



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

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# Cancer Services of New Mexico 2005 Annual Review



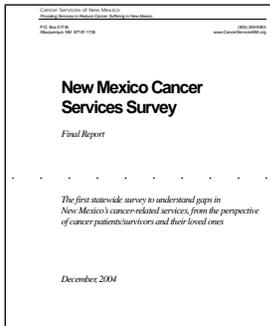
**May, 2006**

## The Year in Review

As Cancer Services of New Mexico (CSNM) marks its fifth anniversary this month, it has been interesting to reflect on how much we have accomplished so far in support of our mission of reducing cancer suffering in New Mexico. We continued to experience tremendous growth in 2005, serving nearly 1000 New Mexicans coping with cancer. In addition to expanding our existing programs and launching development of two new programs we made substantial progress in several other important areas, including volunteer recruitment/board development; relationships with New Mexico's oncology community; fundraising/sponsorships; and our operational capability. The following are some highlights.

### *Program Offerings*

In January, we distributed the final report from our **New Mexico Cancer Services Survey** to over 300 cancer care providers statewide. Copies of this report are available on our website, [www.CancerServicesNM.org](http://www.CancerServicesNM.org). 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. We have gotten excellent feedback on this effort. Many New Mexican cancer organizations are incorporating the findings into their planning efforts, and we have received inquiries from organizations outside New Mexico that are interested in conducting similar studies in their states. CSNM is using the survey results to drive our long-term strategic planning process.



We expanded our **Family Cancer Retreat** to twice a year in 2005, with nearly 450 people from over 175 New Mexican families attending these free programs in April and September. The program is now nearly ten times the size of our inaugural retreat in 2002. These three-day retreats, held in Glorieta, NM, focus 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 participants that can 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.



**Spring 2005 Family Cancer Retreat**

We receive tremendous support for the Family Cancer Retreat from New Mexico's oncology community. Each of our program agendas in 2005 included over 35 speakers representing cancer services organizations around the state, including 12-15 of New Mexico's leading physicians. Over 60 oncology groups, cancer services agencies, and other organizations/individuals helped us recruit participants by displaying brochures and applications. 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.



**Fall 2005 Family Cancer Retreat**

In July, over 400 people participated in our **Zoo Night for Kids with Cancer**. This annual program has grown so big that in 2005 we rented out Albuquerque's Rio Grande Zoo for an evening to accommodate everyone that wanted to participate. Once again this year, we were able to extend invitations to every current and former pediatric cancer patient in New Mexico and their families. The evening included free admission to the zoo, dinner, talks by UNM pediatric oncologists, face painting, ice cream, goodie bags, T-shirts and more. Things have certainly changed since our first "Aquarium Day" in 2002, attended by fewer than 50 people!



**2005 Zoo Night**



**FCRB Materials**

In 2005 we began the statewide rollout of our new **Family Cancer Resource Bag (FCRB)** program. Through this program, we distribute 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. By year-end we were distributing kits through six locations in Albuquerque and Santa Fe. We hope to complete our statewide rollout in 2006.

We expanded our participation in **Health Fairs** in 2005, speaking with the public about New Mexico's cancer-related services and distributing educational materials at 9 different events during the year.

We began developing two **new programs** as a direct result of the findings from our New Mexico Cancer Services Survey. Our **Legal, Insurance, and Paperwork Assistance Program** will be a consultative effort that provides cancer patients/survivors and their loved one with advice and support on a variety of cancer-related financial and legal issues. The **Cancer Treatment Organizer** is a recordkeeping tool that offers a simple system for keeping cancer-related records organized and easily accessible. We will pilot both of these programs in 2006.

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

As a volunteer-driven organization, all of our programs depend on the generosity of our volunteers. In 2005, over 220 people volunteered nearly 4400 hours to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2005, so many people offered to help with our programs that we had to start a waiting list of prospective volunteers. Too many volunteers – what a great problem for a non-profit organization to have! 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.

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 seven members, including:

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

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

Richard Larson, MD, PhD – Director  
*Co-Founder, Cancer Services of New Mexico  
& Senior Associate Dean for Research,  
UNM Health Sciences Center*

Steven Nakamura – Director  
*President & CEO, Rachel Matthew Homes*

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

Deborah Schwartz – Director  
*Student, University of New Mexico*

Laurie H. Roach – Secretary & Director  
*President, Turn of Events  
(Corporate Meeting/Event Planning business)*

We have experienced tremendous stability on our Board over the last five years. Three of our current board members (Blaire Larson, Richard Larson, and Laurie Roach) have been on our Board since CSNM's launch in 2001, and all of our board members have been involved with CSNM for many years.



**Spring 2005 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 seventeen-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. We added several new members to the group in 2005. Current members include:

- Joel Elconin, MD – NM Oncology Hematology Consultants
- Walter Forman, MD – UNM Department of Medicine, Division of Geriatrics
- 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
- John Saiki, MD – UNM Cancer Research & Treatment Center
- Lorraine Sanchez, MD – Hematology-Oncology Associates
- Susan Seedman, MD – Private Practice Breast Surgeon
- Donald Shina, MD – Santa Fe Cancer Center
- R. Graham Smith, MD – Piñon Hills Oncology-Hematology
- Linda Ann Smith, MD – Private Practice Breast Surgeon
- 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. In 2005, CSNM's President joined 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 will help ensure that our programs continue to support the NM Cancer Plan and supplement or complement other organizations' efforts.



**“Ask the Oncologist” Panels – Fall 2005 Family Cancer Retreat**

## *Fundraising/Sponsorships*

The tremendous growth we experienced in 2005 would not have been possible without the generous support we received from our many dedicated sponsors.

For the **2005 Family Cancer Retreats**, our list of financial sponsors expanded to include:

- *Diamond Sponsors:* Central NM Affiliate of the Susan G. Komen Breast Cancer Foundation, NM Department of Health, Northern NM Health Grant Group, United Way of Central New Mexico
- *Platinum Sponsors:* sanofi-aventis
- *Gold Sponsors:* Genentech BioOncology, Roche Pharmaceuticals
- *Silver Sponsors:* Ethicon Endo-Surgery, Millennium Pharmaceuticals, Pfizer, Varian Medical Systems, VistaCare Hospice Foundation

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

In 2005, we also received funding commitments for our **Spring 2006 Family Cancer Retreat** from the NM Department of Health, the Northern NM Health Grant Group, the United Way of Central New Mexico and several corporate sponsors.

Gap, Inc., continued to be the major financial sponsor for **Zoo Night for Kids with Cancer** in 2005, underwriting the cost of meals and admissions for all our participants and donating 350 T-shirts. 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, AVHQ Rental Services, Graphic Connection, Hospital Art for Kids, Kmart, Jeff Nash, The Printer's Press, and the UNM Pediatric Oncology Program. Gap has committed to return as the major financial sponsor for this program in 2006.

sanofi-aventis continued to provide most of the materials for our **Family Cancer Resource Bags** in 2005. In addition, we received a grant from the McCune Charitable Foundation to help cover out-of-pocket costs for this program in 2006.

In 2005, Rachel Matthew Homes made a major gift to our organization when it donated all of the proceeds from the sale of a beautiful, newly constructed, Corrales home dubbed the **Cancer Survivor's House** to CSNM. We received the largest memorial contribution in CSNM's history from the family and loved ones of Rita Santiago-Greene, and received additional contributions in memory of Cathy Rollstin and Gayle Herron. We also received contributions from many individuals in support of our work. These corporate and individual donations make a huge difference in our ability to provide services to New Mexicans coping with cancer.

We continued to improve our infrastructure in 2005, thanks to a grant from the United Way of Central NM's Technology Assistance Fund. Advanced Technical Alliances continued to maintain our website on a pro bono basis for most of the year; tremendous thanks go to Cynthia Herrera for her tireless efforts to keep our website running over the last several years. Booyah Media took over our website management in December when we transitioned to a new platform.

### ***Operational Capability Development***

We continue to be a **program-driven** organization, with extremely low overhead costs (e.g., no physical office, no full-time 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 2005 we made significant process in developing our long-term operational capabilities.

While we do not anticipate any major leadership changes in the near future, in 2005 we focused on **developing an operating model that is not dependent on the involvement of our founders**. We took a small step away from being an all-volunteer organization when we contracted with a part-time Program Manager to oversee our expanded Family Cancer Retreat Program. Mike Capeless has been a tremendous addition to the CSNM team, bringing the enthusiasm and focus we needed to double the size of this unique program. Several CSNM Board members began taking on greater leadership roles for our existing programs and our new programs under development in 2005. We also created a new Board position with responsibility for overseeing Zoo Night for Kids with Cancer, and are delighted that Janet Quintana-Cook took on this role in early 2006.

In late 2005 we launched the **Cancer Services of New Mexico Foundation**, a separate 501(c)(3) organization that will serve as an endowment fund for CSNM. The Foundation is one element of our strategy to ensure the long-term financial viability of our organization. A portion of the Foundation's income will be distributed to CSNM each year.

## Looking Forward

2006 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 will continue to offer our **Family Cancer Retreat** twice per year. At our 2006 programs, scheduled for May 19-21, and September 15-17, we expect to increase our participation levels vs. 2005
  - ❖ On July 15, we'll rent the Rio Grande Zoo again for an evening for our **2006 Zoo Night for Kids with Cancer**. It should be better than ever!
  - ❖ We are expanding our **Family Cancer Resource Bag** program statewide
  - ❖ We are getting ready to pilot two new program, the **Legal, Insurance & Paperwork Assistance Program** and the **Cancer Treatment Organizer**
- 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, 2006



### *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.**