



CANCERcare®

Over 75 Years of Help and Hope



# Fiscal Year 2020 Annual Report





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Dear Friends,



Patricia J. Goldsmith  
Chief Executive Officer

By any measure, it seems an understatement to say that we’ve experienced considerable change in the past year. The landscapes of oncology, of advocacy and of life are radically different than they were only twelve months ago.

The opening half of the fiscal year felt familiar, with our Back-to-School program, our regional walk/runs (including our first pet-friendly event) and our traditional client holiday parties in December. As we entered 2020, we launched a slate of exciting new initiatives, including expanded young adult community programs, our Cancer Out Loud podcast series and the expansion of our Pet Assistance & Wellness (PAW) Program. Then, as the true magnitude of the coronavirus pandemic became clear, so too did the need for action.

I have been humbled by the dedication shown by our staff, who pulled together to ensure we did not miss a step in our responses to the pandemic. We swiftly transitioned our in-person services to the telephone for the safety of our clients and our colleagues, developed brand-new educational materials about the coronavirus and COVID-19, opened multiple financial assistance funds, launched a transportation program, recorded a podcast miniseries, kept our clients updated through multiple Connect Education Workshops and established a new case management service to help clients overcome barriers to care.

In normal times, doing half of these things in three months would have been impressive; to do all of them as our staff was learning to operate in a fully remote environment is nothing short of remarkable and a tribute to the dedication of CancerCare’s staff.

As we embark on another year of serving those who have been impacted by a cancer diagnosis, the message I want to leave you with is one of resilience. None of us can be certain of what the coming year will bring—but I am certain that we have the passion, the skills and the determination to overcome whatever challenges may come our way. We have proven our resilience time and again throughout our 76-year history, and this is a legacy we will continue to uphold.

**On behalf of the entire CancerCare staff, the Board of Trustees and every client who has utilized our free services, thank you, as always, for your faith in us and your support.**

Sincerely,

Patricia J. Goldsmith  
Chief Executive Officer, CancerCare

Michael Parisi  
President, CancerCare Board of Trustees

**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 case management, 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 master’s-prepared oncology social workers and world-leading cancer experts.**



## Case Management

CancerCare provides free telephone case management to people living with cancer, post-treatment survivors and caregivers affected by cancer throughout the country. Provided by our staff of oncology social workers, clients receive help overcoming barriers to care, improving communication with their medical team and finding information and resources in their community.

## Support Groups

CancerCare’s support groups offer spaces for those affected by cancer to connect with others who understand their experiences. Guided by master’s-prepared oncology social workers, these specialized group environments allow attendees to offer and receive support in numerous ways. **This year, we hosted 229 support groups for cancer patients, caregivers, post-treatment survivors and the bereaved.**



## Individual Counseling

Every cancer patient has unique emotional and practical needs. Through individual counseling, our oncology social workers offer one-on-one psychosocial support to people living with cancer, caregivers, loved ones and the bereaved in New York and New Jersey.

### CancerCare Hopeline 800-813-HOPE (4673)

Our toll-free Hopeline allows CancerCare’s staff of master’s-prepared oncology social workers to provide support and resources to anyone across the country affected by a cancer diagnosis. **This year, our social workers answered 69,865 calls through our Hopeline.**



### LUNgevity Lung Cancer Helpline 844-360-LUNG (5864)

CancerCare’s continued partnership with LUNgevity helps deliver free, personalized support to caregivers and patients facing a lung cancer diagnosis through the Lung Cancer Helpline, supporting a range of emotional, financial and informational needs.



### Triple Negative Breast Cancer Helpline 877-880-TNBC (8622)

In partnership with the Triple Negative Breast Cancer Foundation, our Triple Negative Breast Cancer Helpline offers free, professional support services to patients and their loved ones coping with triple negative breast cancer.



*Financial Assistance*

**Financial Assistance and Co-Payment Assistance**



CancerCare provides financial assistance to help with cancer-related costs and co-payments. **This year, CancerCare provided \$48.7 million in financial assistance to 29,004 individuals.**

**COA/CancerCare Patient Assistance Transportation Program**



To help cancer patients reduce their risk of infection during the pandemic, CancerCare joined with the Community Oncology Alliance (COA) to supply door-to-door transit. **This fiscal year, we provided approximately 3,700 rides to and from treatment.**

**Pet Assistance & Wellness (PAW) Program**



CancerCare added a financial assistance component to our PAW Program, which helps cat and dog owners with the costs of pet care including pet food, veterinary bills and other expenses. **We assisted over 600 cancer patients, helping keep pets and families together.**

**COA/CancerCare Patient Financial Assistance Fund**



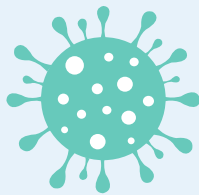
The effects of the coronavirus have changed lives in many ways. CancerCare and COA opened a financial fund to provide grants to those active cancer treatment.

**Breathe Easier: Emergency Response Fund**



In conjunction with CancerCare, LUNgevity launched a fund to meet basic needs like food, transportation and general household bills for those affected by lung cancer.

**COVID-19 Financial Assistance Fund**



CancerCare established a financial assistance fund for COVID-19, dedicated to helping cancer patients in active treatment cope with disruptions in work and care. **Expenses covered by the fund included food, transportation, home care and child care.**

*Educational Resources*

**Connect Education Workshops**

CancerCare Connect® Education Workshops are a cost-free way to learn about cancer-related issues from the convenience of your home or office. Leading experts in oncology provide the most up-to-date information on the telephone or online. These free, one-hour educational workshops present the latest in treatment options, clinical trials and so much more. Attendees may listen by phone or online, with podcasts available after each workshop. **Experts led 75 workshops this year, featuring 245 presentations from 130 experts and 98 partner organizations, drawing 65,596 participants.**

**Publications**

CancerCare continually refreshes more than 300 easy-to-read fact sheets and booklets providing expert insight on a range of cancer-related topics. These can be read online, downloaded as PDFs or mailed nationwide. **This year, our publications were accessed 1,273,864 times by people living with cancer, loved ones and health care professionals.**

**CancerCare's Websites**

CancerCare's websites provide access to our many resources and programs. **Our sites welcomed over 2.36 million visits this year.**

**Online Helping Hand**

A comprehensive gathering of financial and practical assistance for anyone impacted by cancer, CancerCare's Online Helping Hand features up-to-date descriptions and contact information for hundreds of national and regional organizations covering a wealth of cancer-related issues. **Users completed 69,020 searches through our Online Helping Hand.**

**Other Coronavirus Resources**

In a year of concern surrounding the coronavirus pandemic, CancerCare continued to provide as many resources as possible. We dedicated multiple Connect Education Workshops to COVID-19 and its impact on the cancer community, hosted a telephone support group for those struggling with its emotional and practical impacts, published ten brand-new fact sheets and developed a podcast miniseries covering a range of coronavirus-related issues.





## Client Spotlight



Jessica's husband, Tommy, was diagnosed with esophageal cancer in October 2017, shortly after returning home from their honeymoon. Tommy had lived with chronic acid reflux, and for the year before his diagnosis, Jessica and Tommy thought his symptoms were simply indigestion.

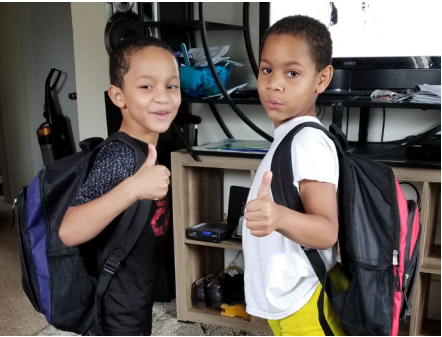
After her initial denial, Jessica quickly went into game-plan mode. She reached out to everyone, speaking with doctors and updating loved ones. As a result of taking all of this on and not acknowledging her own mental and physical health, Jessica ended up getting sick herself.

That's when she began individual counseling with a master's-prepared oncology social worker at CancerCare. For Jessica, it was helpful to have someone who was outside of the situation who had experience talking to people affected by cancer. She learned how to communicate with Tommy's care team and how to ask for help from loved ones. Tommy also joined a CancerCare support group, which has helped him open up about his diagnosis.

Thanks to CancerCare, both Jessica and Tommy were able to learn and develop coping strategies they could rely on throughout Tommy's cancer experience. Jessica has even started her own company, Better + Co., which sells apparel, cards and cancer planners designed to encourage and empower the cancer community.

To learn more about CancerCare's free support for caregivers, visit [www.cancercare.org/caregiving](http://www.cancercare.org/caregiving).

## CancerCare for Kids



### Back to School Program

Since 2016, the CancerCare for Kids Back-to-School Program has been providing new backpacks full of school supplies to children and teens in the tri-state area. Over 200 free back-to-school packages were sent out, which included items such as a backpack, notebooks, folders, pencil cases, markers, crayons and/or colored pencils and additional age-appropriate supplies.



### Winter Warmth

The CancerCare Winter Warmth Program provides children and teens who have been affected by cancer in the tri-state area with important winter supplies. This year, 155 packages were sent out to over 75 families, including Love Your Melon knit hats and Bombas socks.



### Winter Wonderland

For the third year, CancerCare, in partnership with Flatiron Health, hosted a fun-filled Winter Wonderland Holiday Party. The party was attended by over 80 of CancerCare's clients, including families, adults and caregivers affected by cancer. Throughout the night, guests got into the festive spirit with arts and crafts and everyone bonded over the countless trays of food and cupcakes from Georgetown Bakery.



### Holiday Toy Drive

Each year, Phi Beta Kappa hosts a toy drive to benefit CancerCare clients and families. With the help of the Diana Napoli Fund and Hines Property Management, 100 children and teens affected by cancer were able to receive gift certificates, books and toys.



## Communities

### Cancer Out Loud: The CancerCare Podcast

Launched in March 2020, Cancer Out Loud: The CancerCare Podcast features conversations with people living with cancer, caregivers, post-treatment survivors, loved ones and the bereaved. Each episode sheds light on what it's really like to be part of a support group, maintain a career during treatment, cope with grief and much more. Our special miniseries on the coronavirus pandemic addressed topics including social distancing, caregiver concerns and mindfulness.

### Healing Hearts

CancerCare's Healing Hearts Family Bereavement Camp is an annual highlight for clients, their families and staff. Due to COVID-19, CancerCare held a virtual activity workshop this summer to help them connect with other families and honor their loved ones. Each family received a package with a star mandala, markers, pencils, an emotional color wheel and guided questions about their loved one for the activity.

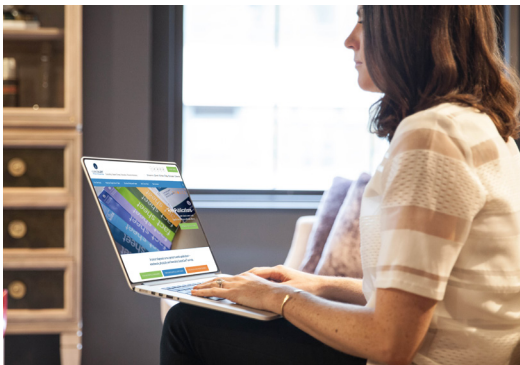
### Wig Clinic and Breast Prosthesis Clinic

CancerCare's Wig Clinic and Breast Prostheses Clinics aim to empower women diagnosed with cancer to look and feel their best during treatment and beyond. CancerCare's Wig Clinic is an opportunity for women who are receiving chemotherapy to receive a free wig with assistance from a professional wig fitter.

CancerCare's Breast Prosthesis Clinic gives women who have had a mastectomy due to breast cancer treatment the opportunity to receive free mastectomy supplies and try on mastectomy bras and breast prostheses with assistance from a trained fitter. This year, we distributed 287 wigs and prostheses to clients affected by cancer.

### My Cancer Circle

My Cancer Circle is a simple, customizable online tool that helps organize a community of people who want to lend a hand to caregivers and their loved ones. The tool has helped thousands of users since 2013, with 32,482 active users participating in 1,582 active caregiver communities this year alone.



### Young Adult Community Programs

CancerCare launched a series of educational workshops for young adults affected by cancer. These workshops provide information pertaining to relevant topics such as fertility preservation, dating and relationships, survivorship, nutrition and exercise, communicating with your medical team, returning to work/disclosure in the workplace and many others.

We also hosted a bereavement potluck called Grieving Out Loud, allowing young adults to gather, connect and share memories, and we continued our yoga series in-person and virtually.

### Legal Clinic

CancerCare and the LegalHealth division of the New York Legal Assistance Group (NYLAG) have joined in a collaboration to establish free on-site legal clinics for New York City CancerCare clients. This initiative, funded in part by AbbVie Pharmaceuticals, provides assistance for those with a cancer diagnosis, caregivers and the bereaved who have a range of health care-related legal needs.

### Brave Beauty Classes

Since 2018, CancerCare and Sephora have partnered to host Brave Beauty in the Face of Cancer classes for CancerCare clients. These free classes give individuals impacted by cancer the opportunity to receive tailored skin care and makeup tips from Sephora's specially trained makeup artists. This year, CancerCare and Sephora held five Brave Beauty classes, two of which were held virtually due to COVID-19.





## Advocacy and Public Policy

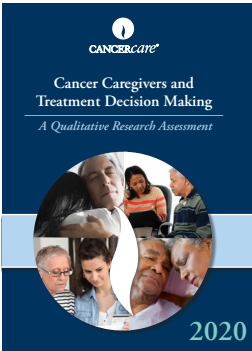


Our advocacy and public policy efforts have continued to amplify patient voices and highlight the importance of shared decision making. The year’s major initiatives include the development of the Employers’ Prescription for Employee Protection Toolkit, the What Matters to Me (WMTM) decision aid and a research initiative focused on caregivers, all of which foreground patient-centric decisions in cancer care.

The Employer’s Prescription for Employee Protection Toolkit is being designed in response to the increasing complexities of the American health care system. Utilization management (UM) has become a common way for insurers to keep premium costs artificially low, portrayed to employers as a benign way to control costs. However, when it comes to conditions such as cancer, UM policies such as prior authorization, mandatory mail-order pharmacy commitments and step therapy can lead to dangerous delays in treatment. Through the toolkit, employers will be equipped with the means to understand, evaluate and design prescription benefit packages that provide employees with the best possible care when they need it most.

The What Matters to Me tool aims to provide patients and caregivers with a clear, easy way to communicate quality of life priorities to their cancer care team. Feasibility testing is being done in collaboration with Montefiore Medical Center in New York City. Presented as a simple grid, it allows patients to indicate what concerns them most, such as continuing to work, special events or vacations, living independently or financial challenges. It presents a concise snapshot of patient priorities, so clinicians can recommend treatment plans that reflect what matters to patients. Completing the WMTM worksheet will help foster candid conversations between the patient and clinical care team about the impact of treatment choices and what quality of life means to the individual patient. Our hope is that it will be used during the initial treatment planning process, as well as at points of treatment transition.

Finally, we are conducting a large national research project regarding the role of caregivers in cancer treatment decision making. “It’s important that caregivers have access to the information they need in order to weigh in on the treatment plan that best suits their loved one,” shared Ellen Miller-Sonet, CancerCare’s Chief Strategy and Policy Officer. “Fielding this research is critical to clarifying caregiver concerns, gaps in knowledge and how we can help address them.” **The first report from this initiative, Cancer Caregivers and Treatment Decision Making, was published in September 2020 and can be read at [cancer.org/patientvaluesinitiative](https://cancer.org/patientvaluesinitiative).** The results of a large national survey will be released in 2021.



## CancerCare Social Workers Showcase Their Expertise



**CancerCare’s Director of Clinical Programs, Sarah Paul, MSW, LCSW**, received the 2020 NASW-NYC Aquamarine Leadership Award of the National Association of Social Workers – New York City Chapter (NASW-NYC). The NASW National Awards acknowledge transformative leaders in the social work profession who represent high ethics and social work values. Ms. Paul has been a force at CancerCare, spearheading new cross-cultural outreach to children, teens, young adults and families in need.



**Director of Specialized Programs, Marissa Fors, MSW, LCSW, OSW-C, C-ASWCM, CCM**, also received the 2020 NASW-NYC Aquamarine Leadership Award. Ms. Fors was a founding member of the Komen Helpline team at CancerCare, taking over as director in 2017. In her current role, she conceptualizes and manages the organization’s special programs. This award highlights her exemplary leadership, innovation and dynamic vision.



**CancerCare’s CEO Patricia J. Goldsmith** was selected as a Top 25 Change Maker in Cancer Health’s Summer 2020 issue. This award honors innovators who have been personally affected by cancer and have made it their mission to create positive change for those living with cancer. Ms. Goldsmith was recognized for her work on CancerCare’s Pet Assistance & Wellness (PAW) Program, which helps cat and dog owners who are affected by cancer.



*We are proud to collaborate with various partners whose values align with our mission to support anyone affected by cancer.*

**Alive We're Empowered (AWE)**

Founded by three-time cancer survivor Jill Johnson, AWE is a new fine jewelry brand dedicated for those who have faced life-altering adversity. Following their mission to empower, unite and celebrate, they contribute 20% of the proceeds from gifts purchased on AWEinspired.com toward CancerCare's national programs.

**Cancer.com**

A collaborative effort to provide patients and caregivers with current cancer resources and information, Cancer.com helps users connect with others for support, discover local resources and feel motivated and inspired throughout their individual challenges.

**eSalon**

eSalon donated a portion of their October proceeds to honor Breast Cancer Awareness Month. Since 2013, their support for CancerCare has benefitted those affected by breast cancer and their loved ones.

**French Presse**

A high-end bedding and lifestyle retail store, French Presse honors its founder Sarah de Havenon-Fowler, who passed away after a battle with glioblastoma in 2018, by sponsoring fundraising events for CancerCare's vital programs.

**Komen Treatment Assistance Fund**

Founded in partnership with Susan G. Komen®, the Komen Treatment Assistance Fund provides financial assistance to low-income, underinsured, uninsured and medically underserved breast cancer patients. This fiscal year, we distributed funds to help thousands affected by breast cancer afford select therapies and medications, child care, transportation and more.



**Magnolia Meals at Home**

Magnolia Meals at Home's free, nutritious and thoughtfully prepared meals have become even more important for higher-risk populations. We helped provide 7,860 meals in the tri-state area, including 920 specially shipped, contact-free deliveries over the course of the pandemic. These meals are supplied to patients and families affected by cancer to help them focus their time and energy on treatment and other concerns. Sponsored by Eisai, this 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, which provides direct financial assistance to help women cover treatment-related costs, including transportation, home care and child care expenses. The Foundation's \$200,000 contribution has a profound impact on the lives of many who are coping with cancer across the country.

**The New York Community Trust**

Thanks to a generous \$700,000 grant from The New York Community Trust, CancerCare has been able to provide financial assistance to low-income New York City residents and families affected by a cancer diagnosis. One of the largest community foundations in the country, The Trust has made more than \$20 million in grants to support CancerCare's financial assistance program since 1985.



## CancerCare’s Regional Offices and Fundraisers

### Longest Day of Golf

The Longest Day of Golf is an exciting opportunity for CancerCare’s supporters and biggest golf enthusiasts to showcase their talents and golf all day in support of our free services.

### New Jersey Wag, Walk and Run

On September 15, CancerCare hosted a Walk, Wag & Run event at Overpeck County Park in Leonia, NJ. This family-friendly 5K event spread awareness and raised money for CancerCare’s free, professional services available to anyone affected by a cancer diagnosis. The New Jersey Walk/Run started 31 years ago, and this year, in honor of CancerCare’s Pet Assistance & Wellness (PAW) Program, dogs were invited to join in the festivities for the first time.

### Lung Cancer Walk for Hope

On November 3, hundreds of walkers and volunteers participated in CancerCare’s 17th Annual Lung Cancer Walk for Hope in Woodbury, New York, to support those affected by lung cancer and to celebrate survivors and remember loved ones. The dedication of our Long Island supporters helped raise crucial funds to continue offering help and hope to those who need it most.

### New York Gala Auction

In April, CancerCare made the difficult decision to cancel the national gala to ensure the safety of supporters, staff and the public at large. Instead, the auction and donation opportunity was moved online to fund CancerCare’s free, professional support services. With those dollars and the support of our donors who had previously committed to the event, we exceeded our net fundraising goals, allowing us to remain a source of help and hope to anyone affected by cancer.

### Young Professionals Committee Fundraiser (StandUp4CancerCare)

CancerCare’s Young Professionals Committee (YPC) offers leaders under the age of 40 in the tri-state area the opportunity to engage and network with like-minded individuals dedicated to advancing CancerCare’s mission. On June 18, YPC hosted its first virtual comedy fundraiser event, “StandUp4CancerCare,” featuring New York City-based comics Amy Veltman, Gianmarco Soresi, Joan Glackin and Amamah Sardar. Thanks to generous donors and supporters, the event was a huge success and was able to raise equivalent of three new scholarships for those attending college who have recently lost a parent to cancer.



Champion



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*Thanks to our generous donors, CancerCare raised \$70.5 million to support our programs and services. We would like to especially acknowledge the donors who contributed \$500 or more this year.*

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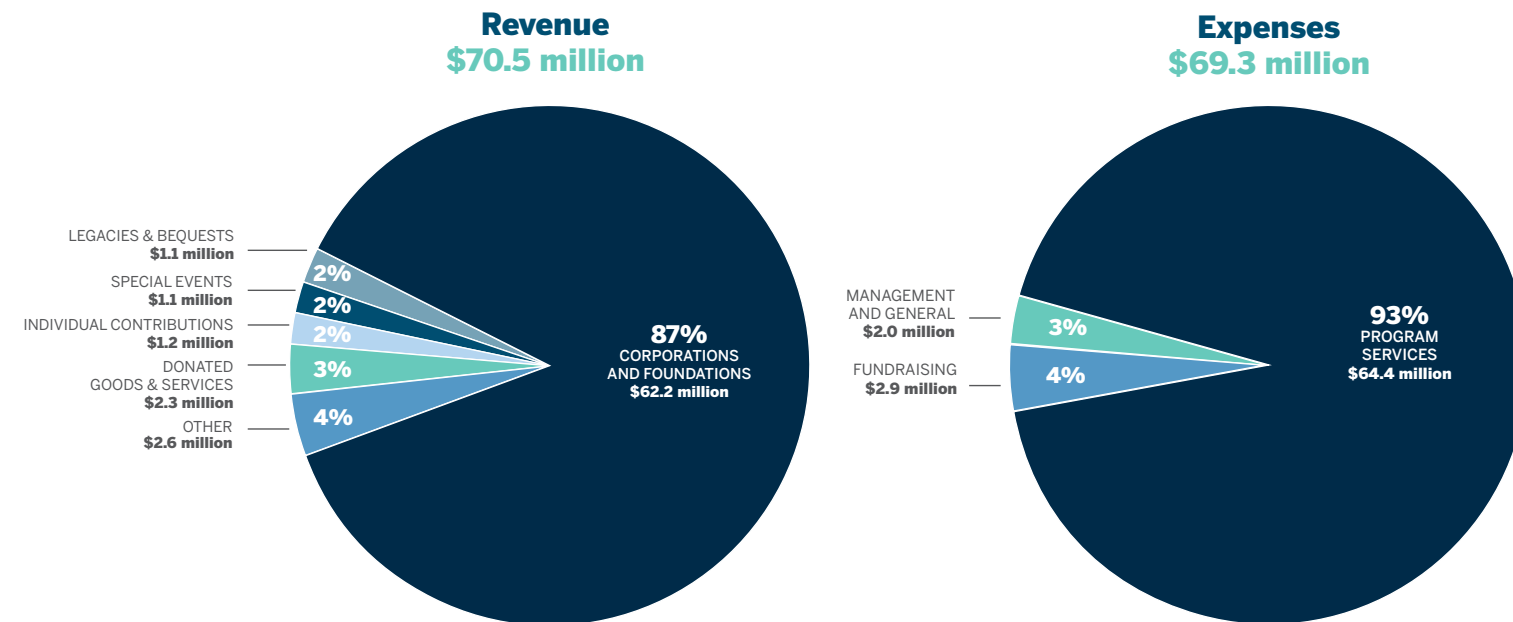
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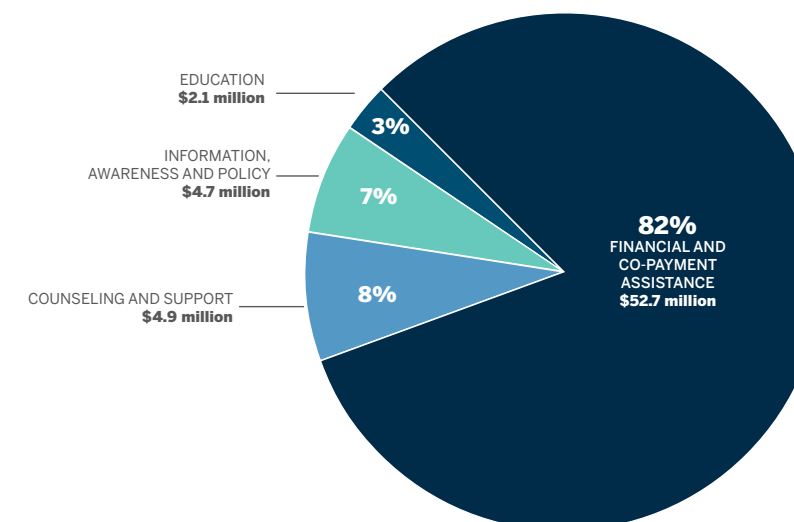
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- CancerCare provided **209,454 services** to people affected by cancer, serving clients with **96 different types** of cancer in all **50 states**.
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- Our staff provided **30,930 hours of emotional and practical support** through our Hopeline, individual counseling, support groups, community programs and more.
- CancerCare provided **\$48.7 million** in financial assistance to **29,004 people** for costs including transportation and practical needs.
- CancerCare welcomed **2.36 million visits** to our websites, and users completed **69,020 searches** in our Online Helping Hand to find practical and financial assistance.
- We distributed **1,273,864 print and digital publications** to people living with cancer, caregivers, loved ones and health care professionals.
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The information presented herein reflects the consolidated financial statements for CancerCare, as of and for the year ended June 30, 2020. A copy of CancerCare's latest financial report may be obtained online at: [www.cancercare.org/about/financials](http://www.cancercare.org/about/financials), or by writing to: New York State Department of Law, Charities Bureau, 120 Broadway, New York, NY 10006.



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