



Cancer Services of New Mexico

Services to Reduce Cancer Suffering for New Mexico's Families

P.O. Box 51735
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(505) 259-9583
www.CancerServicesNM.org

Cancer Services of New Mexico 2018 Annual Review



May, 2019

The Year in Review

In 2018, 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 524 New Mexicans coping with cancer in 2018. To date, based on what we believe are very conservative estimates, this program has helped clients access over \$9.3 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 2018 Family Cancer Retreat
April 20-22, 2018 - Albuquerque, NM
Cancer Services of New Mexico - P.O. Box 51735 - Albuquerque, NM 87181-1735 - (505) 259-9583 - www.CancerServicesNM.org

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.



Cancer Services of New Mexico's Fall 2018 Family Cancer Retreat
September 7-9, 2018 - Albuquerque, NM
Cancer Services of New Mexico - P.O. Box 51735 - Albuquerque, NM 87181-1735 - (505) 259-9583 - www.CancerServicesNM.org

We continue to receive tremendous support for the Family Cancer Retreats from New Mexico's oncology community. Each of our program agendas in 2018 included 35-40 speakers and presenters, including 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 2018 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.

We continued our **Community Outreach** activities in 2018, 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 2018. 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 2018, hundreds of people volunteered to support our efforts (up from a total of five volunteers when we launched CSNM in 2001).

In 2018, 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

Blaire Larson – Treasurer

Linda Trowbridge, MSA, BSA, RN – 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, Richard Larson, MD, PhD, President of the CSNM Foundation, served as a non-voting member of the CSNM Board.

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:

- William Adler, MD – Memorial Medical Center and UNM Comprehensive Cancer 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 2018, 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 2018, funding received through the Sponsor a Family Program enabled 17 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 **2018 Family Cancer Retreats**, our financial supporters included:

- *Diamond Level:* Lineberry Foundation, NM Aging & Long-Term Services Department
- *Platinum Level:* Carl C Anderson Sr & Marie Jo Anderson Charitable Foundation, ConAlma Health Foundation, Eisai, Ethicon, Exelixis, A Grant from HB Construction Endowment Fund through the Albuquerque Community Foundation, Pfizer, University of New Mexico Comprehensive Cancer Center
- *Gold Level:* Celgene, Clovis Oncology, Genentech BioOncology, Hancock Family Foundation, Shire
- *Silver Level:* Anonymous, Big Picture Marketing Strategies, Presbyterian Cancer Care, Radiology Associates of Albuquerque PA, Takeda Oncology, Women’s Cancer and Surgical Care PC
- *Contributing Level:* Albuquerque Community Foundation, Incyte, New Mexico Children’s Foundation, Miller Family Foundation, Linda Ann Smith MD, Tractor Brewing Company, X-Ray Associates of New Mexico PC
- *Sponsor A Family Donors:* Anonymous, The Briggs Family, The Gronager Family Holiday Light Show, The Hargreaves Family, The Hennessey Family, I.B. Hoover, Joan Punt, In Memory of Ronald Contreras, In Memory of Mac Caudill, In Memory of James Lewis, In Memory of Christopher D. Smith, In Loving Memory of Patti McLain

We also received in-kind support for the Retreats from Albertson’s @ Lomas/Juan Tabo, Graphic Connection, NM Heroes Alliance, The Printer’s Press, Southwest Canine Corps of Volunteers.

In 2018, our **Legal, Insurance, and Paperwork Assistance Program** (including the **Cancer Treatment Organizer** program) was supported by funding from Ethicon. Casa Esperanza and the New Mexico Cancer Center in Albuquerque continued to be wonderful partners for this program by hosting our clinics at their facilities each month in 2018.

Also in 2018 CSNM was 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. Over \$5,000 dollars was raised over the course of the year!

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

In 2018, 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 the summer of 2018, Patrick and Sandra Chavez, a Spring 2018 Family Cancer Retreat participant and his wife, donated their professionally restored, classic 1956 Chevrolet Belair car to Cancer Services of New Mexico Foundation. All proceeds from the sale of this amazing vehicle will help us support New Mexican families coping with cancer.

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 2018 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 have Board-level oversight positions for each of our major programs and key functional areas, and 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.

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

2019 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 12-14 and we expect similar attendance at our Fall program scheduled for September 13-15, 2019.
 - 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.
- Auctioning the car in late March 2019!

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.