



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

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# Cancer Services of New Mexico 2003 Annual Review



**May, 2004**



## **The Year in Review**

Cancer Services of New Mexico (CSNM) experienced tremendous growth in 2003, more than tripling the number of clients served vs. the previous year. Since our founding in 2001 we have been committed to providing services to reduce cancer suffering in New Mexico, and in 2003 we were able to do so for close to 400 people. In addition to expanding the three major programs we launched in 2002 and initiating a pilot for a fourth program, we made tremendous progress in several other important areas, including volunteer recruitment and board development; strengthening relationships with New Mexico's oncology community; fundraising/sponsorships; and development of our operational capability. The following are some highlights:

### ***Program Offerings***

In April, CSNM held its second annual **Aquarium Day for Kids with Cancer**. This year we extended invitations to every current and former pediatric cancer patient in New Mexico and their families. The day included a special tour of the aquarium, a marvelous martial arts demonstration, a talk by Dr. Stuart Winter of the UNM Pediatric Oncology, face painting, lunch, ice cream, goodie bags, T-shirts and more. Nearly 200 people enjoyed this remarkable day of fun, education, and sharing, a dramatic increase from the 40 participants we had in 2002.



**2003 Aquarium Day for Kids with Cancer**

In September, CSNM held its second **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.

After only two years, the Retreat has become the largest general cancer education program in New Mexico. Over 175 cancer patients/survivors and loved ones from 74 New Mexican families

attended in 2003, up from 50 participants the previous year. We plan to expand this program even further in 2004.

We receive tremendous support for the Family Cancer Retreat from New Mexico's oncology community. Our program agenda in 2003 included 25 speakers representing cancer services organizations around the state, including nearly a dozen of New Mexico's leading oncologists. We expect to have even more participation from New Mexico's cancer services community this year. In addition, approximately 30 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.



**2003 Family Cancer Retreat**

In September, we also published the Phase I report from 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 sent copies of the Phase I report to over 180 other cancer services providers around the state to assist them in improving their service offerings. Phase II of the study, which is focusing on patient populations that were under-represented in Phase I, is currently underway with completion scheduled for later this year.

In 2003 we also initiated a pilot of our newest program, **Outreach to Kids Whose Parents Have Cancer**. Through this program, we are distributing 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.

### ***Volunteer Recruitment and Board Development***

As an **all-volunteer** organization, literally everything CSNM does is dependent on the generosity of our volunteers. In 2003, nearly 120 people volunteered over 2100 hours to support our efforts (up from a total of five volunteers in 2001 and under sixty volunteers in 2002).

Our Board of Directors was comprised of five members at year-end 2003, including:

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

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  
*Co-Founder & Director*

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

We continue to grow our Board of Directors and include an expanding set of skills and capabilities.



**2003 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 have been delighted by the tremendous support we receive from New Mexico's oncology community. We are frequently commended by the oncology groups with which we work for the unprecedented level of collaboration we have engendered among groups that have historically been competitors.

In 2003, we formally strengthened our ties with New Mexico's oncology community through the creation of our Medical Advisory Board. Our twelve-member Medical Advisory Board includes leading oncologists from ten practice groups 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
- N. Calvin Han, MD -- Memorial Ikard Cancer Treatment Center
- 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
- Lorraine Sanchez, MD -- Hematology-Oncology Associates
- Donald Shina, MD -- Santa Fe Cancer Center
- Charles Stutzman, 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 – 2003 Family Cancer Retreat**

## ***Fundraising/Sponsorships***

The tremendous growth we experienced in 2003 would not have been possible without the generous support we received from our many dedicated sponsors.

For the **2003 Aquarium Day for Kids with Cancer** a new sponsor, the Gap Foundation, underwrote the cost of meals and admissions for all our participants. Albuquerque's NW Optimists Club provide major support again in 2003, this time by sending a crew of face painters and providing goodie bags for all the kids. Additional supporters included the Albuquerque BioPark Staff and Volunteers, Corporate Connection, Martial Artistry's Team Steel Phoenix, and the UNM Pediatric Oncology Program.

For the **2003 Family Cancer Retreat**, our list of financial sponsors expanded to include:

- Diamond Sponsor: United Way of Central New Mexico
- Platinum Sponsors: AstraZeneca, Aventis Oncology, Novartis, and the Central New Mexico Affiliate of the Susan G. Komen Breast Cancer Foundation
- Gold Sponsor: GlaxoSmithKline Oncology
- Silver/Speaker Sponsors: Pfizer, Ethicon Endo-Surgery
- Contributing Sponsor: OrthoBiotech Oncology

We also received in-kind support from Wal-Mart.

The first phase of the **New Mexico Cancer Services Survey** was supported by a generous grant from the McCune Charitable Foundation. People Living Through Cancer also supported this effort by assisting with distribution to individuals in their mailing list. In late 2003, we learned that the Con Alma Health Foundation awarded us the funds we needed to complete this project. Organizations helping us distribute the survey in Phase II currently include the Prostate Cancer Support Association of New Mexico, the UNM Cancer Research & Treatment Center, the Cancer Institute of New Mexico, and San Juan Oncology Associates.

Our new **Outreach to Kids Whose Parents Have Cancer** program was launched with the support of Aventis Oncology, which provided materials included in our information kits, and the UNM Cancer Research & Treatment Center, which provided the bags and is assisting with distribution of the materials.

In May, members of the Santa Fe Fire Department hosted a fundraising barbeque for us at the Whole Foods Market in Santa Fe. All proceeds from the event were donated to Cancer Services of New Mexico. In addition, we received tremendous support from many individual contributors in 2003. We are very grateful to all our supporters.



**Santa Fe Fire Department Fundraiser**

### *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. However, in 2003 we continued to make major strides in developing our ability to function as an ongoing organization, through continued development of our management practices and supporting systems.

Early in 2003 we launched our new website, **[www.CancerServicesNM.org](http://www.CancerServicesNM.org)**, which is enabling us to reach out to an ever expanding group of clients, volunteers, and sponsors. In late 2003 we received a grant from the United Way of Central New Mexico's Technology Assistance Fund to help support the purchase of a dedicated CSNM computer. We are currently developing a contact database, to facilitate communications with our constituents.



## Looking Forward

2004 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 outgrew the Aquarium in 2003, so we moved our event for pediatric cancer patients/survivors and their families to the Rio Grande Zoo. Nearly 350 people joined us on May 1, 2004, for the **2004 Zoo Day for Kids with Cancer**.
  - We expect to include over 300 people from 125 New Mexican families in our **2004 Family Cancer Retreat**, scheduled for September 10-12, 2004, in Glorieta, NM. Beginning in 2005, we are planning on expanding this program to twice per year.
  - The Phase II findings from the **New Mexico Cancer Services Survey** will be distributed to cancer services providers statewide later this year, and will provide important input to our long-term strategic planning process
  - We are exploring expanding our **Outreach to Kids Whose Parents Have Cancer** program statewide
- A steadily expanding 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, 2004



### About Cancer Services of New Mexico

Formed in 2001, CSNM is an independent, all-volunteer, 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 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.**