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## FOR IMMEDIATE RELEASE

### **Barbara Bradley Baekgaard Family Foundation and Cancer Support Community Announce Partnership to Develop Healing Spaces in Hospitals for Cancer Patients and Caregivers**

WASHINGTON – (Feb. 14, 2017) – The Barbara Bradley Baekgaard Family Foundation announced today its pledge of more than \$500,000 to the Cancer Support Community, a nonprofit focused on the social and emotional impact of cancer, to create welcoming spaces in hospitals where cancer support groups and programs will be put in place.

The partnership will take place in six new hospital settings where the Cancer Support Community's vital programs for cancer patients and caregivers will be implemented. The Cancer Support Community began expansions into hospitals in 2013. This partnership will allow the organization to accelerate the expansion into additional hospitals across the nation.

"Every Cancer Support Community and Gilda's Club location is designed to be a homelike space for people touched by cancer. Through this partnership, we are looking forward to creating warm and friendly spaces inside of hospitals where people facing cancer can receive professional, high quality services to help them during their cancer experience," said Kim Thiboldeaux, CEO of the Cancer Support Community.

Hospital sites selected for the partnership will allocate space for Cancer Support Community programs and will receive design consultation from the Barbara Bradley Baekgaard Family Foundation. CSC facilities typically include a meeting room for group therapy, a reception area, office space, a library or other quiet space, and a kitchen area. While hospital and foundation staff work together to design the physical space, Cancer Support Community Headquarters will train staff in the organization's comprehensive program model to ensure the hospital meets all standards for service delivery.

Barbara Bradley Baekgaard is a cofounder of Vera Bradley, Inc., a leading designer of women's handbags and accessories.

"We are pleased to partner with the Cancer Support Community to bring their high quality, evidence-based program model to new hospital sites and help patients and their loved ones heal in a warm, inviting space," said Joanie Hall, a founder of the Barbara Bradley Baekgaard Family Foundation and member of the Bradley family.

Recent studies have shown that not only do well-designed spaces increase patient satisfaction, but they also may have a therapeutic impact on patients, loved ones, and hospital staff, and may even reduce health care costs and improve patient outcomes.

Hospital sites for the partnership will be announced in 2017, and Cancer Support Community programs will be implemented within 24 months.

### **About the Cancer Support Community**

As the largest professionally led nonprofit network of cancer support worldwide, the Cancer Support Community (CSC), including its Gilda's Club affiliates, is dedicated to ensuring that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community. CSC achieves its mission through three areas: direct service delivery, research and advocacy. The organization includes an international network of affiliates that offer the highest quality social and emotional support for people impacted by cancer, as well as a community of support available online and over the phone. The Research and Training Institute conducts cutting-edge psychosocial, behavioral and survivorship research. CSC furthers its focus on patient advocacy through its Cancer Policy Institute, informing public policy in Washington, D.C. and across the nation. For more information, please call the toll-free Cancer Support Helpline at 888-793-9355, or visit [www.CancerSupportCommunity.org](http://www.CancerSupportCommunity.org). *So that no one faces cancer alone*<sup>®</sup>

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