



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 2017 Annual Review



May, 2018

The Year in Review

In 2017, Cancer Services of New Mexico (CSNM) served over 1,000 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. 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** continues to have tremendous impact, serving 505 New Mexicans coping with cancer in 2017. To date, this program has helped clients access over \$9 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 assembled an impressive group of volunteer attorneys, financial/insurance experts, and health care professionals to lead this program.



LIPA Website



Cancer Services of New Mexico's Spring 2017 Family Cancer Retreat
April 21-23, 2017 - Albuquerque, NM

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We also distributed over 240 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 – includes links to close to 100 resources to assist those coping with cancer-related legal, insurance, or financial issues.

We continued to offer our **Family Cancer Retreat** twice a year in 2017, with over 530 people from more than 220 New Mexican families attending these free programs in April 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. We continue to receive tremendous support for the Family Cancer Retreats from New Mexico's oncology community. Each of our program agendas in 2017 included 35-40 speakers and presenters, including 15+ of New



Cancer Services of New Mexico's Fall 2017 Family Cancer Retreat
September 8-10, 2017 - Albuquerque, NM

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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 2017 we continued distributing **Family Cancer Resource Bags** statewide. Through this program, we offer free information kits that help newly diagnosed parents and their children aged 3-18 cope with the impacts of cancer on their family. This was the first program in NM that specifically focused on educating parents with cancer on how to communicate with their children. During the course of the year we distributed over 130 bags to families throughout New Mexico.

We continued our **Community Outreach** activities in 2017, speaking with the public about New Mexico’s cancer-related services and distributing educational materials at a wide range of health fairs and community-sponsored talks throughout the year as well as publicizing our programs and services in a variety of ways.

Our newest program, the **Caregiver Support Program**, continued its growth in 2017. The program provides personalized support to New Mexicans caring for a friend or loved one with cancer. Each cancer caregiver who enrolls in the program is matched with an experienced volunteer and the two decide the best way to communicate – in person, by phone, or electronically. They also decide how frequently to interact and what topics to cover. In this way, the program is customized to address the issues of greatest concern to each client, in a format and timeframe that best meets their needs.

Volunteer Recruitment & Board Development

As a volunteer-driven organization, all our programs depend on the generosity of our volunteers. In 2017, hundreds of people volunteered to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2017, 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, insurance experts along with many attorneys and financial experts volunteered to help us deliver our LIPA program.

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:

Kathleen Kreider – President
US Federal Government

Gordon Hennessy, MHA, FACHE – Vice President
Health Care Consultant

Jeremy Stuart, CPA, MBA – Treasurer
Clifton Larson Allen, LLP

Linda Widick – Secretary

Judith Harris, DNP, FNPBC – Director
UNM College of Nursing

Erin Olson, JD – Director
13th Judicial District Court

Janet Quintana-Cook – Director
BooyahMedia

Scot Sauder, JD – Director
University of New Mexico

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

In addition, Blaire Larson, CSNM Founder/Past President, and Richard Larson, MD, PhD, President of the CSNM Foundation, served as non-voting members of the CSNM Board.

Relationships with New Mexico's Oncology Community

From its inception, Cancer Services of New Mexico is 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:

- William Adler, MD – Memorial Medical Center
- Jose Avitia, MD – New Mexico Cancer Center
- Gregg Franklin, MD, PhD – NM Oncology Hematology Consultants
- Ramesh Gopal, MD, PhD – Presbyterian MD Anderson Radiation Treatment Center
- Fei Gu, MD – New Mexico Cancer Care Associates
- Carolyn Muller, MD – UNM Comprehensive Cancer Center
- Devon Neale, MD – UNM Department of Internal Medicine
- Dulcinea Quintana, MD – UNM Comprehensive Cancer Center
- Leah Fox Roberts, MD – New Mexico Department of Health
- Lorraine Sanchez, MD – Hematology-Oncology Associates
- Thomas Schroeder, MD – UNM Department of Radiation Oncology
- Linda Ann Smith, MD – Private Practice Breast Surgeon

- Amanda Story, MD – Lovelace Radiation Oncology Center
- Amy Tarnower, MD – UNM Comprehensive Cancer Center

We also continue to work closely with other cancer services organizations around the state to coordinate programs and avoid duplication of effort. We are active members 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 organization’s efforts.

Fundraising

Our work would not be possible without the generous support we receive from our many dedicated supporters. In 2017, we received important **general program support and/or support across more than one program** funding from Ethicon Endo-Surgery, Carl C. Anderson, Sr. and Marie Jo Anderson Charitable Foundation, Hancock Foundation, Lineberry Foundation and New Mexico Children's Foundation. In addition, we received many grants and contributions targeted at specific programs.

The “Sponsor a Family” initiative which was launched in 2016 continued to gain momentum in 2018. This program encourages individuals and groups to underwrite the cost for one or more families to attend our retreats, with a tax-deductible donation of \$750 per family. In 2017, funding received through the Sponsor a Family Program enabled 16 families to attend our Family Cancer Retreats. Once again, John and Georgia Gronager designated a portion of the proceeds from their phenomenal 2017 holiday light show to sponsor the family of a veteran at our 2018 programs.

For the **2017 Family Cancer Retreats**, our financial supporters included:

- *Diamond Level:* Lineberry Foundation, NM Department of Health
- *Platinum Level:* Clovis Oncology, Exelixis, Ethicon Inc, Teva Pharmaceuticals
- *Gold Level:* Insys Therapeutics, Medivation, Merrimack, UNM Comprehensive Cancer Care, Seattle Genetics and Shire
- *Silver Level:* Carl C Anderson Sr & Marie Jo Anderson Charitable Foundation, Genentech, Presbyterian Cancer Care, and Takeda Oncology
- *Contributing Level:* Armada Hospice, John and Georgia Gronager’s Holiday Light Show, Hancock Family Foundation, NM Children’s Foundation, Professional Case Management, Roses Southwest Papers, Inc.

We also received in-kind support for the Retreats from Albertson’s, Battlefield New Mexico, Loco Jumps, Graphic Connection, Justice League of America NM, Southwest Canine Corps of Volunteers, and The Printer’s Press.

In 2017, our **Legal, Insurance, and Paperwork Assistance Program** (including the **Cancer Treatment Organizer** program) was supported by funding from the NM Department of Health. 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.

We also have continued to receive donations from many individuals, whose generosity greatly enhances our ability to provide services to New Mexicans coping with cancer.

In 2017, the Cancer Services of New Mexico Foundation received many generous individual and corporate donations. The foundation (established in 2005) is an endowment that ensures the long-term financial continuity of Cancer Services of New Mexico.

In addition, BooyahMedia and LionSky Media continued to manage our websites 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 our Officers and Directors). Nearly all our revenues go directly toward providing services to New Mexicans touched by cancer. Nevertheless, in 2017 we continued developing our long-term operational capabilities.

We continue to focus on **developing an operating model that is not dependent on the involvement of our founders**. We established Board-level oversight positions for each of our major programs and key functional areas, and instituted a succession planning process for our Board Members which facilitated the successful transition of several of our Program Directors over the last few years.

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. In addition, Ellen Burgess, our part-time Program Coordinator, did a great job in this role in 2017. We are fortunate to be able to work with these wonderful partners.

Looking Forward

2018 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** in Albuquerque, NM, twice this year. Over 250 people attended our Spring Retreat from April 20-22 and we expect similar attendance at our Fall program scheduled for September 7-9, 2018.
 - We will continue to develop the **Legal, Insurance, & Paperwork Assistance Program** and **Family Cancer Resource Bag Program** which will assist hundreds of cancer patients/survivors throughout New Mexico this year.
 - We will continue to expand our new **Caregiver Support Program** by providing more volunteers in support of more caregivers.
- Ongoing development of our new leadership team and our wonderful 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 continuing contributors while also pursuing new sources of support.
- We are excited to have been chosen by Tractor Brewing Company as one of four non-profit partners benefitting from the 2018 Beer for a Better Burque Program. Benefits of this program include:
 - Non-profit night: 1 night per month every beer sold at regular price comes with a token which can be placed in a locked box for the organization of their choice. Each token equals \$1 that will be donated to that non-profit.
 - Fundraising Bash: Tractor Brewing will host one large scale fundraising event for us the last quarter of 2018. We are in the process of organizing this so stay tuned to future emails inviting you to this event!
 - In-Kind donations of beer for special events, auctions, fundraisers, shows, etc that occur outside of Tractor Brewing Company establishments.
 - Space at their establishments to host special events that are open to the public.

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,

Kathleen Kreider
 President, Cancer Services of New Mexico
 May, 2018



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.