



CANCER SUPPORT COMMUNITY™

A Global Network of Education and Hope



REALIZING THE PROMISE OF PATIENT-CENTERED CARE

ANNUAL REPORT 2012

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ABOUT THE CANCER SUPPORT COMMUNITY

The mission of the Cancer Support Community (CSC) is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community. In 2009, The Wellness Community and Gilda's Club joined forces to become the Cancer Support Community. The combined organization, with more than 50 years of collective experience, provides the highest quality social and emotional support for people impacted by cancer through a network of 55 licensed affiliates, over 100 satellite locations and a vibrant online community, touching more than one million people each year.

Backed by evidence that the best cancer care includes social and emotional support, the Cancer Support Community offers these services free of charge to men, women and children with any type or stage of cancer, and to their loved ones. As the largest, professionally led, nonprofit network of cancer support worldwide, the Cancer Support Community delivers a comprehensive menu of personalized and essential services including support groups, educational workshops, exercise, art and nutrition classes and social activities for the entire family. In 2012, CSC delivered more than \$40 million in free services to patients and families. The Cancer Support Community is advancing the innovations that are becoming the standard in complete cancer care.

DEAR FRIENDS OF THE CANCER SUPPORT COMMUNITY

2012 was a landmark year for the Cancer Support Community as we continued to make strides that realize the promise of patient-centered care.

Screening people with cancer for social and emotional distress is becoming a standard at institutions across the country, and the Cancer Support Community is paving the way for hospital systems, community oncology practices and nonprofit organizations to incorporate screening and follow-up psychosocial care through the *CancerSupportSource* program.

Launched in April, the *Cancer Support Helpline* allows us to serve even more people around the corner and around the world—answering questions about their cancer experience, helping them prepare for their next health care appointment and pointing them to community resources that can help them navigate their journey.

Our Hill Day in May was an opportunity for CSC and our affiliates to assert our collective voice in 35 congressional offices, educating legislators on the importance of integrating social and emotional care with medical care and setting the framework for larger public policy initiatives on the horizon.

In the pages that follow, we are proud to take you through our direct patient and caregiver programs, our innovative research endeavors and our advocacy and public policy work—all positioned to advance our mission: ensuring that all people impacted by cancer are **empowered** by knowledge, **strengthened** by action and **sustained** by community.

We would also like to thank all of our supporters who make our work possible—the people who lend their time, resources and talents to help us develop the highest quality evidence-based programs and disseminate them to everyone who needs them. We are in the midst of an exciting movement that is making patient-centered care the standard in the cancer experience, and we look forward to ongoing and future partnerships as we improve this experience together.

Warm regards,



Kim Thiboldeaux
President and CEO



J. Neil Bassett
Board Chair



Kim Thiboldeaux



Neil Bassett

DELIVERING PATIENT-CENTERED CARE

The Cancer Support Community develops high-quality programs for people of all ages who are impacted by any type of cancer at any stage—patients, friends and families. We play a vital role in the lives of people as they navigate their cancer experience by providing them with education and support in person, online and over the phone—all free of charge.

Social media is one of the interactive ways CSC is spreading its message and introducing its vital mission to new and diverse audiences. Through the rich content on our blog as well as on Facebook, Twitter, Google+, LinkedIn and now Pinterest, we are able to reach the growing number of people who have turned to the Internet to find information on cancer and support during their journey.

On the pages that follow, you will see how CSC connects people to evidence-based educational tools and support, empowering stories and tips and vital news in the cancer space.

..... FIND US!



Facebook—“likes” are up 83% since the beginning of 2012.



Twitter—“followers” are up 102% since the beginning of 2012.



CSC Blog—updated regularly by CSC leadership and guest bloggers.



Google+—CSC page established and growing!



Pinterest—CSC page launched and growing!



LinkedIn—CSC page launched and growing!

CancerSupportSourceSM Featured in *The Wall Street Journal*

In an August 27, 2012 article underlining new standards set by the American College of Surgeons Commission on Cancer, *The Wall Street Journal* reporter Laura Landro distinguished the Cancer Support Community as an organization leading the way in integrating screening for emotional and psychological distress into complete cancer care.

In the article, Landro cites studies showing that more than half of all cancer patients may experience some form of distress, and she indicates that these psychological feelings can also negatively affect a patient's physical condition. Landro then points to *CancerSupportSource*, a screening program of the Cancer Support Community that is licensed for use in select hospitals and cancer centers across the country, as a helpful resource.

Landro interviewed Cindy Dalen, who was diagnosed with Stage 2 breast cancer in December 2011. A nurse had introduced Dalen to *CancerSupportSource* when she noticed she was experiencing distress at a doctor's appointment. After completing the questionnaire online at home, Dalen recognized her major concerns and addressed them with her doctor. She also began attending a support group at her local Cancer Support Community affiliate, Gilda's Club Quad Cities.



Cindy Dalen (above) told the story of how *CancerSupportSource* helped her address her cancer-related concerns to the *Wall Street Journal* in August 2012.

Along with the article, which appeared in print and online, Landro carried the story further in a video interview on the state of distress screening and a blog post on *The Wall Street Journal's* Health Blog.

Screening for Emotional Distress Improves Patient-Reported Outcomes

More than half of people diagnosed with cancer report some level of emotional distress.

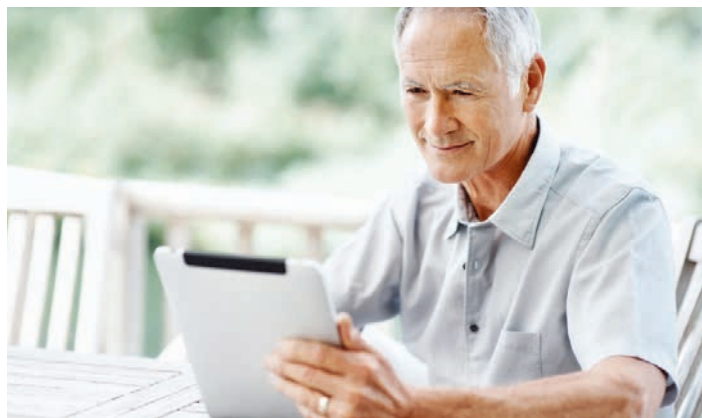
Screening people with cancer for social and emotional distress is a key recommendation of the 2008 Institute of Medicine report *Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs*. In addition, new standards from the American College of Surgeons Commission on Cancer require that all cancer patients be screened for distress, effective 2015. The Cancer Support Community has been at the forefront of the movement to ensure that distress screening is a part of complete cancer care.

"Answering the CSS questions made me feel like I wasn't the only one struggling emotionally. It removed the stigma and helped me answer the questions honestly."

—Sandra, Atlanta, GA

Developed and scientifically validated by the Cancer Support Community, *CancerSupportSource* brings together science, technology and community support under one comprehensive distress screening program. The 25-item web-based questionnaire takes 10 minutes to complete at home, in office or in clinic, and it allows patients to prioritize concerns and identify the specific assistance they need. This program is designed for use to meet required quality standards by community hospitals, oncology practices and nonprofit organizations, including the CSC network which will be screening all patients for distress by 2014. More than 1,000 people have been screened using *CancerSupportSource* to date.

CancerSupportSource is featured in the American College of Surgeons Commission on Cancer Best Practices Repository. For information on bringing *CancerSupportSource* to your facility or practice, call Vicki Kennedy at 202-659-9709.



CancerSupportSource consists of a 25-item questionnaire that can be completed at home or elsewhere on any computer or tablet with an Internet connection.

Reaching More People With Over-the-Phone Support

April 2012 marked the opening of CSC's *Cancer Support Helpline*SM, a toll-free helpline that allows us to serve even more people around the world by addressing their questions and concerns about cancer and connecting them with local resources in their community.

The helpline counselors, all licensed mental health professionals, have supported thousands of callers since opening, assisting them with a wide array of questions, concerns and needs—and sometimes just being there to listen. The counselors are all trained in CSC's supportive counseling methods and are adept at helping callers identify their needs and concerns as well as solutions to practical problems.

CSC's *Cancer Support Helpline* counselors are also trained to provide our signature treatment decision counseling program, *Open to Options*TM, which is designed to help people facing a cancer treatment decision to communicate their questions and concerns more effectively with their health care team so that a personalized health care decision is made.



"I didn't know how much I needed to speak to you today. I thought I was just calling for information about where to get a free wig. Thank you from the bottom of my heart for listening and giving me hope – and a place to get the wig!"

–Helpline caller

The *Cancer Support Helpline* is available to people with any type of cancer at any stage of illness, as well as to their loved ones. The helpline is highly praised and has been utilized and recommended by the broader oncology community, employers, teachers and faith-based communities.

Counselors are available from 9 a.m. to 8 p.m. Eastern, Monday through Friday. Helpline services are available free of charge and are available in both English and Spanish. The *Cancer Support Helpline* is possible thanks to the support of Onyx Pharmaceuticals.

Helping Patients Reach the Best Treatment Decision



Making a cancer treatment decision can be a daunting experience. *Open to Options*TM helps people navigate their treatment options by working with them to identify and prioritize their questions and concerns in order to determine the treatment that is right for them.

Open to Options matches a patient facing a treatment decision with a licensed mental health professional who helps the patient create a clear, comprehensive list of individualized questions for the patient's next health care appointment.

By facilitating better communication between the patient and the health care team, the program aims to help the patient reach a decision that meets his or her specific needs and goals. CSC's research has shown a decrease in anxiety and regret among people who have used *Open to Options*.

Open to Options is available free of charge at a number of CSC's affiliate locations or over the telephone through the *Cancer Support Helpline* at 1-888-793-9355.

Open to Options was developed in partnership with Jeff Belkora, PhD and the Education Network to Advance Cancer Clinical Trials (ENACCT) and is supported by the Amgen Foundation.

The Move to the "New Normal": Cancer Transitions

To address the transition from active cancer treatment to survivorship, the Cancer Support Community and LIVESTRONG have developed *Cancer Transitions*, offered face-to-face in 136 locations in 2012 and online at www.cancertransitions.org. This program helps survivors redefine their lives after cancer with exercise, nutrition, emotional support and medical management. In 2012, approximately 4,300 people participated in this program.



Serving People Impacted by Cancer in More Than 170 Locations

In 2012, nearly **75,000** individuals impacted by cancer took advantage of CSC's professional programs provided through our affiliate network. Across the network through our more than **700 employees**, including more than **400 licensed mental health professionals**, CSC delivered services estimated to be worth more than **\$40 million** for patients and their loved ones, absolutely free of charge.

Examples of these services include:

- Weekly patient support groups
- Weekly caregiver support groups
- Diagnosis or topic-specific networking groups
- Bereavement groups
- Educational workshops
- Exercise classes like yoga and tai chi
- Nutrition classes and cooking demonstrations
- Art and music therapy
- Distress screening

Every affiliate adheres to rigorous quality standards that ensure high quality and consistent programming, ethical and effective fundraising and thorough and efficient operations.



Cancer Support Community at Greenville Health System, Greenville, SC.

A new model for delivering CSC services

An important highlight in the 2008 Institute of Medicine (IOM) report, *Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs* is the emphasis that community-based nonprofit organizations—such as the Cancer Support Community—are a crucial part of the health care delivery system and need to be better incorporated into the continuum of care. Since the IOM report was issued, CSC and its affiliate network have operationalized the findings of the report by working with hospitals and community oncology practices across the country.

In 2012, CSC established a new way to provide care by placing Cancer Support Community programs directly into the hospital system. We were pleased to bring on our first pioneer partner for this model—the Greenville Health System, in Greenville, SC. This collaboration is the first to fully incorporate CSC programs and services into a hospital system. Also in 2012, MD Anderson Cancer Center—Orlando in Orlando, FL became our second hospital partner.

CSC is thrilled to be reaching more people affected by cancer by seamlessly integrating our evidence-based program model in a hospital setting. We are very proud to have established our first two partnerships with these high-quality, patient-centered, forward-thinking institutions!

Celebrating 30 years of service at annual Affiliate Leadership Conference in Los Angeles

In late 2012, CSC affiliates from across the country gathered in Los Angeles for CSC's annual Affiliate Leadership Conference and to celebrate the 30th anniversary of The Wellness Community, one of CSC's two legacy organizations. The year 2012 marked 30 years since the organization began with the original Wellness Community in Santa Monica, CA in 1982 (now known as Cancer Support Community Santa Monica). The 2012 Affiliate Leadership Conference opened with a warm fellowship reception in the new facility at CSC Santa Monica. Affiliates leaders then spent two days learning from expert speakers and sharing best practices among themselves.



Jay Lockaby, Don Courtney, Lora Hays, and Brandi Truesdale enjoy a moment catching up on CSC Central Indiana news!



Ann Benjamin, daughter of TWC founders Harold and Harriet Benjamin



Linda House with Joanna Bull (right), founder of Gilda's Club Worldwide.

Empowering Patients With Educational Resources and Workshops

The Cancer Support Community's national patient education program *Frankly Speaking About Cancer*® (FSAC) includes comprehensive education booklets, a community-based workshop series and online information that combines the most current clinical and psychosocial information on various cancer topics.

Frankly Speaking About Cancer booklets may be requested online at www.cancersupportcommunity.org and are also available as a PDF download. In 2012, CSC distributed 68,094 booklets in print and online.

In 2012, CSC conducted 232 workshops across the country. The unique format of these community events offers attendees an opportunity to connect with a medical professional outside of an oncologist's office in a comfortable and relaxed environment.

CSC is proud to report that after attending a workshop:

- Over 95% of FSAC workshop participants reported an increase in knowledge.
- Over 80% of FSAC workshop participants felt better equipped to communicate with their health care team.
- Over 97% of FSAC workshop participants would recommend the program to others impacted by cancer.

Frankly Speaking About Cancer Radio Show hits new record

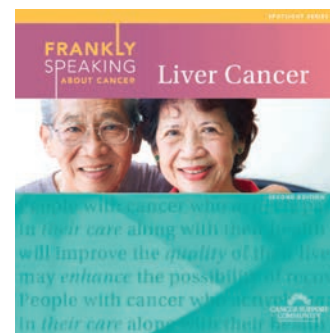
This year, the *Frankly Speaking About Cancer* radio show hit a major milestone when it reached more than 30,000 unique listeners during the month of October. Hosted by CSC's President and CEO, Kim Thiboldeaux, the show focuses specifically on how to live a better life with cancer. With nearly 200,000 unique listeners annually, the *Frankly Speaking About Cancer* radio show has a strong following of loyal listeners! The *Frankly Speaking About Cancer* Radio Show is available on VoiceAmerica.com and iTunes.



Some highlights from recent shows include:

- *NY Times* columnist Suleika Jaouad and Mt. Sinai Hospital *Healing With Words* social worker Meredith Ruden on the healing power of documenting one's cancer journey.
- Vashti Whitfeld and Academy Award nominated Lilibet Foster on the upcoming film documentary *Be Here Now* about living without fear and going after our dreams, no matter what.
- Our own Vicki Kennedy, MSW, LCSW and Dr. William Schaffner, Chair of the Department of Preventive Medicine at Vanderbilt University Medical Center on *Living Healthy with Cancer*.

We sincerely thank Amgen, Bayer Healthcare, Biodesix, Bristol-Myers Squibb, Celgene, Eisai, Genentech, Incyte, Janssen, Lexus, Lilly Oncology, Millennium, Morphotek, Pfizer and Spectrum for their support of our *Frankly Speaking About Cancer* program.

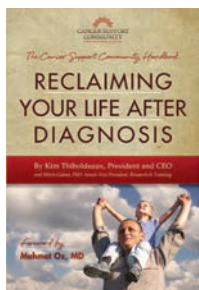


Promoting Nutrition While Helping Families Spend More Time Together

Eating well and spending time with family are two things that may be challenging while undergoing cancer treatment. The *Magnolia Meals at Home* program aims to change that by delivering free, nutritious meals to households affected by breast cancer. A partnership between the Cancer Support Community, CancerCare, the Meals on Wheels Association of America and with

support from The Eisai Women's Oncology Program—*Magnolia*™, this program launched in 2012 with a pilot in and around two cities: Andover, Massachusetts and Woodcliff Lake, New Jersey. Eligible households received up to six months of meals designed to meet the dietary needs of men and women undergoing breast cancer treatment, as well as meals for their family members. CSC is proud to be a part of this growing initiative to help families affected by cancer live well and spend more quality time together.

Reclaiming Your Life After Diagnosis: The Cancer Support Community Handbook



In 2012, CSC released *Reclaiming Your Life After Diagnosis: The Cancer Support Community Handbook*, which contains facts about cancer, treatment options and side effect management from diagnosis through a sometimes unpredictable future. Written by CSC's President and CEO, Kim Thiboldeaux and

Senior VP, Mitch Golant, PhD, the book incorporates first-person testimony from CSC members along with useful tips, evidence-based research and valuable treatment and support information.

Reclaiming Your Life After Diagnosis prepares readers to reclaim their life, by becoming active in their treatment, growing from their experiences, regaining their sense of control and hope, staying focused on healing—and developing the mindset of a survivor. It accurately and compassionately covers everything people affected by cancer need to know to address physical, emotional, social and practical needs and become active participants in their long-term plan for wellbeing. *Reclaiming Your Life After Diagnosis* is available on Amazon.com.

Support on the Go With My Cancer ManagerSM

My Cancer Manager is an innovative mobile distress screening app providing cancer patients and caregivers with a unique set of tools addressing the physical, social and emotional concerns related to living with cancer and its treatment.



My Cancer Manager can be used to help monitor cancer-related concerns over time, record thoughts and questions in a personal journal, provide access to educational information and a community support network and report progress to the health care team.

Developed with support from Genentech, *My Cancer Manager* is available at no cost and is designed for use with the iPhone, iPod Touch and iPad.

Since its launch, *My Cancer Manager* has had more than 2,700 downloads from more than 48 countries including the United States, United Kingdom, Canada and Australia.

A Caring Community Online—for Support Whenever and Wherever It is Needed

For people who prefer getting support online or who are unable to join a face-to-face support group, CSC hosts *The Living Room*[®], a full suite of professionally facilitated support groups and discussion boards online. To date, more than 10,500 people have joined this virtual community and have gained access to support 24 hours a day, seven days a week. Some of the services found in *The Living Room* include:

Online Support Groups

Groups meet online in a text-based chat room for 90 minutes each week and are led by mental health professionals trained to manage the

diverse interactions of an online support group. CSC offers groups on a variety of topics, including living with cancer, caregiving and bereavement. Each of these support groups also has its own discussion board available specifically for group members to continue their interactions even once the session is over.

Discussion Boards

These informational boards cover a variety of topics and are an outlet for people to share their advice, tips and support with others going through similar experiences with cancer.

Your Own Personal Website

The Living Room features the capability to create a personal website for people to share their cancer journey with friends and family. Members can post photos

and videos and share calendars and other information to keep in touch with loved ones.

In 2012, there were more than 34,000 visits made to *The Living Room*.

Support for Teens: Group Loop

Specifically designed for teens ages 13-19, *Group Loop* is a secure site where teens touched by cancer can connect to share experiences, find support and regain a sense of control over their lives. *Group Loop* also provides resources for teens to help them manage changes in relationships and daily life due to a cancer diagnosis. This online support community is facilitated by a licensed mental health professional. In 2012, more than 3,200 unique visitors took advantage of *Group Loop*.

THE RESEARCH AND TRAINING INSTITUTE

Located in a historic renovated barn in Fairmount Park, Philadelphia, the Cancer Support Community's Research and Training Institute houses research initiatives and invites hope and healing in its scenic facility overlooking the Schuylkill River.

The multi-disciplinary Research and Training Institute team members draw from expertise in clinical psychology, gerontology, public health, epidemiology and medical anthropology. These professionals examine the critical role of social and emotional support for those impacted by cancer and engage in studies that focus on the distinct needs of survivors and caregivers throughout each phase of the cancer continuum. Guided by the Community-Initiated Research Collaboration Model, concepts and ideas that emerge from working with people and families impacted by cancer are tested and refined so that we can improve the lives of those we serve.



Providing an Outlet for Cancer Survivors to Share Their Experiences

The Cancer Experience Registry: The Breast Cancer M.A.P. (Mind Affects the Physical) Project, is an online registry designed to track the immediate, ongoing and dynamic social and emotional needs of breast cancer survivors throughout the cancer continuum. The registry has served as a vehicle to reach survivors around the world, providing an outlet to voice issues that matter to them while also providing education and support resources that speak to their needs.



Since its inception, this pioneer registry has captured the experiences of more than 3,800 people who have been diagnosed with breast cancer.

In 2013, the launch of the *Cancer Experience Registry* for all people who have ever had a cancer diagnosis will highlight the social and emotional needs of the cancer community as a whole and will also raise awareness of the unique needs of specific disease groups. Visit www.cancerexperienceregistry.org to join!

Sharing With the Research Community

The Research and Training Institute (RTI) hosted a number of events in 2012, including the Breast Cancer M.A.P. Project Advisory Council Meeting, *Open to Options* training, the CSC annual staff retreat, training for the Social Work Oncology Group and a meeting of the Metastatic Breast Cancer Alliance. Our model strives to bring together the many different stakeholders in the cancer community and disseminate findings from our research and collaboration at professional meetings and conferences, and, most importantly, into clinical practice. In 2012, the RTI presented data at meetings of The American Psychosocial Oncology Society (APOS), The Society of Behavioral Medicine (SBM), the Biennial Cancer Survivorship Research Conference and The Gerontological Society of America.



Demonstrating the Beneficial Impact of Distress Screening

While distress screening is currently being integrated into care delivery, little research has been done to examine the impact of screening, referral and follow-up on the patient experience. In order to answer this question, the Research and Training Institute conducted a demonstration project to test the impact of web-based distress screening and follow-up at two CSC affiliate sites. When community members were screened and re-screened for distress over the course of 30-45 days, there was a significant decrease in reported distress-related problems. These findings suggest that automated distress screening using CSC's *CancerSupportSource* can lead to positive patient-centered outcomes, enhanced communication with the oncology team and improved access to psychosocial services within a community-based setting.



CSC has conducted research on the benefits of screening for social and emotional distress during the cancer experience, using findings from CSC's program *CancerSupportSource*.

TIMELINE

DECADES OF SUPPORT



1982
The Wellness Community opens in Santa Monica, CA by Dr. Harold Benjamin

June 1989
Gilda Radner publishes *It's Always Something*

2000
Frankly Speaking About Cancer: Colorectal Cancer launches—the first in the acclaimed *Frankly Speaking About Cancer* educational series



November 2005
The Institute of Medicine publishes *From Cancer Patient to Cancer Survivor: Lost in Transition*

May 2007
The Total Cancer Wellness Guide: Reclaiming Your Life After Diagnosis launches



September 2008
Frankly Speaking About Cancer weekly radio show launches on VoiceAmerica



2009
The Wellness Community and Gilda's Club Worldwide join forces to become the Cancer Support Community

February 1989
Harold Benjamin publishes *From Victim to Victor*

1995
Gilda's Club opens in New York City by Joanna Bull and Gene Wilder



2002
The Wellness Community moves its headquarters office to Washington, D.C.

2006
Cancer Transitions: Moving Beyond Treatment begins—a partnership between the Wellness Community and the Lance Armstrong Foundation to help patients move forward from active treatment into survivorship



2008
The Institute of Medicine publishes *Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs* outlining the importance of social and emotional support



2008
The Wellness Community opens the Research and Training Institute—the first community-based institute dedicated to studying psychosocial issues in cancer

The Cancer Support Community and others have made strides over time to ensure that the patient is at the center of complete cancer care.

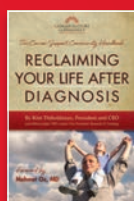
2011

The Cancer Survivor Registry: The Breast Cancer M.A.P. (Mind Affects the Physical) Project Annual Index releases



April 2012

The Cancer Support Helpline launches—staffed by licensed mental health professionals and available to anyone touched by cancer



June 2012

Reclaiming Your Life After Diagnosis: The Cancer Support Community Handbook releases



December 2012

MD Anderson Cancer Center, Orlando, FL becomes CSC's second hospital-integrated facility

June 2013

The Cancer Policy Institute at the Cancer Support Community launches—committed to ensuring that all patients with cancer have access to comprehensive, quality cancer care

September 2011

The Research and Training Institute moves into its free-standing facility in Fairmount Park, Philadelphia, PA

December 2011

The American College of Surgeons Commission on Cancer publishes its 2012 Patient Centered Standards requiring distress screening for cancer center accreditation



May 2012

The Cancer Support Community hosts Meeting the Needs of the Whole Patient in Cancer Care with the House of Representatives Cancer Caucus to educate the Hill and others on the importance of comprehensive cancer care

June 2012

Inaugural hospital-integrated model opens by CSC and Greenville Health Systems in Greenville, SC



March 2013

The Cancer Experience Registry launches—the first-of-its-kind registry to collect information about the cancer experience from patients who have experienced any type of cancer



ENSURING COMPREHENSIVE QUALITY CANCER CARE

2012 was an outstanding year for CSC's work on Capitol Hill as we continue to educate policy makers on the importance of including social and emotional support as a part of comprehensive, quality cancer care. Aligned with the 2008 Institute of Medicine report *Cancer Care for the Whole Patient* and the 2012 *Patient Centered Standards* of the American College of Surgeons Commission on Cancer, CSC is committed to ensuring that today's 13.7 million cancer survivors have access to the highest quality cancer care. A few highlights include:

- On May 7 and 8, 2012, CSC hosted members of our local affiliates in Washington, D.C., where we were able to visit 35 congressional offices to talk about the issues facing people living with cancer.
- On May 8, 2012, CSC worked with Congresswoman Lois Capps (D-CA) and the House of Representatives Cancer Caucus to host a Capitol Hill briefing entitled, "Meeting the Needs of the Whole Patient in Cancer Care" to discuss the importance of integrating psychosocial care into the medical standard of care for all cancer patients. Presenters included:
 - Barbara L. Andersen, PhD, Department of Psychology, The Ohio State University
 - Sharyl Nass, PhD, Activity Director, National Cancer Policy Forum, Institute of Medicine

- Lidia Schapira, MD, Harvard Medical School, Massachusetts General Hospital Cancer Center
- Daniel P. McKellar, MD, FACS, American College of Surgeons Commission on Cancer
- Janice Paul, Ovarian cancer survivor
- Kim Thiboldeaux, President and CEO, Cancer Support Community

Attendees at this standing-room-only event included advocacy and academic partners, professional society members, members of Congress, Capitol Hill staff, Cancer Support Community affiliate representatives, patients with cancer, other advocates and our generous sponsors.

- Throughout the year, CSC hosted policy briefings for advocacy partners on the following topics:
 - Accountable Care Organizations
 - Data, Quality, and Transparency: Factors Impacting Care Decisions Today
 - Affordable Care Act
- CSC engaged in direct and supportive activity on key policy issues including drug shortages, Supreme Court decision on the Affordable Care Act, Prescription Drug User Fee Act (PDUFA), etc.

This work in 2012 has positioned CSC to move forward with the Cancer Policy Institute at the Cancer Support Community, which will launch in June 2013.

Advocates Taking Action

On May 7th, fourteen CSC affiliates participated in an advocacy training session hosted by CSC Headquarters. Goldman Sachs, whose office overlooks the grounds of the US Capitol, generously hosted our group and provided a wonderful backdrop for the day's activity.



CSC's Kim Thiboldeaux and Congresswoman Lois Capps (D-CA)



Congresswoman Sheila Jackson Lee (D-TX) offered her words of support



From left: Lidia Schapira, MD, Barbara Andersen PhD, Daniel McKellar, MD, Janice Paul, Sharyl Nass, PhD, Kim Thiboldeaux

The Training was facilitated by CSC's policy advisor, Libby Mullin, and affiliates were both educated and inspired by the following discussions led by a few very special guests:

The Future of Patient-Centered Quality Care—led by Rebecca Kirch, Director, Quality of Life & Survivorship at the American Cancer Society.

Insights & Advice from the Frontlines—led by Purvee Kempf, Democratic Health Counsel for the US House of Representatives' Energy and Commerce Committee, and Frank J. Macchiarola, Republican Staff Director of the US Senate Committee on Health Education Labor and Pensions.

A Look Inside the 2012 Election—led by Joe Wall, Political Director at Goldman Sachs and Political Advisor to Presidential Candidate Mitt Romney.

Importance of Your Voice on Capitol Hill—led by former US Senator Blanche Lambert Lincoln. Senator Lincoln was the youngest woman ever elected to the US Senate, and her sister, Mary Lambert, was a writer for *Saturday Night Live* and wrote for Gilda Radner.

Breakaway from Cancer

CSC is one of four nonprofit organizations that make up *Breakaway from Cancer*[®], a national initiative founded by Amgen Inc. in 2005 to increase awareness of the comprehensive array of resources available to people affected by cancer—from prevention through survivorship. Together with the Prevent Cancer Foundation, the National Coalition for Cancer Survivorship and the Patient Advocate Foundation, the initiative disseminates education, resources and hope to people impacted by cancer at various events nationwide.



Breakaway from Cancer Champion Danielle McLaughlin leads the Breakaway Mile in Los Angeles.



Amgen's Kathryn West poses with the stage winner.

In 2012, CSC was represented at the Amgen Tour of California, The Stars and Stripes Challenge in South Carolina and The Dempsey Challenge in Maine, where we interacted with thousands of people, introducing them to the collective mission of this partnership and the many free resources available to them throughout their cancer journey.



From left to right: Andy Leven, Kim Thiboldeaux, Lee Hansen and Bonnie Hansen. The Amgen Tour of California has become a place for friends to reunite year after year.

SUSTAINED BY A COMMUNITY

The mission of the Cancer Support Community is important to many. To ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community is meaningful and attainable. We need and value the support we receive from so many. It is through the support of others that we are able to deliver meaningful solutions to so many. We are beyond grateful.



2012 Spring Celebration: A Gala on the Hudson

CSC hosted our annual Spring Celebration in New York City on April 26th, 2012. More than 300 people joined us to celebrate the accomplishments of our honorees and the progress toward patient-centered care. This elegant evening at the Lighthouse, Pier 61 on the Hudson River was hosted by Jack Ford, CBS legal news analyst, and featured a performance by Brian d'Arcy James, Broadway star and actor who appeared in the premiere season of NBC's musical drama *Smash*.

Three important awards were presented, honoring the legacies of our founders: Harold and Harriet Benjamin (The Wellness Community) and Joanna Bull (Gilda's Club Worldwide). Amgen Oncology and its *Breakaway from Cancer* initiative were presented with the Founders Award for Innovation for empowering patients with education, resources and hope.

The Founders Award for Leadership was presented to Carmen Marc Valvo, who raises important funds and awareness for colon cancer research and support. A colon cancer survivor himself, Carmen has been working with many notable celebrities such as Katie Couric and Vanessa Williams to raise awareness and encourage early screening and detection for the disease.

Finally, the Founders Award for Vision was awarded to the American College of Surgeons Commission on Cancer for its adoption of new patient-centered standards, particularly around distress screening. Dr. Stephen Edge, Chairman of the Commission on Cancer, accepted the award and spoke about the advancements made in providing complete cancer care and where progress is still needed.

The evening included dinner, music and dancing and featured two special elements that helped CSC raise vital funds to support our mission. First, John Wind, founder of the Philadelphia-based company, Maximal Art, who is known internationally for his modern and vintage inspired jewelry and gifts, premiered his exclusive custom-made CSC necklace, which was sold at the event. In addition, Dhani Jones, a former NFL player, premiered an exclusive CSC bow tie as part of his Bow Tie Cause organization, whose mission is to provide an avenue for people to support both individuals and organizations they believe in by rocking a signature bow tie. All proceeds from both items were donated to CSC.

The event raised vital funds to support CSC's vision that no one faces cancer alone. We are grateful to all who were able to join us for an unforgettable evening.

Friars Club in NYC

Alan Zweibel, writer for the late comedienne Gilda Radner, and the Friars Club in New York City hosted an event to raise awareness of the services provided by the Cancer Support Community. The event was attended by a number of individuals interested in learning more about the organization. The highlight of the evening was hearing from Alan, who shared a very personal story about his relationship with Gilda Radner and then treated the group to a book signing of *Bunny Bunny: Gilda Radner—A Sort of Love Story* and *Our Tree Named Steve*. This was truly an exceptional evening, made even more meaningful through the presence of Alan and the way in which Gilda was honored.



Alan Zweibel and Alysia Reiner—and *Our Tree Named Steve!*

Fellowship and Celebration in Orange County, CA

Longtime committed friends of the Cancer Support Community Judy Stein and David Leto opened their fabulous home to friends and family on November 11th for a wonderful evening of fellowship and celebration. While overlooking the beautiful landscape and beaches of Orange County, California, the group was treated to a book signing of *Reclaiming Your Life After Diagnosis* by both Kim Thiboldeaux and Mitch Golant. The evening was filled with touching stories about the late Randy Stein, who was also a passionate supporter of CSC and a committed friend to many. We thank all who participated for letting us share our mission with them and get to know new friends on the West Coast!



Mitch Golant and Judith Stein



The group gathered on the terrace for a special tribute.

Young Leaders Making a Difference for Those Touched by Cancer

With each new year, the Cancer Support Community's Young Leadership Council (YLC) strengthens its resolve to help make a difference in the lives of those touched by cancer. 2012 brought with it a new Board of Directors, whose enthusiasm for CSC's mission is unparalleled.

This vibrant group of young professionals represents a new generation of leaders who are advancing the cause of social and emotional support for people living with cancer by raising awareness and organizing philanthropic initiatives to benefit CSC. Led by Chair Michael Rocks and Vice-Chair Liz McGovern, the group works to energize New York City's young professional community around this mission.

On June 26th, the YLC held its annual Comedy Night benefit at Gotham Comedy Club in New York City. More than 60 attendees enjoyed an evening full of laughter and camaraderie to support the work of the Cancer Support Community.

On October 19th, the YLC held its annual benefit event—the Red Ball—at Crimson in New York City. The YLC was joined by Honorary Chairs David Alan Basche, actor, Alysia Reiner, actress and filmmaker, Lindsay Mendez, Broadway star, and Suleika Jaouad, columnist for the *New York Times*. Over 200 guests enjoyed performances by Banned from the Zoo and Ryan Oakes, Conjuror, while they danced and shopped the custom-designed CSC jewelry by John Wind Maximal Art, CSC bow ties by Bow Tie Cause and an amazing array of raffle and silent auction items. The event raised over \$28,000 to support the work of the Cancer Support Community.

The Young Leadership Council is looking forward to expanding its reach and enhancing its talents for years to come.



NY Times blogger Suleika Jaouad and Huffington Post editor Seamus McKiernan pose for a photo at CSC's Red Ball.



YLC members and friends came out for a memorable evening to benefit CSC.



Shane Hoffman, Lindsay Mendez, Beckie Mendez and Michael Goddard share a special evening together.

CSC and Lexus at the NY International Auto Show

On April 5, 2012, the Cancer Support Community was proud to participate as a part of the New York International Auto Show at the Jacob Javits Center in New York City. Our partner Lexus hosted a gathering attended by more than 700 of its closest supporters to introduce its new 2013 Lexus ES/ES Hybrid. As a part of the event, Lexus also hosted a silent auction to raise awareness and funds for CSC. The New York, New Jersey and Connecticut Lexus Dealers, who have already committed \$500,000 to our national office and five local affiliates in the area, organized the event that raised additional funds to be used to further our mission to ensure that no one faces cancer alone. We are grateful for the support of our friends at Lexus!



Michael Resnick, representing Lexus, jumps in a new Lexus with team CSC!



Graffiti art for auction - beautiful!

John Wind and Maximal Art

John Wind, founder of Philadelphia-based Maximal Art, designed a signature necklace for the Cancer Support Community as well as many exclusive, one-of-a-kind jewelry pieces that incorporate CSC's logo and elements of our mission as part of a collection to benefit CSC. Over the years, Wind has evolved a unique style that is equal parts "fun, glamorous fashion" and "keepsake, vintage-inspired heirloom." The jewelry, including the signature necklace, was featured and sold at many of CSC's events throughout the year, including the Decoding Annie Parker LA film screening, the Spring Celebration and several other benefit events. The collection, designed exclusively for CSC, features a charm bracelet, wire bracelets and chain necklaces. The *John Wind for the Cancer Support Community* collection can be found at cancersupportcommunity.org; all proceeds from the jewelry sales benefit the Cancer Support Community.



John Wind, Founder, Maximal Art



Two pieces in the signature line *John Wind for CSC*.



Actress Alysia Reiner and actor David Alan Basche model pieces from the *John Wind for the Cancer Support Community* signature collection.

Decoding Annie Parker Film Screening

In November, CSC hosted a screening in Los Angeles of the feature-length film *Decoding Annie Parker*, starring Helen Hunt, Samantha Morton and Aaron Paul, written and directed by Steven Bernstein. The movie tells the story of Annie, a sharp-witted, funny and irrepressible young woman who watches as her mother, then sister, are diagnosed with breast cancer. Later, Annie herself is diagnosed with the disease. The film tells the tale of the discovery of the BRCA gene and the resilience of a woman who is resolved to fight back against immeasurable odds.



Decoding Annie Parker Writers and Director join the CSC team. From left: Linda House, Steven Bernstein, Michael Moss, MD, Ann Benjamin, Kim Thiboldeaux, Adam Bernstein.



From left: Bev Rouse, Laura Varon Brown, Laura Wending, Megan Bettencourt.



Aaron Paul and Samantha Morton in *Decoding Annie Parker*.

With Special Thanks!

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Katherine Stultz
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Robert Tortoriello
Gerald and Gail Tullman
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Ways to Donate

The work of the Cancer Support Community (CSC) is made possible through generous contributions from individuals like you, as well as sponsorships and grants from corporations and foundations. Unrestricted gifts for our general operations offer the greatest flexibility in carrying out our mission: to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community. Every gift is important, and there are many easy ways to donate.

By Mail

Checks can be mailed to our headquarters office:

Cancer Support Community
1050 17th Street, NW, Suite 500
Washington, D.C. 20036

By Phone

We welcome the opportunity to speak with you. Please call us at 202-659-9709. We can take your credit card information or help you to make your gift by other means.

Online

Visit our website at www.cancersupportcommunity.org and click on "Donate." Online gifts can be made by credit card, or you can print a form and return it by mail.

Tribute and Memorial Gifts

You can use any method to make a gift as a tribute in honor of a special person or occasion, or in someone's memory. The Cancer Support Community will acknowledge your contribution and will notify the honoree or family that a tribute or memorial gift has been made.

Federal Appeals

(for Government Employees)

Federal employees will find the CSC listed as an option in the Alpha index of the Combined Federal Campaign (CFC). Our CFC number is 11674.

Workplace Giving

(Non-Government Employees)

Many companies have giving programs (e.g., United Way) that make donating easy. Please check with your company for information.

Matching Gifts

You can increase your donation with employer matching funds. Please check with your company.

Stock Gifts

Gifts of stock can be a preferred method for some individuals to make a charitable contribution. CSC will provide the information for transferring stock to our account. Please call us for additional information.

Cars and Other Vehicles

Thinking about selling your car, boat, motorcycle, truck or other vehicle? You can donate it to the Cancer Support Community instead. All you need is a clear title and we will take care of the rest, including pick-up, at no cost to you. Once your vehicle has been sold, you will be sent a receipt for your tax records, and the sale proceeds will be donated to the Cancer Support Community in your name. Learn more about the vehicle donation program by calling 1-877-272-5650 or visiting www.cancersupportcommunity.org/vehicledonation.

Bequests

Consider leaving a generous legacy by designating the Cancer Support Community as a beneficiary in your will. Your attorney or tax advisor can provide guidance. If you would like to speak with us about naming CSC as a beneficiary, please call 202-659-9709 to speak with someone from our team.

CSC Recognition



The Cancer Support Community was honored to be named as a Top Nonprofit Organization by Philanthropedia. This designation was assigned following a survey of experts in the field of cancer care who were asked to rank organizations specifically by their degree of positive impact on people touched by cancer.



We were honored to again be given the highest, 4-star rating by Charity Navigator. This designation is administered based on the combination of the programs and services offered and the way in which organizations function financially.



The Independent Charities Seal of Excellence is awarded to those organizations which meet the highest standards of public accountability, program effectiveness and cost effectiveness. These standards include those required by the U.S. government for inclusion in the Combined Federal Campaign, probably the most exclusive fund drive in the world. Of the 1,000,000 charities operating in the United States today, it is estimated that fewer than 50,000, or 5 percent, meet or exceed these standards, and, of those, fewer than 2,000 have been awarded this Seal. We are proud to have received this distinction.

Cancer Support Community is a 501(c)(3) charitable organization and all donations are tax-deductible to the extent allowed by the law. Every gift to the Cancer Support Community helps us ensure that no one faces cancer alone. We thank you for your generous support.

FINANCIALS

CANCER SUPPORT COMMUNITY
STATEMENT OF ACTIVITIES

Statement of Activities, year ended December 31, 2012

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUES AND OTHER SUPPORT				
Development Income	\$ 299,599	–	–	\$ 299,599
Interest Income	11,208	–	–	11,208
Service Delivery				
Program	485,966	442,897	–	928,863
Research and Training	447,324	400,293	–	847,617
Events	807,216	365,355	–	1,172,571
Less direct expenses	(340,448)	–	–	(340,448)
Education/Outreach	451,742	683,971	–	1,135,713
Policy/Advocacy	444,620	405,380	–	850,000
Special Purpose Funds	2,191	–	–	2,191
Affiliate Activities	348,564	–	–	348,564
In-Kind Revenue	79,365	–	–	79,365
Miscellaneous Income	38,038	–	–	38,038
Net Assets Released from Restriction	2,491,982	(2,491,982)	–	–
Total Revenues and Support	\$ 5,567,367	\$ (194,086)	–	\$ 5,373,281
EXPENSES				
Program Services	\$ 4,054,923	–	–	\$ 4,054,923
Management and General	583,021	–	–	583,021
Fundraising	512,906	–	–	512,906
Total Expenses	\$ 5,150,850	–	–	\$ 5,150,850
Change in Net Assets	\$ 416,517	\$ (194,086)	–	\$ 222,431
Net Assets at Beginning of Year-restated	\$ 3,221,953	\$ 4,130,827	\$ 10,000	\$ 7,362,780
Net Assets at End of Year	\$ 3,638,470	\$ 3,936,741	\$ 10,000	\$ 7,585,211

EXPENSES

Programs and Services – 79%
Management and General – 11%
General Fundraising – 10%



CANCER SUPPORT COMMUNITY™

A Global Network of Education and Hope



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