



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

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

(505) 259-9583  
[www.CancerServicesNM.org](http://www.CancerServicesNM.org)

# Cancer Services of New Mexico 2011 Annual Review



**May, 2012**



## The Year in Review

2011 marked Cancer Services of New Mexico's 10<sup>th</sup> anniversary, and we are humbled by the fact that we have served over 10,000 New Mexicans coping with cancer so far. 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. Throughout the year, we 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

Our **Legal, Insurance, and Paperwork Assistance (LIPA) Program** has experienced phenomenal growth over the last several years. In 2011 it became our largest program, serving over 600 New Mexicans coping with cancer. To date, this program has helped clients access over \$5 million in medical, legal, and financial benefits.

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. In addition, our dedicated **LIPA website** – [www.NMCancerHelp.org](http://www.NMCancerHelp.org) – includes links to close to 100 resources to assist those coping with cancer-related legal, insurance, or financial issues.



**LIPA Website**



### Spring 2011 Family Cancer Retreat

We continued to offer our **Family Cancer Retreat** twice a year in 2011, with close to 500 people from nearly 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 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. 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 2011 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 2011 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 we tried something new, hosting **Explora Night for Kids with Cancer** instead of our usual event at the Rio Grande Zoo. Once again, we invited every current and former pediatric cancer patient in New Mexico, their parents, and siblings, to attend at no charge. In addition to a great new venue, we had a wide range of fun activities including carnival games, face painting, educational exhibits, dinner, and much more. Things have certainly changed since our first “Aquarium Day” in 2002, attended by fewer than 50 people!



**2011 Explora Night for Kids w/ Cancer**



**FCRB Materials**

In 2011 we expanded our **Family Cancer Resource Bag** program, distributing more materials than ever before. 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 150 bags throughout New Mexico.

We continued our **Community Outreach** activities in 2011, speaking with the public about New Mexico’s cancer-related services and distributing educational materials at a wide range of health fairs throughout the year and publicizing our programs and services in a variety of other ways.

Also in 2011, we completed our statewide **NM Cancer Services Survey** and shared our findings with over 450 cancer care providers statewide. This survey of nearly 500 New Mexicans coping with cancer 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. We are using the findings to drive our new program development efforts, and are in the early stages of developing a new program for caregivers that we hope to pilot by the end of 2012.

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

As a volunteer-driven organization, all of our programs depend on the generosity of our volunteers. In 2011 over 240 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 2011, 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 Explora Night, 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, our Board Members included:

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

Kathleen Kreider – Vice President  
*US Federal Government*

Toni Sanchez – Treasurer  
*Golder Associates*

Judith Harris, MSN, RN – Secretary  
*UNM College of Nursing/Harris Management Services*

Carlos C. Bancroft – Director  
*Retired Executive*

Gary Eisenberg, JD, LL.M, CPA – Director  
*Betzer, Roybal & Eisenberg P.C.*

Jacqueline Olexy, JD, MSN, RN – Director  
*Madison & Mroz, P.A.*

Janet Quintana-Cook – Director  
*BooYahMedia.com*

John A. Trotter, PhD – Director  
*University of New Mexico (Emeritus)*

In addition, Richard Larson, MD, PhD, President of the CSNM Foundation, served as the CSNM Foundation Liaison to the CSNM Board.



**Spring 2011 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:

- 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
- Michael Magee, MD, FACP – NM Oncology Hematology Consultants
- 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.



## *Fundraising*

Our work would not be possible without the generous support we receive from our many dedicated supporters. In 2011 we received substantial funding commitments for **general program support** from Blue Cross & Blue Shield of New Mexico, the McCune Charitable Foundation, the Sandia Foundation's Hugh and Helen Woodward Fund of the Albuquerque Community Foundation, and the Walmart States Program. We also received many grants and contributions targeted at specific programs.

For the **2011 Family Cancer Retreats**, our financial supporters included:

- *Diamond Level:* NM Department of Health, Northern New Mexico Health Grant Group, and United Way of Central New Mexico
- *Platinum Level:* Astellas Pharma and Pfizer
- *Gold Level:* Amgen, Celgene, Dendreon, Ethicon Endo-Surgery, Genentech BioOncology, Millennium Pharmaceuticals, and sanofi-aventis
- *Silver Level:* ImClone Systems (a wholly-owned subsidiary of Eli Lilly and Company), Linda Ann Smith, MD, Presbyterian Healthcare Services, Southwest Gynecologic Oncology Associates, Inc., and X-Ray Associates of New Mexico
- *Contributing Level:* Onyx Pharmaceuticals and Varian Medical Systems Foundation (an advised fund of the Silicon Valley Community Foundation)

We also received in-kind support from Graphic Connection, La Montanita Co-op, The Printer's Press, and Sprint.

In 2011, we also received funding commitments for our **2012 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 2011, 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). In addition, funding from the National Network of Libraries of Medicine enabled us to complete development of our dedicated LIPA website. Casa Esperanza and the New Mexico Cancer Center in Albuquerque have continued to be 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 New Mexico Children's Foundation were the major financial sponsors for **Explora Night for Kids with Cancer** in 2011. In addition, Gap donated T-shirts for participants and volunteers and Ethicon Endo-Surgery donated snacks and 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, and Panda Express donated dinner for all of the participants. Other supporters included the 501<sup>st</sup> Legion Dewvack Ridge Squad, Cliff's Amusement Park, Everest Digital Scanning, Graphic Connection, Hinkle Family Fun Center, Panda Express, The Printer's Press, Rent-a-Tent, and the UNM Pediatric Oncology Program.

We also received donations from many 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 2011, 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. Natalie Benson (an Albuquerque teenager), Baila! Dance and Fitness Studio, Jackalope, and Panda Express each held fundraisers in 2011 to benefit organization. In addition the Foundation received its first major bequest last year, from the Estate of Renee B. Lameka, and received donations in memory and in honor of many loved ones. A portion of the Foundation's funds are distributed to Cancer Services of New Mexico each year.

We continued to improve our infrastructure in 2011, thanks to the donation of a new laptop by a generous donor. In addition, Booyah Media and LionSky Media managed our websites on a pro bono basis throughout the year.

### *Operational Capability Development*

In 2011, we continued 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 2011 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 has facilitated the successful transition of several of our Program Directors over the last few years. In early 2011 we created a part-time Administrative Assistant position, and Sue Whipple is currently doing a great job in this role.

Mike Capeless and Stephanie Michnovicz both continued to do a tremendous job as the part-time, 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, 2012 is shaping up to be a very exciting year for us as we continue expanding our efforts to reduce cancer suffering for New Mexico's families. Highlights include:

- Continued strengthening of our current programs
  - We will continue to offer our **Family Cancer Retreat** twice in 2012. With the closing of the Glorieta facility, we moved the program to Albuquerque this year and are seeing a tremendous increase in demand for this program. Our Spring retreat had our largest attendance ever, and we expect a great turnout again at our Fall program this November.
  - We continue to expand our **Legal, Insurance, & Paperwork Assistance Program** and **Family Cancer Resource Bag Program** and expect to reach even more cancer patients/survivors throughout New Mexico this year.
  - Based on popular demand, we're moving our program for pediatric cancer patients and their loved ones back to the Zoo this year for our **2012 Zoo Day for Kids with Cancer**. We know the kids and their families are going to love it!
- Development of a **new program for caregivers** that we hope to pilot by year-end. This program is based on needs identified through our statewide NM Cancer Services Survey.
- 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 help 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, 2012



### 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.**