



CANCERcare®

community news

A special publication for friends and clients of CancerCare VOL 11 No. 1 Spring/Summer 2014

Celebrating 70 Years of Service with our Founder's Daughter, Regina Goldstein

Founded in 1944, CancerCare was the vision of Julius Jay Perlmutter, 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. He tried to give his parents the best care, but was dismayed to learn that no facilities existed to help middle-class patients with advanced cancer.

Mr. Perlmutter's experience drove him to create a nonprofit organization that would help cancer patients by providing a low-cost private room and bath, and that would accept patient referrals with as little red tape as possible. Today CancerCare serves more than one million people affected by cancer each year in all 50 states.

In celebrating 70 years of service, we interviewed Mr. Perlmutter's daughter to get an idea of what it was like growing up during the formative years of CancerCare. Named after her mother, Regina Goldstein remembers her father vividly and recalls, "My father was my best friend. He gave me a lot of guidance and latitude. 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." Regina's parents shared a complementary dedication to civic engagement, and instilled these same values in their daughter. She did her first volunteer work as a child at Mt. Sinai Hospital in Miami Beach, Florida as a candy striper. She remembers her volunteer work as her "dad's version of summer camp."

Today, Regina 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." Regina also volunteers with the therapy team at Elderplace's Alzheimer's unit and likes being in the "thick of it." One of her 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 CancerCare is out there...that information is available, that help is available. CancerCare has helped millions of people financially."



Regina, Julius (father and CancerCare founder), Larry (brother), and Regina (mother)



For 70 years now, CancerCare 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 CancerCare, as well as the millions of people CancerCare has helped, are grateful to Julius Jay Perlmutter and his family for their commitment to helping anyone in need. It is a testament to his long-term vision that CancerCare continues to expand our service offerings as the needs of patients evolve with new financial and practical challenges. Much has changed since 1944, but CancerCare's mission remains the same: to provide help and hope to anyone affected by cancer.

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Winfield Boerckel, CancerCare® Thought Leader in the Lung Cancer Community



It is estimated that one out of four Americans will receive a cancer diagnosis in their lifetime, and that nearly 14 percent of those individuals will be diagnosed with lung cancer. While the general public often stigmatizes these patients as smokers facing the consequence of their behavior, 55 percent of those diagnosed with lung cancer are non-smokers. Many of these individuals are industrial workers who have been exposed to harmful chemicals and have limited health care. They may experience financial hardships from missing work and find themselves navigating their condition without support or guidance.

CancerCare's Director of Social Service, Winfield "Win" Boerckel, MSW, is one of the nation's top experts on assisting lung cancer patients. Win is no stranger to cancer's devastating impact—his wife passed away from cancer in 1982, and throughout

his earlier career in railway civil engineering, Win witnessed many colleagues face the challenges of lung cancer. In 1996, Win joined CancerCare, the leading national organization committed to providing professional, personalized services to help people manage the emotional and financial challenges of cancer. Understanding the need to provide unique support approaches and services for lung cancer patients and their families, Win launched CancerCare's first lung cancer-specific support groups in the 1990's.

Paris for a presentation on the stigma facing lung cancer patients. He is frequently invited to speak before such organizations as the American Lung Association, Free to Breathe and the Global Lung Cancer Coalition on the psychosocial needs of lung cancer patients and their caregivers.

Win shares, *"The best thing about the work I do at CancerCare is that on almost every day I'm able to make a difference in the life of someone who's coping with cancer."*



Win Boerckel, MSW, conducts a lung cancer support group session

Win has indeed made an impact on the lives of those who turn to CancerCare for support. Since he began his second career in social work, Win has won countless awards and is considered a thought leader among the lung cancer community. He represents CancerCare at conferences nationally and internationally, most notably in

If you would like to hear Win Boerckel on a Connect Education Workshop™, visit our website at http://www.CancerCare.org/connect_workshops. Here you can find CancerCare's professional oncology social workers providing insightful information.

UPCOMING CONNECT EDUCATION WORKSHOPS™

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| May 2 | New Perspectives in the Treatment of Basal Cell and Squamous Cell Cancers | May 23 | The Role of Immuno-Oncology in the Treatment of Melanoma |
| May 9 | Emerging Treatments for Metastatic Melanoma | June 17 | Advances in the Treatment of Lung Cancer |
| May 16 | Treatment Update on Mantle Cell Lymphoma | June 24 | Advances in the Treatment of Metastatic Prostate Cancer |
| May 20 | Everything You Want to Know About the Affordable Care Act in 2014 | June 25 | Recognizing the Different Stages of Your MPN: Understanding Why Your Doctor May Need to Adjust Your Treatment Over Time |
| May 21 | Helping Children and Teens Cope with MPN in the Family | June 27 | For Caregivers: Coping with A Loved One's Metastatic Prostate Cancer |

Visit www.cancercare.org/connect_workshops to register for one of our free Connect Education Workshops™.



In honor of CancerCare's 70th Anniversary, we encouraged our Facebook community to join **#SurvivorSelfies**, a photo contest celebrating survivorship across the nation. People living with cancer, survivors, caregivers and health care professionals shared their "selfies" and the result was a beautiful collection of inspirational photos.



Maryann G. and Brooklyn

Our grand prize winner Maryann G. (and her dog, Brooklyn) received an incredible 1,453 votes. After a uterine cancer diagnosis in 2001 and a reoccurrence 11 years later, Maryann relied on her family for comfort. *"I had wonderful and amazing support from my husband and daughter, but I could whisper my fears to Brooklyn without worry of sounding silly,"* she shared.

She is grateful for CancerCare's free support services for anyone affected by cancer – no matter the diagnosis or stage. *"I'm glad to have found a group like yours that doesn't just focus on one type of cancer."*

Many participants shared with us how much they enjoyed seeing photos of others in similar situations, including our contest runner-up Sharon C. *"I found this contest fun, healing and hopeful. All the stories from the contest participants touched me deeply. It made me want to meet them all. Consider many years ago there was shame and secrecy attached to a cancer diagnosis. With this contest you have helped us who have cancer to show pride, express relief, grief and loss and also to celebrate being alive."*

Sharon bravely shared her breast cancer journey through a photo of herself on a recent trip. *"The photo I sent followed chemotherapy, radiation and three of my four surgeries. At the time, my husband and I had managed a brief getaway to nearby Vancouver Island. I slept most of the three days but managed a walk and relaxed on a bench by the ocean. Being and doing in the outdoors makes me feel healthy and happy."*

"I walk, cry, pray, teach, hope and do research," added Sharon. *"I have begun to read about the manner in which CancerCare educates and supports persons with cancer. I have also begun listening to some of your excellent webinars. I intend to continue reading and listening to your materials."*



Runner-up Sharon C.

See all of the amazing photos at [facebook.com/cancercare!](https://facebook.com/cancercare)

CancerCare® honors Ellen Morrone for National Volunteer Month

Thank you
Ellen Morrone
for 19 years
of service to
CancerCare!
Ellen came to
CancerCare in
1995 and has
volunteered



weekly to instill hope in people affected by cancer. She is seen in the community as a role model who can empathize with CancerCare clients because she lost her husband to cancer. Ellen is especially considerate of the children who have lost a parent to cancer and shares, *"I wish everyone could know about how CancerCare helps these children because growing up without a parent is so hard."*

At the age of 81, she has seized the opportunity to give back and pay it forward as a member of CancerCare's Cecile Sawyer Society. Through a gift in her will, Ellen is able to leave a legacy of support which will help CancerCare continue to serve people affected by a cancer diagnosis for years to come. We are indeed grateful to Ellen for her contributions of time, talent and treasure and we are honored to have her as a volunteer. Ellen, CancerCare salutes you!

Partner Spotlight

CancerCare® Celebrates Important Decade-Long Partnership with the Lavelle Fund for the Blind

Since 2004, CancerCare has been proud to partner with the Lavelle Fund for the Blind to provide financial assistance to individuals with cancers affecting their vision in the New York tri-state area. The fund has recently reaffirmed its support of CancerCare, and these targeted funds will be available for the next three years, expected to benefit 200 patients and their families. In addition to providing direct grants for treatment-related needs, the program also provides comprehensive practical and psychosocial support services to patients and families affected by ocular cancers and other cancers that affect vision. Certain cancers affecting vision, such as retinoblastoma, are diagnosed mostly in children. CancerCare works with the entire family to provide financial and emotional support.

CancerCare prides itself on the accessibility and relevance of its services to individuals affected by all types of cancer throughout the country. The partnership of the Lavelle Fund for the Blind has been instrumental in enhancing and expanding CancerCare's educational programming on vision-related issues. The fund helped open the door to additional support from the Allene Reuss Memorial Trust, which funded CancerCare's first Connect Education Workshop™ teleconference/webinar on managing eye and vision changes related to cancer treatments in fall 2013.

In 2013, CancerCare also added text-to-speech functionality on its website through ReadSpeaker, further increasing accessibility for many individuals. The integrated feature allows site users the option of having text read out loud to them for each of CancerCare's online booklets and fact sheets. Text-to-speech technology removes barriers for auditory learners, people who are visually impaired and those who are learning English as a second language. CancerCare will continue to seek out new channels to serve individuals with visual and other impairments.

Please contact CancerCare at 800-813-HOPE(4673) if you or a loved one has vision issues related to cancer to find out if you are eligible for financial assistance through the Lavelle Fund for the Blind, and visit www.CancerCare.org to learn about other services. The podcast of the Connect Education Workshop, "Managing Eye and Vision Changes Related to Cancer Treatments: A Guide for People Living with Cancer," can be accessed at http://www.CancerCare.org/connect_workshops. CancerCare is grateful to its partners, such as the Lavelle Fund for the Blind and the Allene Reuss Memorial Trust, who enable the organization to serve individuals and families affected by cancer.

TELL YOUR STORY

Everyone has a story to tell. How has CancerCare helped you? Visit www.cancercare.org/stories/share and share your story with others who have been affected by cancer.

Read inspiring personal accounts from people affected by cancer and the ways they've found to cope. Visit www.cancercare.org/stories.

PLAN YOUR GIVING

CancerCare® has been able to provide free support services thanks to the thoughtfulness of our loyal donors like you. We ask that you give thought to making a planned gift to CancerCare. There are many ways to do this, including making a bequest in your estate plans and/or provisions.

If you would like to learn more about ensuring CancerCare's future impact on people with cancer and their families by considering a legacy gift, please contact Director of Major Gifts, Cristina Ryan Raggio at 212-712-8337.

You can also learn more online at www.cancercare.org/support_us/planned_giving.

We thank you for giving thought to our request.

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