



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

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# Cancer Services of New Mexico 2010 Annual Review



**May, 2011**



## The Year in Review

In 2010, Cancer Services of New Mexico (CSNM) served over 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 2010, we helped clients of our **Legal, Insurance, and Paperwork Assistance (LIPA) Program** access approximately \$2 million in medical, legal, and financial benefits. We also launched our new LIPA website – [www.NMCancerHelp.org](http://www.NMCancerHelp.org) – which includes links to close to 100 resources to assist those coping with cancer-related legal, insurance, or financial issues.

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, insurance, 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. 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 480 people participated in our LIPA program and/or received our Cancer Treatment Organizers in 2010.



**New LIPA Website**

We continued to offer our **Family Cancer Retreat** twice a year in 2010, with over 500 people from over 200 New Mexican families attending these free programs in May 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 participants that can continue in the months and years ahead.



**Spring 2010 Family Cancer Retreat**

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 2010 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 2010 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, 425 people from over 75 families coping with pediatric cancers participated in our **Zoo Day 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 revamped the event in 2010, turning “Zoo Night” into “Zoo Day” and adding a wide range of fun activities including carnival games, Darth Vader and his Stormtroopers, and much more. Things have certainly changed since our first “Aquarium Day” in 2002, attended by fewer than 50 people!



**2010 Zoo Day for Kids w/ Cancer**



**FCRB Materials**

In 2010 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.

We continued our **Community Outreach** activities in 2010, speaking with the public about New Mexico’s cancer-related services and distributing educational materials at seven different health fairs throughout the year and publicizing our programs and services in a variety of other ways.

We also surveyed nearly 500 New Mexicans coping with cancer in 2010 as part of our **NM Cancer Services Survey**. This statewide survey was a follow-up to a similar project we conducted several years ago. Our objective was to understand gaps in New Mexico’s cancer-related services from the perspective of cancer patients/survivors and their loved ones. The survey process continued into early 2011, when we shared our findings with over 450 cancer care providers statewide.

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

As a volunteer-driven organization, all of our programs depend on the generosity of our volunteers. In 2010, over 300 people volunteered a total of over 4,500 hours to support our efforts (up from a total of just five volunteers when we launched CSNM in 2001).

In 2010, 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, Ethicon Endo-Surgery, Gap, Inc., and the Northwest Optimists Club organized groups of volunteers to assist with Zoo Day, 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, nine individuals served on our Board:

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 Chancellor for Research, UNM Health Science Center*

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

John A. Trotter, PhD – Director  
*Professor Emeritus, UNM*



**Fall 2010 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:

- Joel Elconin, MD – Private Practice Radiation Oncologist
- 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 Center
- Arti Prasad, MD – UNM Integrative Medicine Section
- Ian Rabinowitz, MD – UNM Cancer Center
- Bishnu Rauth, MD – New Hope Cancer Center
- John Saiki, MD – UNM Cancer 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 Center at 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 - 2010 Family Cancer Retreats**



## *Fundraising*

Our work would not be possible without the generous support we receive from our many dedicated supporters. In 2010 we received substantial funding commitments for general program support from the Walmart States Program and Blue Cross & Blue Shield of New Mexico. We also received many grants and contributions targeted at specific programs.

For the **2010 Family Cancer Retreats**, our financial supporters included:

- *Diamond Level:* NM Department of Health, United Way of Central New Mexico, and Walmart Foundation
- *Platinum Level:* Northern New Mexico Health Grant Group
- *Gold Level:* Amgen, Biogen Idec, Celgene, Ethicon Endo-Surgery, Genentech BioOncology, Millennium Pharmaceuticals, OSI Pharmaceuticals, Pfizer, and sanofi-aventis
- *Silver Level:* ImClone Systems (a wholly-owned subsidiary of Eli Lilly and Company), and Varian Medical Systems Foundation (an advised fund of the Silicon Valley Community Foundation)

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

In 2010, we also received funding commitments for our **2011 Family Cancer Retreats** from the NM Department of Health, Northern NM Health Grant Group, United Way of Central New Mexico and several corporate sponsors.

In 2010, 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). We also received a substantial grant from the National Library of Medicine which supported development of our new LIPA website. Other 2010 LIPA financial supporters included the Con Alma Health Foundation, the McCune Charitable Foundation, the NM Department of Health, 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., Ethicon Endo-Surgery, and the Walmart Foundation were the major financial sponsors for **Zoo Day for Kids with Cancer** in 2010. In addition, Gap donated T-shirts for participants and volunteers and Ethicon Endo-Surgery donated beverages for the event. Albuquerque's NW Optimists Club provided major support again, sending a crew of face painters and providing prizes for the carnival. Other financial and in-kind supporters included the 501<sup>st</sup> Legion Dewvack Ridge Squad, Albuquerque Downtown Action Team, Albuquerque Police Department, American General Media, Citadel Communications/KZRR-94 ROCK, Clear Channel Communications/99.5 Magic FM, Creamland, Everest Digital Scanning, Garcia's Tents and Events, Graphic Connection, Kim & Heather Higgins, Ursula Kelly, Panda Express, The Printer's Press, Rent-a-Tent, Rick Johnson & Company, the Screen Actors Guild of NM, Teamsites.com, the UNM Pediatric Oncology Program, and Wendy's.

Pfizer provided grant funds again in 2010 to help cover out-of-pocket costs for our **Family Cancer Resource Bags**.

We received several unrestricted corporate contributions in 2010, including donations from Blue Cross & Blue Shield of New Mexico, Gap Foundation, and Little & Drantell PC. In addition, Sandia Preparatory Academy in Albuquerque donated funds from two fundraising events in honor of Steve Ausherman, Denice Quicero, and Mary Anne Modzelewski and in memory of Steve Modzelewski. We received several memorial contributions in 2010, including two from the Central Albuquerque UAW Retirees Council in memory of Virginia Dunham and Louise Falcone, and another in memory of Margarita Gandara. We also received many donations from individuals interested in supporting our work. These donations make a huge difference in our ability to provide services to New Mexicans coping with cancer.

In 2010, 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. Our 2010 “Driving out Cancer” event in April was a great success, with major financial support from the British Automobile Owners Association, Melloy Jaguar, and the Unser Racing Museum, and in-kind support from 4imprint, Albuquerque Indoor Karting, Four Hills Country Club, and Griot’s Garage. A team of marketing students from UNM’s Anderson School organized the “Hopefest” benefit in October at Burt’s Tiki Lounge. In addition, several other groups hosted fundraising events for the Foundation in 2010, including Girl Up, Los Alamos Medical Center employees, Panda Express, Riverpoint Sports & Wellness Health Club, and the Women’s Golf Association of Four Hills Country Club. The Foundation received memorial contributions in 2010 in memory of Sami Bartholomew, Arthur Bonal, Anne Marie Eldridge, Ron England, Christopher Alen Lind, Bessie Majors, Michael Martinez and M. Geraldine Tagg. The Foundation also received funding from the Seidman Family Foundation and a bequest from the Estate of Renee B. Lameka. A portion of the Foundation’s funds are distributed to Cancer Services of New Mexico each year.

We continued to improve our infrastructure in 2010, 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 and New Mexico TechNet donated several refurbished computers.

### *Operational Capability Development*

In 2010, we continued 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 2010 we continued developing our long-term operational capabilities.

We continued to focus on **developing an operating model that is not dependent on the involvement of our founders**. We have established Board-level oversight positions for each of our major programs and key functional areas, and have instituted a succession planning process for our Board Members which facilitated the successful transition of our Retreat Director role in 2010. In addition, in late 2010, the Board approved hiring Cancer Services of New Mexico's first employee, to ensure continuity of the processes necessary to enable day-to-day operations of the organization. Roger Eldridge joined us as our new, part-time Administrative Assistant in early 2011, and we are delighted to have him on board!

Mike Capeless and Stephanie Michnovicz both continued to do a tremendous job in 2010 as the part-time, contracted Program Managers for our Family Cancer Retreats and Legal, Insurance, and Paperwork Assistance Program. We are fortunate to be able to work with these wonderful partners.

## Looking Forward

Despite the difficult economy, 2011 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, with programs scheduled for May 20-22, and September 16-18, 2011.
  - We are expanding our **Legal, Insurance, & Paperwork Assistance Program** and **Family Cancer Resource Bag Program** to reach even more cancer patients/survivors throughout New Mexico.
  - We're reinvigorating our event for pediatric cancer patients/survivors and their loved ones with a new location this year. On July 23, we'll take over Explora for our **2011 Explora Night for Kids with Cancer**. We think the kids and their families are going to love it!
  - We've completed our statewide **NM Cancer Services Survey** and recently shared our findings with over 450 New Mexican cancer care providers. Among other things, findings from this study are being used to help revise and update the NM State Cancer Plan.
- Launch of a new Community Outreach initiative, aimed at making more New Mexicans who could benefit from our services aware of our program offerings and how to access them
- 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. As always, we truly appreciate your support for our work.

Respectfully submitted,



Blaire Larson  
President, Cancer Services of New Mexico  
May, 2011



### 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.**