

OUR MISSION:

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



**CANCER SUPPORT
COMMUNITY™**

A Global Network of Education and Hope



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CANCER SUPPORT COMMUNITY STAFF

AS OF MAY 1, 2012

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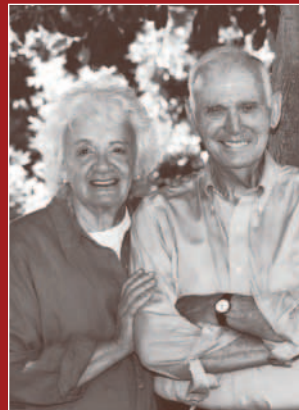
Christina Raia, Manager, Development

Maria Smith, Manager, Communications and Events

Susan Viana, Manager, Operations

Jaclyn Wieber, Manager, Program

ABOUT THE CANCER SUPPORT COMMUNITY



Dr. Harold and Harriet Benjamin, founders of The Wellness Community



Joanna Bull, founder of Gilda's Club Worldwide

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 57 licensed affiliates, more than 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 2011, 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,

We would like to begin this annual report by thanking you. Thank you for allowing us to walk alongside you in your journey, thank you for trusting us with your precious resources, and thank you for your ongoing commitment to the Cancer Support Community!

2011 was another year of exciting growth and evolution for our organization. November 2009 brought the union of Gilda's Club Worldwide and The Wellness Community, garnering more than 50 years of collective experience caring for the psychosocial needs of people touched by cancer. In June 2011, this union became formal and the Cancer Support Community was on its way! We celebrated the opening of our Research and Training Institute; we delivered the first-ever Index to better understand the many facets of the breast cancer journey; we worked hard to touch over 1,000,000 patients and their family members; and we had a little fun along the way.

We are thrilled that through our work with the American College of Surgeons Commission on Cancer and our partners in the cancer community, the importance of distress screening was validated through the inclusion of screening as a formal requirement for cancer programs nationwide. We believe this will clearly impact the patient experience in a very positive way, and we are proud to be a part of it.

We are equally thrilled and proud to have been recognized by Philanthropedia as one of its top nonprofit organizations for 2011, and we were awarded a 4-star rating with Charity Navigator. The Cancer Support Community was recognized for our role in filling a unique gap in the cancer field by addressing psychosocial and mental health issues as well as for providing quality education materials.

As you will see in the pages to follow, we remain true to one mission: **ensuring that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.** Through our cutting-edge research, direct patient and caregiver services, and our work in Washington, D.C. to impact policy change, we are well positioned to change the face of the cancer experience to the benefit of all patients, survivors and caregivers.

We look forward to our ongoing partnership with you as we all continue to face the formidable opponent that is cancer, and as we honor our commitment to ensure—together—that no one faces cancer alone.

Warm regards,

Kim Thiboldeaux
President and CEO

Laura Wheat
Board Co-Chair

Chuck Scheper
Board Co-Chair



(L TO R) Laura Wheat, Kim Thiboldeaux, and Chuck Scheper

Our Research and Training Institute

One distinction of the Cancer Support Community (CSC) is our commitment to basing all of our work on evidence, so that patients and families can have confidence in our many programs. A reflection of this commitment was evident in the Grand Opening of the Cancer Support Community's Research and Training Institute on September 15, 2011. The Institute is the first designed solely to explore the unique emotional and social needs of patients, survivors and caregivers in the community. Additionally, the Institute educates health care professionals across the United States and abroad using the Patient Empowerment Model upon which the Cancer Support Community was founded.

Through the work of the Institute, we are able to understand the cancer journey beyond the physical and medical aspects of the disease. This is the foundation upon which we build all CSC activities including our patient education programs and materials, our support services, and our public policy initiatives.



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

In 2008, the Cancer Support Community embarked on an ambitious initiative to launch a National Survey, Registry and Index of Breast Cancer Survivors. While there are many medical registries in cancer and other diseases, this Registry is the first of its kind designed to understand the social, emotional, spiritual and financial impact of the disease. In October 2011, the first Index was published, containing data from 1,043 M.A.P. participants who responded to 71 questions. We encourage you to read the Index, which can be found in full on the CSC website. The Index highlights three important survivorship needs:

- improved communication around treatment decision making between the patient and the health care team
- care coordination and planning through and beyond the immediate cancer treatment phase
- proactive screening for social and emotional distress throughout the cancer journey

The news of this unique program spread quickly, garnering over 40 million media impressions within the first few weeks of publication, including an exclusive in *The Wall Street Journal*, a feature on the CBS



“Early Show,” and coverage in *USA Today* and *Huffington Post*, among others.



The M.A.P. Project would not be possible without the generous funding of the Breast Cancer Fund of National Philanthropic Trust and additional funding from Susan G. Komen for the Cure, as well as the ongoing guidance from our esteemed National Advisory Council.

“My world began to whirl at age 40 when I learned I had an aggressive, fast-growing form of breast cancer. Overnight I needed to become an expert on all things cancer in order to make wise treatment decisions—all while managing work, countless doctor appointments and the emotional needs of my family, friends and, most of all, myself. Halfway through my treatment, I discovered the Cancer Support Community’s M.A.P. Project and a light bulb illuminated. It gave me a context by which to understand my journey. The questions allowed me to reflect upon my cancer and needs in a new way, and the opportunity to view my experiences as compared to others was especially helpful. Joining the M.A.P. Project has been empowering and enlightening.”

– Kelli S., Austin, Texas
2-Year Breast Cancer Survivor

Making a Dream a Reality

Jill Durovsik: From Daughter to Donor to National Institute Chair

For more than twenty years, Jill Durovsik has been envisioning how we can better provide cancer support services to patients and survivors—and leading efforts to make that vision a reality. Jill notes that it was Gilda Radner’s book, *It’s Always Something*, that first introduced her to our community. Jill’s mother, Jean Holler, was living with terminal lung cancer at the time, and “she didn’t have a place to talk about her feelings with others going through the same thing. I could be there for her and listen, but I couldn’t truly get what she was experiencing emotionally.”

So, five years later, Jill took a leading role in founding the Philadelphia affiliate of what is now the Cancer Support Community. Her dedication and energy have been unflagging since. She served for several years as Board Chair of the Philadelphia affiliate and remains a Board member *emeritus* there. Her focus now, as a member of the Cancer Support Community’s national Board of Directors and its Development Committee, is CSC’s Research and Training Institute.

Jill agreed to head the effort to build a permanent home in Philadelphia for the Research and Training Institute and secure its financial future. As Chair of the Institute, Jill has been active in every phase of design, planning and construction, and led the funding drive that made possible the creation of the Institute’s new home in Fairmount Park. The garden at the Institute is named in recognition of Jill and her family.

“I am proud that this is one of the Cancer Support Community’s highest strategic priorities for the coming years,” Jill says. “Through research, we will uncover new evidence about what people impacted by cancer need in order to live better lives. And through training, we will disseminate these findings to the cancer community at large. This is how we will make our biggest impact to advance the field of psychosocial cancer support.”

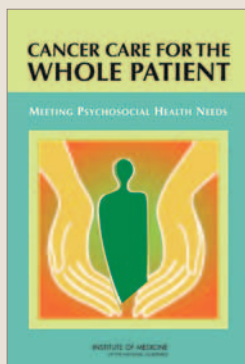


Jill and Tom Durovsik in the Durovsik Family Garden at the Research and Training Institute



Distress Screening: CancerSupportSource™

The Cancer Support Community has led an intensive effort over many years to understand social and emotional distress experienced by people touched by cancer. In 2007, the Institute of Medicine in



Washington, D.C. issued a report entitled *Cancer Care for the Whole Patient*, which recommends that every person diagnosed with cancer get screened for distress and connected to critical national and local resources. This led

CSC to develop CancerSupportSource™, a 25-item web-based distress screening, referral, and follow-up program designed for community hospitals, oncology practices and nonprofit organizations, including our network of 57 CSC affiliates. To date, over 1,000 screenings have been conducted with patients in their communities, leading to a broader understanding of patient needs.

**cancer
support
source™**

CancerSupportSource™ is now being adopted by a number of organizations and hospitals nationwide, including many of the American College of Surgeons Commission on Cancer-accredited institutions that are required to implement universal distress screening starting in 2015.

Treatment Decision Counseling: Open to Options™

Originally funded by the Centers for Disease Control, and in partnership with the Education Network to Advance Cancer Clinical Trials, the Cancer Support Community conducted a pilot study to address the need for improved communication between the patient and the health care team. Following the success of the pilot, Open to Options was created.

This program builds on the Patient Empowerment Model by providing the services of a licensed mental health professional to work directly with a newly diagnosed or re-diagnosed patient as he or she works through sometimes complicated treatment decisions. The intent of the program is to help the patient work through his or her thoughts and priorities, and create a clear, comprehensive list of questions that is then used to facilitate a conversation with the health care team. The result is that the conversation will lead to a treatment decision that is individualized and tailored to the specific needs and goals of the patient. Our research has shown this to be true in the majority of patients while also showing decreases in anxiety and regret by patients who have taken advantage of this program.

To date, hundreds of patients have been served through Open to Options, free of charge, thanks to the generous support of partners including Eli Lilly and Company Foundation, Genentech and Pfizer, Inc. Open to Options will grow in 2012 to allow us to serve even more patients in additional affiliates across the United States.



Trish Horton (left), patient, speaks with Anita Shaft (right), Open to Options Specialist, Gilda's Club Quad Cities



Welcome to the Sheep Barn: Home of CSC's Research and Training Institute

The Cancer Support Community's Research and Training Institute reflects a bold new vision of how best to serve the needs of all people impacted by cancer. The setting for the Institute perfectly complements this vision.

Built before 1763 on a hill overlooking the Schuylkill River in Fairmount Park, Philadelphia, Ridgeland Mansion served for decades as a residence for its Park directors. In 1997, this historic complex became the home of the Cancer Support Community Philadelphia, one of 57 CSC affiliates worldwide.

In 2010, the Cancer Support Community expanded its presence in Fairmount Park when it began the renovation of the Sheep Barn on the Ridgeland property, as the location of its Research and Training Institute. Constructed in 1879, the Sheep Barn remains as a lasting memorial to Fairmount Park's introduction of the South Down sheep in the late 19th Century. The Institute's unique building and lovely property offer reflective gardens and ambling pathways that invite hope, healing, and peace. Within its pastoral setting, the Institute's beautifully restored Sheep Barn houses the latest in technical and academic resources for researchers, health care professionals, conferees, and survivors, flexibly designed to accommodate a wide variety of research and training opportunities.



Empowered by Knowledge

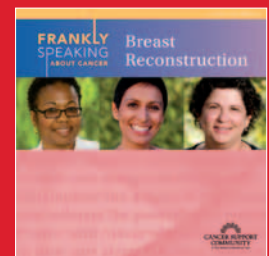
At the Cancer Support Community, we understand the importance of knowledge as a cornerstone of navigating the cancer experience. Our Patient Empowerment Model was built on the active sharing of information and a commitment to a dynamic dialogue among the patient, his or her support network, and his or her health care team. CSC plays a vital role in providing those impacted by cancer with quality educational programs and materials, all based on the best evidence.

We also believe it is critical that we share information openly with the medical community. The information we learn through our Research and Training Institute, along with the learning we acquire through our many other programs and services, provide invaluable insight not only to the staff and volunteers at CSC, but to the broader cancer and health care communities at large.

Frankly Speaking About Cancer®

With the launch of our two newest *Frankly Speaking About Cancer* topics, Breast Reconstruction, and Framing Life With Lymphoma, our suite of educational programs grew to over a dozen in 2011! These programs are delivered to patients and their loved ones in workshops, through print materials, and online. In the 18 months covering the span of this report, we are proud to report the following:

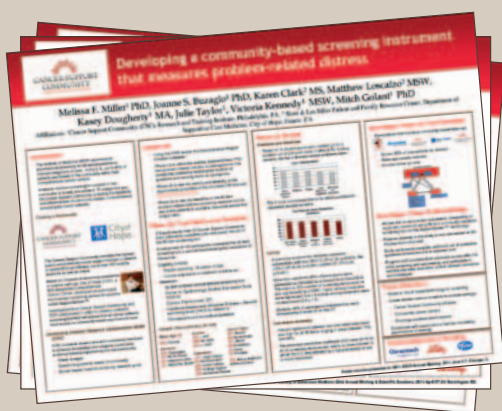
- > Distribution of 98,326 educational booklets
- > Delivery of nearly 300 workshops across the country
- > Over 785,599 page views on our website



Sharing With the Medical Community

The information we acquire through our research and as a part of our daily interaction with patients and their loved ones is rich with both evidence and anecdotes that could help others as they are caring for people anywhere along the cancer continuum. Sharing our knowledge widely with our colleagues in the health care community builds our collective understanding of the cancer journey and helps to improve the patient and caregiver experience.

In the 18 months from July 2010 through December 2011, the Cancer Support Community team delivered at least 20 presentations and posters about our work and our research. These lectures, posters, and abstracts were delivered to health care professionals across the cancer care specialty spectrum as well as to the public health community through meetings and congresses of great prestige. In total, our team was able to reach well over 100,000 professionals working on behalf of people who have been touched by cancer.



A Focus on Lung Cancer

On November 30, 2011, the Cancer Support Community hosted an educational webinar—*Enhancing Patient-Provider Communication in Lung Cancer Care*—designed to inform and empower allied health professionals, including nurses and social workers. The webinar was developed in response to a national survey conducted by CSC, the findings of which illuminate the needs of allied health professionals caring for lung cancer patients. Specifically, the webinar content highlighted several psychosocial issues experienced by lung cancer patients, including treatment planning and quality of life needs, and provided guidance for potential interventions and effective patient/provider communication. Webinar presenters included:

Dr. Janine Cataldo

Nurse Researcher, lung cancer stigma expert, and Assistant Professor in the Department of Physiological Nursing at University of California San Francisco

Dr. Pamela Ginex

Nurse Researcher at Memorial Sloan-Kettering Cancer Center and Assistant Professor of Nursing at Lehman College, City University of New York

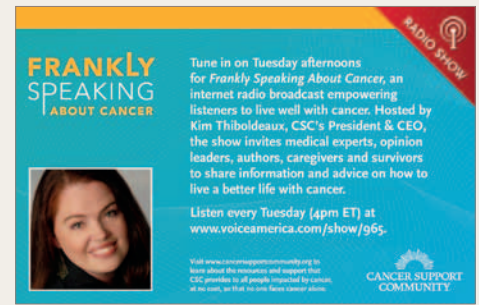
Bonnie Crawford

Licensed Independent Social Worker and former Program Director of the Cancer Support Community – Greater Cincinnati and Northern Kentucky.

The program was developed with support from Boehringer Ingelheim.

Cancer Transitions[®]

Cancer Transitions is a program for survivors of any cancer type who have completed treatment within the last two years. The program addresses the benefits of exercise, nutrition, emotional support, and medical management—all of which are core issues for cancer survivors. Developed 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 online at www.cancertransitions.org. To date, 300 programs have been run in over 125 locations with over 3,600 attendees.



Frankly Speaking About Cancer Radio Show

This year, the *Frankly Speaking About Cancer* radio show hit a major milestone with the airing of its 100th episode. 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!

Some highlights from recent shows include:

Kim welcomed the *Showtime* series "The Big C" creator and executive producer Darlene Hunt for a rare look into the real-life inspiration behind the hit series. The show covered the dialogue "The Big C" has sparked in the cancer community and lessons learned from the main character's journey, as a person newly diagnosed with cancer.

Jonathan Levine, director of the movie "50/50," joined the show to discuss the movie and what it means for young adults living with cancer. "50/50" chronicles Adam, a 27-year-old diagnosed with a rare form of cancer, and follows him through a sometimes comical journey to beat the disease. On the show were Jonny Imerman, young adult cancer survivor and founder of Imerman Angels, and Vicki Kennedy, LCSW, CSC's Vice President of Program Development and Delivery.

On *Medical Facts and Myths Everyone Should Know*, Kim sat down with authors Dr. Sanjiv Chopra, a professor of medicine at Harvard Medical School, and Dr. Alan Lotvin, a cardiologist by training and practice, to discuss their new book.

We thank Amgen, Celgene, Eisai, Genentech, Millennium, and Morphotek for their generous support of this award-winning program.



Danette and Anna Swenson,
Cancer Support Community
Central Indiana

Strengthened by Action

As seen in the earlier pages of this report, the heart of our work is the direct service we provide to tens of thousands of patients and their loved ones. Of growing importance is our effort to lead social change through our partnerships and our work in Washington, D.C. By doing so, we are giving patients another way to have their voices heard and become active in their care and beyond.



Public Policy and Advocacy

Our Public Policy and Advocacy initiative is a critical means to advance our mission. The Cancer Support Community works to reduce barriers to support and resources for those living with cancer, implement standardized distress screening for ALL patients, connect health care professionals with community psychosocial resources, and ensure that all cancer patients have access to the highest quality support, counseling and educational services available today.

The Cancer Support Community kicked off 2011 by hosting a series of health policy briefings. We were joined by many of our partners in the cancer care community to discuss timely and relevant topics including Medicare Parts B and D, the Affordable Care Act, the formation of ACOs or Accountable Care Organizations and more.

The Cancer Support Community provided extensive input on H.R. 3705, a bill sponsored by Congresswoman Lois Capps (D-CA), Co-Chair of the United States House of Representatives' Cancer Caucus. The bill—*The Comprehensive Cancer Care Improvement Act of 2011*, co-sponsored by Representatives Charles W. Boustany Jr. (R-LA) and Lynn C. Woolsey (D-CA)—proposes an amendment to the Social Security Act: to provide for coverage of comprehensive cancer care planning under the Medicare Program and to improve the care furnished to individuals diagnosed with cancer by establishing grant programs for provider education, and related research.

In November 2011, the Cancer Support Community held its first-ever Hill Day—where many of our Affiliates from across the country made nearly twenty visits to Members of Congress. We will continue to grow our work in Public Policy and Advocacy throughout 2012, as we work to transform the landscape of social and emotional support for people who have been diagnosed with cancer and for their families and caregivers.



Breakaway from Cancer®

For a sixth consecutive year, CSC was honored to be 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 2011, CSC was proud to participate in the Amgen Tour of California starting in Lake Tahoe and ending in Thousand Oaks, CA. Along with Amgen and our partners, CSC hosted a fun and educational booth at the end of every tour stage, participated in Breakaway Mile cities, and honored the Breakaway Champions for facing cancer with courage and spirit. CSC also participated in the 2011 Dempsey Challenge in Lewiston, ME, raising awareness and funds for important cancer programs in that community.

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.



Patrick Dempsey, actor, advocate and supporter of *Breakaway from Cancer*



Breakaway was a family affair in Southern California



Kathryn West of Amgen shows her support for Breakaway!



Paso Robles Breakaway Champion, Daleena Rankin, celebrates with CSC's Kim Thiboldeaux



CSC Hosts National Cancer Summit on IOM Report, *Cancer Care for the Whole Patient*

On November 5, 2011, the Cancer Support Community hosted its Biennial Cancer Summit in Washington, D.C. to detail national progress made towards implementing recommendations in the Institute of Medicine's (IOM) 2008 report, *Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs*. The Summit was moderated by Susan Dentzer, editor-in-chief of *Health Affairs* and on-air analyst on health issues with the PBS "NewsHour." Featured panelists included:

Dr. Roger C. Herdman, Director of the Board on Health Care Services at the Institute of Medicine

Dr. Stephen B. Edge, Chair of the American College of Surgeons Commission on Cancer

Dr. Allen S. Lichter, Chief Executive Officer of the American Society of Clinical Oncology

When the Institute of Medicine released its groundbreaking report, it served as a defining affirmation of our work—stating that today's cancer care does not adequately address the emotional, social, spiritual, or financial challenges associated with the disease, and that quality psychosocial care is critical in order for patients to have optimal medical outcomes. As members of a health care community committed to this important work, these panelists addressed what their respective organizations are doing to advance patient-centered care in the face of a cancer diagnosis, specifically addressing social and emotional needs. They also spoke of the many gaps that still need to be bridged, including incorporating practices like distress screening and survivorship care planning into quality cancer care.

In addition to members from the CSC national and affiliate teams, the summit also drew attendance from our partners and members of the broader cancer community who shared with the group their many achievements and initiatives in advancing quality care for those living with cancer.

Alliance for Quality Psychosocial Cancer Care

The Cancer Support Community continues to work alongside more than 30 organizations to advance the important vision of ensuring that psychosocial care is integrated into the medical standard of care for people with cancer. The Alliance for Quality Psychosocial Cancer Care, co-chaired by CSC President and CEO Kim Thiboldeaux and Ruth McCorkle, PhD, FAAN, Yale University School of Nursing, has provided input into a number of key academic, government and policy initiatives and continues to grow both its reach and its membership.



**ALLIANCE
FOR QUALITY
PSYCHOSOCIAL
CANCER CARE**



Scott, Jerri, and Daniel Riggle
Cancer Support Community
Central Indiana

Sustained by Community

Our work is defined by an element that is so vital we put it in our name—Community. We, and the patients and loved ones we serve, are sustained by a very large and generous community. The members of this community contribute in many ways: through our affiliate network, as a part of our online community, by participating in our special events, and by donating their time, talent and treasure to sustain our endeavors.



Gilda's Gang, Rochester, NY—Mechelle Sanders (left), Amna Idris (center), Ajuah Van Keken (right)

Affiliate Overview

An important highlight in the IOM Report states 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. In 2011, CSC opened our two newest affiliates located in Kansas City, MO and Dayton, OH! With the addition of Austin, TX and Greenville, NC, we now have a total of eight affiliates “in development” and well on their way to becoming full service. The result? We now have 57 licensed CSC affiliates and 100 satellite facilities around the world serving cancer patients and their families.

In 2011, tens of thousands of individuals impacted by cancer took advantage of CSC's free, professional programs. The total visits were an outstanding 630,538. Across the network, CSC delivered care 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

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

The Living Room[®]

For those individuals who are unable to or choose not to participate in our face-to-face programs, the Cancer Support Community offers The Living Room online! By joining, participants have access to support 24 hours a day/7 days a week through:

Online Support Groups

These groups meet real time, online in a text-based chat room for 90 minutes each week, and are facilitated by professionals specially trained to manage the diverse interactions of an Online Support Group. We offer groups for people with cancer, caregivers and those dealing with bereavement. In addition to the weekly meetings, each online group has its own discussion group available only to the members of that group to enable continuous discussions 24 hours a day, 7 days per week.

Discussion Groups

These groups cover a variety of topics and offer advice, support and tips to people going through similar cancer experiences.

Your Own Personal Website

Members can create a personal website to easily build an online support community and share information with friends and family via one central website. The personal website enables our members to communicate by posting photos and videos and by sharing calendars. It also helps them receive the vital support they need during and beyond cancer treatment.

The Living Room currently has almost 10,000 members. In 2011, there were 2,916 visits made to our 676 online support group sessions in 15 different groups including caregiver, patient and bereavement groups.



Group Loop

Group Loop is an online community designed specifically to address the needs of teens ages 13-19. Group Loop is a secure site where teens touched by cancer can meet and connect with each other to build social and emotional support, and to regain a sense of control over their lives. Additionally, Group Loop provides educational information about cancer, and tools to cope with the anticipated changes in relationships and day-to-day activities due to a cancer diagnosis. Group Loop is monitored by a licensed mental health professional. The website consists of topical discussion boards, blogs, informational content, social networking capability and instant messaging. In 2011, over 3,200 unique visitors took advantage of Group Loop!


Group Loop is made possible thanks to The TJX Foundation.

Extending our Reach Through Social Media

Social media and enhanced interactivity can provide a connection to peer support and the digital tools and resources that can empower patients and their loved ones. We know that one of the fastest growing demographics in the social media outlet Facebook is people over 55, corresponding with the age group of the fastest growing incidence of cancer.

As more people turn to the Internet for support, it is important that evidence-based patient education and support rise above the noise. With generous support from Genentech, the Cancer Support Community is expanding the reach and interactivity of its trusted digital education tools to create opportunities for meaningful, enriching conversations for and among cancer patients, survivors, and caregivers in the social media space.

2011 brought us growth in social media:

 Facebook – “likes” are up 98% since the beginning of 2011

 Twitter – “followers” are up 231% since the beginning of 2011

 LinkedIn – CSC group established and growing

CSC Blog – updated several times each month by CSC leadership and a number of guest bloggers

Content distributed through these channels consists of real-time cancer care news, public policy debriefs and calls to action, and topics relevant to those touched by cancer.



Lily Tomlin and Kim Thiboldeaux at the 2011 Spring Celebration

Lee National Denim Day

In 2011, CSC entered into its second year with Lee Jeans and the Entertainment Industry Foundation (EIF) as the community partner in support of Lee National Denim Day. The initiative celebrated its 16th year of encouraging 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 benefited 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. The result has been a commitment from Lee and EIF to the work of CSC. This partnership provides much needed social and emotional support to individuals both in their community and through our online community.

Spring Celebration

In April 2011, CSC hosted our Annual Spring Celebration in New York City. More than 300 supporters gathered to celebrate the many achievements of CSC and honor the partners and sponsors who make our work possible. The evening was hosted by Emmy-award winning comedienne Lily Tomlin, who drew laughs from the crowd with a monologue portraying some of her most well-known characters, including Ernestine, the telephone operator, and the precocious 6-year-old, Edith Ann.

Joining host Lily Tomlin as presenters and performers were Broadway star Kelli O'Hara, Los Angeles vocalist Julie Delgado, Fox News contributor and breast surgeon Dr. Cynara Coomer, and Medal of Honor recipient Colonel Jack Jacobs.

Two important awards were presented, honoring the legacies of our founders: Harold and Harriet Benjamin (The Wellness Community) and Joanna Bull (Gilda's Club Worldwide).

Genentech was presented with the Founders Award for Innovation for their unwavering commitment to the Cancer Support Community and, more specifically, their support of our Research and Training Institute. The award was accepted by Sandra Horning, MD, the organization's Senior Vice President and Global Head of Clinical Development, Hematology/Oncology and Product Development, and a cancer survivor.

The Founders Award for Dedication was presented to the Breast Cancer M.A.P. Advisory Board for their support and guidance throughout the conception and development of the *Cancer Survivor Registry: the Breast Cancer M.A.P. (Mind Affects the Physical) Project*. Accepting the award on behalf of the group was Lidia Schapira, MD, a medical oncologist specializing in the care of women with breast cancer at Massachusetts General Hospital.

The event raised vital funds to support CSC's mission so that no one faces cancer alone. We extend many thanks to all who were able to attend and join us for this fun and memorable evening.

CSC Recognition



The Cancer Support Community was honored to be named as a 2011 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.

With Special Thanks!

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We could not do our work without the generous and selfless contributions of time, treasure and talent by our esteemed Board of Directors. They epitomize “sustained by community” by the work they do to sustain CSC. We would like to recognize and thank the members of the Board of Directors for their unwavering commitment and guidance:

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YLC

Young Leaders Making a Difference

The Cancer Support Community's Young Leadership Council (YLC)—a vibrant group of young professionals who represent a new generation of leaders who are advancing the cause of social and emotional support for people living with cancer—works tirelessly each year to raise awareness and organize philanthropic initiatives to benefit the Cancer Support Community.

Since the YLC's inaugural event in 2005, it has successfully raised over \$850,000 and brought the mission of Gilda's Club Worldwide—and the Cancer Support Community—to thousands of new friends. Each year, the YLC hosts its annual signature fundraising event—the Red Ball. The 2011 event, held at Crimson in New York City, was attended by over

150 young professionals, and raised nearly \$50,000!

We would like to recognize and thank the leadership of the YLC:

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We would like to thank the members of our President's Council who continue to be committed to longstanding service, wise counsel, and generous support of our organization.

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We would like to recognize and thank the members of the Honorary Board for their ongoing support of our vision to ensure that no one faces cancer alone.

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*The following individuals
donated their unwanted
vehicles through the Cancer
Support Community's
Vehicle Donation Program,
where all sale proceeds
support our mission:*

Stuart Bedell
Andrea Berry
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Donna Buck
Heather E. Cloud
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Alex Theodossis
John C. Torrez
Eduardo Urquiza
Miguel Vega
Darren K. Waller
Rosemary Wood
Monica L. Wright
Nicholas Zotto

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



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A Global Network of Education and Hope

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 visit: www.cancersupportcommunity.org/vehicledonation

Bequests

Many individuals leave a generous legacy by designating a charity as a beneficiary in their will. Your attorney or tax adviser can provide guidance. If you would like to speak with us about naming the Cancer Support Community as a beneficiary, please call and ask to speak with the Senior Director of Development.

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.

Cancer Support Community Statement of Activities

This Statement of Activities reflects the period from July 1, 2010 to December 31, 2011 to coincide with CSC's move in 2012 to a calendar fiscal year.

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUES AND OTHER SUPPORT				
Development Income	\$ 491,307			\$ 491,307
Interest Income	28,826			28,826
Service Delivery				
Program	468,948	599,662		1,068,610
Research and Training	835,433	566,946		1,402,379
Events	1,207,850	492,976		1,700,826
Less direct expenses	(642,364)			(642,364)
ePresence	85,000			85,000
Education/Outreach	760,527	1,121,736		1,882,263
Policy/Advocacy	98,752	146,248		245,000
Special Purpose Funds	641,076	88,308		729,384
Affiliate Activities	569,783			569,783
Fee Income	1,704			1,704
In-Kind revenue	194,640			194,640
Miscellaneous Income	538			538
Excess of Fair Value of Assets				
Acquired in Acquisition	86,795			86,795
Net Assets Released from Restriction	4,736,799	(4,736,799)		—
Total Revenues and Support	\$ 9,565,614	\$ (1,720,923)		\$ 7,844,691
EXPENSES				
Program Services	\$ 5,993,423			\$ 5,993,423
Management and General	850,911			850,911
Fundraising	682,148			682,148
Total Expenses	\$ 7,526,482			\$ 7,526,482
Change in Net Assets	\$ 2,039,132	\$ (1,720,923)		\$ 318,209
Net Assets at Beginning of Year-restated	\$ 1,182,821	\$ 5,851,750	\$ 10,000	\$ 7,044,571
Net Assets at End of Year	\$ 3,221,953	\$ 4,130,827	\$ 10,000	\$ 7,362,780

Offices

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Fax: 212.967.8717

Research and Training Institute
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Philadelphia, PA 19131-3724
Phone: 267.295.3000

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