



# cancer CAREpoint

Counseling • Assistance • Resources • Education

HELP AND HOPE FOR CANCER PATIENTS AND THEIR FAMILIES

July, 2012

## New name, new services

### Resource Center opens to community

The first half of 2012 has been a time of growth and fruition for Samaritan Cancer Foundation and its mission of providing help and hope to individuals in our region diagnosed with cancer.

To better reflect the services now available to the community, the Board changed the name of the organization earlier this year to **Cancer CAREpoint**. CARE is an acronym for our core services – Counseling, Assistance, Resources, Education.

“Cancer CAREpoint references our vision of a central, integrated place where individuals can go for caring support and information during their cancer journeys,” explained **Executive Director Ken Toren**. “During one of the most stressful, overwhelming periods of their lives, Cancer CAREpoint is here to nurture hope, instill courage, improve quality of life, and enrich bodies, minds and spirits.”

### One-on-one personal assistance for all

The Cancer CAREpoint Resource Center, 2505 Samaritan Dr., Suite 402, San Jose, opened in March to begin the delivery of services to residents of Santa Clara County, including one-on-one personal assistance for all cancer patients no matter where their medical care is received. Other services include massage therapy, stress reduction, nutrition, yoga, mindful meditation, networking and support groups, and educational seminars.

In just three months, Cancer CAREpoint has served more than 100 clients, ranging from newly-diagnosed to long-time survivors and their families and caregivers – the people who are often forgotten but equally stressed in the cancer journey.



“We make hope happen” is the theme of Cancer CAREpoint services.

Cancer CAREpoint. You were just what we needed,” said recent clients Lisa and Mark. “You offered hope, faith and reassurance. We can’t change the cancer that is part of our lives, but with your resources and support, we’re going to handle this just fine. We can do this!”

## “I’m leaving you in good hands”

This month my wife and I moved to Colorado to be closer to family. It’s an exciting new chapter for our lives, but bittersweet to leave behind friends and this incredible community.



It is especially difficult to say good-bye to this organization.

At Bill Piche’s final Board meeting of Cancer CAREpoint, incoming President Gay Crawford announced the launch of The President’s Fund in his honor. The Fund will be used to help underserved clients with special needs.

In a short period of time it has grown from an idea to a vision to a reality due to the hard work and investment by leaders in our region who recognized the needs of those among us who experience a cancer diagnosis.

My sadness at leaving is softened by knowing that the organization is in good hands – fantastic leadership, an incredible staff, committed Board, dedicated volunteers and generous funders. What we have accomplished so far has been a tribute to their knowledge, experience and belief in our mission. That will not change.

Vice President **Gay Crawford** will assume the President of the Board role for the remainder of my term this year, and there could not be a more capable person to do that. Gay is often referred to as “the face of cancer in Santa Clara Valley,” and her resources and energy are without end. Board member **Jack Frazer** will assume the duties of Vice President.

I will always have a place in my heart for Cancer CAREpoint and I look forward to monitoring your continued success from afar.

*Bill Piche*

# Cancer CAREpoint Services

Thanks to our generous donors, all Cancer CAREpoint services are offered FREE to the community.



- **One-on-one personal assistance to help patients and their families and caregivers during the cancer journey**
- **Welcome to Cancer CAREpoint – Wednesdays, 2-3 p.m.**  
Come by the Cancer CAREpoint Resource Center to learn about the free services available to you, your family and caregivers.
- **Cancer Support Networking Group – Wednesdays, 2-3 p.m.**  
Support and encouragement from Cancer CAREpoint staff, other cancer patients and survivors.
- **Nutrition Q&A – Fridays, 11:30 a.m. – 12:30 p.m.**  
Ask professional nutritionists your questions at the Cancer CAREpoint Resource Center.
- **Therapeutic massage therapy**
- **Lymphedema education**
- **Private guided imagery**
- **One-on-one nutrition consults**
- **Healing Partners for breast cancer patients**
- **Yoga provided by Breathe Los Gatos**



More than 70 community members have attended Cancer CAREpoint nutrition presentations. Thank you, **VIVA Restaurant** in Los Gatos, for donating space for these fun and informative talks. And thank you, **Whole Foods**, for donating food for the cooking demonstrations.

## Introducing Patient Services Director Pam Lehner

In the past eight years, **Pam Lehner** has worked with hundreds of cancer patients and their families and caregivers. Sometimes their stories are heart-wrenching, but providing these individuals with support through some of the most difficult days of their lives is a passion for Pam that energizes and inspires her daily.



Pam Lehner, Cancer CAREpoint Patient Services Director

"I love the one-on-one connection with patients and families," she said. "I know I am really making a difference in their lives."

As the Patient Services Director at Cancer CAREpoint, Pam is the frontline responder to the emotional emergencies that come with the diagnosis and treatment of cancer. She helps clients find accurate information, connects them to

*"I love the one-on-one connection with patients and families."*

support services and community resources, and – most importantly – is a kind, sympathetic sounding board

for their fears, anxieties and worries and an encouraging partner in times of celebration and laughter.

Pam came to Cancer CAREpoint from El Camino Hospital where she served in a similar position. She loved her work there, but when she heard about the mission and goals of Cancer CAREpoint she said she "couldn't stay away."

"I was so impressed with the vision of the organization's founders – people like **Dave Henderson**, **Bill Piche** and **Gay Crawford**," she said. "Their integrity and commitment was inspirational and **Ken Toren's** ambitious plans for delivering services to this community drew me in."

In addition to her professional years in patient services, Pam has had personal experience with cancer as a caregiver to her sister-in-law and her mother, now a nine-year cancer survivor. She believes this gives her more insight and understanding of what patients and their families go through.

Born in Palo Alto, Pam has lived most of her life in Mountain View. She is the mother of three grown children and grandmother of three. Her off-work time is devoted to gardening, writing, and traveling with her husband.

"I am so happy to be here," she said. "We have amazing, amazing volunteers and this community is generous beyond anything I could ever imagine. Cancer CAREpoint is doing important work. Please help us spread the word."

## Legacy Donor Corner

# Cancer survivor wants others to have more support

It's not surprising that the CEO of a major corporation would expect to deal with cancer with the same independent, can-do attitude that brings success in business. But high tech exec **Carol Bartz** admits she "wrongly decided not to get any external support" when she was diagnosed and treated for breast cancer.

"There is nothing about cancer that isn't difficult – when you first get the news, during treatment, how people react" she said. "There is no good way to feel good emotionally or physically."

Now, Carol has become a Legacy Donor to Cancer CAREpoint because she understands that "it takes the whole community to support people with cancer. I like what this organization is doing."

Carol's donation will help to underwrite the garden patio outside the new Samaritan Cancer Care Center where Cancer CAREpoint will be located. "I'm a gardener and believe in the healing power of the out-of-doors," she explained. "It appealed to me to help provide



Legacy Donor Carol Bartz and her grandmother Alice Schwartz

a place where patients and their families can go to reflect."

A plaque in the patio garden will honor Carol's grandmother, **Alice Schwartz**, who raised her during her teen years in Wisconsin. "She was a very special lady – tough and wise," Carol said. "She had breast cancer at 80 but lived to the age of 98. If the cancer hadn't later metastasized to the bone, I think she would have easily made it to 100."

Carol's own bout with cancer in 1992 occurred just as she took on the job as CEO of Autodesk.

Diagnosed a few days before she started the new position, she took off just one month to undergo and recover from a mastectomy and then worked full time during seven months of intense chemotherapy. Since then, she has spoken frequently about her experience to other women battling cancer and has been a generous donor to the American Cancer Society, Breast Cancer Connections and other health organizations.

"My data is 20 years old, so when I talk to people about cancer I tell them not to ask me about treatments," Carol said. "The best advice I can give is to understand that it will take time to recover, even when the cancer is under control. Every ache and pain will make you nervous. You will be scared for a long time and feel such a deep sadness.

"I'm an optimist but for awhile I didn't believe I could ever be happy or feel safe again. You can and will. It takes time and you need to share your story with others, like the kind and knowledgeable people at Cancer CAREpoint. You need support. Don't try to do it alone."

# Community celebrates launch of Cancer CAREpoint



Dave Henderson, CEO of Samaritan Medical Center, left, with Euan Thomson, Phyllis Romine and KG Romine



Roy Crawford, left, Linda Daane, Karen Lott and Cancer CAREpoint President Gay Crawford



Linda and Chuck Toeniskoetter



Erin and Todd Jones



Paul and Charmain Gardner



Robert and Judi Jurkowski



Nathan Opheim

# When is cancer a community concern?

Every day of the year!

Cancer is around us every day as thousands of local residents are diagnosed and treated each year in Santa Clara County for a disease that significantly disrupts the lives of patients and those who love and care for them.

Cancer CAREpoint's new "365 Club" campaign asks everyone in our community to donate at least a dollar a day to help our families, friends, neighbors, and co-workers as they go through the life-changing experience of cancer.

"We are able to provide support services at no cost to people in our community because of generous donors who support our vision and mission," said **Noelle Cilker Henderson** who co-chairs Cancer CAREpoint's Fundraising Committee with **Jack Frazer**. "We are there for them when they are most fragile and vulnerable, when they need help and hope in addition to medical care."

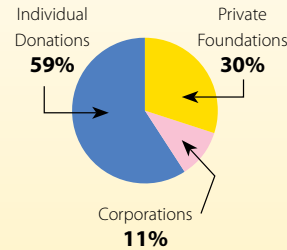
A donation of at least \$365 acknowledges that cancer is a community concern that affects many who need counseling, assistance, resources and education. To join the "365 Club," use the donor envelope in this newsletter or donate online at [cancerCAREpoint.org/donate](http://cancerCAREpoint.org/donate). Special activities for members of the "365 Club" will be announced this fall.

## Name Recognition Opportunities

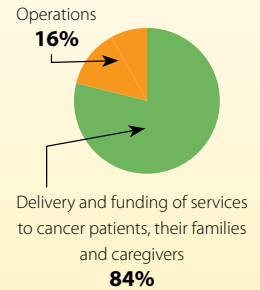
There are several opportunities for name recognition in the new Samaritan Cancer Care Center for major donors to Cancer CAREpoint. Donors may give as individuals, through corporations (grants, gifts of stock and matching programs), or from private or community foundations. Naming opportunities include high traffic public areas, specialty suites and programs. To learn more, please contact Executive Director Ken Toren at 408-497-0247 or email [ken@cancercarepoint.org](mailto:ken@cancercarepoint.org)

100% of **all donations** to Cancer CAREpoint stay in this community!

### Who are our funders?



### Where do donations go?



## Honor someone you love

It is a rare person who has not watched someone they love battle cancer. We are in awe, and wish there was a way to acknowledge their courage and fortitude.

A donation to Cancer CAREpoint is one way to honor them and help others in our community who are struggling with their own cancer journeys.



Raffi and Andre Demirjian who are raising funds for Cancer CAREpoint in honor of their father

**Doris Demirjian-Madden**, for example, and her two sons, **Raffi** and **Andre**, decided to commemorate the five-year anniversary of the loss of husband and father **Viken "Vik" Demirjian** with a request of their Facebook friends and others to make a donation to Cancer CAREpoint.

"When I learned about Cancer CAREpoint, I was impressed with what it is doing to help cancer patients and their families," Doris said. "I wish these services had been available to us during the two years that Vic battled cancer."

Use the enclosed remit envelope to send donations and the names of those to be honored, or call Executive Director **Ken Toren** at 408-402-6282 to discuss donations of \$10,000 or more that will be recognized on the Donor Recognition Board in the lobby of the new building.

## Saratoga Rotary Grant

Cancer CAREpoint was one of the fortunate local organizations to receive a \$7,500 grant from **Saratoga Rotary Charitable Foundation**. The grant, funded from proceeds of the annual Saratoga Rotary Art Show in May, will provides support services to local residents whose lives are touched by cancer.

## Beautiful!



Linda Toeniskoetter took advantage of the loss of her hair during chemotherapy to show off a beautiful henna tattoo.



Friend Cancer CAREpoint on Facebook!

# Thank you, Silicon Valley community, for believing in our mission

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Newsletter printing  
courtesy of Cadence.



From left, Cancer CAREpoint Board members Eric Eberle and Victor Adint with Legacy Donors Pamela and Stan Atwood

# Community Resources for Cancer Patients and Caregivers

These incredibly generous community resources have shared their time and expertise with Cancer CAREpoint clients during the past few months. Thank you, providers, for giving help and hope to so many.



## Massage Therapy

Patients and caregivers can escape from their cares for an hour and treat themselves to a soothing massage with therapeutic massage therapist **Judy Murray, CMT.**

[www.IntegrativeMedicalMassage.com](http://www.IntegrativeMedicalMassage.com)



## Guided Imagery

Clients can reduce stress and anxiety, manage pain and help regain the feeling of being in control through private or small group sessions with **Cynthia McDonald, PhD.**

[www.transformative-living.com](http://www.transformative-living.com)



## Yoga for Cancer Survivorship

Breathe Studio Los Gatos and instructor **Lorien Neargardner** have partnered to offer free yoga classes to improve

circulation and reduce stress.

[www.breathelosgatos.com](http://www.breathelosgatos.com),  
[www.yogabylorien.com](http://www.yogabylorien.com)



## Lymphedema Education

Patients can learn about ways to prevent this chronic disease and effective therapies should it occur, with **Phyllis Tubbs-Gingerich, RN, BSN, LE, CLT.**

[www.gingerkcenter.com](http://www.gingerkcenter.com)

Or, with **Daya Fisch**, Director of the Breast Health Project  
[www.breasthealthproject.com](http://www.breasthealthproject.com)



## Nutrition Consults, Seminars and Q & A

Nutritionists **Nancy Birang, BS, MT (ASCP) NC** and **Laury Ridley, RN** offer those going through or recovering from chemo personalized information about their best nutritional options.

[nancybirang@gmail.com](mailto:nancybirang@gmail.com), [lridley@me.com](mailto:lridley@me.com)



## Mindfulness-Based Stress Reduction

Individuals can capture the power of our minds to promote healing, reduce stress and value the fullness of each moment, while being guided by **Rochelle McLaughlin, MS, OTR/L.**

[www.rochellemcloughlin.com](http://www.rochellemcloughlin.com)



## Healing Partners

Breast cancer patients are paired with energy work practitioners, **Shagun Pathak, Teri Woolworth** and **Zahra "Mojdeh" Zahiroleslamzadeh**, for weekly sessions.

[healingpartners@sbcglobal.net](http://healingpartners@sbcglobal.net)



# NEWSBRIEFS



Jack and Sandi Frazer

## Relay for Life team

A Cancer CAREpoint volunteer team recently participated in American Cancer Society's Relay for Life event in San Jose. "We were pleased to join with many people in our community – cancer patients, families, caregivers, and other organizations that provide support services," said **Sandi Frazer** who organized the team with her husband, **Jack Frazer**, in honor of their nephew **Brian Zinser** who passed away from cancer in 2010. A special thank you to team sponsors **Hensel Phelps Construction Company** and **Samaritan Medical Center**, and to **Xilinx**, one of Cancer CAREpoint's major donors, that was a sponsor of the event.

## New Marketing Advisory Committee

A new Marketing Advisory Committee has come together to help Cancer CAREpoint with communication and community outreach. Thank you **Bob Araldi, Paula Ball, Beth Barry, Gay Crawford, Noelle Henderson, Sally Jones, Lissa Kreisler, Diane McNutt, Sean O'Kane, Shelly Pendergraft, Maggi Scura, Allison Jones Thomson, and Kathy Wheeler** for sharing your experience and expertise.

## Help us help others

There are many volunteer opportunities at Cancer CAREpoint for individuals who want to help people in our community whose lives are touched by cancer. Volunteer orientation and training sessions are held monthly. To learn more, please call Volunteer Coordinator **Sandi Frazer** at 408-540-4389.



Follow Cancer CAREpoint on Twitter!

*"A growing body of evidence demonstrates that the psychological and social (psychosocial) problems created or exacerbated by cancer (e.g. depression, other emotional problems, or a lack of information or skills needed to manage illness) can be effectively addressed by a number of services and interventions... these services reduce patients' suffering, help them adhere to prescribed treatments, and support their return to health."*

Institute of Medicine, October 2007

# Snuggle Bundles project has ambitious goal

Community volunteers have set an ambitious goal of creating 3,000 "Snuggle Bundles" for cancer patients in treatment in Santa Clara County by Nov. 1.

They are asking quilting, sewing and crafts groups, Scout troops, service clubs, faith organizations and other youth and adult groups and individuals to get involved in the project, which is being led by **Karen Kleinberg** of the Cancer CAREpoint volunteer team, along with community quilters **Clareen Dunivin, Vicky Hasheider, Kay Harbal** and **Nancy Commins**. Each bundle contains a fleece blanket and covers for two 6x13 inch pillows, the perfect size upon which to rest a head and forearm during chemotherapy.

"We all have family or friends who have been touched by cancer, and this is a simple way we can bring comfort to another patient undergoing chemo treatment," said Karen. "Our goal of 3,000 blankets will enable Cancer CAREpoint to encourage and soothe some of the stress for patients for quite some time."

The sets will be distributed at several medical facilities throughout Santa Clara County where chemotherapy takes place.



From left, Clareen Dunivin, Karen Kleinberg, Nancy Commins, Vicky Hasheider and Kay Harbal who are leading the volunteer effort to make Snuggle Bundles for cancer patients Silicon Valley.

**Pam Lehner** of Cancer CAREpoint explained that having a variety of patterns and colors will allow individuals to pick a fabric that is appealing to them and not look institutional.

"A cozy blanket and a set of comfort pillows might seem like small matters, but when you are scared and facing chemotherapy, they represent a welcoming, warm, human touch that says someone you don't even know cares about your well being," said Pam. "It offers a different kind of healing – it is like the 'blankie' of our childhood that provided security and calm when we were troubled."

Instructions for creating a Snuggle Bundle are posted on the **CancerCAREpoint.org** website. Finished bundles can be dropped off at the Cancer CAREpoint office on Tuesdays or Wednesdays. Please call 408-402-6611 before bringing them by.

# Allison Jones Thomson joins Board



Allison Jones Thomson

Long-time cancer activist **Allison Jones Thomson** has joined the Board of Directors of Cancer CAREpoint to extend her efforts in supporting cancer patients.

Allison's commitment to making a difference in the cancer community started in high school after her father passed away from lung cancer. She earned a B.S. degree in Biology from Simmons College in Boston and considered a career in nursing. Instead she worked in cancer research for Johnson & Johnson before moving into sales and marketing positions with major medical device organizations, most of which had a focus on cancer. Her M.B.A. is from Sacred Heart University in Connecticut.

In 2003 Allison became involved with the National Brain Tumor Foundation (now the National Brain Tumor Society) and served on the Board and as Chair for five years. She recently became engaged with the American Cancer Society and its efforts to raise funds for cancer research and smoking cessation programs.

"There is a tremendous need for essential support services for individuals in the South Bay whose lives are touched by cancer," she said. "I am excited about the potential of Cancer CAREpoint in meeting these needs."

## Volunteers play crucial role in opening Resource Center



Much of the credit for opening Cancer CAREpoint's Resource Center in record time must go to volunteer **Nancy Price** and Board member **Noelle Henderson**. Noelle, with the help of interior designer **Beth Cilker Smith**, created a warm and welcoming environment with fresh paint colors, donated furniture and art from local artists. Nancy was responsible for

getting computers and office systems up and running, and staffing the center almost every day the first few months. Thank you, Nancy, Noelle and Beth, for everything you've done and continue to do on behalf of Cancer CAREpoint.

Nonprofit organizations need community supporters to share their time, talent and treasure and **Paula Ball** has generously donated all three to Cancer CAREpoint. From painting the walls in the Resource Center to editing the volunteer newsletter, Paula is more than willing to do multiple tasks to make Cancer CAREpoint a success. She and her husband, **Jon Ball**, were also among the first Legacy Donors. Thank you, Paula and Jon, for your belief in the Cancer CAREpoint mission.





An independent 501 (c) 3 nonprofit organization. Tax ID#27-3029691

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**Board of Directors**

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**Help Cancer CAREpoint be green!**

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# Summer garden party introduces Cancer CAREpoint



The four hostesses of the Summer Garden Party introducing Cancer CAREpoint to the community included, from left, Cathy Smith, Chelsea Opheim, Nanette Kinkade and Linda Raasch



More than 150 guests enjoyed the beautiful home of the Raasch family.



Cancer CAREpoint Board members, from left, Jan Willoughby, Jack Frazer, Pam Foley and Judy Chirco



Cindy DeSantis



From left, Leslie Miller, Cathy Smith and Jim Miller



Executive Director Ken Toren described how Cancer CAREpoint is serving the community