L. Frenick Trust
 Anton Mouritsen Trust

2014 Board Members

MOLLY BUCHANAN US Bank
 PATRICIA CARUTHERS, Ph.D. Community Volunteer
 ELIZABETH CHILCOTE Community Volunteer
 AMY DEGRAEVE Kirkland Woods & Martinsen PC
 BARBARA FLOWERS Community Volunteer
 JUSTIN GNAU Dignity Health
 DAVE HARRIS US Bank
 ERIC JACOBSON Ascend Media
 AMANDA HARTMAN HCA Midwest Health
 JO BETH HERRICK Truman Medical Center
 RANDY KANCEL Bank Midwest
 MARY LOU KEGLER Community Volunteer/Minister
 BRIAN LEVINSON NeighborWorks America
 ELAINE MCINTOSH Kansas City Hospice and Palliative Care
 JOE OTEY Bank Midwest
 LISA SERIG University of Kansas Cancer Center
 MELANIE SIMPSON University of Kansas Hospital
 LISA VANHOOSE University of Kansas Medical Center
 DR. PETER VAN VELDHIJZEN University of Kansas
 Cancer Center
 LIZZIE WRIGHT University of Kansas Cancer Center



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.