



Fiscal Year 2014 Annual Report

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Letter from the Board of Trustees President



Susan Smirnoff President, Board of Trustees

Dear Friends,

Since Cancer*Care*'s founding 70 years ago, remarkable progress has been made in the research, screening and treatment of cancer. Today, people with cancer are living longer than ever before. Yet despite these medical advances, a cancer diagnosis is just as devastating now as it was when we opened our doors in 1944.

This year, more than 1.6 million people are estimated to have been diagnosed with cancer, and there are an additional 14.5 million individuals in the United States who have had a history of cancer. Cancer*Care* has extensive reach throughout the country, in both rural and urban areas. Each year, our services reach more than 170,000 people affected by cancer in all 50 states. Last year, Cancer*Care* and the Cancer*Care* Co-Payment Assistance Foundation disbursed more than \$15 million in financial assistance to people undergoing cancer treatment.

The compassionate and professional services Cancer*Care* provides would not be possible without the generosity of our dedicated friends and donors. We invite you to read the following pages of this report to learn how Cancer*Care* touches the lives of those facing cancer. While cancer can turn a person's world upside down, our free services make an important and meaningful difference.

On behalf of the Cancer*Care* Board of Trustees, our staff, and the people we have served for seven decades, we thank you for your ongoing commitment and support.

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Susan Smirnoff President, Board of Trustees

Our Mission

Cancer*Care*[®] is the leading national organization dedicated to providing free, professional support services including counseling, support groups, educational workshops, publications and financial assistance to anyone affected by cancer. All Cancer*Care* services are provided by oncology social workers and world-leading cancer experts.



A Brief Look at Cancer*Care*'s History



1953

The Social Service Division was created to provide people with cancer and their families with counseling and guidance.



1964 New York City Mayor Robert F. Wagner proclaims Cancer*Care* Week during a ceremony at City Hall.

1940's



The papers of incorporation

MAY 4, 1944

for the National Foundation for the Care of Advanced Cancer Patients (now Cancer*Care*) are signed. The Foundation provides low-cost, private rooms and financial assistance for people with advanced cancer.

1946

The first Cancer*Care* Chapter was founded in Flatbush, Brooklyn. For many years, chapters served as a link between the community and the organization.

1954

Cancer*Care*'s bequest program begins with a large donation from the estate of Cancer*Care* supporter Cecile Sawyer.



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1958

Eleanor Roosevelt receives "The Greatest Volunteer in the World Award" at Cancer*Care*'s 6th Annual Luncheon.

1960's

1965 CancerCare President Dr. Henry J. Heimlich (credited as the inventor of the Heimlich maneuver) appears on "The Today Show," marking CancerCare's first live, national television appearance.





1969 CancerCa

CancerCare produces "A Special Kind of Care," a nationally recognized film delineating the services the organization provided to advanced cancer patients and their families.

1950's



The first regional office of CancerCare was opened on Long Island in Woodbury to serve residents of Nassau and Suffolk Counties.

1970's



1979

The Cancer*Care* Thrift Shop opens on 3rd Avenue in Manhattan.



1983

CancerCare's first Partnerships in Hope Annual Awards Dinner honors individuals and corporations dedicated to making a difference in the lives of people affected by cancer.



1990

Diane Blum is named Executive Director, a role she maintains for 19 years.

1990

CancerCare begins offering services in Westchester County, NY including counseling, support groups and financial assistance.



the establishment of its toll-free telephone line, extending its counseling, support groups, educational workshops, resources and professional education to people throughout the country.

1990

CancerCare offers its first Telephone Education Workshop, "Doctor. Can we Talk?"

Cancer Care To Start A New Workshop Series

CancerCare receives its first grant from the Avon Foundation, marking the start of the AVONCares program. The grant helps women with breast, ovarian, and cervical cancers with financial assistance and support programs.

2000

CancerCare partners with the Mary Kay Ash Charitable Foundation to create the Touching Hearts Program, offering limited financial assistance for women with cancer for home care, child care, transportation and pain medication.



2003

1980's

CancerCare's first regional office in

New Jersey is opened in Emerson.



1985

CancerCare's Diane Blum acts as co-founder of National Breast Cancer Awareness Week.

1983

1988 CancerCare's first office in Connecticut opens in Stamford as

a response to the growing needs of people with cancer in the area.

1989

CancerCare launches a national awareness campaign on improving management of cancer pain.

1996 CancerCare launches its website, www.cancercare.org, and begins offering online support groups.



1998 The first Annual New York **REVLON Run/Walk for Women** chooses CancerCare as one of its beneficiaries.



1999 CancerCare moves its national

headquarters to its present location at 275 Seventh Avenue in Manhattan.



1990's

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1996 The first edition of

CancerCare's "A Helping

Hand: The Resource Guide for People with

Cancer" is printed.

1999

CancerCare announces partnership with the WebMD Foundation to provide limited financial assistance for home care, child care, transportation and pain medication for patients residing in San Diego and Imperial counties in California.

2004

As CancerCare turns 60, New York City Mayor Michael Bloomberg declares November 1-7 as CancerCare Week.

2009

CancerCare launches "Door to Door" program for patients with multiple myeloma, providing individual grants to be used for transportation costs such as gasoline, parking and tolls, and taxi, bus or train fare to and from their medical care.



2000

AVONcares PROGRAM



2002

CancerCare is invited to open the NASDAQ market for the first time.

The first Lung Cancer Walk for Hope takes place at the Town of Oyster Bay Golf Course in Woodbury, NY.



CancerCare, in partnership with Susan G. Komen, launches Linking A.R.M.S.. The program provides limited financial assistance for breast cancer patients for hormonal and oral chemotherapy, pain and anti-nausea medication, child care, transportation, lymphedema care, and durable medical equipment.



2000's

The CancerCare Co-Payment Assistance Foundation is launched to provide co-payment assistance to help people afford the cost of chemotherapy and targeted treatments.







2009

2007

CancerCare responds to the growing need for financial assistance resources by creating "A Helping Hand: The Resource Guide for People with Cancer (Financial Edition)."

2012

CancerCare Director of Education and Training Carolyn Messner, DSW is named Oncology Social Worker of the Year by the Association of Oncology Social Work (AOSW).



2013

"Cancer*Care* Get You There" program is established, providing individual grants to metastatic breast cancer patients covering transportation costs such as gasoline, parking and tolls, and taxi, bus or train fare to and from their treatment.



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2013

Cancer*Care* now annually welcomes more than one million visits to its websites, which include a newly redesigned www.lungcancer.org.

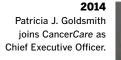
2014

CancerCare's 70th Anniversary Celebration Gala raises more than one million dollars in support of its free support services: a new fundraising record for the organization.





2010's



2014

CancerCare launches its first social media contest on Facebook, #SurvivorSelfies, drawing photos of survivorship from around the nation.





CancerCare staff with scarves from #CaribouKnits social media campaign—a partnership with national coffee and tea retailer Caribou Coffee. The partnership supports those affected by breast cancer through sales of the Amy's Blend collection honoring Caribou roastmaster Amy Erickson, who passed away from breast cancer.

For every social media message shared using #CaribouKnits on social media, Caribou team members knit one inch of a scarf and donated them to those impacted by breast cancer in Caribou communities.

How We Help

COUNSELING FOR INDIVIDUALS, FAMILIES AND GROUPS

A growing segment of the oncology community has acknowledged the crucial importance of addressing the emotional and practical concerns of patients alongside their medical needs. This fact is supported in a landmark report from the Institute of Medicine, "Cancer Care for the Whole Patient," which cited Cancer*Care* as a model organization.

Cancer*Care*'s staff of professional oncology social workers has addressed this need by providing individual, family and group counseling for 70 years. All counseling services are offered face-to-face and over the telephone. Professionally-facilitated telephone and online support groups provide emotional support for people facing cancer who are geographically isolated, physically disabled, homebound or have limited local resources in their community. Cancer*Care* offers face-to-face support groups and an on-site wig clinic as well.



FINANCIAL ASSISTANCE

Since 1944, Cancer*Care* has established the infrastructure, experience and expertise to quickly and efficiently respond to the constantly evolving financial needs of people with cancer. Cancer*Care* provides direct grants for treatmentrelated expenses such as transportation to and from medical appointments, pain medications, home care and child care. While most people contacting Cancer*Care* call to secure financial support, more than half will take advantage of our full range of programs and services. During fiscal year 2014, Cancer*Care* **disbursed \$15 million** in financial assistance to more than **21,000 people**.

In 2007, Cancer*Care* established the Cancer*Care* Co-Payment Assistance Foundation, a separate 501(c)(3) nonprofit organization, to address the needs of individuals who cannot afford their insurance co-payments to cover the cost of medications for cancer treatment.

EDUCATION

Cancer*Care*'s free educational programs are highly regarded in the oncology community. We provide the latest and most up-to-date information available on specific diagnoses, treatment options, coping strategies and other emotional and practical cancer-related topics. In 2014, more than **60,000 individuals listened** to our Connect Education Workshops. Cancer*Care* also welcomed more than 2 million visitors to its websites. Additionally, Cancer*Care* offers face-to-face educational outreach programs at its offices as well as off-site programs in partnership with institutions and organizations in the New York tri-state area.

In 2014, Cancer*Care* distributed more than **830,000 of its free publications** nationwide to health care providers and people affected by cancer. Our extensive library of more than 80 educational titles in our Connect booklet and fact sheet series are written by professional medical writers in patient-sensitive language.



Cancer Care 70th Anniversary Celebration Gala

Thanks to our dedicated supporters and advocates, Cancer*Care* surpassed all previous fundraising gala events to raise more than one million dollars for anyone affected by cancer at the 70th Anniversary Celebration Gala. More than 500 attendees gathered at Cipriani in New York City on April 23 to honor the organization as it moved into its eighth decade of service.

Television journalist, author and dedicated cancer advocate Katie Couric kicked off the evening by sharing how she and her family found comfort in using Cancer*Care*'s services after her husband, Jay, was diagnosed with cancer.

"One day I got a call when I was at 'The Today Show,' and in an instant, my life divided into two very distinct periods: BC (before cancer), and AC (after cancer). We discovered that [Jay] was obstructed with a tumor the size of an orange. And from there, the news only got worse."

Concerned about how her six-year-old daughter Ellie was managing in light of her dad's terminal diagnosis, Ms. Couric called Cancer*Care* to speak with a professional oncology social worker, who offered guidance and suggested an activity to help her daughter share her worries with her classmates, as well as her family. "[The activity] was so simple but it made such a difference for us. As a result I think Ellie felt so much less alone."

"I can speak firsthand to what a godsend Cancer*Care*'s psychosocial and practical support is for families contending with the nightmare that is cancer. The girls and I certainly had a lot of healing to do in the months and years following Jay's death. And in many ways we still are. But I will forever appreciate what Cancer*Care* and all the great people there did for our family."

Ms. Couric proudly presented the Partnership Award to Philip Blake, Senior Bayer Representative USA and Bayer HealthCare Representative US. The Help & Hope Award was presented to Pamela S. Wygod and the WebMD Health Foundation. Ms. Wygod has been a devoted member of Cancer*Care*'s Board of Trustees since 2006 and the Foundation has awarded the organization more than \$2.5 million to support cancer patients in the San Diego area.

One of the organization's youngest and most powerful advocates, Maddy Gold, 13, courageously shared her story and was surprised with the Junior Philanthropist Award.



Walk/Run for Hope

Walk/Run for Hope is Cancer*Care*'s largest fundraising event, bringing families and communities together to celebrate survivors, support people who are facing cancer and remember those whom we have lost.

The Fairfield Walk/Run for Hope was held on September 15, 2013 in Jennings Beach, Fairfield, CT. The community-based event raised over \$73,000. The top fundraisers were David Keisman with an incredible \$5,000 and Team Pernod Ricard USA with \$11,950.

Dedicated advocates joined together at Bergen Community College for our Paramus Walk/Run for Hope in Paramus, NJ on September 29, 2013. Thanks to our generous sponsors, 35 teams and 700 attendees, the event raised over \$96,000 for anyone affected by cancer.

Cancer*Care* supporters laced up to raise more than \$40,000 at the Greenwich Walk/Run for Hope in Greenwich, CT on May 4, 2014. Top-fundraiser and advocate Sophie Khanna, age 14 of Greenwich, raised \$10,685 for the organization. "My grandma suffered from cancer," says Sophie. "Luckily she survived it and I just want to help people around who also have cancer."

Margie Benefico, of Stamford, CT began meeting with a Cancer*Care* social worker after she was diagnosed with chronic lymphocytic leukemia (CLL) six months ago. After learning about the walk, she formed a team of 55 members called 'The Lymphomaniacs' and raised \$5,410. Margie shares, "From the first time I called Cancer*Care*, they were very warm and welcoming. They helped me to talk things through – like getting a second opinion and tolerating the chemo. I hope to be involved with Cancer*Care* for many years to come and to help others find the services that they gave to me."

Lung Cancer Walk for Hope

Thanks to the generosity of our supporters, Cancer*Care*'s 12th Annual Lung Cancer Walk for Hope raised more than \$200,000 for people affected by lung cancer! Dedicated walkers and volunteers joined together at the Town of Oyster Bay Golf Course in Woodbury, NY for a beautiful day of celebrating survivors and honoring those we have lost.

View more CancerCare event photos in our galleries on Facebook: www.facebook.com/cancercare.



The Power of Support: Laurence's Story.....



"My support group as a whole has become like a unified support system where anything goesany question, any topic, any fear."



Laurence with his support group and William Goeren, LCSW-R. Director of **Clinical Programs**

Laurence, 64, is an architect, an artist, and also a prostate **cancer survivor.** The diagnosis at age 61 came as a huge surprise. "The news came via telephone, which was sort of a shock. I picked up the phone and was told by my doctor, 'you have cancer.'"

Laurence was overwhelmed by his diagnosis, and found himself withdrawing from his friends and family. He also experienced a great deal of confusion and regret over the life-altering effects of his treatment choices.

In seeking out resources, Laurence joined a face-to-face CancerCare support group for men coping with prostate cancer. Over the next several months, Laurence listened intently as the other group members shared their experiences with cancer. He began to identify with their struggles and triumphs and slowly started to open up and share his own story.

"My support group as a whole has become like a unified support system where anything goes-any question, any topic, any fear," says Laurence. "It's about surviving our lives and it's been very helpful. I've witnessed that many men are like clams and they hide. It is very important for me to be aware of my feelings and use them to see and interpret my life."

"This has not been a sad, gloomy group. It's a group of very intelligent men who have an amazing sense of humor. There is a lot of laughter and a lot of coming together when people are having a particular issue or fear. We're very close as friends."

Laurence, once hesitant to speak in front of a support group of eight, recently shared his personal experience at a national cancer symposium. His speech profoundly moved hundreds of attendees.

"I was initially terrified to get in front of that large group of people, so I decided that I would make it into a project that was satisfying to me. When I thought about what I wanted to say, I just went with it. I have to feel my way through my lifethat's how I live."

Help in a Time of Need: Jaeden and Xiomara's Story.....



to vision therapy."

Jaeden's seventh birthday

In 2010, Xiomara of New York City noticed that her threeyear-old son, Jaeden, had started frequently stumbling and falling. After she took Jaeden to the pediatrician and then the hospital to receive an MRI, the doctor called to deliver the devastating news: Jaeden had been diagnosed with ependymoma, a rare type of brain tumor.

"[The doctor] kept saying 'I'm sorry, I'm sorry.' When he said the word 'cancer,' I was stunned," Xiomara says. "He asked me to write down these phone numbers, but I couldn't write. It is a feeling you just can't describe. It hits you."

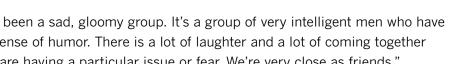
"Cancer*Care* helped me out with medical bills that I had to pay, along with the transportation

As part of his treatment plan, Jaeden was transferred to a rehabilitation unit and underwent six weeks of radiation. He also had eye surgery and began outpatient therapy. He will most likely undergo eye surgery in the future and continues weekly therapy.

Since Jaeden's diagnosis, Xiomara has received financial assistance through a partnership between CancerCare and The Lavelle Fund. This fund supports programs that help people who are blind and visually impaired lead independent. productive lives.

"CancerCare helped me out with medical bills that I had to pay, along with the transportation to vision therapy. If it wasn't for that I don't know what I would have done. I'm still struggling as a single parent, but they have helped and I'm very grateful."

Now eight years old, Jaeden is thriving at school and summer camp. "I'm grateful to know that his tumor is out and that he's doing as well as he is right now," says Xiomara. "He's walking, he's talking. That's my little angel. He's a strong little boy."



Jaeden was guickly scheduled for surgery to remove the tumor and spent the following two weeks in the intensive care unit. "It was so nerve-racking," Xiomara recalls. "My sister came to the hospital and waited 16 hours during the surgery with me. Waiting, waiting, and waiting. It was hard on my other two children. My first son couldn't walk into the room because of the tubes and bandages."

Queen for a Day: Arlene's Story.



"I went to Cancer*Care* and was treated royally."



Arlene and Allison Nilsen, LCSW. Women's Cancers Program Director



Aracelis Rodriguez, Outreac Associate and Arlene

During a routine annual check-up with her physician, Arlene learned that after 15 years in remission, her lung cancer had returned.

"The cancer had come back—an aggressive one. Surgery and chemo. That's when it all began," shares Arlene.

Arlene knew that chemo meant she would likely lose her hair and she wanted to prepare herself for the physical change and the accompanying emotions she might experience. Her daughter-in-law mentioned that CancerCare had resources that could help.

After making an appointment at the New York City-based CancerCare Wig Clinic, Arlene and a friend met with an oncology social worker to discuss her treatment and the challenges she was facing. She was also fitted for her new wig and given a care package to help her through the next few months.

"I went to CancerCare and was treated royally," said Arlene. "I was expecting the hair loss, but it was still a shock to my system. But I didn't make myself or anyone else nuts over it and, before I turned around, I had hair again."

Arlene was touched by the care she received and made a donation to the organization and wrote a poem about her experience. "I made a donation in honor of the CancerCare staff who just made my day in many ways with their caring and comfort."



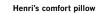
"Henri knew that something was wrong and I'm sure he knew more than he was able to articulate. He knew that daddy was sick," shares Susan.

After searching online, Susan called CancerCare in search of resources to help Henri understand and cope with his dad's serious diagnosis. Eileen, a professional oncology social worker based in CancerCare's Connecticut office, suggested the Comfort Pillow Activity to help the family communicate with one another and feel more comfortable talking about cancer. The Activity includes a pillow that can be customized and designed to bring a child comfort, as well as a booklet and additional resources that help to initiate therapeutic conversations. Eileen sent Susan and her family a Comfort Pillow, along with free publications on coping with a cancer diagnosis in the family.

Susan feels the help she received from CancerCare brought the family closer and has allowed them to have difficult conversations about cancer. "When Chris has to leave for chemotherapy, he is oftentimes gone before Henri wakes up and doesn't return until after Henri goes to bed. On those days, Henri can pull out the pillow and know that he is loved and can read the special message on an enclosed heart from his dad."

The pillow features Henri's favorite things including superheroes, rainbows, planets and rocket ships. "Henri sleeps with the pillow every night. He traced hearts on one side and wrote 'Henri. Dad and Mom' in each of the hearts."

"CancerCare and their resources have been so helpful," Susan says. "Chris and Henri sat on the floor together, spread out all of the kit materials and colored on the pillow. It was a really great exercise for Chris—a really special bonding moment and it's something they'll always have together."



"Cancer*Care*

and their

resources have

been so helpful."



Closeness Creates Comfort: Susan, Chris, and Henri's Story.....

When Susan learned that her husband Chris had been diagnosed with stage 4 colon cancer, one of her most immediate concerns was figuring out how to talk about Chris's diagnosis with their five-year-old son, Henri.

Celebrating a Legacy of Help & Hope with Our Founder's Daughter, Regina Goldstein



Throughout its 70-year history, Cancer*Care* has provided free services to millions of people affected by a cancer diagnosis.

The organization was the vision of Julius Jay Pearlmutter, a lifelong philanthropist who experienced the devastating impact of cancer firsthand when his parents, Nathan and Regina, both died of cancer thirteen weeks apart in 1938. Julius had tried to give his parents the best care, but was dismayed to learn that scarcely any facilities existed at the time to help patients with advanced cancer.

Julius's experience compelled him to create a nonprofit organization that would provide a low-cost private room and bath for every advanced cancer patient, and that would accept patient referrals with as little red tape as possible.

On May 4, 1944, Julius appeared in the chambers of Supreme Court Justice John McGeehan to obtain an official certificate of incorporation for his nonprofit organization, then called the National Foundation for the Care of Advanced Cancer Patients. Today, Julius's organization is known as Cancer*Care*, and has helped millions of people affected by cancer during the past 70 years.

In celebrating seven decades of service, we interviewed Julius's daughter to get an idea of what it was like growing up during the formative years of Cancer*Care*. Regina "Reggie" Goldstein remembers her father vividly and recalls, "My father was my best friend. He gave me a lot of guidance and permissions. I was always very involved with fundraising events in the community. I used to joke that I attended so many events that I was 40 by the time I was 9."

Reggie's parents shared a complementary dedication to civic engagement, and instilled these same values in their daughter. Reggie did her first volunteer work as a child at Mt. Sinai Hospital in New York City as a candy striper. She remembers her volunteer work as her "dad's version of summer camp." Today, Reggie continues to share her father's philanthropic spirit and dedication, volunteering with and serving on the board of directors of numerous humane societies. She calls her work "speaking for the animals." Reggie also volunteers with the therapy team at Elderplace's Alzheimer's unit and likes being in the "thick of it." One of Reggie's personal philosophies, "If you don't ask, you don't get," applies to many aspects in life, such as raising money, getting information, treatment and really vocalizing one's needs. "It's so important for people to know that Cancer*Care* is out there...that information is available, that help is available. Cancer*Care* has helped millions of people financially."

For 70 years, Cancer*Care* has stood as the leading national organization dedicated to providing free support services including counseling, support groups, educational workshops, publications and financial assistance to anyone affected by cancer. All of us at Cancer*Care*, as well as the millions of people Cancer*Care* has helped, are grateful to Julius Jay Pearlmutter and his family for their commitment to helping anyone in need.

It is a testament to Julius's long-term vision that Cancer*Care* continues to expand our service offerings as the needs of patients evolve with new financial and practical challenges. Much has changed since 1944, but Cancer*Care*'s mission remains the same: to provide help and hope to anyone affected by cancer.



Thank You to Our Supporters

CORPORATIONS & FOUNDATIONS \$100,000 - \$1,000,000

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Estate of Helga N. Alten Estate of Marian Butler Mary Delahanty Clapham Charitable Trust Estate of Lawrence C. Kastin Estate of Harold Metal Estate of Arthur Monaco Estate of Nancy F. Morgan Estate of Helen C. Thomas

\$25.000 - \$99.999

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Estate of Betty Ann Morse Estate of Sharon G. Sorok Estate of Carol Teich

\$1.000- \$24.999

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INDIVIDUALS \$100,000 +

Dorothy Schachne in Memory of David Schachne

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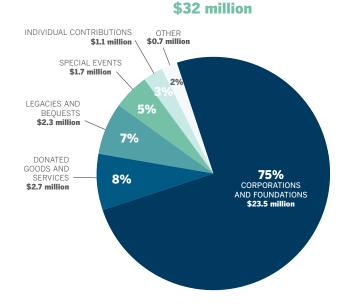
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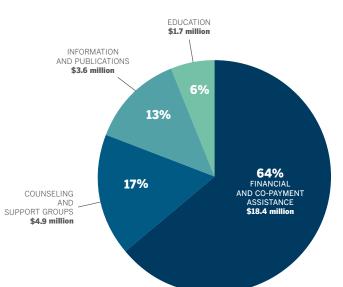
Founded in 1944, CancerCare[®] is the leading national organization providing free, professional support services and information to help people manage the emotional, practical and financial challenges of cancer. Our comprehensive services include counseling and support groups over the phone, online and in-person, educational workshops, publications and financial and co-payment assistance. All CancerCare services are provided by oncology social workers and world-leading cancer experts.

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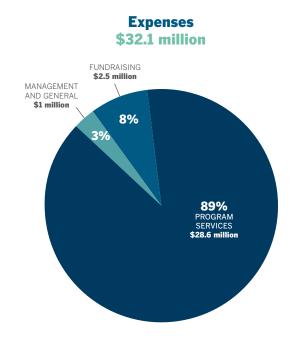
To learn more, visit www.cancercare.org or call 800-813-HOPE (4673).



Revenue



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