



Cancer Services of New Mexico  
*Services to Reduce Cancer Suffering for New Mexico's Families*

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# Cancer Services of New Mexico 2009 Annual Review



**May, 2010**



## The Year in Review

In 2009, Cancer Services of New Mexico (CSNM) served close to 1,500 New Mexicans coping with cancer. It is tremendously rewarding to make a difference in the lives of so many of New Mexico's cancer patients/survivors and their loved ones. We also continued to make substantial progress in many other important areas, including volunteer recruitment/board development; relationships with New Mexico's oncology community; fundraising; and development of our operational capability. The following are some highlights.

### *Program Offerings*

In 2009, we helped clients of our **Legal, Insurance, and Paperwork Assistance (LIPA) Program** access close to \$1 million in medical, legal, and financial benefits. Through LIPA, we offer free consultations and individualized clinics that help New Mexico's cancer patients/survivors and their loved ones manage the many complex legal and financial issues associated with a cancer diagnosis. We have assembled an impressive group of volunteer attorneys, financial/insurance experts, and health care professionals to lead this program. Clinics are held twice each month at Casa Esperanza and the New Mexico Cancer Center in Albuquerque, with toll-free dial-in access available statewide.

Through LIPA, we also distribute copies of our **Cancer Treatment Organizer** statewide. This free recordkeeping tool designed by a New Mexican cancer survivor offers a simple system for keeping cancer-related records organized and easily accessible. Over 380 people participated in our LIPA program and/or received our Cancer Treatment Organizers in 2009.



**Cancer Treatment Organizer**

We continued to offer our **Family Cancer Retreat** twice a year in 2009, with nearly 500 people from over 200 New Mexican families attending these free programs in April and September. This is the largest general cancer education program in New Mexico, and the largest program of its type in the U.S. Each three-day retreat, held in Glorieta, NM, focuses 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 retreats foster development of supportive relationships between



**Spring 2009 Family Cancer Retreat**

participants that can continue in the months and years ahead. The entire program, including food, lodging, and all educational activities, is provided at no charge to participants. There is no other program like this in New Mexico.



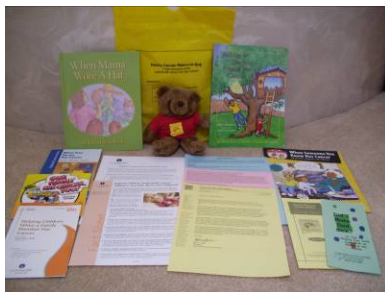
**Fall 2009 Family Cancer Retreat**

We continue to receive tremendous support for the Family Cancer Retreats from New Mexico's oncology community. Each of our program agendas in 2009 included 35-40 speakers and presenters, including 12-15 of New Mexico's leading physicians. Over 40 oncology groups, cancer services agencies, and other organizations/individuals referred people to the program last year. Our promotional materials were displayed in virtually every oncology clinic in the state and in many cases physicians, nurses, social, workers, and other professionals personally encouraged specific families they felt would benefit to attend.

In July, over 450 people participated in our **Zoo Night for Kids with Cancer**. Once again, we invited every current and former pediatric cancer patient in New Mexico, their parents, and siblings, to attend at no charge. We took over Albuquerque's Rio Grande Zoo for a fun-filled evening that included dinner, a sing-along with staff from the UNM Pediatric Oncology program, exhibits by community groups, face painting, ice cream, door prizes, goodie bags, T-shirts and more. Things have certainly changed since our first "Aquarium Day" in 2002, attended by fewer than 50 people!



**2009 Zoo Night for Kids w/ Cancer**



**FCRB Materials**

In 2009 we continued distributing **Family Cancer Resource Bags** statewide. Through this program, we offer free information kits that help newly diagnosed parents and their children better cope with the impacts of cancer on the family. This is the only program specifically focused on children of cancer patients in New Mexico. During the course of the year we distributed over 75 bags to families throughout New Mexico and updated the materials contained in these kits.

We continued our **Health Fair** activities in 2009, speaking with the public about New Mexico's cancer-related services and distributing educational materials at six different events throughout the year.

We also completed the planning activities for our **NM Cancer Services Survey**, a statewide survey of New Mexico's cancer patients/survivors and their loved ones to understand their perspectives on gaps in cancer-related services in our state. This survey, which is a follow-up to a similar project we conducted several years ago, will be completed in 2010.

## ***Volunteer Recruitment & Board Development***

As a volunteer-driven organization, all of our programs depend on the generosity of our volunteers. In 2009, nearly 250 people volunteered a total of over 5,000 hours to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2009, we once again had the wonderful problem of having so many people interested in helping out with our programs that we had a waiting list of prospective volunteers. The majority of our volunteers are former clients. In addition, Gap, Inc. and the Northwest Optimists Club organized groups of volunteers to assist with Zoo Night, and insurance experts from Blue Cross & Blue Shield of NM along with many attorneys and financial experts volunteered at our LIPA clinics.

Our Board of Directors makes invaluable contributions to CSNM's activities, providing everything from organizational oversight to technical expertise to day-to-day support for program development and implementation activities. At year-end, the Board was comprised of eight members:

Blaire Larson – President  
*Founder, Cancer Services of New Mexico*

Kathleen Kreider – Vice President  
*Purchasing Agent, US Federal Government*

Ruth Ann Castellano-Piatt, CPA – Treasurer  
*REDW Stanley Financial Advisors, LLC*

Judith Harris, MSN, RN – Secretary  
*UNM College of Nursing/Harris Management Services*

Carlos C. Bancroft – Director  
*Retired Executive*

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

Richard Larson, MD, PhD – Director  
*Vice President for Research, UNM Health Science Center*

Janet Quintana-Cook – Director  
*Management Consultant, BooYahMedia.com*



**Fall 2009 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 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:

- Walter Forman, MD – UNM Department of Medicine (Emeritus)
- Gregg Franklin, MD, PhD – NM Oncology Hematology Consultants
- Ramesh Gopal, MD, PhD – MD Anderson Cancer Center at Presbyterian
- James Lin, MD – Veterans Administration Hospital
- Timothy Lopez, MD – Cancer Institute of New Mexico
- Natalie Marshall, MD – NM Oncology Hematology Consultants
- Jan Merin, MD, MPH – Northern New Mexico Cancer Center
- Carolyn Muller, MD – UNM Cancer Research & Treatment Center
- Arti Prasad, MD – UNM Integrative Medicine Section
- Ian Rabinowitz, MD – UNM Cancer Research & Treatment Center
- Bishnu Rauth, MD – New Hope Cancer Center
- John Saiki, MD – UNM Cancer Research & Treatment Center
- Lorraine Sanchez, MD – Hematology-Oncology Associates
- Thomas Schroeder, MD – UNM Department of Radiation Oncology
- Susan Seedman, MD – Private Practice Breast Surgeon
- Donald Shina, MD – Santa Fe Cancer Center
- Linda Ann Smith, MD – Private Practice Breast Surgeon
- Amanda Story, MD – Radiation Oncology Associates
- Amy Tarnower, MD – UNM Cancer Research & Treatment Center/Lovelace
- 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. CSNM's President serves on the Executive Committee of the New Mexico Cancer Council, the statewide coalition of public and private partners that coordinates development, implementation, and evaluation of the NM Cancer Plan. This involvement ensures that our programs continue to support the NM Cancer Plan and supplement or complement other organizations' efforts.

### **“Ask the Oncologist” Panelists - Fall 2009 Family Cancer Retreat**



## *Fundraising*

Our work would not be possible without the generous support we receive from our many dedicated supporters.

For the **2009 Family Cancer Retreats**, our financial supporters included:

- *Diamond Level:* NM Department of Health, Northern NM Health Grant Group, and United Way of Central New Mexico
- *Gold Level:* Alexion Pharmaceuticals, Amgen, Celgene, Ethicon Endo-Surgery, Genentech BioOncology, Millennium Pharmaceuticals, Novartis Oncology, OSI Pharmaceuticals, Roche, and sanofi-aventis Oncology
- *Silver Level:* Abraxis Oncology, Biogen Idec, ImClone Systems (a wholly-owned subsidiary of Eli Lilly and Company), and Onyx Pharmaceuticals

We also received in-kind support from Advanced Communications & Electronics, Graphic Connection, The Printer's Press, Sprint, UniRac, the US Postal Service, and Walmart.

In 2009, we also received funding commitments for our **2010 Family Cancer Retreats** from the NM Department of Health, Northern NM Health Grants Group, United Way of Central New Mexico and several corporate sponsors.

In 2009, we continued to benefit from the three-year grant we received from the Lance Armstrong Foundation in 2008 to help expand our **Legal, Insurance, and Paperwork Assistance Program** (including the **Cancer Treatment Organizer** program). Other 2009 LIPA financial supporters included the Con Alma Health Foundation, the McCune Charitable Foundation, the NM Department of Health, Presbyterian Foundation, and the Sandia Foundation's Hugh and Helen Woodward Fund of the Albuquerque Community Foundation. Casa Esperanza and the New Mexico Cancer Center in Albuquerque have been wonderful partners for this program, hosting our clinics at their facilities each month, and Whole Foods Market provides in-kind donations of food and beverages for our clinics.

Gap, Inc., the New Mexico Children's Foundation, and the UNM Cancer Center were the major financial sponsors for **Zoo Night for Kids with Cancer** in 2009, underwriting the cost of meals and admissions for all our participants. Gap also assisted by donating T-shirts for participants and volunteers. 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 Advanced Communications & Electronics, the Albuquerque Isotopes, the Barros Family, Cheatcodes.com, Citadel Broadcasting, Everest Digital Scanning, Graphic Connection, Ursula Kelly, Papa John's, The Printer's Press, Rick Johnson & Company, the UNM Pediatric Oncology Program, and several individual contributors.

Wyeth Pharmaceuticals provided grant funds again in 2009 to help cover out-of-pocket costs for our **Family Cancer Resource Bags**.

In 2009, we received an unrestricted Community Grant from the American Association of Nurse Attorneys Foundation, and corporate contributions from Blue Cross & Blue Shield of New Mexico, Cummins Rocky Mountain, Gap Foundation, the GE Good Neighbor Fund, and Walmart. We received additional contributions from many individuals in support of our work, including a **memorial**

**contribution** in memory of Tommy Soffera. These donations make a huge difference in our ability to provide services to New Mexicans coping with cancer.

In 2009, there were also many individual and corporate donations to the **Cancer Services of New Mexico Foundation**, the supporting organization established in 2005 as an endowment to help ensure the long-term financial continuity of Cancer Services of New Mexico. In particular, Rachel Matthew Homes and RayLee Homes teamed up to host a wonderful fundraising event in Albuquerque in conjunction with the annual Parade of Homes event in October. The Foundation also received **memorial contributions** in 2009 in memory of Floyd Morrison and Ric Soto. A portion of the Foundation's funds are distributed to Cancer Services of New Mexico each year.

We continued to improve our infrastructure in 2009, thanks to a grant from the United Way of Central NM's Technology Assistance Fund and a software donation from Microsoft. In addition, Booyah Media continued to manage our website on a pro bono basis throughout the year.

### *Operational Capability Development*

We continue to be a **program-driven** organization, with extremely low overhead costs (e.g., no physical office, no administrative 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, in 2009 we continued developing our long-term operational capabilities.

We continue to focus on **developing an operating model that is not dependent on the involvement of our founders**. In 2009 we created the new Board position of Vice President. In addition, we have established Board-level oversight positions for each of our major programs and key functional areas, and are in the process of developing succession plans for each of these roles.

Mike Capeless and Stephanie Michnovicz both continued to do a tremendous job in 2009 as the part-time, contracted Program Managers for our Family Cancer Retreats and Legal, Insurance, and Paperwork Assistance Program. Both have committed to continuing to work with us through at least the end of 2010.

## Looking Forward

Despite the difficult economy, 2010 is shaping up to be a very exciting year for us as we continue to expand our efforts to reduce cancer suffering for New Mexico's families. Some highlights include:

- Continued strengthening of our program offerings
  - We will continue to offer our **Family Cancer Retreat** twice this year. We expect record attendance at our Spring Retreat from May 21-23; our Fall program is scheduled for September 24-26.
  - We're revamping our "Zoo Night" program to address requests from participants that we provide more opportunities for families to meet each other and more time to see the animals. On July 31, our **2010 Zoo Day for Kids with Cancer** will begin with morning activities at Tingley Park (across the street from the Rio Grande Zoo) followed by a full afternoon enjoying the zoo. This program should be better than ever!
  - We are expanding our **Legal, Insurance, & Paperwork Assistance Program** and **Family Cancer Resource Bag Program** to reach more cancer patients/survivors throughout New Mexico, and are continuing to provide additional outreach at health fairs.
  - We are conducting the **NM Cancer Services Survey**, a statewide survey of cancer patient/survivors to get their perspectives on gaps in NM's cancer-related services. We have surveyed over 300 people in Albuquerque so far, and are beginning to collect data from other parts of the state.
- Ongoing development of our Board of Directors and cadre of volunteers
- Outstanding collaboration with our Medical Advisory Board and New Mexico's other cancer services providers
- Financial support from a diverse set of contributors

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, 2010



### About Cancer Services of New Mexico

Formed in 2001, CSNM is an independent, volunteer-led, non-profit organization that focuses on reducing cancer suffering for New Mexico's families 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.**