

## A GLANCE BACK AT 2009

By Karla Nichols, *Executive Director*

2009 has been a historic year in the life of Cancer Action. We celebrated the organization's 50th anniversary and five decades of compassionate support to those with cancer in our community. What a milestone for our organization! We began the year honoring the strong legacy of volunteerism that has been at the heart of Cancer Action – a tremendous way to begin a year of commemorating the organization's significant work.

In October, we held our **Heart of Gold Celebration Gala**. What a wonderful event for Cancer Action! The gala honored our past and recognized those who cultivated and established this organization through the years. It also celebrated the good work we continue to do to improve the lives of those facing the challenge of cancer today, while providing a unique opportunity to offer hope and compassion for those who will need our organization in the years to come.

We also recognized our **community partners** by establishing "Heart of Gold" awards recognizing healthcare providers who have demonstrated care and compassion in their work

with cancer patients. Cancer Action will build upon the success of this event, making it an annual celebration for the agency.

2009 has also been a historic year because of the challenging and uncertain times in which we live. Our nation is



**Karla Nichols, Dee Wallace  
and Gary Lezak**

experiencing a time of tremendous challenges that are truly of historical significance. This time of economic uncertainty has touched all of us in some way. Families who are facing the many challenges of living with a cancer diagnosis are finding life more difficult than ever before.

For many cancer patients, the help they receive from Cancer Action is literally life-saving. Cancer Action is the only local, non-profit agency whose mission is to provide direct practical service, financial assistance and emotional support for those living with, through and beyond cancer. Many families would not be able to meet their healthcare needs

without the agency's support. Cancer Action continues to be that place of hope and help for these families.

Now, more than any other time in our history, we need our friends to support us – to help us come alongside these families at this most critical time in their lives. Cancer Action remains dedicated to being the heart of cancer support in Kansas City! This commitment remains at the very core of what we do each day. Last year we were honored to walk alongside over 3,800 cancer patients here in the greater Kansas City area.

Cancer Action continues to be that place of hope and help for these families. I know that many of our strong supporters have also been significantly impacted by these challenging times. We are so grateful for the many ways that those in our community have shown support to Cancer Action. The gifts of good-hearted, well-intentioned caring people have helped us write fifty years of life-changing history for thousands of cancer patients right here in Kansas City.

I am honored to be a part of this organization that has such a tremendous legacy. I am also grateful for all who give their time, talents and treasures to continue the important and life-sustaining work of Cancer Action into the future.

## PROVIDING SUPPORT, OFFERING HOPE, LIFTING SPIRITS



### PATIENT SERVICES PROGRAM

2009 was another busy year at Cancer Action, providing support, offering hope and lifting spirits to over 3,800 cancer patients in the greater Kansas City area. Nearly 1,600 new clients came through the doors of one of our three offices during the past year seeking assistance, guidance and emotional support as they face the many challenges that cancer brings to their lives.

Our caring, professional staff offer the support cancer patients and their families need – meeting clients where they are and walking with them wherever their journey takes them. The agency provides practical and direct services, financial assistance, education and emotional support and wellness and survivorship programs. These programs address needs and give hope, empowerment and comfort.

This commitment to a comprehensive approach to care is what continues to make Cancer Action a unique and vital organization for those with cancer in our community. For fifty years, Cancer Action has been the heart of cancer support in Kansas City.

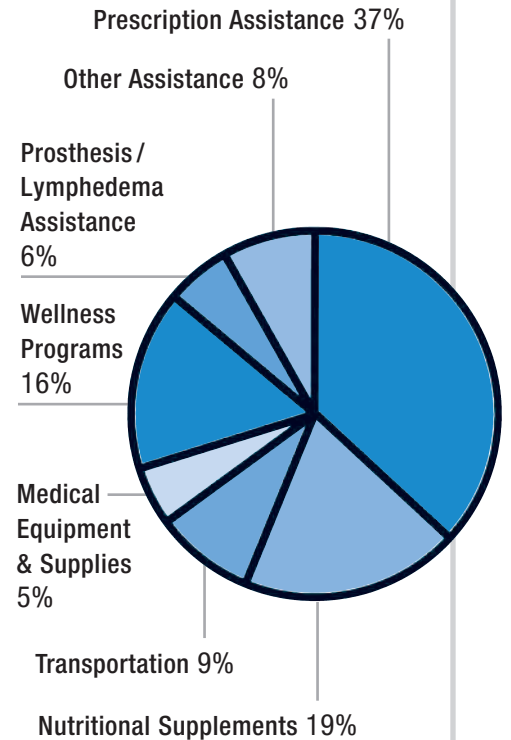
### COMMUNITY EDUCATION PROGRAM

The Community Education Program at Cancer Action continues to provide vital cancer information and resources throughout the Kansas City area through community partnerships, health fairs, and presentations. This year the agency attended 32 health fairs, provided 46 presentations, and distributed over 12,000 pieces of literature to community groups and corporations about cancer prevention and early detection.

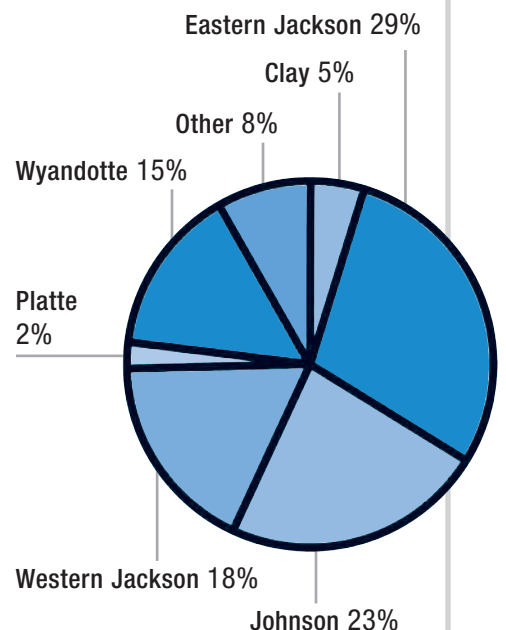
Cancer Action is also involved in important community initiatives such as the Kansas City Cancer Coalition. The coalition is comprised of social service agencies and health care providers that work together to provide cancer prevention and awareness at events throughout the city. Many of these programs focus on providing vital health information to minority and medically underserved populations.

Another priority of Cancer Action's Education Program is to provide up-to-date and accurate information on cancer-related topics for cancer patients and their families. The agency's resource libraries offer a wide range of information to help educate and empower a person through their cancer journey.

## How Your Dollars Support Our Programs



## Clients Served by County



## VOLUNTEER PROGRAM

What would Cancer Action do without its dedicated and compassionate volunteers? The agency certainly would have a difficult time meeting client demand without incredible volunteers who commit their time and talents every year. More than 750 faithful volunteers have provided 60,147 hours supporting the agency in 2009.

**245 hours** were dedicated to supporting successful special events

**99 hours** were given to inform and educate people about Cancer Action at community health fairs

**1,419 hours** were provided to drive cancer patients to and from their life saving medical treatments and doctor appointments

**3,873 hours** were donated to help our three offices run smoothly by putting together bulk mailings, entering data into the computer, and helping answer phones and greet clients

**54,413 hours** were given to provide comfort and care to our clients by making bed pads, afghans, hospital sheets, hats, scarves, turbans, and other comfort items that touch so many lives

**98 hours** were provided by student volunteers who helped with bulk mailings, decorated the office for the holidays, filled volunteer gift bags and moved furniture from one office to another

Our 2009 Volunteer of the Year was Helen Gibson. Cancer Action has been the only local organization Helen has volunteered for the past 20 years, volunteering 23,837 hours through 2009. Helen is a member of Cancer Action's largest bed pad-making service unit, Gladstone AARP 2970, which meets twice a month.

Gladys Koska and Marie Holbert were the recipients of the 2009 Maxine Bowers Legacy of Service Awards for their many hours of volunteering to Cancer Action as well as throughout the community. Both ladies' have a combined volunteer service total of more than 37,300 hours to the agency.

All three volunteers were honored at the Hearts of Gold Volunteer Awards Reception on March 12, 2009 at Pierson Park Community Center in Kansas City, KS.

## FINANCIAL OVERVIEW

Revenues		\$942,611
Investment Fund	\$260,000	31%
Donations/ Memorials	\$172,638	21%
Foundation Grants	\$219,700	26%
United Way	\$124,717	15%
Special Events	\$54,975	7%
Cash carried over 2008	\$54,975	
Operational Expenses		\$907,813
Programs and Services	\$772,473	85%
Management/ General	\$84,751	9%
Fundraising	\$50,589	6%

A full copy of the audited financial report may be obtained upon request.

## Services Provided to Clients

Service Provided	Clients Served	Number Provided
Nutritional Supplements	800	55,521
Prescription Assistance	320	3,342
Breast Prosthesis Assistance	12	34
Lymphedema Sleeve Assistance	27	46
Transportation	79	1,364
Medical Equipment	508	557
Medical Supplies	687	43,070
Mastectomy Supplies	107	370
Comfort Items	1,195	7,751
Turbans/Scarves	525	2,074
Wigs	475	612

## SHARING YOUR UNIQUE GIFT

There is no question about it. We had dedicated partners supporting our mission in 2009. Almost every group that planned a third party event, or made a corporate or business gift, benefiting Cancer Action expressed concerns about the economy. Amazingly, each group was happily surprised by the generosity they experienced during their fundraising efforts.

While many people in our community are facing the most difficult financial times of their lives – including many of our clients – there are many others who have come to understand how important their financial gift really is in our community. We are

incredibly thankful for each person who has supported our mission through financial contributions.

You might be surprised to know contributions supporting Cancer Action can come in many different forms, and one size does not fit everyone. A gift can be as unique as the person making it. Some of the ways our supporters make gifts to Cancer Action include:

- Pledged gifts to our Annual Fund Campaign
- Gifts in honor or memory of a friend or loved one
- Sponsorship of events that educate and highlight Cancer Action's work in our community
- Planned gifts through estates
- Gifts of appreciated stock or assets
- Grants from community and family foundations
- Proceeds from fundraising events organized by community groups

- Grants and designated gifts through United Way and work-place giving
- In-kind donations of medical equipment and supplies

Have you ever considered the best way for you to give? Our goal is help you find the most meaningful way for you to partner with us in fulfilling our mission. Every gift to Cancer Action is significant in the lives of those we serve. Every gift touches the lives of those living with, through and beyond cancer in our community. If you are interested in finding a way to give that fits you and Cancer Action, please contact Cindy Wissinger, development director, at 913-642-8885 or [cindyw@canceractionkc.org](mailto:cindyw@canceractionkc.org).

### *Special thanks to the following for their partnership with Cancer Action:*

#### Foundations and Corporations

Addington Design  
 Ameristar Cares Workplace Giving Campaign  
 Back in the Swing  
 Bank Midwest  
 Brighton Collectables at the Country Club Plaza  
 Centerpoint Medical Center Auxiliary  
 CertainTeed Corporation  
 Dillard's Salon and Spa, Oak Park Mall  
 FELCO Printing and Mailing  
 Healthcare Foundation of Greater Kansas City  
 Heartland Combined Federal Campaign  
 Hope Cancer Institute  
 Independence Young Matrons  
 Kaleidoscope  
 Kansas City Cancer Center  
 Menorah Medical Center Radiation Oncology Dept.  
 Nueterra Healthcare  
 Progressive Medical Equipment  
 Providence Medical Center  
 Rogers Wholesale Liquor  
 Sara's Floral  
 Security Bank  
 Skradski Funeral Home  
 Spangler Graphics  
 Susan G. Komen for the Cure Greater Kansas City Affiliate  
 The Roasterie  
 Truman Heartland Community Foundation  
 United Way  
 University of Kansas Division of Hematology & Oncology  
 Weber, Dorton, Bectrom & Co.  
 Women With One Voice Foundation  
 Wyandotte Health Foundation

#### Community Groups

Bishop Ward High School Pep Club  
 FELCO Printing and Mailing Employees  
 High Tea for Breast Cancer  
 Independence Square Association  
 Independence Young Matrons  
 Jack Lockton Memorial Cancer Survivors  
 Carpe Diem Award  
 Kansas City Cancer Center Employees  
 National Horseshoe Associations  
 Rod Rogers Memorial Tournament  
 Sports Car Club of America  
 Sunflowers to Roses  
 St. Joseph Catholic School  
 St. Paul's Catholic School

#### Board Members

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MARY LOU KEGLER	



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