



Cancer Action



# 2019

ANNUAL REPORT

A GLANCE BACK OF 2019:

## Celebrating 60 Years of Support, Empowerment and Hope For Cancer Patients in Kansas City

By Karla Nichols, Executive Director

**2019** was a milestone year for Cancer Action as we celebrated our 60th year of providing support, empowerment, comfort and hope to thousands upon thousands of cancer patients in Kansas City!!

It is amazing what vision, hard work and compassion can accomplish!

The agency has a rich history established through the efforts of many wonderful people, including hundreds of volunteers, donors, staff members and a dedicated Board of Directors! Here is a glance back at some of the highlights from the rich history of our organization.

The organization began in 1959 with a passion to help families who were struggling with this difficult and often fatal illness...one that was not talked about and had little chance for recovery. Established as an independent non-profit, originally called "The Cancer Association of Wyandotte County", began in a garage with an army of volunteers, under the leadership of its first Executive Secretary, Selma Calene, also a volunteer. They made handmade comfort items and supplies, including "cancer bandages" that were given to families to help care for their loved ones. Cancer Action is proud of the strong volunteer program that has been a vital part of the organization's success over the past sixty years.

Selma worked diligently with the board of directors, many of



Dawn Linscott, Maxine Bowers, Karla Nichols combined to provide 55 years of leadership for Cancer Action

whom were civic leaders, to establish our organization. Eventually, the name of the organization was changed to Cancer Action. The organization was established to improve the quality of life for those with cancer in our community, neighbors helping neighbors! This strong commitment to community is still at the heart and mission of the organization today.

Cancer Action has had five executive directors who have provided leadership to the organization. Maxine Bowers was the longest tenured director serving 23 years. Dawn Linscott served twelve years as the third director and was followed by Marcia Broden who provided three years of leadership. Karla Nichols, the current director, celebrated her 20th year with the organization in 2019. The agency has been blessed with many wonderful staff members through the years who have compassionately and professionally offered support

to cancer patients in every area of the city.

Cancer care has changed tremendously in the past sixty years. Thankfully, advances in treatment and early detection has led to millions of cancer survivors and others living longer with cancer. Cancer Action programs and services have grown and changed to meet the continuing needs of cancer patients in our community. Today, we provide an array of programs and services including financial assistance programs, practical and direct services, educational and emotional support, and wellness and survivorship programs.

Cancer Action was recognized nationally with the prestigious award of "Partner in Patient Support" from the National Cancer Institute's Cancer Information Service, and locally with the 2008 Heart of America Ethics in Business Award, the first given to a non-profit organization. Cancer Action Volunteer Program has received many recognitions locally and regionally through the years.

While much has changed, the very "heart" of the organization has remained the same, built upon the compassion of thousands of people in our community, past and present; Cancer Action remains strong in its mission to offer support through every step of the cancer journey!

## *Serving Our Community...* **Cancer Action's Impact in 2019**

A diagnosis of cancer is overwhelming for those who are living with, through and beyond the disease and its treatment. Cancer Action has helped countless cancer patients and their families throughout Kansas City during the past 60 years, offering direct services, financial assistance, and emotional support through every step of the cancer journey. We offered support to over 1,965 families during 2019. But we couldn't do it without the help of our volunteers and donors! We want to share with you some of the impact we made together this past year...

- Supplied **76,400 servings of nutritional supplements** to more than **580 cancer patients** to help maintain their weight and energy during cancer treatment
- Provided **352 rides** to life-saving or life-prolonging treatment and doctor appointments
- Filled **1,450 prescriptions** for those who could not afford their medication to relieve pain, nausea, treat infections and meet other cancer supportive care needs
- Helped women going through treatment by providing **almost 170 wigs and over 686 turbans and scarves**
- Issued **over 380 pieces of medical equipment** to help families members care for their loved ones
- Distributed **21,238 medical supplies** to support cancer patients and decrease the financial burden of cancer
- Gave out over **3,814 bed pads and 2,925 comfort items** (afghans, pillows)
- Our case managers provided emotional support, guidance and education to all of our clients and also helped hundreds who called requesting assistance from our community.



Celebrating cancer survivors at the Champions for Survivorship Breakfast

## **SIGNIFICANT MILESTONES IN CANCER ACTION HISTORY**

**September 1959:** Established as an independent non-profit called "The Cancer Association of Wyandotte County Inc." with Selma Calene as the first executive Secretary, herself a volunteer.

**1961-1984:** Maxine Bowers served as the 2nd Executive Director, giving 23 years of dedicated service. The agency was in the garage of her home from 1961 until 1982. Maxine began an amazing volunteer program which still benefits our community today.

**1976:** The name of the agency changed to Cancer Action, Inc. to clarify that we served the entire Kansas City metropolitan area.

**1982:** The agency bought the office building at 1831 Minnesota Avenue, Kansas City, KS. This building was the home of Cancer Action for 26 years until it sold in 2008.

**1984 – 1996:** Dawn Linscott was the executive director of Cancer Action, providing 12 years of leadership, growing many of the agencies programs and services.

**July 1996:** The first annual Cancer Action Grand Prix was held at the GM Fairfax Plant, becoming the signature event for the agency for the next 12 years.

**1996-1999:** Marcia Broden, served as the agency's 4th executive director. Marcia helped expand the agency's presence to eastern Jackson County.

**October 1997:** Cancer Action opened its first branch office in Independence Missouri, expanding its geographical presence across the metro area.

**1999-present:** Karla Nichols became the organization's 5th executive director. Karla opened an office in Johnson County Kansas, expanded the agency's survivorship programs.

**October 2001:** Cancer Action was recognized from the National Cancer Institute's Cancer Information Service, receiving the prestigious award "Partner in Patient Support"

**January 2006:** Cancer Action opened its office in Overland Park Kansas, expanding services to the south part of the metro area.

**April 2008:** Cancer Action was honored to be the first non-profit to receive the "Heart of America Ethics in Business" award from Midwest Christian Counseling Center.

**October 2009:** Cancer Action celebrated 50 years with the Heart of Gold Gala

**November 2011:** The first Champions for Survivorship Breakfast was held

**December 2015:** Cancer Action and RPM Cinematography received the MarCom Gold Award in the category of nonprofit video for "Making It to the Finish Line"

**October 2019:** Celebrated 60 Years of serving cancer patients in Kansas City!

## Cancer Action Volunteers *We appreciate you to pieces*

**V**olunteers have always been at the heart of Cancer Action! Over the past 60 years, thousands of volunteers have literally given millions of hours of service. In the last decade alone, volunteers gave more than 500,000 hours to improve the lives of cancer patients in our community! That is astounding! Cancer Action Volunteers continue to play an important role in serving and caring for our clients by providing over 30,500 hours of service in 2019!

- Volunteers drove clients over 5,929 miles to and from their doctor and treatment appointments.
- Volunteers spent approximately 400 hours transporting cancer patients to their doctor and treatment appointments
- Over 1,100 hours donated by those helping our offices run smoothly and with bulk mailings
- Approximately 25,250 hours were given to provide comfort items and care to our clients through individuals and our service groups
- Many others gave around 2,000 hours helping with special events, health fairs, courier work, and a host of other activities to help us make a difference!

*Thank you for serving and caring for cancer patients  
and their families in our community!*



Cancer Action 2019  
VOLUNTEER OF THE YEAR  
Ruth Lamb with Shirley  
Gibson, Program Director,  
Karla Nichols, Executive  
Director and Gary Lezak,  
Chief Meteorologist for 41  
Action News

MAXINE BOWERS LEGACY  
AWARD presented to  
Joe Otey, shown with  
Karla Nichols, Executive  
Director, Eric Jacobson,  
Board President and Gary  
Lezak, Chief Meteorologist  
for 41 Action News



## Financial Overview

**Total Support  
and Revenues \$922,967**

Donations/  
Memorials \$ 278,883

Patient Services  
Grants \$ 153,080

United Way/ CFC \$ 80,990

Investment Return  
(unrealized/realized) \$ 182,109

Income from  
Perpetual Trust \$ 7,784

Gain on Beneficial  
Interest in  
Perpetual Trust \$ 136,420

Special Events \$ 83,050

Other revenue \$ 651

**Operational  
Expenses \$600,919**

Programs and  
Services \$ 470,995

Management/  
General \$ 75,343

Fundraising \$ 54,581

A full copy of the 2019 audited financial  
statements may be obtained upon request

*No one is useless  
in this world  
who lightens the  
burdens of another.*

Charles Dickens



## Special thanks to the following for their support of Cancer Action:

### Foundations and Businesses

Addington Design  
AMC Cares Charitable Fund  
ARC Physical Therapy Plus  
Bank of Labor  
Blue Ridge Bank & Trust Co.  
Bra Couture KC  
Business Assistance  
Aileen V. and Redman Callaway Fund  
C Otto McCulley Rev. Trust  
Cancer Treatment Centers of America  
Centerpoint Medical Center  
Christian Brothers Automotive  
Coram/CVS Speciality Infusion Services  
Cremation Society of Kansas and Missouri  
D.P. Hudacek Contracting, Inc.  
Haldex Brake Products Corporation  
Health Forward Foundation  
Heartland Combined Federal Campaign  
HNC Living Foundation  
Kansas Asphalt, Inc.  
Kansas City Medicine Cabinet  
Kennedy's Custom Jewelers, Inc.  
Lathrop & Gage LLP  
McInnes Group, Inc.  
Menorah Heritage Foundation  
Meyers Funeral Chapel  
Masonic Cancer Alliance  
Midwest Trust  
National Association of Insurance Commissioners  
National Flood Services  
Nationwide Mutual Insurance Company  
Nigros Western Store  
One Community Hospice  
PNC Foundation  
Print Graphics  
Realm Construction  
Richard and Annette Bloch Family Foundation  
Ride 2 Boulevardia  
RPM Photography and Cinematography

Sara's Floral  
Sarah Cannon Cancer Centers HCA Midwest Health  
St. Mary's Medical Center  
Sunflower Neonatology  
Sunflowers to Roses, Inc.  
Susan G. Komen KS & WMO  
The Andrew J. Somora Foundation  
The Benevity Community Impact Fund  
The KC Estate Planner LLC  
Torchbearer Chapter of Beta Sigma Phi, Independence, MO  
Truman Heartland Community Foundation  
Truman Medical Center  
United Way of Greater Kansas City  
United Way of Wyandotte County  
University Of Kansas Cancer Center  
University of Kansas Physicians  
US Bank  
US Foodservice

### Community Groups

Asbury United Methodist Church  
Beyoutify  
Blue Springs Ladies Elk Club  
Brookridge Women's Golf Association  
Dazzling Divas  
First Christian Church, Christian Women's Fellowship, Independence, MO  
First Presbyterian Church, Independence, MO  
First United Methodist Church, Friendship Class, Blue Springs, MO  
GNO-4-BC (Girls Night Out for Breast Cancer)  
Heartland Indoor Horseshoe Association  
Independence Young Matrons  
IO Maiden Designs  
Kimbell McCurry Paintings  
Merriam Christian Church  
National Horseshoe Association  
Pay It Forward Nick's Way  
Poppy's Handmade Creations  
Quivira 9 Hole Women's Association  
Woods Chapel United Methodist Church

## 2019 Board Members

### BOARD OFFICERS

ERIC JACOBSON, President  
Ascend Media  
MELANIE SIMPSON, Vice President  
University of Kansas Health System  
ELAINE MCINTOSH, Recording Secretary  
Retired CEO Kansas City Hospice  
BRIAN LEVINSON  
Neighborworks America  
DAVID HARRIS, Past President  
US Bank

### BOARD MEMBERS

MATTHEW ALLIN Children's Mercy Hospital  
SAM BURNETT Midwest Trust Company  
MARY CALYS Physical Therapist  
PATRICIA CARUTHERS  
Retired, Administrator KCK Community College  
RHONDA CHERRY  
University of Kansas Cancer Center  
KIMBERLY GEORGE  
University of Kansas Cancer Center  
ANDREW GRUMKE  
Performance Contracting Inc.  
JANET HALL Community Volunteer  
CLAYTON HARPER Attorney  
JO BETH HERRICK Swope Health  
MARY LOU KEGLER Minister, KCMO  
VANGIE RICH Community Volunteer  
MARY SHAFER Lathrop & Gage  
CHRISTIE SHELDON HCA Midwest Health  
SUSAN STILES Cerner  
SARAH TAYLOR, M.D.  
Oncologist, University of Kansas Cancer Center

## Mission Statement

Cancer Action is dedicated to reducing distress and promoting the well-being for those living with, through and beyond cancer in the Kansas City area.



MISSOURI OFFICE  
4010 S. Lynn Court  
Independence, MO 64055  
816-350-8881

KANSAS OFFICE  
10520 Barkley, Suite 100  
Overland Park, KS 66212  
913-642-8885

[www.canceractionkc.org](http://www.canceractionkc.org)