



CANCER*Care*®



# Inspiring Help & Hope CancerCare's 2018 Annual Report

NATIONAL | 275 SEVENTH AVENUE, NEW YORK, NY 10001 | [WWW.CANCERCARE.ORG](http://WWW.CANCERCARE.ORG)  
800-813-HOPE (4673) | F: 212-712-8495 | E: [INFO@CANCERCARE.ORG](mailto:INFO@CANCERCARE.ORG)



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Patricia J. Goldsmith  
Chief Executive Officer

*Dear Friends,*

Each day, I am filled with gratitude for the impact we are able to have on the lives of people affected by cancer across the country. The ripple effects of your support—as donors, volunteers, friends and advocates—allowed CancerCare to serve 186,700 people in all 50 states in the past year.

Our professional oncology social workers provided emotional and practical support to 92,234 people through our Hopeline, individual counseling, support groups and community programs. Through 68 Connect Education Workshops led by world-leading experts, CancerCare helped educate 68,979 participants on medical, psychosocial and practical concerns. We welcomed 2 million visits to our websites and distributed over 1.1 million print and digital publications. Finally, CancerCare granted \$41.1 million in financial assistance to 25,499 individuals in need of extra support to cover treatment-related costs like transportation and co-payments.

In this Annual Report, we are proud to showcase the programs and services that we provided in Fiscal Year 2018, including our 10th Annual Healing Hearts Family Bereavement Camp and our growing CancerCare for Kids initiatives. You can also learn more about the nearly \$665,000 in direct financial assistance we disbursed to cancer patients affected by Hurricanes Harvey, Irma, Jose and Maria. Our hurricane relief efforts are a testament to our ability to adapt to the evolving needs of those affected by cancer, and we continue to seek new ways to serve those who turn to CancerCare for help and hope.

*On behalf of the entire CancerCare staff, the Board of Trustees and every client who has utilized our free services, thank you for your support and dedication to our mission.*

Patricia J. Goldsmith  
Chief Executive Officer, CancerCare

Michael Parisi  
President, CancerCare Board of Trustees

*CancerCare 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 CancerCare services are provided by oncology social workers and world-leading cancer experts.*



## SUPPORT GROUPS

CancerCare support groups offer a safe space for people affected by cancer to meet and interact with other people who can understand their experience. Led by oncology social workers, our specialized group environments allow attendees to offer and receive support. This year, we **hosted 176 support groups** to people with cancer, caregivers, survivors and the bereaved.



## INDIVIDUAL COUNSELING

The standard of care for all cancer patients must include addressing the emotional and practical effects of cancer. As the leading national organization dedicated to providing free psychosocial support services, CancerCare's social workers understand the complex issues raised by cancer. More importantly, our social workers know that finding ways to cope with these concerns brings an enormous sense of relief to both the person with cancer and his or her loved ones.

### CancerCare National Hopeline

**800-813-HOPE (4673)**

For more than 70 years, CancerCare has helped people across the U.S. cope with the emotional challenges of cancer. Through the National Hopeline, CancerCare's staff of professional oncology social workers provide free emotional support, information and resources to help individuals better cope with cancer. This year, our social workers helped **76,295 people** through the Hopeline.

### LUNgevity Lung Cancer Helpline

**844-360-LUNG (5864)**

LUNgevity has partnered with CancerCare to offer free, personalized support for patients and caregivers during your lung cancer journey. Oncology social workers are available to help manage your emotional, financial and support challenges.

### Triple Negative Breast Cancer Helpline

**877-880-TNBC (8622)**

The Triple Negative Breast Cancer Foundation has partnered with CancerCare to offer free, professional support services to patients, families and health providers coping with a diagnosis of triple negative breast cancer.

### Financial Assistance and Co-Payment Assistance

CancerCare also provides financial assistance for cancer-related costs and co-payments. Our professional oncology social workers are dedicated to helping those we serve find additional resources to ease their financial burdens. This year, CancerCare disbursed over **\$41.1 million in financial assistance** to **25,499 people**.

25,499 People



Received Financial Assistance

\$41.1 Million



Financial Assistance

### CancerCare's Hurricane Relief Efforts

As part of our mission to provide help and hope to anyone affected by cancer, CancerCare raised almost **\$665,000 in direct financial assistance** for cancer patients residing in the United States, including Puerto Rico and the U.S. Virgin Islands, who were impacted by Hurricanes Harvey, Irma, Jose and Maria.

The majority of these funds were distributed to people with cancer in Puerto Rico and those who have since relocated to the continental United States. In Puerto Rico, direct financial assistance provided through CancerCare helped more than **800 individuals coping with a cancer diagnosis** offset the costs of paying for food, clothing, fuel and bills. CancerCare also partnered with a local medical transportation company to provide **954 rides** to and from oncology practices.

800 Patients



Received Financial Assistance

954 Rides



Provided to and from Oncology Practices

Nearly \$665,000



Raised in Direct Financial Assistance

### EDUCATIONAL RESOURCES

#### Connect Education Workshops

Leading experts in oncology led **68 Connect Education Workshops**, featuring **211 faculty members** and **93 partner organizations**, drawing **68,979 participants** living in 54 different countries.

#### Publications

CancerCare's publications featured more than **300 educational titles** and **distributed 1,126,761 print and digital publications** to health care professionals, patients and caregivers.

#### CancerCare's Websites

CancerCare's websites have grown to become a highly respected online cancer resource and welcomed over **2 million visits this year**.

#### Online Helping Hand

CancerCare's Online Helping Hand is a searchable, online database of financial and practical assistance available for people with cancer. This comprehensive online tool features up-to-date contact information and descriptions for hundreds of national and regional organizations offering financial help to people with cancer. This year, the Online Helping Hand helped **21,973 people affected by cancer** through **37,761 searches**.

#### CANCERCARE MEDITATION APP

To complement our free, emotional support services for people with cancer and their loved ones, CancerCare has partnered with BodyMind Sessions to bring you the CancerCare Meditation app. New this year, the app aims to help people affected by cancer manage the symptoms of treatment, let go of anxiety, achieve deep, restful sleep and stay emotionally balanced.



68

Connect Education Workshops



300+ Publications



2 Million Web Visits



37,761

Helping Hand Searches



100+ Hours of Soothing Music and Natural Sounds

### PEOPLE LIVING WITH CANCER

After Helaine was diagnosed with cancer, she knew she needed to find someone she could talk to openly about her experience. She found the support she needed through CancerCare's free individual counseling and online support groups.

*"I hoped I'd find someone to talk to who really understands what having cancer is. And that's exactly what I got at CancerCare." — Helaine*



### SURVIVORS

After finishing treatment, Nolan joined a CancerCare support group for gay male cancer survivors. Nolan found another home and a source of community in his support group, especially since three of the other men had gone through a similar cancer treatment.

*"The social worker who moderates our group is great about keeping the conversation going and really pinpointing things people say that they might not realize they said." — Nolan*



### THE BEREAVED

Diana first learned about CancerCare from a friend after her husband passed away. She found that joining a support group gave her the chance to connect with others who were grieving and helped put her own experience into perspective. Diana also saw a CancerCare social worker for individual counseling and credits her sessions with helping her learn to take risks.

*"My social worker helped me find the courage within myself to take a chance." — Diana*



### CAREGIVERS

Luis and Mike first came to CancerCare after they learned that Luis's cancer had metastasized. In addition to counseling, Mike and Luis have taken advantage of CancerCare's website and library of publications on cancer-related topics.

*"If you're thinking about reaching out for support, don't delay. The sooner you're able to get help the more help you'll find." — Mike*



## COMMUNITIES

### 10th Annual Healing Hearts Camp

This summer, CancerCare hosted its 10th Annual Healing Hearts Family Bereavement Camp, a free retreat for families and children coping with the loss of a loved one to cancer. For this year's camp, 27 families spent the weekend at the Malibu Dude Ranch in Milford, PA, at an ocean-themed retreat.

### A Resource for Caregivers: MyCancerCircle

MyCancerCircle™ is a simple, customizable online tool that helps organize a community of people who want to lend a hand. It provides a way to coordinate community efforts to support caregivers and their loved ones. This year, MyCancerCircle served 36,045 active users in 2,932 active caregiving communities.

### Brave Beauty Classes

Ten CancerCare clients gathered at our Manhattan office to take part in a Sephora Brave Beauty in the Face of Cancer class. These free classes, which are usually offered in Sephora stores, gave individuals impacted by cancer the opportunity to receive tailored skin care and makeup tips from Sephora's specially-trained makeup artists.

### Legal Clinic

CancerCare and the LegalHealth division of the New York Legal Assistance Group (NYLAG) have joined in a collaboration called the Palliative Care Advocacy Project, funded by the Fan Fox and Leslie R. Samuels Foundation, to establish free on-site legal clinics for New York City. LegalHealth focuses on assisting people with health care-related legal needs.

### Wig Clinic and Breast Prostheses

CancerCare's Wig Clinic and Breast Prostheses Clinic aim to empower women diagnosed with cancer to look and feel their best during treatment and beyond; to cope with dignity and confidence.

CancerCare's Wig Clinic is an opportunity for women diagnosed with any type of cancer who are receiving chemotherapy to receive a free wig with assistance from a wig fitter. CancerCare's Breast Prosthesis Clinic gives women with breast cancer who have had a mastectomy the opportunity to receive free mastectomy supplies and try on mastectomy bras and breast prostheses with assistance from a trained fitter.



## CANCERCARE FOR KIDS

### Back-to-School Program

CancerCare's Back-to-School Program, now in its second year, provides children and teens in the New York tri-state area who have been affected by cancer with school supply packages. The free packages included a backpack, notebooks, folders, pencil case, markers, crayons and/or colored pencils and additional supplies.

### Winter Wonderland

For the second year, CancerCare, in partnership with Flatiron Health, hosted a fun-filled Winter Wonderland Holiday Party. The party was attended by over 70 of CancerCare's clients, including families, adults and caregivers affected by cancer.

### Super Hero Workshop

This past spring, CancerCare's New Jersey office, in partnership with The Valley Hospital, hosted a fun-filled Super Hero Workshop for families affected by cancer. While their children created superheroes, parents attended a support group.

### Winter Warmth Program

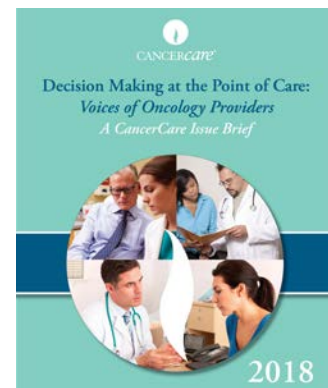
The CancerCare Winter Warmth Program provides children and teens who have been affected by cancer in New York City, Long Island, New Jersey and Connecticut with free winter warmth packages. Each package included a blanket, hat, scarf, gloves and socks. Packages were provided to families free of charge.



CancerCare’s Patient Values Initiative (PVI), established in 2017, aims to ensure that patients’ priorities become key considerations in planning and deciding on their treatment. Our second PVI white paper, “Decision Making at the Point of Care: Voices of Oncology Providers,” offers provider perspectives on collecting and integrating patient preferences into decision making. To understand the scope of concerns, CancerCare conducted in-depth interviews with oncology providers, practice managers and electronic medical record developers.

The study found that many providers do not feel properly equipped to record lifestyle data such as personal goals, upcoming events and quality-of-life concerns in a standardized, systematic way. Based on this study as well as findings from the 2016 CancerCare Patient Access and Engagement Report, CancerCare will develop prototype tools that enable providers to capture information about patients’ preferences and priorities before treatment plans are finalized.

**“Assisting Patients With the Cost Burden of Cancer Diagnosis and Treatment: Next-Generation Sequencing Testing, Off-Label Medications, and More” ASCO presentation**



At this year’s American Society of Clinical Oncology (ASCO) Annual Meeting, CancerCare’s Chief Strategy and Policy Officer, Ellen Miller Sonet discussed several strategies for assisting patients experiencing financial burdens. Her presentation, highlighted the importance and challenges of discussing and managing cost of care with patients.

“Have you ever made a major purchase without knowing the price, be it a car, camera or computer?” Sonet asked the ASCO audience. “Because that’s what cancer patients do. They agree to a cancer treatment plan, and they don’t know what it will cost them.” Her presentation went on to address shouldering the burden of financial conversations, how to mitigate the strain of treatment costs and community and national resources available for patients.

Sonet’s efforts to educate providers on alleviating the burden of financial toxicity are a reflection of CancerCare’s ongoing efforts to bring awareness to issues at the forefront of patients’ minds as they attempt to access the best treatment for them.

Ms. Sonet has also been collaborating with a team of experts in the field of health economics and outcomes research to bring the patient voice to discussions regarding value and value frameworks. In addition to participating in a panel discussion at the annual meeting of the International Society of Pharmacoeconomics and Research Outcomes, she co-authored a Health Affairs blog focused on the need for a new patient-centered decision tool for value-based treatment choices in oncology.

**CANCERCARE SOCIAL WORKER RECEIVES NASW MID-CAREER LEADER AWARD**

CancerCare’s Director of Social Work Administration, Angelique Caba, was awarded the Mid-Career Leader Award by the National Association of Social Workers (NASW), New York City Chapter. During her time at CancerCare, Angelique has also served as the Child and AYA Program Director and worked to expand our services for Spanish-speaking clients.

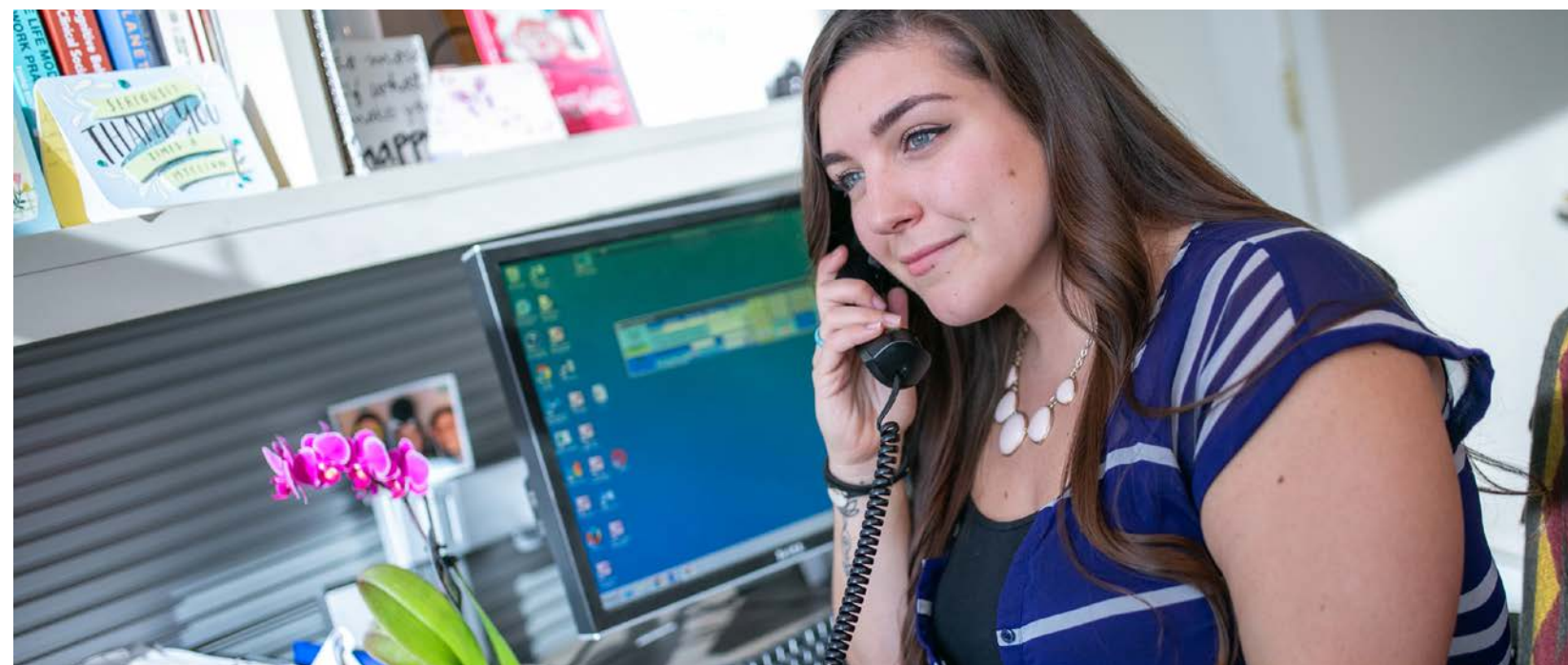
**SUPPORTING CAREGIVERS AT MASSACHUSETTS GENERAL HOSPITAL**

Maryrose Mongelli, CancerCare’s Women’s Cancers Program Coordinator, presented at the Bridging the Divide: Mental Health and Cancer Care conference in May. Maryrose spoke on providing caregivers toolkits to better support patients and expanding caregiving teams to include family and community members.

**2018 ASSOCIATION OF ONCOLOGY SOCIAL WORK (AOSW) CONFERENCE**

CancerCare’s Child and AYA Program Manager, Sarah Paul, was awarded Third Place for the AOSW Poster Session. Sarah was given this award for her poster presentation, “‘But you don’t look sick’: Managing the Complex Psychosocial Needs of Young Adult Patients with Metastatic Cancer.”

William Goeren, CancerCare’s Director of Clinical Programs, gave a presentation called “The LGBTQ Communities and Cancer.” This presentation gave an overview on cancer in the LGBTQ communities and the impact of healthcare disparities it has.





### *Avon Foundation for Women*

The Avon Breast Cancer Crusade and CancerCare formed the AvonCares program to improve the lives of women with breast cancer through direct financial assistance for home care, child care and transportation costs. In 2018, CancerCare received a \$500,000 grant to help relieve the financial burden of thousands of low-income breast cancer patients across the United States.

### *Caribou Coffee*

Each October, Caribou Coffee has honored their original Roastmaster, Amy Erickson, who passed away from breast cancer in 1995 through the “Amy’s Blend” campaign. CancerCare is honored to have received a portion of the proceeds from coffee and merchandise sales through the campaign, which has provided \$190,000 to breast cancer patients each year.

### *Cancer.com*

Cancer.com is a collaborative effort to provide patients and caregivers with up-to-date cancer resources and information to help anyone affected by cancer feel educated, motivated and inspired throughout their experience. By tailoring information to visitors’ needs, Cancer.com helps users find information on specific cancer types, build skills to manage individual challenges, connect with others for support and discover local resources.

### *eSalon*

eSalon, the only provider of individually blended salon hair color for home use, donated a portion of their October proceeds in honor of Breast Cancer Awareness Month. For the fourth year in a row, their support will benefit women and their loved ones who have been affected by a cancer diagnosis.

### *Komen Treatment Assistance Fund*

Founded in partnership with Susan G. Komen®, the Komen Treatment Assistance Fund provides financial assistance for low-income, underinsured, uninsured and medically underserved breast cancer patients. Through a significant total grant of \$1,785,500, thousands affected by breast cancer will be able to pay for transportation, select medications and therapies, child care and more.

### *Magnolia Meals at Home*

Through Magnolia Meals at Home, free nutritious and thoughtfully prepared meals are delivered to patients living with breast cancer, thyroid cancer, kidney cancer or soft tissue sarcoma. This service frees up valuable time, energy and resources, enabling people coping with cancer to focus on treatment, family and other concerns. Magnolia Meals at Home is sponsored by Eisai; service is available in select communities in Connecticut, New Jersey, New York, North Carolina and Massachusetts.

### *Mary Kay Foundation Touching Hearts Program*

For nearly 20 years, the Mary Kay Foundation has supported CancerCare’s Touching Hearts Program, helping provide direct financial assistance to help women with any cancer diagnosis cover treatment-related costs, such as transportation, homecare and child care. The Foundation’s \$400,000 contribution will have a profound impact on the lives of women coping with cancer across the country.

### *New York Community Trust*

Thanks to a \$700,000 grant from The New York Community Trust, CancerCare is able to provide financial assistance to low-income New York City residents and families affected by a cancer diagnosis. The New York Community Trust is one of the country’s largest community foundations and has donated over \$11 million in support of CancerCare’s mission since 2000.

### *The Tutu Project*

Photographer Bob Carey created The Tutu Project in 2003 and returned to the concept after his wife, Linda, was diagnosed with breast cancer. In the years since, Bob has taken self-portraits with the tutu in both far-flung (Colombia, Greece) and unexpected (malls, airports, farms) locations to inspire laughter and hope in the face of the unknown. A generous grant from the Carey Foundation allows CancerCare to directly support those affected by a breast cancer diagnosis.



## 2018 CancerCare Gala Honors Health Care Luminaries

Philanthropists, health care industry leaders, patient advocates and supporters of CancerCare attended the 2018 Gala on April 25, raising important funds to support free services. On behalf of CancerCare's social work team, Director of Clinical Programs, William Goeren, MSW, OSW-C, presented the Help & Hope Award to Cornelia & Rob Spring in recognition of their longtime support. CancerCare Chief Executive Officer, Patricia J. Goldsmith, presented the Partnership Award to CancerCare supporter TESARO.



## TD Five Boro Bike Tour

Each year, the TD Five Boro Bike Tour gives cyclists the chance to bike through the city streets with no cars in sight. CancerCare's dedicated team of cyclists not only conquered the 40-mile ride: they helped raised more than \$45,000 for anyone affected by cancer.



## 30th Annual Festival of Hope Gala

The 30th Annual Festival of Hope Gala, held in May 2018 at the Park Savoy in Florham Park, New Jersey, raised nearly \$130,000 to support local families in coping with cancer-related financial and social issues. A portion of the donations will directly support the Healing Hearts Bereavement Camp. This year, CancerCare was privileged to honor Barbara Parmese with the 2018 Help and Hope Volunteer Award.



## Classic Golf Tournament

The CancerCare Classic Golf Tournament at the Westchester Country Club in Rye, New York, raised nearly \$160,000 in support of free programs and services for anyone affected by cancer.



## Longest Day of Golf

The Longest Day of Golf, a marathon like no other, brought together CancerCare's most dedicated golf enthusiasts to test their limits. This year's event raised over \$160,000 for CancerCare.



## Paramus Walk/Run for Hope

The 30th Annual Paramus Walk/Run for Hope, held in September 2017 at Bergen Community College, brought together local community members for a series of family friendly 5K events. This event raised nearly \$110,000 for those coping with a cancer diagnosis and their loved ones.



## Fairfield Walk/Run for Hope

An enthusiastic 50,000 walkers, runners and volunteers joined the Fairfield Walk/Run for Hope at Jennings Beach in September 2017 to celebrate survivors, remember loved ones and support people affected by cancer. Our supporters collectively raised more than \$50,000 to benefit CancerCare.



## Lung Cancer Walk for Hope

More than 500 walkers, runners and volunteers joined CancerCare's 15th Annual Lung Cancer Walk for Hope in Woodbury, New York, to celebrate survivors, remember loved ones and support people affected by lung cancer. This year's event raised over \$135,000 for CancerCare.

*\$1,000,000+*

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Thank you for  
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Max and I really benefited  
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Thank you -  
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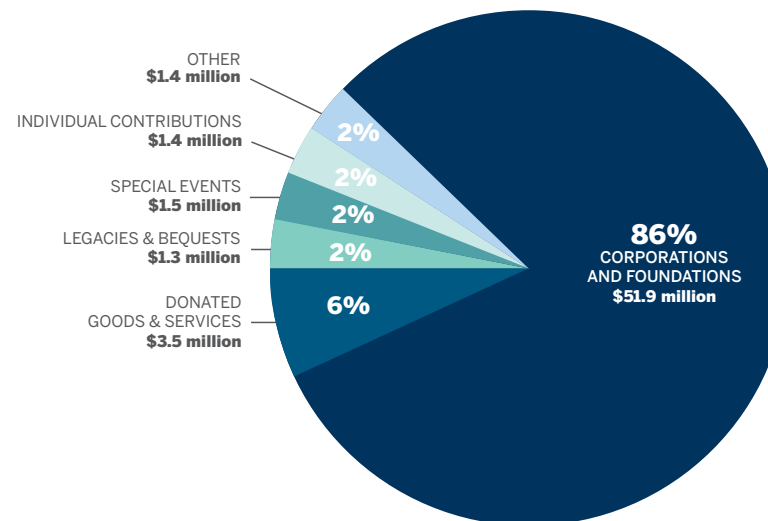
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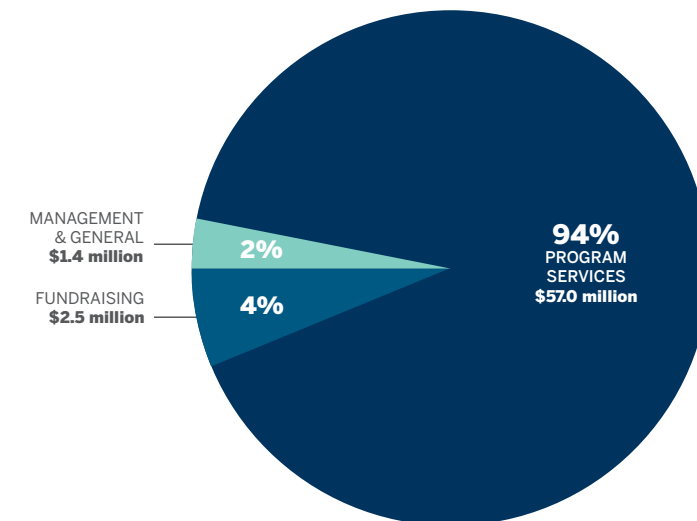
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- Our professional oncology social workers provided emotional and practical support to **92,234 people** through our Hopeline, individual counseling, support groups and community programs.
- CancerCare provided **\$41.1 million** in financial assistance to **25,499 people** to help with treatment-related costs such as transportation, home care, child care and co-payment assistance.
- Leading experts in oncology led **68 Connect Education Workshops**, featuring **211 faculty members** and **93 partner organizations**, drawing **68,979 participants**.
- CancerCare distributed **1,126,761 print and digital publications** to health care professionals, patients and caregivers.
- MyCancerCircle™ served **36,045 active users** in **2,932 active caregiver communities**.
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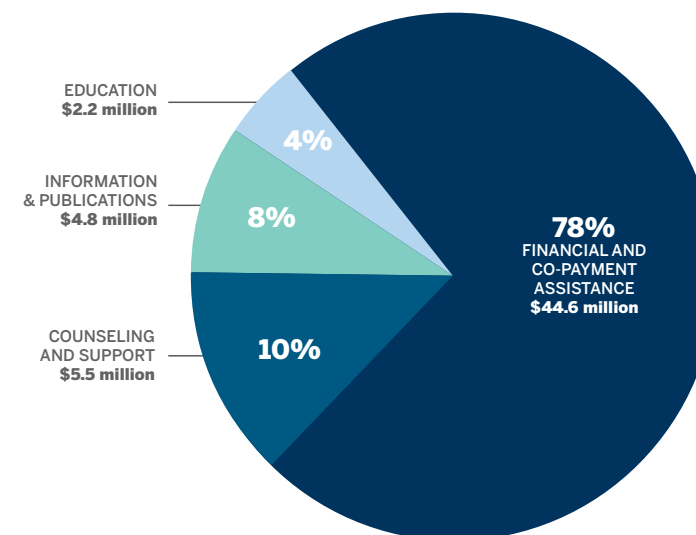
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