



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

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

(505) 259-9583
www.CancerServicesNM.org

Cancer Services of New Mexico 2006 Annual Review



May, 2007

The Year in Review

In 2006, for the first time, Cancer Services of New Mexico (CSNM) served over 1000 New Mexicans coping with cancer in a single year. It has been tremendously rewarding to be able to make a difference in the lives of thousands of New Mexico's cancer patients/survivors and their loved ones since starting the organization six years ago. In 2006, we launched two new programs, continued to develop and grow our existing programs, and 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

We launched **two new programs** in 2006 as a direct result of the findings from our New Mexico Cancer Services Survey. Through our **Legal, Insurance, and Paperwork Assistance (LIPA) Clinics** we offer free, 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 began piloting the program in September, with clinics held twice each month at Casa Esperanza in Albuquerque. This program is distinctive because, unlike most other patient navigation efforts, it leverages teams of experts that provide substantive, in-depth assistance to our clients. We have assembled an impressive group of over 20 volunteer attorneys, financial/insurance experts, and health care professionals to lead this program.

Our new **Cancer Treatment Organizer** is a recordkeeping tool that offers a simple system for keeping cancer-related records organized and easily accessible. The organizer contains sections for storing medical contacts, physician records, insurance paperwork and much more. We distributed over 100 Cancer Treatment Organizers in 2006 to participants at our Family Cancer Retreats and LIPA clinics.



Cancer Treatment Organizer

We continued to offer our **Family Cancer Retreat** twice a year in 2006, with nearly 500 people from close to 200 New Mexican families attending these free programs in May and September. The program is 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



Spring 2006 Family Cancer Retreat

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.

We receive tremendous support for the Family Cancer Retreats from New Mexico's oncology community. Each of our program agendas in 2006 included over 35 speakers representing cancer



Fall 2006 Family Cancer Retreat

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.

In July, over 400 people participated in our **Zoo Night for Kids with Cancer**. Once again, we were able to extend invitations to every current and former pediatric cancer patient in New Mexico and their families, and we rented out Albuquerque's Rio Grande Zoo for an evening to accommodate everyone that wanted to participate. The evening included free admission to the zoo, dinner, a talk by a UNM pediatric oncologist, exhibits by community groups, 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!



2006 Zoo Night



FCRB Materials

In 2006 we continued 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. During the course of the year we distributed nearly 100 kits through ten locations in Albuquerque and Santa Fe.

We also continued our **Health Fair** activities in 2006, speaking with the public about New Mexico's cancer-related services and distributing educational materials at five different events during the year.

Volunteer Recruitment & Board Development

As a volunteer-driven organization, all of our programs depend on the generosity of our volunteers. In 2006, almost 300 people volunteered a total of nearly 5000 hours to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2006, we once again had the wonderful problem of having so many people that wanted to help with our programs that we had to start a waiting list of prospective volunteers. The majority of our volunteers are former clients. In addition, Gap, Inc., and the Northwest Optimists Club once again organized groups of volunteers to assist with Zoo Night.

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:

Blaire Larson – President
Founder, Cancer Services of New Mexico

Richard Larson, MD, PhD – Co-Founder & Director
Vice President for Translational Research, UNM Health Science Center

Gary Eisenberg, JD, LL.M., CPA – Treasurer
Attorney and Shareholder/Director, Betzer, Roybal & Eisenberg P.C.

Janet Quintana-Cook – Secretary
Management Consultant, BooYahMedia.com

Carlos C. Bancroft – Director
Retired Executive

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

Deborah Schwartz – Director
Student, University of New Mexico

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.



Fall 2006 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 nineteen-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 two new members to the group in 2006. 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
- James Lin, MD – Hematology-Oncology Associates
- Timothy Lopez, MD – Cancer Institute of New Mexico
- Natalie Marshall, MD – NM Oncology Hematology Consultants
- 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
- Susan Seedman, MD – Private Practice Breast Surgeon
- Donald Shina, MD – Santa Fe Cancer Center
- R. Graham Smith, MD – Southwest Oncology
- Linda Ann Smith, MD – Private Practice Breast Surgeon
- Amanda Story, MD – Radiation Oncology Associates
- Amy Tarnower, MD – UNM Cancer Retreat & 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” Panels – Fall 2006 Family Cancer Retreat

Fundraising/Sponsorships

Our work would not have been possible without the generous support we received from our many dedicated sponsors.

In September, we received a Community Grant from the Lance Armstrong Foundation to pilot our new **Legal, Insurance, and Paperwork Assistance Program**. This is the first Community Grant this prestigious organization has awarded in New Mexico. Casa Esperanza in Albuquerque has been a wonderful partner for this program, hosting our clinics at their facility twice each month.

For the **2006 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 Grants, United Way of Central New Mexico
- *Platinum Sponsors:* sanofi-aventis
- *Gold Sponsors:* AstraZeneca, Genentech BioOncology, GlaxoSmithKline, MGI Pharma, Pfizer, Roche Pharmaceuticals, VistaCare/VistaCare Hospice Foundation
- *Silver Sponsors:* Ethicon Endo-Surgery, Millennium Pharmaceuticals, Peoples Bank, Varian Medical Systems
- *Contributing Sponsors:* Blue Cross & Blue Shield of New Mexico

We also received in-kind support from Advanced Communications & Electronics, Graphic Connection, The Printer's Press, Roche Pharmaceuticals, the US Postal Service, and Wal-Mart.

In 2006, we also received funding commitments for our **Spring 2007 Family Cancer Retreat** from the NM Department of Health, Northern NM Health Grants, 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 2006, underwriting the cost of meals and admissions for all our participants and donating 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.

The McCune Charitable Foundation provided grant funds in 2006 to help cover out-of-pocket costs for our **Family Cancer Resource Bags**.

The **Sangre de Cristo Chorale** donated the proceeds from their Spring 2006 "Peace in Our Time" concert to Cancer Services of New Mexico, in honor of chorale members whose lives have been affected by cancer.

In 2006, we received **memorial contributions** in memory of Sami Bartholomew, Virginio Casaus, Alice Finger, and Rita Santiago-Greene. We received additional contributions from many individuals and businesses in support of our work. These donations make a huge difference in our ability to provide services to New Mexicans coping with cancer.

In 2006, we also received our first donations to the **Cancer Services of New Mexico Foundation**, the supporting organization established as an endowment to help ensure the long-term financial continuity of Cancer Services of New Mexico. These donations were received in memory of Richard I. Larson, whose cancer journey inspired Richard and Blaire Larson to start Cancer Services of New Mexico in 2001.

We continued to improve our infrastructure in 2006, thanks to a grant from the United Way of Central NM's Technology Assistance Fund and equipment donations from Computer Reruns. 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 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 2006 we made significant process in developing our long-term operational capabilities.

In 2006, we continued our focus on **developing an operating model that is not dependent on the involvement of our founders**. We restructured our Board of Directors to create Board-level oversight positions for each of our major programs - the Family Cancer Retreat, Zoo Night, the Family Cancer Resource Bag Program, and the Legal, Insurance and Paperwork Assistance Program. Mike Capeless continued to do a tremendous job as the part-time, paid, Program Manager for our Family Cancer Retreats, and also served as the Program Manager for the pilot of our new Legal, Insurance, and Paperwork Assistance Program.

Also in 2006, the **Cancer Services of New Mexico Foundation** was granted non-profit status by the IRS, enabling it to 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

2007 is shaping up to be a very exciting year for CSNM, 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 per year. Our 2006 programs are scheduled for May 18-20, and September 7-9
 - ❖ On July 14, we'll rent the Rio Grande Zoo again for an evening for our **2007 Zoo Night for Kids with Cancer**. It should be better than ever!
 - ❖ We are continuing our **Family Cancer Resource Bag** program statewide
 - ❖ We are expanding our newest offerings, the **Legal, Insurance & Paperwork Assistance Clinics** and the **Cancer Treatment Organizer**. Stephanie Michnovicz recently joined us part-time as the Program Manager for these efforts, and she is off to a great start!
- 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, 2007



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.**