



# CANCER SUPPORT COMMUNITY™

*A Global Network of Education and Hope*

“Today, it is not possible to deliver good-quality cancer care without addressing patients’ psychosocial health needs.”

— 2007 INSTITUTE OF MEDICINE REPORT, *CANCER CARE FOR THE WHOLE PATIENT: MEETING PSYCHOSOCIAL HEALTH NEEDS*

**the  
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community®**



Uniting The Wellness Community and Gilda's Club Worldwide



In our 2010 Annual Report, we explore the seven psychosocial needs identified by the Institute of Medicine (IOM) in their revolutionary 2007 report, *Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs*, and how they provide the framework for our endeavors.

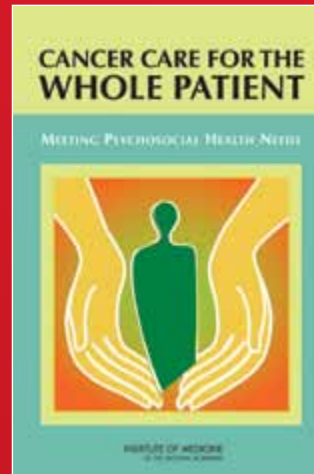
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## ABOUT THE CANCER SUPPORT COMMUNITY

**Our Mission:** To ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.

The Cancer Support Community is leading the way in empowering people affected by cancer. By addressing their individual needs, linking them to a community of support, and helping them to live better lives, we are advancing the central idea of the IOM report *Cancer Care for the Whole Patient*: that **social and emotional support are as important as medical care in the face of a cancer diagnosis.**



“Attending to psychosocial needs should be an integral part of quality cancer care. All components of the health care system that are involved in cancer care should explicitly incorporate attention to psychosocial needs into their policies, practices, and standards addressing clinical health care.”

—IOM Committee on  
Psychosocial Services to  
Cancer Patients and Families  
in a Community Setting

# Dear Friends of the Cancer Support Community,

In November 2009, Gilda's Club Worldwide and The Wellness Community began working as a united organization under the name Cancer Support Community. As a result of this union, the Cancer Support Community is now one of the largest providers of cancer support worldwide.

In its first year as a combined organization, CSC has had several notable achievements including the launch of our Breast Cancer Survivor Registry, with over 2,500 registrants, and participation in Lee National Denim Day, a lead cause-marketing campaign. We reached nearly 300 million people via the media and held more than 22,400 support group sessions globally.

This union also means our grassroots network, including The Wellness Community and Gilda's Club, now consists of over 50 affiliates and more than 100 satellite locations around the world. With 45 years of combined experience of its founding organizations, the Cancer Support Community has a unique and unparalleled perspective on the social and emotional needs of people who have been affected by cancer.

Research by the Cancer Support Community and other institutions continues to show that social and emotional support are critical components of complete cancer care. This has always been the essence of our work and was affirmed by the groundbreaking 2007 report of the Institute of Medicine (IOM), *Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs*, which states that social and emotional support are as important as medical care in the face of a cancer diagnosis. As an integrated organization, we are poised as never before to bring the recommendations of the IOM report to fruition.

We look forward to continued work with our network of affiliates and partners to advance our mission: ensuring that all people impacted by cancer are **empowered by knowledge, strengthened by action, and sustained by community.**

Warm regards,



Kim Thiboldeaux  
President & CEO



Laura Wheat  
Board Co-Chair



Chuck Scheper  
Board Co-Chair



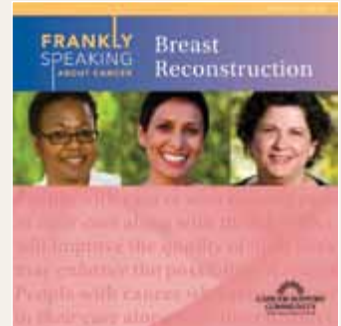
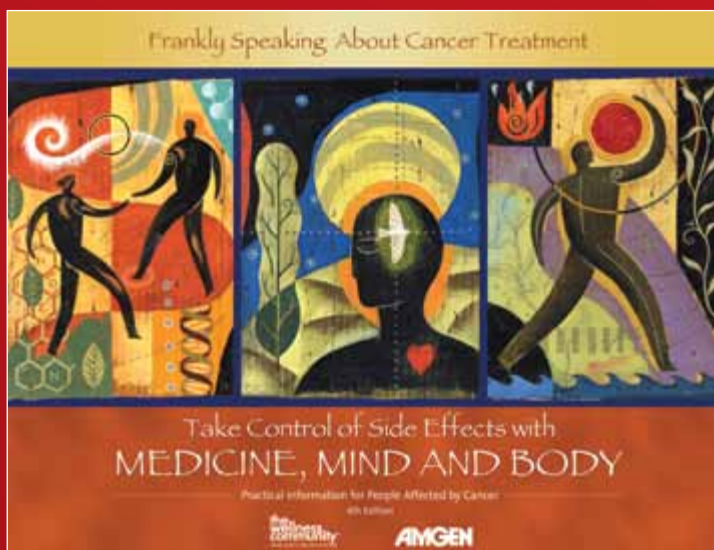
From left, Laura Wheat, Chuck Scheper, and Kim Thiboldeaux at a 2009 celebration of the unification of The Wellness Community and Gilda's Club Worldwide.

“Many people living with cancer report that their psychosocial health care needs are not well addressed in their care. At the most fundamental level, throughout diagnosis, treatment, and post-treatment, patients report dissatisfaction with the amount and type of information they are given about their diagnosis, their prognosis, available treatments, and ways to manage their illness and health.”

—2007 Institute of Medicine Report, *Cancer Care for the Whole Patient*

# NEED 1: Information About Cancer and Its Treatments

The Cancer Support Community is committed to empowering patients and families to make informed health-related decisions. The cornerstone of this commitment is *Frankly Speaking About Cancer*, an educational series that provides an in-depth look into a variety of concerns that patients and their loved ones face following a cancer diagnosis. The program includes educational booklets, professionally led workshops, and web content available at Cancer Support Community Online. CSC uses independent survey results, focus groups, community partnerships, expert medical review, and evaluation data to tailor each title to the unique needs of the millions of people affected by cancer.

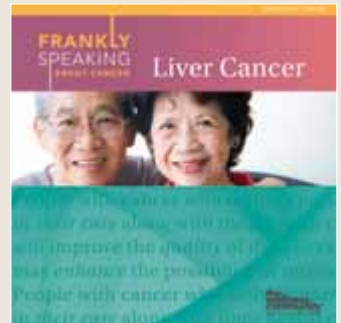


## FRANKLY SPEAKING ABOUT CANCER: SPOTLIGHT ON BREAST RECONSTRUCTION

This national patient empowerment program, developed with support from Mentor Worldwide LLC, emphasizes early education about breast reconstruction for women facing decisions that have a long-lasting impact on their quality of life, self image, sexuality, and intimacy. The program was developed in response to findings from a recent survey taken of 840 breast cancer patients, which found that of the 762 participating women eligible for reconstructive surgery, 43 percent reported they did not receive information about breast reconstruction options when making treatment decisions at diagnosis. This innovative program provides information about the variety of options available for women who are eligible for breast reconstruction, and encourages women to speak openly with their physicians about their breast reconstruction options. It is slated to launch in early 2011.

**FRANKLY SPEAKING ABOUT CANCER WITH THE CANCER SUPPORT COMMUNITY**

Hosted by CSC President and CEO Kim Thiboldeaux, this internet radio talk show focuses on informing and inspiring people to live well with cancer. Through discussion with patients, caregivers, medical professionals, and leaders in the cancer community, the show covers a variety of issues affecting the 12 million survivors living with cancer in the United States. More than 60,000 listeners have tuned in. We thank Genentech, Morphotek, Élan, Centocor Ortho Biotech, Genomic Health, Myriad, Amgen, Bayer & Onyx, and Novartis for their generous support of this award-winning program.



**NEW PATIENT EDUCATION CAMPAIGN ENHANCES COMMUNICATION BETWEEN LYMPHOMA PATIENTS AND HEALTH CARE PROVIDERS**

*Framing Life With Lymphoma*, developed by CSC with support from Cephalon, is a national, research-based education program that provides lymphoma patients with resources to ensure effective communication with their health care team. The program provides easy-to-use tips on approaching conversations with health care providers throughout the course of one's cancer journey, from diagnosis through survivorship. This valuable resource was created to address needs identified by the results of a recent survey, patient focus groups, and insights from CSC and outside experts. Tip sheets are available online at [www.cancersupportcommunity.org/flwl](http://www.cancersupportcommunity.org/flwl).



“Positive emotional support is linked to good psychological adjustment to chronic illnesses generally and cancer specifically, and to fewer symptoms of depression and anxiety... Individuals with greater social support are more likely to engage in health-promoting behaviors and exhibit healthy physiological functioning.”

—2007 Institute of Medicine Report, *Cancer Care for the Whole Patient*

## NEED 2: Help in Coping with Emotions Related to Cancer

As the leader in cancer support and education, the Cancer Support Community is strengthening the link between medical and social/emotional health. The heart of the Cancer Support Community is its innovative programs of psychosocial support and education for all people impacted by cancer. Our programs are designed to help people identify and address their specific needs and concerns across the entire continuum of cancer—from diagnosis, treatment, and post-treatment, to long-term survivorship and/or end of life. With more than 50 local affiliates and over 100 satellite locations, CSC delivers a comprehensive array of personalized services to people with all kinds of cancer and their loved ones.

Some of these services include:

- Support groups for those diagnosed with cancer, caregivers, families and friends
- Healthy lifestyle programs, including exercise, nutrition and stress reduction
- Educational programs
- Personalized assessment and support care planning
- Individualized counseling for making treatment decisions
- Online support groups and social networking
- Resource information and referrals for assistance
- Opportunities for fun and celebration

“I am thrilled to be joining the headquarters staff of the Cancer Support Community



at such a momentous time in our organization’s history. As an affiliate CEO for nearly eight years, I have watched and participated as our affiliates and the headquarters organization have collaborated on high-quality, evidence-based programs that have resulted in significant quality of life improvements and recovery enhancements for people affected by cancer. Our affiliate network is the heart and soul of our face-to-face work with people and families made vulnerable by a cancer diagnosis. I am proud to serve as the HQ liaison for support and communication in furtherance of our collective work. Armed with the IOM report to guide us, CSC will lead the movement—on all fronts—to provide psychosocial support for people impacted by cancer.”

—Jay Lockaby, Senior Vice President, Affiliate Relations & Strategic Growth



# CANCER SUPPORT COMMUNITY

*A Global Network of Education and Hope*

## UNITING AS ONE

In 2009, The Wellness Community and Gilda's Club Worldwide joined forces to become the world's largest professionally led network of cancer support. Backed by evidence that the best cancer care includes emotional and social 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, to ensure that no one faces cancer alone.

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CSC President & CEO Kim Thiboldeaux and CSC Board Co-Chair Laura Wheat sign documents officially uniting The Wellness Community and Gilda's Club Worldwide.



A group of affiliate representatives attended a breakout session during CSC's 2010 Affiliate Leadership Conference, held in Pittsburgh, PA.

## ABOUT OUR AFFILIATES

What happens when someone comes to a local affiliate of the Cancer Support Community? First-time visitors are welcomed through our doors with an introductory meeting to review the variety of programs and services available to them. All affiliates run weekly support groups, led by licensed professionals, for both patients and family members/caregivers. These groups typically include people affected by different types of cancers and address the impact of the disease through ongoing weekly discussion. CSC affiliates also have networking groups organized around a specific type of cancer or related topic. These groups vary by location, but examples might include a support group for people living with melanoma, or a group that discusses parenting through cancer. In 2009, more than 22,400 support group sessions were held across the affiliate network. In addition, affiliates consistently address the connection between mind and body, be it through art, exercise, laughter, poetry, or social activities.

CSC offers these programs and services as our system-wide gold standard. We are also proud of the unique attributes of each affiliate location and the fact that all are constantly evolving to meet the needs of the individuals and families who walk through our doors.

## WELCOME TO THE NETWORK!



### GILDA'S CLUB SIMCOE MUSKOKA

CSC is pleased to welcome our newest affiliate, Gilda's Club Simcoe Muskoka, which opened its red doors on September 17, 2010 in Barrie, ON, Canada. Congratulations!

“All patients should be screened for distress at their initial visit, at appropriate intervals, and as clinically indicated especially with changes in disease status (i.e., remission, recurrence, progression). Moreover, ‘multi-center trials that explore brief screening instruments’ should be conducted.”

—2007 Institute of Medicine Report, *Cancer Care for the Whole Patient*

## NEED 3: Help in Managing the Illness

Cancer’s physical impact combined with financial and emotional stressors may impair a person’s ability to cope with and manage the many demands associated with this disease. This could include a person’s ability to complete a course of treatment or find ways to optimize his or her well-being. In the United States, up to 85 percent of patients are treated in a community setting, rather than a comprehensive cancer center. It is uncommon that distress levels and other psychosocial issues experienced by people living with cancer are systematically assessed in these community-based settings.

In partnership with City of Hope Comprehensive Cancer Center and with support from the Eli Lilly & Company Foundation and Genentech, the Cancer Support Community has developed a new distress screening tool for community-based cancer settings that has been derived from an instrument being used at City of Hope.

This innovative tool will be used to screen thousands of patients for distress at sites across the country, refer patients and CSC members to community services, and provide follow-up care. It has the potential to reach and influence the larger community-based oncology world through the creation of unique partnerships between CSC and small oncology practices and community cancer centers. Findings will move us closer to the ultimate goal of screening every person touched by cancer for psychosocial distress, allowing for better referral and follow-up care, and marking a major advance by CSC in meeting patient and family needs, as identified by the IOM.



**TREATMENT DECISION COUNSELING: ASK QUESTIONS. GAIN CONFIDENCE. BE EMPOWERED TO FACE CANCER.**

A cancer diagnosis can be overwhelming. People recently diagnosed with cancer may not know the right questions to ask their doctor or how to use the information provided to make the best treatment decisions for them. Research suggests that assisting patients faced with treatment decisions makes them more willing to ask questions and more likely to benefit from the information provided.

This year, CSC conducted a pilot study in partnership with the Education Network to Advance Cancer Clinical Trials (ENACCT) and Jeffrey Belkora, PhD of the University of California San Francisco. Funded by Genentech and the Centers for Disease Control, the study, named *Open to Options*, tested a treatment



Members of the Research & Training Institute's Cancer Survivor Registry Advisory Council gathered in Philadelphia for their first Annual Meeting in December 2009.



decision counseling model created for patients with hematological cancers. Results of the study suggest that patients who receive support when making treatment decisions experience less distress, less anxiety, and less regret. *Open to Options* counsels patients to ask treatment-related questions of their doctor based upon their personal preferences and priorities.

CSC will build on our successful pilot by delivering *Open to Options* to newly diagnosed patients with all cancer types who are facing a treatment decision in 2011 and beyond. Importantly, we will be translating proven decision research into practice by connecting patients with necessary information and decision making support, along with the understanding that patients can achieve better outcomes through improved doctor-patient communication.

### THE RESEARCH & TRAINING INSTITUTE: EXPERTS IN THE CANCER PATIENT EXPERIENCE

The Cancer Support Community founded the Research & Training Institute to examine the critical role that social and emotional support plays for those living with cancer. Researchers at the Institute study the distinct needs of survivors and caregivers throughout each phase of the cancer experience and beyond. The Institute is a vibrant resource and destination for the cancer community at large—a place where the Cancer Support Community conducts peer-reviewed research, sponsors patient and caregiver forums, hosts retreats, and directs state-of-the-art training programs for health care professionals. CSC's vision to build the Institute is shaped by our expertise and strong track record in research and training. We thank the Chairman's Circle—Jill Durovskik, Paula Malone and Angelica Berrie—for their leadership and support of our work in 2010. Additional thanks to Bayer, Novartis, Genentech, and the Eli Lilly & Company Foundation for their early generous support.



### CREATING THE ALLIANCE FOR QUALITY PSYCHOSOCIAL CANCER CARE: IMPLEMENTATION OF THE IOM REPORT *CANCER CARE FOR THE WHOLE PATIENT*

Upon release of the IOM's critically important report, *Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs*, leaders in the psychosocial oncology and cancer care community came together to implement its key recommendations. Since the fall of 2008, 35 organizations have joined the *Alliance* to ensure that psychosocial care is integrated into the medical standard of care for people with cancer. The *Alliance* is currently led by a three-member executive committee, including representatives from the Cancer Support Community, the National Coalition for Cancer Survivorship, and the American Psychosocial Oncology Society. The *Alliance* is committed to raising awareness about the importance of psychosocial cancer care services, integrating these services into the standard of care, and ensuring that patients have access to them—from screening, to assessment, to intervention.

"I was delighted and gratified that our report, *Cancer Care for the Whole Patient*, coupled with your initiative and hard work, has led to the creation of such an important new national organization devoted to the cause of higher quality care for cancer. As President of the Institute of Medicine, I would like to do what I can to be helpful to the Alliance."

—Dr. Harvey Fineberg,  
IOM President, in a  
letter to the Alliance

“Early detection and improved treatments for many different types of cancer have changed our understanding of this group of illnesses from that of a single disease that was often uniformly fatal in a matter of weeks or months to that of a variety of diseases—some of which are curable, all of which are treatable, and for many of which long-term disease-free survival is possible. In the past two decades, the 5-year survival rate for the 15 most common cancers has increased from 43 to 63 percent for men and from 57 to 64 percent for women.”

—2007 Institute of Medicine Report, *Cancer Care for the Whole Patient*

## NEED 4: Assistance in Changing Behaviors

With the aging of 76 million baby-boomers in the United States, the number of cancer cases is projected to increase dramatically in the coming years. Rapid advances in screening and treatment technologies mean cancer is becoming more of a chronic condition than a terminal one. As a result, survivorship has become a growing focus of the cancer community. CSC is committed to providing patients with the tools and resources they need to play an active role in their decision-making at diagnosis, coping with challenges during treatment and embracing a “new normal” throughout their lives.

*Finding Strength Together: A New Tool for Couples* is a testament to this philosophy. Developed with support from The Breast Cancer Fund of National Philanthropic Trust, this workshop brings couples affected by a breast cancer diagnosis together to discuss issues that can arise throughout the cancer journey. Together they learn and practice problem-solving techniques effective for tackling the challenges that cancer can bring to a relationship. The workshop also provides a unique opportunity for couples to meet and interact with others facing similar situations. It is being offered by 40 CSC affiliates and partners in 2010 and 2011.

### STRIKING THE BALANCE: EXPANDING CANCER CARE FROM PREVENTION THROUGH SURVIVORSHIP



Eminent leaders and thinkers in the cancer community came together in June 2010 at the annual meeting of the American Society of Clinical Oncology (ASCO) for a first-of-its-kind roundtable event. The session, sponsored by Amgen and its *Breakaway from Cancer*® (BFC) initiative, was designed to highlight potential areas for improvement throughout the spectrum of cancer care, and inspire action by establishing several calls-to-action for the cancer community and health policymakers.



Cancer Support Community President and CEO Kim Thiboldeaux was part of a panel that featured leaders from each of the four BFC partner organizations; distinguished community and academic oncologists, Drs. Lee

**LIVESTRONG®**



Schwartzberg and John Marshall; and special guest speaker Patrick Dempsey, actor and founder of the Patrick Dempsey Center for Cancer Hope and Healing. The event was moderated by Susan Dentzer, Editor-in-Chief of Health Affairs and contributor to PBS NewsHour.



“Striking the Balance,” a panel discussion held in June 2010, provided a forum for leaders of the *Breakaway from Cancer* partnership to discuss services provided by their organizations, from prevention through survivorship.

**CANCER TRANSITIONS: MOVING BEYOND TREATMENT™**

*Cancer Transitions* is a program for survivors of any cancer type who have completed treatment within the last two years. The program discusses the benefits of exercise, nutrition, emotional support, and medical management—all of which are core issues for cancer survivors. Developed in 2006 by the Cancer Support Community and LIVESTRONG, *Cancer Transitions* supports and empowers survivors as they transition from active cancer treatment to survivorship, and is designed to help them redefine their lives after cancer. The program is offered in face-to-face groups across the country and, beginning in early 2011, online at [www.cancertransitions.org](http://www.cancertransitions.org). More than 65 workshops have been offered to date, reaching thousands of cancer survivors.



**CANCER SURVIVOR REGISTRY**  
THE BREAST CANCER M.A.P. PROJECT

With two and a half million breast cancer survivors living in the United States today, it is important that we recognize and identify the new challenges of surviving longer with breast cancer. Three highly regarded reports by the Institute of Medicine found that there are gaps in knowledge about health and quality of life for cancer survivors, as well as gaps in services that address their social and emotional needs. This is why the Cancer Support Community created the Cancer Survivor Registry's *Breast Cancer*



*Breast Cancer* M.A.P. (Mind Affects the Physical) Project—to identify and address the emotional and social needs that accompany a breast cancer diagnosis. By joining this first-of-its-kind registry and sharing information about their breast cancer experience, participants have the unique opportunity to help researchers better understand the full impact of breast cancer and ultimately discover innovative ways to improve the cancer journey for millions. Women and men who join the Registry are invited to answer questions and provide information about their experience with breast cancer, as well as contribute to other studies throughout the year. From this research, a yearly report will be developed and shared with the breast cancer community at large, highlighting key learnings gathered from the Registry. For more information or to join the M.A.P. Project, visit [www.breastcancerregistry.org](http://www.breastcancerregistry.org).

Initiated by the Cancer Support Community's Research & Training Institute, the M.A.P. Project is made possible through a generous grant from The Breast Cancer Fund of National Philanthropic Trust.

“...lack of transportation to medical appointments, the pharmacy, the grocery store, health education classes, peer support meetings, and other out-of-home health resources is [a common logistical concern] and it can pose a barrier to health monitoring, illness management, and health promotion.”

—2007 Institute of Medicine Report, *Cancer Care for the Whole Patient*

## NEED 5: Material & Logistical Resources

The Cancer Support Community maintains partnerships with a wide variety of support organizations in order to address the many and varied material and logistical needs that can accompany a cancer diagnosis, from transportation to childcare. Our headquarters office staffs a toll-free line to answer questions about the support we offer both in-person and online. We can help you find the answers you are looking for and connect you to the appropriate resource, regardless of your situation—be it a financial concern or difficulty balancing work and treatment schedules. We do this with the understanding that people who feel supported experience decreased feelings of distress and an increased ability to manage cancer and its consequences.



### COMING SOON...

Research shows that psychosocial support improves outcomes and well-being, yet public policy does not reflect this knowledge in practice. As one of the world's largest providers of cancer support services and the nation's largest employer of psychosocial oncology mental health professionals, the Cancer Support Community will launch a Policy and Advocacy Initiative in 2011. We aim to set an ambitious agenda and will work diligently to ensure that all people affected by cancer are aware of and have access to the highest quality cancer support services. These services include psychosocial screening and assessment, personalized care planning, support groups, educational services, treatment decision counseling, healthy lifestyle programs, and more.



**CSC PARTNERS WITH BREAST CANCER SURVIVOR, CHRISTINA APPLIGATE**

*Christina Applegate Foundation*

This year, the Cancer Support Community partnered with the Entertainment Industry Foundation and actress and breast cancer survivor Christina Applegate to expand resources available through Ms. Applegate's foundation, *Right Action for Women*. In January, 2010, CSC assembled an Advisory Council of leaders in the breast cancer community. Working in partnership with these leaders, CSC continues to advise *Right Action For Women* as it grows to provide more robust resources for young women at high risk for developing breast cancer. Guided by CSC's leadership, *Right Action for Women* has expanded its online education content and launched a financial assistance pilot with support from Patient Services, Inc. to provide aid to women at increased risk for breast cancer who lack the resources to cover the high costs associated with breast cancer screenings. For more information about *Right Action for Women*, visit [www.rightactionforwomen.org](http://www.rightactionforwomen.org).

With guidance from CSC and other leaders in the breast cancer community, *Right Action for Women* was able to launch a new and improved website.



Members of the *Right Action for Women* Advisory Council met in Los Angeles to discuss issues pertaining to breast cancer risk and financial assistance. For information on the organizations that comprise this council, visit [www.rightactionforwomen.org](http://www.rightactionforwomen.org).

**CSC AND BREAKAWAY FROM CANCER PARTNERS VISIT THE HILL**

*Breakaway from Cancer*®, with sponsorship from Amgen, hosted an education reception on Capitol Hill this summer to share important information with congressional members, staffers and advocates while featuring resources available to people affected by cancer throughout the continuum of cancer care. Representative Lois Capps (D-CA), co-chair of the House Cancer Caucus, spoke about the importance of patients having access to the variety of resources available through the *Breakaway from Cancer* partnership. A former nurse and health advocate, Representative Capps is a true champion in Congress for cancer patients and the cancer community.



(From left) Amgen's Howard Moon, Representative Lois Capps, CSC President & CEO Kim Thiboldeaux, and National Coalition for Cancer Survivorship President and CEO Tom Sellers at the *Breakaway From Cancer* education reception on Capitol Hill.



A reception held in July on Capitol Hill provided an opportunity for representatives of the *Breakaway from Cancer* partnership to raise awareness among the nation's leadership of the importance of cancer support.

“Although family and loved ones often provide substantial amounts of emotional and logistical support and hands-on personal and nursing care (valued at more than \$1 billion annually) in an effort to address these needs...they often do so at great personal cost, themselves experiencing depression, other adverse health effects, and an increased risk of premature death...”

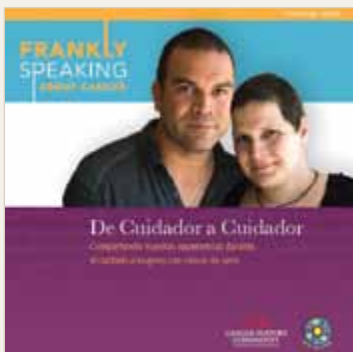
—2007 Institute of Medicine Report, *Cancer Care for the Whole Patient*



### NEW RESOURCE FOR LATINO CAREGIVERS

CSC, in partnership with Nueva Vida, Inc. and with sponsorship from The Breast Cancer Fund of National Philanthropic Trust, has created a Spanish-language publication for Latino cancer caregivers. This is the first Spanish-language publication in CSC's *Frankly Speaking About Cancer* series and is written for caregivers of women with breast cancer.

Breast cancer is the leading cause of cancer death among Hispanic/Latina women, and they are often diagnosed with a more advanced stage of disease. This booklet addresses the specific needs of their loved ones, providing tips on honest communication and navigating the health care system.



## NEED 6: Help in Managing Disruptions in Work, School, and Family

Every day, in cities across North America, millions of children, teenagers and their families are confronting cancer's impact. For children who have a parent or sibling with the disease and for adults whose child or teen is facing the illness, the diagnosis and treatment of cancer is one of life's most difficult experiences. Every year, 1.4 million individuals in the United States are diagnosed with cancer and nearly 25 percent of adults with cancer are parents of children under the age of 18.

The Cancer Support Community believes in cancer support for the whole family the whole time. Our Program for Children, Teens, & Families empowers families to re-focus at a critical point in the cancer experience. Families come together to get the support that they need both as individuals and as a unit. The result is a far more comprehensive, holistic, and supportive approach to the care of families affected by cancer.



“In 2003 nearly one in five (12.3 million) people with chronic conditions lived in families that had problems paying medical bills...Among uninsured cancer survivors, more than one in four delayed or decided not to get treatment because of its cost, and 41 percent were unable to pay for basic necessities, including food...”

—2007 Institute of Medicine Report, *Cancer Care for the Whole Patient*

## NEED 7: Financial Advice and Assistance

In April 2010, our Research & Training Institute released a report that found the financial strain related to cancer treatment makes patients and caregivers vulnerable to post-traumatic stress syndrome, with symptoms that include extremely high levels of anxiety, depression, and other mental health problems.

This report, “Evaluation of the Challenges and Barriers to Accessing Financial Support for Cancer Patient Treatment,” was prominently featured in an April 12, 2010 article in *The Wall Street Journal*. Launched in partnership with Genentech and its Access Solutions team, this groundbreaking report found that 81 percent of patients and 72 percent of caregivers surveyed experienced “moderate to severe” stress levels from the monetary burdens associated with care.



This research was used to update CSC’s publication, *Frankly Speaking About Cancer: Coping with the Cost of Care*, as part of our continued dedication to meeting the needs of people impacted by cancer.



### FRANKLY SPEAKING ABOUT CANCER: COPING WITH THE COST OF CARE

Managing the cost of health care today can be extremely challenging for many Americans. CSC and its affiliate network are committed to empowering patients and families to connect with community resources and partner organizations. Shedding light on both the practical and psychological impact of incurring debt, sometimes for the first time, in combination with the psychological impact of coping with cancer, CSC published *Frankly Speaking About Cancer: Coping with the Cost of Care* (2nd edition) in 2010. The program, with support from Genentech and Eli Lilly & Company, addresses the current uncertainty of the health care climate and streamlines the crucial financial resources available to people in treatment for cancer. Workshops feature resources available nationally and in each location’s community. Having access to financial advice and assistance is essential to empowering patients, their caregivers, families, and friends.



# Spreading the Word



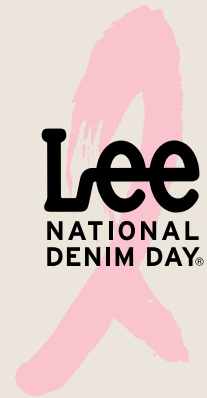
## CSC CONTINUES TO BREAKAWAY FROM CANCER

For a fifth consecutive year, CSC is one of four organizations representing the cancer continuum through our partnership with *Breakaway from Cancer*®. Founded in 2005 by Amgen Inc., *Breakaway from Cancer* is a national initiative to increase awareness of the comprehensive array of resources available to cancer patients and their families—from prevention to education and support to financial assistance and survivorship.

CSC supports this initiative at various events throughout the year, empowering patients with education, resources, and hope. In 2010, CSC was represented at the Amgen Tour of California, the LIVESTRONG Challenge Series, the inaugural *Breakaway from Cancer* Roundtable at the American Society of Clinical Oncology’s annual meeting, The Dempsey Challenge, and on Capitol Hill. We look forward to our continued partnership with Amgen, the Prevent Cancer Foundation, the National Coalition for Cancer Survivorship, and the Patient Advocate Foundation for years to come.







**THE CANCER SUPPORT COMMUNITY BEGINS NEW TRADITION BY HOSTING FIRST ANNUAL SPRING CELEBRATION**

Hundreds of supporters and friends attended the Cancer Support Community’s First Annual Spring Celebration, a benefit event held in New York City on Thursday, May 13, 2010. The event raised vital funds for our mission to support people impacted by cancer and celebrated the union of Gilda’s Club Worldwide and The Wellness Community. CSC honored both Gilda’s Club and The Wellness Community legacies along with visionary individuals and organizations who exemplify dedication to our work and those we serve.

Alysia Reiner, actress and star of the off-Broadway show *Modotti*, presented CSC’s inaugural Founders Award for Leadership to The Lodestar Foundation and SeaChange Capital Partners for their support and commitment to uniting The Wellness Community and Gilda’s Club Worldwide. Ricardo Antonio Chavira, star of ABC’s *Desperate Housewives*, presented The Founders Award for Innovation to National Philanthropic Trust for its role in establishing the *C.A.R.E. Campaign* for cancer caregivers and launching the *Breast Cancer M.A.P. Project* of CSC’s Research & Training Institute.

**The Cancer Support Community will host our Second Annual Spring Celebration in New York City on April 28, 2011. For more information, visit [www.cancersupportcommunity.org/fm/events](http://www.cancersupportcommunity.org/fm/events).**



Actress Alysia Reiner (center) presented Lois Savage, President, The Lodestar Foundation, and John MacIntosh, Partner, SeaChange Capital Partners, with CSC’s Founders Award for Leadership at our 2010 Spring Celebration.

**LEE NATIONAL DENIM DAY**

In 2010, CSC joined Lee Jeans and the Entertainment Industry Foundation (EIF) as a community partner in support of Lee National Denim Day. Now in its 15th year, Denim Day encourages individuals to wear their favorite pair of jeans and contribute \$5 to the fight against breast cancer in October. While funds raised by Denim Day have traditionally benefitted top research programs across the country, Lee and EIF recognize that millions of people facing cancer today are in need of greater support and educational resources in their communities.

With grassroots support from CSC headquarters and our affiliate network, Denim Day raised an estimated \$4 million for breast cancer research and support programs and brought invaluable national exposure to our growing organization.



CSC President & CEO Kim Thiboldeaux with actress and 2010 Denim Day Ambassador, Felicity Huffman.



Denim Day supporters added messages of encouragement and remembrance at the Denim Day Celebration in Kansas City, MO.

# Thank You to Our Donors

The list below includes gifts and grants received from July 1, 2009 to June 30, 2010. The Cancer Support Community has done its best to accurately acknowledge each of our valued contributors. If we have inadvertently omitted or misspelled your name, please let us know.

## \$1,000,000 and Above

National Philanthropic Trust

## \$500,000 - \$999,999

Genentech BioOncology  
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## \$250,000 - \$499,999

Amgen, Inc.

## \$100,000 - \$249,999

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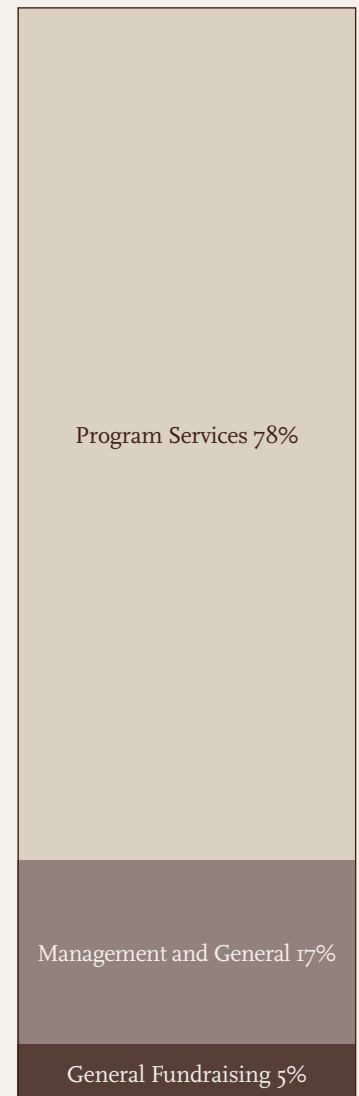
\*This list includes selected gifts and grants made to Gilda's Club Worldwide.

# Financial Report: 2009 Summary

The chart below reflects information from July 1, 2008 through June 30, 2009.

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>REVENUES AND OTHER SUPPORT</b>				
Contributions	\$ 266,105	7,770	(15,000)	258,875
Grants	731,274	2,938,071		3,669,345
Fee-for-service contracts	258,654			258,654
Dividend and Interest income	48,460			48,460
Facility Fees	132,280			132,280
Special events	216,475			216,475
Less direct expenses	(89,146)			(89,146)
In-kind revenue	385,368			385,368
Management fee income				0
Other	180			180
Net assets released from restriction	1,557,825	(1,557,825)		0
<b>Total revenues and support</b>	<b>\$ 3,507,475</b>	<b>1,388,016</b>	<b>(15,000)</b>	<b>4,880,491</b>
<b>EXPENSES AND LOSSES</b>				
Program services	3,302,576			3,302,576
Management and general	712,325			712,325
Fundraising	221,112			221,112
<b>Total expenses</b>	<b>\$ 4,236,013</b>			<b>4,236,013</b>
Change in net assets	(728,538)	1,388,016	(15,000)	644,478
Net assets at beginning of year	\$ 1,870,629	3,934,916	25,000	5,830,545
Net assets at end of year	\$ 1,142,091	5,322,932	10,000	6,475,023

## BREAKDOWN OF EXPENSES



# Financial Report: 2010 Summary

The Cancer Support Community, including affiliates and headquarters, has a combined system-wide annual budget of \$40M. The chart below reflects information from July 1, 2009 through June 30, 2010.



CSC holds a 5-star 'Best in America' Seal of Excellence from the Independent Charities of America and the Local Independent Charities of America for meeting the highest standards of public accountability, program effectiveness, and cost effectiveness. Of the 1,000,000 charities operating in the United States today, it is estimated that fewer than 50,000 (5 percent) meet or exceed these standards and, of those, fewer than 2,000 have been awarded this Seal.

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>REVENUES AND OTHER SUPPORT</b>				
Contributions	\$ 158,864			158,864
Grants	1,519,363	2,026,091		3,545,454
Fee-for-service contracts	752,759			752,759
Dividend and Interest income	19,560			19,560
Facility Fees	108,980			108,980
Special events	777,750			777,750
Less direct expenses	(290,687)			(290,687)
In-kind revenue	135,558			135,558
Management fee income	105,000			105,000
Other	279			279
Net assets released from restriction	1,497,273	(1,497,273)		0
<b>Total revenues and support</b>	<b>\$ 4,784,699</b>	<b>528,818</b>		<b>5,313,517</b>
<b>EXPENSES AND LOSSES</b>				
Program services	3,899,324			3,899,324
Management and general	609,961			609,961
Fundraising	368,075			368,075
<b>Total expenses</b>	<b>\$ 4,877,360</b>			<b>4,877,360</b>
Change in net assets	(92,661)	528,818		436,157
Net assets at beginning of year	\$ 1,142,091	5,322,932	10,000	6,475,023
Net assets at end of year	\$ 1,049,430	5,851,750	10,000	6,911,180

## BREAKDOWN OF EXPENSES

Program Services 80%

Management and General 13%

General Fundraising 7%

# Stay Engaged with CSC



**TO JOIN CSC'S ONLINE COMMUNITY, VISIT [WWW.CANCERSUPPORTCOMMUNITY.ORG](http://WWW.CANCERSUPPORTCOMMUNITY.ORG)**

The Cancer Support Community has been a pioneer in online support groups, with CSC's online community offering much of the same programming available at each brick-and-mortar affiliate location. The online community offers weekly support groups facilitated by licensed clinicians, our *Frankly Speaking About Cancer* education series, and information on relaxation and visualization exercises, nutrition, caring about someone diagnosed with cancer, and survivorship. With more than 200,000 unique visitors in 2009, CSC is able to serve people affected by cancer all over the world.

## HIGH TOUCH & HIGH TECH

CSC headquarters and 46 local affiliates maintain organizational Facebook pages. Become a fan of CSC to stay current on workshop and program launches, new initiatives, partnerships, and special events. We will also share the latest in cancer-related news and current events, and provide commentary to spur dialogue within the cancer community. Follow us, and join the conversation!



## THERE'S AN APP FOR THAT!

Thanks to cancerHELP™, the Cancer Support Community's new free application for iPhone™, people can now keep track of how they are coping with a variety of physical, social, and emotional concerns related to living with cancer and its treatment. Developed with support from Genentech, this mobile application allows users to rate and track concerns over time and report their progress to their health care team and others. Users can link with vital information online to assist them in addressing their concerns. The app also enables users to keep a journal, find a CSC affiliate nearby, or join the CSC Online Community. This new resource brings valuable support and information so that people can better manage their emotional and social well-being anywhere, anytime.





# CANCER SUPPORT COMMUNITY™

*A Global Network of Education and Hope*

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1050 17th Street, NW, Suite 500, Washington, DC 20036  
Phone: 202.659.9709 Fax: 202.974.7999 Toll Free: 888.793.9355

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252 West 37th Street, 17th Floor, New York, NY 10018  
Phone: 917.305.1200 Fax: 212.967.8717 Toll Free: 888.445.3248

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