



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

P.O. Box 51735
Albuquerque, NM 87181-1735

(505) 259-9583
info@CancerServicesNM.org

Cancer Services of New Mexico 2002 Annual Review



March, 2003

The Year in Review

2002 was an exciting year for Cancer Services of New Mexico (CSNM), as we made the transition from a start-up to an operating organization. In addition to launching three successful programs to reduce cancer suffering in New Mexico, we made tremendous progress in several key areas, including volunteer recruitment and board development; strengthening relationships with New Mexico's oncology community; fundraising/sponsorships; and development of operational capability. The following are some highlights:

Program Offerings

In February, CSNM held its very first program, **2002 Aquarium Day for Kids with Cancer**. Nearly forty pediatric cancer patients and family members enjoyed a fun-filled day at the



Albuquerque Aquarium that included a pizza lunch, a special tour of the Aquarium, and ice cream and goodie bags for all the kids. The families had such a wonderful time we decided to make the program an annual event!

In September, CSNM held its first annual **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, was provided at no charge to participants. There is no other program like this in New Mexico.

The Retreat was a huge success! Over fifty cancer patients/survivors, family members, and loved ones participated – with a 100% attendance rate for those who had registered. Including our speakers, volunteers, sponsors and other attendees, approximately ninety people participated in the program. Attendees were extraordinarily positive in their assessment of the weekend, and encouraged us to make this an annual program. And, Aventis Oncology, our major pharmaceutical sponsor, was so impressed that they immediately offered to increase their support for our 2003 program.



In November, we launched the pilot phase of the **New Mexico Cancer Services Survey**, the first-ever statewide survey of cancer patients/survivors and their loved ones to get their perspectives on how New Mexico's cancer-related services need to be improved. In addition to using the survey results for our own long-term program planning, we will share our findings with other cancer services organizations around the state to assist them in improving their service offerings. Thanks to the generous assistance of People Living Through Cancer, we were able to mail the pilot survey to 200 cancer patients/survivors and their loved ones around New Mexico, with distribution to 3000 more families slated for January, 2003.

Volunteer Recruitment and Board Development

As an **all-volunteer** organization, literally everything CSNM does is dependent on the generosity of our volunteers. In 2002, nearly sixty people volunteered their time to support our efforts (up from a total of five volunteers in 2001).

We expanded our Board of Directors from four members to six in 2002, and added key skills in accounting and law. At the end of 2002, our Board included:

Laurie Bowman, CPA
Self-employed Accountant
Director

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

Blaire Larson
Founder, CSNM/President, Larson Consulting, LLC
President and Director

Richard Larson, MD, PhD
Associate Professor, University of New Mexico
Secretary/Treasurer and Director

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

Stuart Winter, MD
Associate Professor, University of New Mexico
Director

Relationships with New Mexico's Oncology Community

We are delighted by the level of support we are receiving from New Mexico's oncology community. For example, for our 2002 Family Cancer Retreat over 20 oncology groups, cancer services agencies, and other organizations helped us recruit participants by displaying brochures and applications and, in many cases, having nurses, social workers, and other professionals personally encourage specific families they felt would benefit to attend. Our program included 14 speakers representing different cancer services organizations around the state, including seven oncologists. We are continuing to strengthen our ties with New Mexico's oncology community in 2003, by forming a Medical Advisory Board.

Fundraising/Sponsorships

As a new, untested, organization, we were very pleased by the financial and in-kind support we received from a wide variety of organizations, foundations, corporations and individual donors in 2002.

For **Aquarium Day** our lead sponsor was Albuquerque's NW Optimists Club, which donated 25 free aquarium passes, and was a driving force behind launching the program in the first place. Additional supporters included Dion's Pizza, Smith's Food & Drugs, Hinkle Family Fun Center, McDonald's and PNM.

For the **2002 Family Cancer Retreat**, our major financial sponsors were the United Way of Central New Mexico (Platinum Sponsor) and Aventis Oncology (Gold Sponsor). Additional corporate contributors included GlaxoSmithKline Oncology and Ethicon Endo-Surgery. In-kind sponsors included Foster Pharmaceuticals, Gotta Dance, and Costco.

The first phase of the **New Mexico Cancer Services Survey** is being supported by a generous grant from the McCune Charitable Foundation. People Living Through Cancer is supporting this effort by assisting with distribution to individuals in their mailing list.

Overall, CSNM made tremendous progress on the financial front in 2002.

Operational Capability Development

CSNM is a **program-driven** organization, with extremely low overhead costs (e.g., no physical office); nearly all of the funds we raise go directly into providing services to New Mexicans touched by cancer. In 2002 we made major strides in developing our ability to function as an ongoing organization. Activities included:

- Rental of a P.O. Box to use as the CSNM mailing address
- Creation of a logo, brochure and letterhead
- Establishment of a variety of operational policies and guidelines
- Development of our first Strategic Plan

Looking Forward

2003 is shaping up to be a very exciting year for CSNM, as we continue to develop and expand our efforts to reduce cancer suffering in New Mexico. Some highlights include:

- Continued strengthening of our program offerings
 - Our **2003 Aquarium Day for Kids with Cancer** is scheduled for Saturday, April 12, at the Albuquerque Biopark. We expect over 150 current and former pediatric cancer patients and family members to participate in this free event this year
 - We expect to be able to include 50 families in our **2003 Family Cancer Retreat**, scheduled for September 19-21, in Glorieta, NM
 - The Phase I findings from the **New Mexico Cancer Services Survey** will be distributed statewide this fall, and we hope to raise sufficient funds to proceed with Phase II of this important program
 - We are exploring introducing a least one new program during the year
- A steadily expanding Board of Directors and cadre of volunteers
- Increased collaboration with New Mexico's oncology community through the formation of our Medical Advisory Board
- Financial support from an increasing pool of contributors – including several new major corporate donors
- Greater awareness of our organization's focus and programs, with the upcoming launch of our new website, www.CancerServicesNM.org

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
March, 2003



About Cancer Services of New Mexico

Formed in 2001, CSNM is a charitable, non-profit, 501(c)(3) 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 in the state to ensure coordination and avoid duplication of services. **We are the only non-profit organization that looks broadly at addressing gaps in cancer-related services, while maintaining a 100% focus on New Mexico.**