



Cancer Services of New Mexico
Providing Services to Reduce Cancer Suffering in New Mexico

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Cancer Services of New Mexico 2004 Annual Review



May, 2005

The Year in Review

Cancer Services of New Mexico (CSNM) continued to experience tremendous growth in 2004. Since our founding in 2001 we have been committed to providing services to reduce cancer suffering in New Mexico, and in 2004 we were able to do so for over 700 people. In addition to expanding all of our programs, we made substantial progress in several other important areas, including volunteer recruitment and board development; strengthening relationships with New Mexico's oncology community; fundraising/sponsorships; and developing our operational capability. The following are some highlights.

Program Offerings

In May, CSNM held its third annual **BioPark Day for Kids with Cancer**. The program has now grown so big that we had to move it from the Albuquerque Aquarium to the Rio Grande Zoo! Once again, we were able to extend invitations to every current and former pediatric cancer patient in New Mexico and their families. The day included free admission to the zoo, lunch, a talk by Dr. James McKinnell of the UNM Pediatric Oncology program, face painting, ice cream, goodie bags, T-shirts and more. Nearly 350 people enjoyed this remarkable day of fun, education, and sharing, a dramatic increase from the 40 participants we had at our first program in 2002.



2004 Zoo Day for Kids with Cancer

In September, CSNM held its third **Family Cancer Retreat** in Glorieta, New Mexico. This three-day retreat focused on educating New Mexico's adult cancer patients/survivors and their loved ones on the process of surviving, from the difficulties of handling the initial diagnosis, through coping with therapy, through a variety of medical and social challenges relating to at-home care and the emotional issues associated with surviving. In addition to providing a temporary escape from the day-to-day challenges of living with cancer, the retreat fostered development of supportive relationships between participants that could continue in the months and years ahead. The entire program, including food, lodging, and educational activities, is provided at no charge to participants. There is no other program like this in New Mexico.

We receive tremendous support for the Family Cancer Retreat from New Mexico's oncology community. Our program agenda in 2004 included over 35 speakers representing cancer services organizations around the state, including 14 of New Mexico's leading physicians. Over 40 oncology groups, cancer services agencies, and other organizations helped us recruit participants by displaying brochures and applications and, in many cases, having physicians, nurses, social workers, and other professionals personally encourage specific families they felt would benefit to attend.



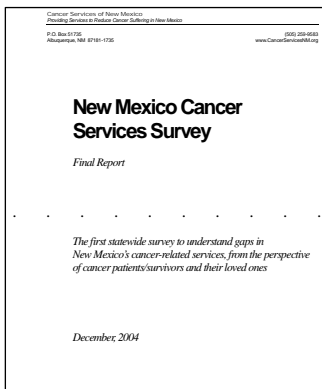
2004 Family Cancer Retreat Participants

After only three years, the Family Cancer Retreat has become the largest general cancer education program in New Mexico and by far the largest program of its type in the U.S. Over 300 cancer patients/survivors and loved ones from 128 New Mexican families attended in 2004 – a six-fold increase from our first retreat in 2002. We are expanding the program to twice per year in 2005.

In 2004 we also expanded the pilot of our newest program, **Outreach to Kids Whose Parents Have Cancer**. We distributed over 50 free “information kits” containing materials to help newly diagnosed parents and their children cope with the impact of the disease on their family. To our knowledge, this is the only program explicitly focused on children of cancer patients in New Mexico.

We expanded our participation in **Health Fairs** in 2004, speaking with the public about New Mexico's cancer-related services and distributing educational materials at 7 different events during the year.

In December we published the final report from our **New Mexico Cancer Services Survey**. Nearly 900 New Mexicans coping with cancer participated in this program, which was the first statewide survey to understand gaps in New Mexico's cancer-related services from the perspective of cancer patients/survivors and their loved ones.



Respondents praised several of New Mexico's cancer-related services and were particularly satisfied with the state's traditional medical treatments (e.g., radiation, chemotherapy). However, our findings provided some interesting insights into opportunities to improve New Mexicans' experiences during the cancer process. Average ratings were below “satisfied” for five of eleven cancer-related services evaluated, and respondents consistently expressed concerns about a lack of adequate information and education on how to manage the cancer journey. In early 2005 we distributed over 300 copies of the survey report to cancer care

providers throughout New Mexico. We are also using the results to drive our long-term strategic planning process.

Volunteer Recruitment and Board Development

As an **all-volunteer** organization, literally everything CSNM did in 2004 depended on the generosity of our volunteers. In 2004, over 150 people volunteered over 2800 hours to support our efforts (up from a total of five volunteers when we launched the organization in 2001). The majority of our volunteers are former clients. In addition, Gap, Inc., the Northwest Optimists Club, and the UNM chapter of Alpha Chi Omega sorority each organized groups of volunteers to assist with our programs.

We continued to add new skills and capabilities to our Board of Directors in 2004. The Board was comprised of seven members at year-end 2004, including:

Blaire Larson – President & Director
Founder, Cancer Services of New Mexico

Richard Larson, MD, PhD – Co-Founder & Director
Associate Professor, University of New Mexico

Laurie Bowman, CPA -- Treasurer & Director
Self-employed Accountant

Laurie H. Roach – Secretary & Director
President, Turn of Events (corporate meeting and event planning business)

Gary Eisenberg, JD, LLM, CPA -- Director
Attorney and Shareholder/Director, Betzer, Roybal & Eisenberg P.C.

Steven Nakamura – Director
President & CEO, Rachel Matthew Homes

Deborah Schwartz – Director
Student, University of New Mexico



2004 Family Cancer Retreat Volunteers

Relationships with New Mexico's Oncology Community

From its inception, Cancer Services of New Mexico has been committed to working closely with other cancer services providers throughout New Mexico, to ensure coordination and avoid duplication of effort. We are delighted by the tremendous support we receive from New Mexico's oncology community, and continue to be impressed by the remarkable collaborations we have developed with a wide range of partnering organizations.

Our twelve-member Medical Advisory Board includes leading physicians from around the state who provide input on our program offerings, participate in our programs, and encourage their patients to participate. Current members include:

- Joel Elconin, MD -- NM Oncology Hematology Consultants
- Kutub Khan, MD -- Radiation Oncology Associates
- Timothy Lopez, MD -- Cancer Institute of New Mexico
- Natalie Marshall, MD -- NM Oncology Hematology Consultants
- Arti Prasad, MD -- UNM Integrative Medicine Section
- Ian Rabinowitz, MD -- UNM Cancer Research & Treatment Center
- Bishnu Rauth, MD -- New Hope Cancer Center
- Lorraine Sanchez, MD -- Hematology-Oncology Associates
- Donald Shina, MD -- Santa Fe Cancer Center
- Amanda Story, MD -- Radiation Oncology Associates
- Amy Tarnower, MD -- Lovelace Sandia Hematology/Oncology
- Stuart Winter, MD -- UNM Pediatric Oncology Program

We also continue to work closely with other cancer services organizations around the state to coordinate programs and avoid duplication of effort.



“Ask the Oncologist” Panel – 2004 Family Cancer Retreat

Fundraising/Sponsorships

The tremendous growth we experienced in 2004 would not have been possible without the generous support we received from our many dedicated sponsors.

Gap Foundation significantly expanded its sponsorship for **Zoo Day for Kids with Cancer** in 2004, underwriting the cost of meals and admissions for all our participants. Albuquerque's NW Optimists Club provided major support again, sending a crew of face painters and providing goodie bags for the kids. Additional supporters included the Albuquerque BioPark Staff and Volunteers, AVHQ Rental Services, Corporate Connection, Kmart, Jeff Nash (who designed the original artwork for our T-shirts), and the UNM Pediatric Oncology Program. Gap has committed to return as the major financial sponsor for this program in 2005.

For the **2004 Family Cancer Retreat**, our list of financial sponsors expanded to include:

- *Diamond Sponsors:* United Way of Central New Mexico, Central NM Affiliate of the Susan G. Komen Breast Cancer Foundation,
- *Platinum Sponsors:* AstraZeneca, Aventis, GlaxoSmithKline
- *Gold Sponsors:* Eli Lilly & Company, Roche
- *Silver Sponsors:* Blue Cross and Blue Shield of New Mexico, Novartis, Pfizer
- *Contributing Sponsors:* Ethicon Endo-Surgery, Genentech, Vistacare Hospice Foundation

We also received in-kind support from the UNM chapter of Alpha Chi Omega sorority, The Printer's Press, and Wal-Mart.

We received a substantial contract award from the NM Department of Health to support our **Spring 2005 Family Cancer Retreat**. This contract is renewable for up to four years. We also received funding commitments in 2004 from the United Way of Central New Mexico and several corporate sponsors for our 2005 Retreats.

The second phase of the **New Mexico Cancer Services Survey** was supported by a generous grant from Con Alma Health Foundation. Many organizations assisted with our Phase II data collection efforts, including the Prostate Cancer Support Association of NM, the UNM Cancer Research & Treatment Center, the Cancer Institute of New Mexico, San Juan Oncology Associates, Southeastern NM Internal Medicine Hematology & Oncology and the New Hope Cancer Center.

Aventis Oncology (now Sanofi-Aventis) continued to provide most of the materials for our **Outreach to Kids Whose Parents Have Cancer** program.

In spring 2004, Rachel Matthew Homes announced plans to make a major gift to our organization through the development of its **Cancer Survivor's House**. All proceeds from the sale of this beautiful, newly constructed, Corrales home will be donated to CSNM. Construction was completed in late 2004, and the sale of the home is expected to be completed in 2005.

We substantially improved our infrastructure in 2004, thanks to a grant from the United Way of Central NM's Technology Assistance Fund and equipment donations from NM Technet and the UNM Surplus Property Department. Advanced Technical Alliances continues to maintain our website on a pro bono basis.

Operational Capability Development

In 2004, CSNM continued to be a **program-driven** organization, with extremely low overhead costs (e.g., no physical office, no paid staff). Unlike most non-profit organizations, we do not have a paid Executive Director. CSNM's day-to-day activities are coordinated by our President, who serves as an unpaid volunteer (as do all of our Officers and Directors). Nearly all of our revenues go directly into providing services to New Mexicans touched by cancer.

Nevertheless, we have made major strides in developing our ability to function as an ongoing organization through continued development of our management practices and supporting systems. Highlights include:

- We formalized our organizational chart and developed four Board Committees to manage different aspects of our operations: Nominating Committee; Finance Committee; Fundraising Committee; and Programs Committee.
- We received grants to help support the purchase of CSNM's first computer and associated office and accounting software.
- Additional grant funding enabled us to purchase a presentation projector that, along with four donated laptop computers, is enabling our Family Cancer Retreat program to become technologically self-sufficient.
- We developed a contact database, to facilitate communications with our constituents.
- Our website, **www.CancerServicesNM.org**, continues to help us reach out to an ever expanding group of clients, volunteers, and sponsors.

Looking Forward

2005 is shaping up to be a very exciting year for CSNM, as we continue to expand our efforts to reduce cancer suffering in New Mexico. Some highlights include:

- Continued strengthening of our program offerings
 - ❖ We are expanding the **Family Cancer Retreat** to twice per year. Nearly 200 people from 82 New Mexican families coping with cancer attended our first Spring retreat last month. Our Fall retreat, scheduled for September 16-18, will be even bigger.
 - ❖ Our BioPark event is now too big to be held during the day! On July 16, we'll rent the Rio Grande Zoo for an evening for **2005 Zoo Night for Kids with Cancer**. It should be better than ever!
 - ❖ We are expanding our **Outreach to Kids Whose Parents Have Cancer** program statewide
 - ❖ We are exploring development of several new programs, based on the findings from our **New Mexico Cancer Services Survey**
- Continued development of our Board of Directors and cadre of volunteers
- Continued collaboration with our Medical Advisory Board and New Mexico's other cancer services providers
- Financial support from an increasing pool of contributors, and many contributors who are increasing their level of support

We continue to focus our energies on assisting New Mexicans touched by cancer, and welcome the support of those who wish to help us fulfill our mission.

Respectfully submitted,



Blaire Larson
President, Cancer Services of New Mexico
May, 2005



About Cancer Services of New Mexico

Formed in 2001, CSNM is an independent, volunteer-led, non-profit organization that focuses on reducing cancer suffering in New Mexico by providing services that are not available through other organizations. We work closely with other cancer services organizations to ensure coordination and avoid duplication of services. **We are the only statewide non-profit organization that looks broadly at addressing gaps in cancer-related services, while maintaining a 100% focus on New Mexico.**