



CANCERcare



# Touching Hearts PROGRAM

## Helping Her Get There, to Get the Care

There were no symptoms. By the time her doctors discovered the cancer, it had spread from her uterus into her lymph nodes. Luckily for Barb, after the surgery and weeks of chemotherapy, “I am feeling good” and is cancer free. Unfortunately, shortly after her final treatment session, she lost her job. “[My] employer said he could no longer afford to keep me. Lost [my] insurance, too.”

Facing a cancer diagnosis is one of the hardest things a person can do. Cancer leaves no aspect of a person’s life unaffected. Beyond its physical and emotional toll, cancer also puts a strain on a person’s financial security, often to the breaking point. For too many people, treatment and recovery are fraught with financial worries. Who will take care of my family should I become too sick? How will I meet my day-to-day expenses if I’m unable to work? What if I can’t afford insurance, or if my insurance isn’t enough to cover all the costs of my treatment? Just getting to



Improving the lives of women is a cornerstone of the Mary Kay Foundation.

treatment can be an obstacle, as more and more people with cancer have to travel farther distances to cancer centers that specialize in their diagnosis. Far too many patients can’t afford the cost of



The Touching Hearts program helps women facing cancer get to the treatment they need.

transportation, and wind up putting off, or never getting, the treatment they need.

Barb, who is 59 and lives in central Indiana, faced that dilemma. Then, she called **CancerCare**, and a week later received a check for \$100 that enabled her to keep her gas tank filled in order to make the 100-mile drive each way to her treatment center.

The check Barb received was made possible through **Touching Hearts**, a unique partnership of CancerCare, a national non-profit organization based in New York City, and the **Mary Kay Foundation** that helps women who are undergoing treatment for cancer – wherever in the United States they live – cover the cost of transportation to and from their treatment appointments.

Since its launch in 2000, the Mary Kay Touching Hearts program has given individual transportation grants totaling more than \$1.7 million to nearly 10,000 women across the U.S. During 2008 alone, more than 3,500 women received nearly \$420,000 from Touching Hearts, mostly for help with getting to and from their cancer treatments. Another \$500,000 grant from the Foundation, awarded this past June, will allow CancerCare to continue providing assistance to even more women in the coming year.

*continued on back...*

# Touching Hearts PROGRAM

*continued from front...*

It couldn't have come at a more critical time. "With the U.S. economic crisis, the demand for our services has risen to an all-time high," notes CancerCare Executive Director Diane Blum. "The support of the Mary Kay Foundation allows us to provide this much-needed assistance to women who are facing even harder choices because they can't afford the costs of just getting to their treatment."

Women like Berthena E., who lives in rural Kansas and received a Touching Hearts check during her treatment for cancer. "This will be about 2,700 miles before we are done," she wrote recently in a note to CancerCare, about the long commute she endured for many weeks to and from the cancer center where she received radiation and chemotherapy. The Touching Hearts check "help[ed] more than you could know," she noted.

Financial assistance is one of the many free services CancerCare provides. Since its founding in 1944, CancerCare has helped millions of people facing cancer to better cope with and manage their diagnosis and treatment. Today, its staff of professional oncology social workers provide one-on-one and group counseling, educational workshops and assistance with practical concerns like navigating the healthcare system and finding resources in the community where the patient lives.

CancerCare not only helps cancer patients and survivors. Its services are also available to caregivers and family members, children, and anyone who has lost a loved one to cancer. Best of all, because of supporters like the Mary Kay Foundation, all of its services are offered free of charge, to anyone who needs them.

"As we look forward to celebrating the 10th anniversary



Nearly 10,000 women have received support from Touching Hearts since the program's launch in 2000.

*"Thank you so much for ...help[ing] me pay for gas to get to my chemo treatments. It has gotten rather costly since I live over an hour away from the treatment center I go to. This will help greatly!"*

— **Anna S., a Touching Hearts recipient  
Gloversville, New York**

of our partnership with the Mary Kay Foundation, we are deeply grateful to all the Mary Kay beauty consultants across the country. Their work supports the Foundation's efforts to help women with cancer obtain the best care possible, with fewer worries about how they're going to cover the cost of getting to that care," says Blum.

Another Touching Hearts grant recipient from Arlington, Texas perhaps summed it up best, in a letter of thanks she recently wrote to CancerCare after receiving a check for \$125 from the program:

"Thank you for the financial help while I was going through my cancer treatment. I hope someday I can help someone like you have helped me." ♥



**Fewer worries about how to get to treatment, for any woman facing cancer: That's Touching Hearts.**

## contact us

1-800-813-HOPE (4673)  
www.cancercares.org

CancerCare  
National Office  
275 Seventh Ave.  
New York, NY 10001