



cancer CAREpoint

Counseling • Assistance • Resources • Education

HELP AND HOPE FOR CANCER PATIENTS AND THEIR FAMILIES

December 2012

Cancer CAREpoint selected by Sereno Group for One Percent donation



Gay Crawford, Board President of Cancer CAREpoint, left, with Carol Jeans, Randy Walden and Chad Hester of the Sereno Group.

The Los Gatos office of Sereno Group, one of the area's most successful real estate firms, selected Cancer CAREpoint as its first deserving charity to receive a 1% donation of gross commissions on home sales made during the fourth quarter of 2012 by participating agents.

With the average price of homes in Los Gatos at more than \$1.4 million, the generous program is expected to generate a significant contribution to support the programs and services of Cancer CAREpoint.

"We look for organizations that are making a positive difference in the communities we serve," said **Carol Jeans** of the Sereno Group who spearheaded bringing the campaign to Los Gatos, "because we are always encouraged to see the good, and uphold it."

"It is an honor to be selected for this investment and it shows that the people of Sereno recognize the universal nature of cancer," said **Ken Toren**, Executive Director of Cancer CAREpoint. "Everyone knows someone who has been touched by this disease and understands the necessity and value of the support we provide to patients, their families and caregivers. Thank you, Sereno, for believing in us."

New social worker brings personal and professional experience

A doctor would not suspect that a young woman with digestive problems might have colon cancer. But even though it's rare, Cancer CAREpoint's new social worker, **Amy Goldsbury**, is here today because her primary care physician decided to cover all possibilities and send her for a colonoscopy.

The test discovered stage 3 colon cancer, requiring immediate surgery and six months of aggressive chemotherapy.



Amy Goldsbury

"It was the shock of our lives," she said in describing how she and her husband, new parents of a 17-month-old son, reacted to the news. "We were working at good jobs, enjoying our baby, and just going through life when this occurred. It was a life-threatening experience that I'll never forget."

And Amy has not forgotten the emotional rollercoaster of her cancer diagnosis and treatment. After regaining her health, Amy became an active volunteer in the American Cancer Society's Colon Cancer Free Zone campaign, helping to increase awareness and educate and motivate people of all ages about prevention.

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Young entrepreneur for Cancer CAREpoint



Andre Demirjian was only four years old when he lost his dad, **Viken "Vik" Demirjian**, to cancer, but his memories are still strong. So Andre decided to honor the five-year anniversary of his father's death this summer by setting up a lemonade stand in his Los Gatos neighborhood to raise money for Cancer CAREpoint. The nine-year-old entrepreneur raised \$378.50. This fall, Andre proposed a new fundraising "business" to benefit Cancer CAREpoint – a recycling collection program at his school. Keep up the good work, Andre, and thank you!

See annual Report to the Community inside

Resource Center Open House for 120+ guests

More than 120 local residents attended an Open House in October to introduce the community to the services and programs available at the Cancer CAREpoint Resource Center.



Michele Grover, Noelle Henderson and Ervie Smith



From left, Amy Goldsbury, Sean O’Kane, Jack Frazer, Sandi Frazer



Volunteer Sheryl Brown greets guests

“I’ve followed the development of Cancer CAREpoint from the beginning,” said guest **Ervie Smith** of Focus Business Bank. “I’m impressed with the quality of the staff, volunteers and the programs they deliver to the community.”

The event was organized by volunteer Chair **Sandi Frazer** with help from volunteers **Paula Ball, Sheryl Brown, Paul Gardner** and **Joanne O’Rourke**.

It’s hard to enjoy teenage life when a parent has cancer

Cancer CAREpoint’s pilot program helps teens

In every high school in Santa Clara County there are dozens of students whose parents are fighting cancer.

At a time when teens are already struggling with changing bodies and feelings, making decisions about their future, and dealing with intense, volatile emotions, these young people have an extra burden of worry, stress and caregiving at home.

To support teens through these tough situations, Cancer CAREpoint is developing a new program to encourage them to express their fears in healthy ways and to provide tools to help them cope.

The initiative will start as a pilot project in one local high school. Cancer CAREpoint will set up support groups and offer one-on-one counseling and connection to community resources that will help not just the teen, but the entire family.



“The need is clearly there and not being met by any existing program,” said **Ken Toren**, Executive Director of Cancer CAREpoint. “In 2013 we would like to serve several high schools in our area.”

The ability of Cancer CAREpoint to provide this program for teens depends upon funding. Donations to support this program may be made online at CancerCAREpoint.org/donate or sent to Cancer CAREpoint, 2581 Samaritan Dr., Suite 300, San Jose CA 95124. Each \$8,000 donation will fund the start-up of a program to help teens at another high school.

“Just being a teenager puts these young people at risk of making bad choices in an attempt to overcome stress and emotional pain,” added social worker **Amy Goldsbury**. “Their families are already overwhelmed with other aspects of the cancer, so the teens need the community to wrap their arms around them and provide guidance and caring support.”



Children of cancer patients can exhibit the symptoms of post traumatic stress even one to five years after the diagnosis, according to Dutch researchers reporting at the European Cancer Conference. Problems include outbursts of anger, sleep difficulties, trouble concentrating, and inability to stop thinking about the disease.

Social worker gets off to busy start

story continues from page 1

In September, Amy brought her personal cancer experience and her credentials as a skilled, caring social worker to Cancer CAREpoint. Her first client? A young mom juggling cancer treatment and taking care of her three children.

“I could relate to her situation,” she said. “At every appointment she was so upbeat and positive and willing to do whatever she could to get better. It reminded me of my own cancer experience when I often said my son Ty was the best medicine and motivation for recovery.” Amy is now the mother of two: Ty, now age 10, and Nate, 6.

During her first few weeks at Cancer CAREpoint, Amy consulted with 50 other clients and, with Patient Services Director Pam Lehner, set up a robust calendar of events including a series of

“Let’s Talk” speakers and support groups on a variety of subjects.

Amy grew up in Sunnyvale and earned her undergraduate degree from Sonoma State University with a major in psychology and a minor in criminal justice. She received a Master’s in Social Work at San Jose State University and worked for several years in local high schools as a counselor and administrator.

“It’s hard to say cancer – it is such a scary word,” she said “and it takes courage to admit that you need help beyond what your doctors can provide. We’re here to listen, to support, and to connect people with the resources and assistance they need. I’m honored to be part of this organization and team where the patient is the center of care.”

“It takes courage to admit that you need help beyond what your doctors can provide.”

Community leaders launch Advisory Council

Ten highly-successful Silicon Valley community leaders have agreed to be the founding members of an Advisory Council to Cancer CAREpoint, a group that will share their expertise and encouragement.

Chaired by Board Vice President **Jack Frazer**, the Advisory Council includes: **Jon Ball, Carl Cilker, John Herman, M.D., Peter Hero, Art Lund, Teresa Powell, Phyllis Romine, Maggi Scura, Antoine Sindhu,** and **Cathy Smith.**

"As a longtime resident of the region, it is an honor to serve on the Cancer CAREpoint Advisory Board," said Peter Hero, Senior Advisory to the Silicon Valley Community Foundation and Secretary/Treasurer for the Skoll Foundation. "Extraordinary staff and dozens of volunteers create a skilled team dedicated to positive patient outcomes. Silicon Valley is fortunate to have CancerCAREpoint. My hope is that we as a community will step up and support its remarkable life-saving work."

TV news journalist and host Maggi Scura agreed and commented that she became involved with Cancer CAREpoint, because "I was inspired by the vision of those behind it. I think my personal experiences with

cancer, both as a survivor, and as someone who has lost family members to various forms of the disease, allowed me to connect with the organization's special approach to patient and family care. They've created a true network of caring, knowledgeable people, with a single goal of providing help and hope."



Jack Frazer



Maggi Scura



Peter Hero

The Advisory Council held its first meeting this fall and will follow up in 2013 with more discussion of Cancer CAREpoint.

"This is a group of very busy, in-demand individuals who have made helping Cancer CAREpoint a priority," said Jack Frazer. "Our first meeting was terrific and I know that the Council will continue to bring a great deal of talent and resources to the organization."

VOLUNTEER CORNER

Learn about volunteer opportunities

An overview of Cancer CAREpoint and the opportunities to become a volunteer for this dynamic organization are described in one-hour Volunteer Orientation sessions scheduled every month. In early 2013, Volunteer Orientations will be held Thursday, Jan. 10, from 2-3 p.m., Wednesday, Feb. 13, from 10-11 a.m. and Thursday, March 7, from 11 a.m.-12 noon. For additional days and times, check the website CancerCAREpoint.org/volunteer.html.

Once signed up, volunteers participate in a three-hour training program developed by long-time cancer patient advocate **Karen Storey**. In early 2013, Volunteer Training will be held Tuesday, Jan. 22, from 1-4 p.m., Thursday, Feb. 28, from 9:30 a.m.-12:30 p.m., and on Tuesday, Jan. 26, from 1-4 p.m. Additional dates and times for these events are listed on the same website. For further information, call 408-402-6611.

Libie Cilker: "Why I volunteer at Cancer CAREpoint"



"The Resource Center is sunny and inviting with yellow and peach pastel painted walls, fresh flowers and inspiring artwork donated by local artists. It is a safe place filled with hope, love and

offerings of help by caring practitioners who volunteer their time and expertise to those who have been touched by cancer. The volunteers and professionals who have come together to make this Resource Center possible are an inspiration and credit to this community. I am honored to be a part of the team.

When I volunteer in the Resource Center, it is rewarding to be able to connect clients and caregivers to the various services offered here by Cancer CAREpoint. Whether it is a therapeutic massage appointment, a one-on-one nutrition consult, or counseling time with our social worker—clients experience compassion, support and encouragement.

As Helen Keller eloquently wrote, 'The most beautiful things in the world cannot be seen or touched, they must be felt with the heart.' This is such a place."

Libie Cilker, Cancer CAREpoint volunteer

Cancer CAREpoint Calendar of Events

Each month Cancer CAREpoint offers more than two dozen services and programs for cancer patients, families, caregivers and the community. Visit the website CancerCAREpoint.org for details.

Weekly Services

- **One-on-one consultations** with social worker Amy Goldsbury
- **Therapeutic massage** by Judy Murray, CMT. Massage reduces anxiety, pain, nausea, and stimulates the release of endorphins and serotonin to lift mood and reduce stress and depression.
- **Guided imagery** by Cynthia McDonald, PhD. Vivid, positive mental imagery can activate the body's own resources for health and balance and restore a sense of empowerment.
- **Yoga classes** with Lorien Neargardner, BS, at Breathe Studios, 14107H Winchester Blvd., Los Gatos. Gentle movements (for all levels of health) improve circulation of blood, lymph and energy, while reducing chronic pain.
- **Healing Partners** energy work
- **One-on-one nutrition consults** with nutritionists Nancy Birang, BS, MT (ASCP), NC and Laury Ridley, RN, MA, NC. Proper nutrition can manage treatment side effects, maximize the body's healing capacity and weaken the cancer process.

Special Programs

- **Nutrition seminars** on a variety of topics of interest to all
- **"Let's Talk"** presentations on health and wellness subjects
- **"Doc Talks"** featuring local physicians
- **Caregiver Coffee** to provide respite and support
- **Young Adult** networking group
- **Just for Men** networking group

Report to the Community

2010... get ready! 2011... get set!
2012... go, go, go!

Dear Community,

The headline sums up the history of Cancer CAREpoint and the achievements of the organization in 2012 as we began the delivery of services to our community that have been thoughtfully planned and developed since our incorporation as an independent nonprofit.

With a new name and logo, we opened the Resource Center in early spring this year and welcomed anyone whose life has been touched by cancer to come to us for one-on-one listening and emotional support. Living up to the CARE acronym in our name, we began to provide Counseling, Assistance, Resources and Education.

Numbers quantify our accomplishments (listed elsewhere in this report), but it is the personal stories of people that reflect our true success:

The young mom with a new baby whose cancer diagnosis overwhelmed her in every way until we connected her to financial, counseling and home help resources.

The elderly gentleman who proudly maintained an active life until his cancer made him frail and depressed about his unwelcome dependence on others. We worked with the entire family to cope with the new dynamics of their relationship and to help to create a hopeful plan for the future.

The teens with parents in cancer treatment who are equal parts terrified and angry that cancer had come into their lives at a time when they are already vulnerable and stressed with coming-of-age problems. We listen, offer encouragement and provide coping strategies.

With an incredibly talented and compassionate staff and cadre of dedicated volunteers, Cancer CAREpoint has leveraged the community's investment in our mission this year into programs and services that are much needed and appreciated.

Our challenge in 2013 will be to continue to grow our financial strength so that we can be available to any of the 6,500 individuals who are expected be diagnosed with cancer in Santa Clara County during the next 12 months.

On behalf of the entire Board of Directors, staff and volunteers, thank you for believing in us. We are ready to move to the next level of effectiveness in serving people in our community as their lives are turned upside down by cancer.



Gay Crawford
President, Board of Directors



Ken Toren
Executive Director

HIGHLIGHTS of 2012 at Cancer CAREpoint

January

Strategic plan for launch of services finalized

February

Board votes to change name to Cancer CAREpoint

March

Resource Center opens

April

Cancer CAREpoint team participates with Xilinx in American Cancer Society Relay for Life event

May

Board adopts new logo, based on a design concept by Nathan Opheim

June

A Summer Garden Party showcasing Cancer CAREpoint is hosted by Los Gatos residents Nanette Kinkade, Chelsea Opheim, Linda Raasch, and Cathy Smith

July

Founding director Gay Crawford assumes presidency from Bill Piche

August

Advisory Council holds initial meeting

September

Social worker Amy Goldsbury added to staff

October

First "Key to Our Hearts Award" to outstanding volunteer Paul Gardner

November

Milestone reached of 100th free program/service for community

December

End of year fundraising campaign underway

Read more about the activities and accomplishments of Cancer CAREpoint on the website CancerCAREpoint.org/news.html.

Numbers at a glance

300

In eight months of programming, Cancer CAREpoint helped many in our community.

attended our nutrition seminars

200

benefitted from one-on-one listening and support

100

free programs/services offered

50

consults with social worker in her first six weeks on the job

16

types of cancer among the clients we served

1

focal point – to help anyone in our community whose life is touched by cancer

Thank you to the people, foundations, corporations and businesses who believe in Cancer CAREpoint

\$1.4 million has been invested in Cancer CAREpoint to date, taking us half way to our current \$3 million goal.

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\$10,000 and above

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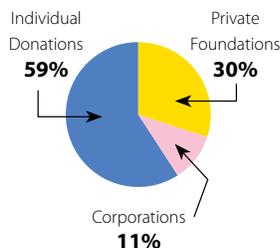
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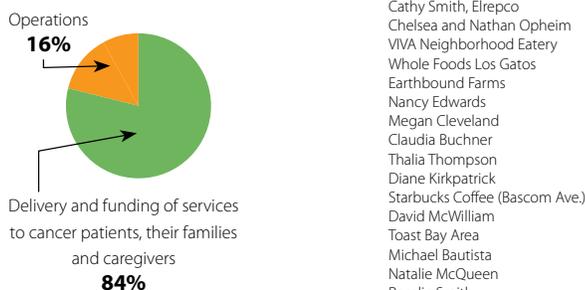
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As community becomes aware of Cancer CAREpoint, more step up to fundraising challenge

Almaden 18 Hole Women's Group



Gay Crawford, Board President, receive a generous donation from JoAnne Nelson, past Captain, and Nancy Wendling, current Captain of the Almaden 18 Hole Women's Group.

The annual play day for the Almaden 18 Hole Women's Group is always dedicated to raising funds for a cancer-related organization. This year, the golfers selected Cancer CAREpoint as the beneficiary and raised more than \$1700 to help provide support

services to the community. Thank you to **Nancy Wendling**, Captain of the 18 Hole Women's Group, **JoAnne Nelson**, past Captain, **Betsy Plette**, incoming Captain, **Jan Hogen**, Membership Chair, all of the players from her club and participating members of the 9 Hole Women's Group, for believing in Cancer CAREpoint's mission.

Parsley, Sage, Rosemary and Thyme

Three of the region's most popular gourmet food trucks – No Way Jose featuring Mexican food, The Louisiana Territory with a Cajun/Creole menu and Pacific Coast Highway with all-American burgers and hot dogs – made regular visits to the Samaritan Medical Center campus in October and November, and donated a portion of the sales to Cancer CAREpoint.

"As a cancer survivor, supporting an organization that provides care for the patient is close to my heart," said **Debbie Blackwell**, co-founder of Parsley, Sage, Rosemary and Thyme.



Time Out Clothing

Time Out Clothing, one of the most popular stores in downtown Los Gatos, sponsored a fundraising event for Cancer CAREpoint during National Breast Cancer Awareness Month in October. Owner **Ginger Rowe** and long-time employee **Barbara Villaneuva**, a cancer survivor, selected Cancer CAREpoint as the recipient of donations because of the unique services it is offering to local residents.



Los Gatos Rotary

Funding from the **Rotary Club of Los Gatos** has paid for video equipment that Cancer CAREpoint will use for educational presentations to the community. The donation was championed by past Rotary Club President **Bill Piche**, who was the founding Board President of Cancer CAREpoint.

Xilinx

Cancer CAREpoint's good neighbor Xilinx is the first corporation to donate at the \$100,000 level.

"Health advocacy is one of our primary goals here at Xilinx," said Patty Nation, Global Relations Director. "We are pleased to be a partner in this program which meets the needs of cancer patients in our community."



The corporate headquarters of Xilinx, the world's leading provider of All Programmable technologies and devices, is located in San Jose.



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NEWSBRIEFS



Judy Chirco

Cancer CAREpoint received a Commendation from **Mayor Chuck Reed**, Council Member **Rose Herrera**, and the City of San Jose this fall for its contributions to helping people in the community

whose lives have been touched by cancer. Cancer CAREpoint board member and former San Jose Vice Mayor **Judy Chirco** accepted the honor with Board president **Gay Crawford**.



More media attention to Cancer CAREpoint came this fall in an article by **Mary Gottschalk** in Silicon Valley Community Newspaper's Image Magazine, and in a five-minute Comcast Newsmakers interview with Board President **Gay Crawford** by host **Maggi Scura**.



The services of Cancer CAREpoint were the subject of an interview on KBAY's "South Bay Sunday" program with radio personality **Sam VanZandt** in October. You can listen to the broadcast on the website CancerCAREpoint.org/news.html. Thank you, **Lissa Kreisler** of KBAY, and a member of the Cancer CAREpoint Marketing Committee, for arranging this opportunity.



Junior League of San Jose President **Elizabeth Barnett** invited League Sustainers and Cancer CAREpoint board members **Gay Crawford** and **Jan Willoughby** to have a display table and to be introduced at the October meeting which focused on breast cancer and featured **State Senator Joe Simitian**. Gay, Jan and Patient Services Director **Pam Lehner** were able to talk to and hand out brochures to some 300 women at the Opera House in Los Gatos.



Volunteer **Carleen Carver** set up an opportunity for the members of the **Rotary Club of Santa Clara** to learn about Cancer CAREpoint at an October meeting. Executive Director **Ken Toren** and Patient Services Director **Pam Lehner** are welcomed by Rotary Greeter **Jan Eric Nordmo**.



Caregiver finds help and hope at Cancer CAREpoint

Although Debbie knew many people who battled cancer, her familiarity with the disease became personal in 2012 when she became a caregiver to two close relatives diagnosed with breast and prostate cancer.

"I tried to become more knowledgeable and to be helpful and positive," said the Campbell mom of two teen boys, "but I knew I didn't have all the answers for them. I was confused, angry and exhausted."

People who understand

A referral from Dr. **Carole Cook** prompted Debbie to call Cancer CAREpoint where she found "an amazing place for support with people who understood what I was feeling and were willing to listen, talk and guide me."

Caregiving for a cancer patient is very different than taking care of a child who is sick with the flu or who has broken a bone, according to Debbie.

"A virus will run its course. A broken bone will have a beginning, middle and end in the healing process," she explained. "Cancer doesn't make any sense. It's not logical and you can't anticipate what next week will be like. There's no control and it makes me feel like a rat running in a wheel trying to keep up with what the patients are experiencing and what I can do to help them."

Debbie started the year as a caregiver to a close cousin as she went through a mastectomy, radiation and chemotherapy. She accompanied her to doctor appointments to take



"I don't know how I could have gotten through this year without the help of Cancer CAREpoint."

detailed notes and sat with her for every four-hour infusion session. "I'd give her pep talks and hope to myself that she was believing me, then I'd go into the hallway and cry," she said.

Just when her cousin completed treatment, Debbie's father was diagnosed with stage 4 metastasized prostate cancer and she was thrust back into the caregiver role with responsibility for driving him to all medical appointments, keeping track of information and records, and providing emotional support.

"It shook me to the ground," Debbie said. "I am so thankful we had Cancer CAREpoint to lean on."

Support and respite

In addition to one-on-one counseling with Cancer CAREpoint staff, Debbie has attended a support group for caregivers and enjoyed a respite with a therapeutic massage. She's learned breathing and guided imagery skills to reduce tension and remain hopeful. Social

worker Amy Goldsbury has visited Debbie's dad at home for counseling and encouraged him to attend a men's support group.

"Both my husband and I have lost family members to cancer, but it has never been so hard and so raw as what I have experienced this year as a caregiver," Debbie said. "Cancer is always on my mind. I don't know how I could have gotten through this year without the help of Cancer CAREpoint. Anyone who has cancer in their life needs to take advantage of what they have to offer."

to take their cancer medication and maintain their health.

A Journal of Family Nursing reports that while almost all caregivers want to provide care for their loved one, 85% resent having to provide care, 62% believe their own health suffers as a result of caregiving, and 35% feel



Pre and Post Holiday Detox Dandelion Salad

This recipe from nutritionists **Nancy Birang**, BS, MT, NC and **Laury Ridley**, RN, MA, NC, can be used any time of the year to cleanse the body. Bitter greens stimulate the flow of digestive juices from the digestive organs: bile from the liver and gallbladder, enzymes from the pancreas, and stomach acid from the stomach.

Dandelion greens, a member of the sunflower family, are available all year round.

Greens

1 bunch of dandelion leaves, red or green or a mixture of both

Dressing

¼ cup organic extra virgin olive oil

2 T balsamic vinegar (pomegranate balsamic is delicious!)

2 t fresh minced garlic or 1 T garlic powder

½ t minced ginger or ginger juice or 1 t ginger powder

1 T honey, liquefied

2 T lemon juice (about 1 lemon)

salt and pepper to taste

Optional – 2 T Bragg's liquid aminos or gluten free Coconut Aminos to add salty taste (available at health food stores)

Toppings

½ c pecans, toasted

dried cranberries, blueberries or raisins

chopped vegetables of your choice such as red peppers, green onions, tomatoes

Preparation

Cut dandelion greens into small pieces, wash, rinse and soak in water for 20 minutes. Strain and place in salad bowl. Mix all dressing ingredients in a small bowl. Toast pecans in a dry frying pan for 5-7 min. or roast in oven on a cookie sheet 5-7 min. Let cool and break into pieces. When ready to serve, drizzle a small amount of dressing on greens and toss to coat. Add toppings. Refrigerate any leftovers.

Interesting research ... and what it tells us

The American Psychosocial Oncology Society reports that a survey of oncologists found a majority rated psychosocial care as important and beneficial to patients. But doctors said they spent an average of just 4.2 minutes discussing psychosocial care during appointments.

The Institute of Medicine reports that cancer patients who experience emotional difficulties, including anxiety and depression, are less likely

overwhelmed by their caregiving role.

What this says to Cancer CAREpoint: Cancer patients and their families and caregivers need the one-on-one personalized support services we provide to help them be hopeful

about their future and feel empowered about taking care of their health.





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Help Cancer CAREpoint
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Send an email request to
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Volunteer event at Nestldown features first Key To Our Hearts award

Cancer CAREpoint held its first volunteer appreciation event this fall at beautiful Nestldown in the Santa Cruz mountains, graciously donated by owners **Barbara** and **Mark Beck**. More than 100 attended to enjoy an afternoon of exploring the 180-acre forested retreat while celebrating the achievements of Cancer CAREpoint.



Paul Gardner at Nestldown

The occasion featured the announcement of the inaugural "Key To Our Hearts" award, bestowed on **Paul Gardner** who was recognized for his outstanding contributions to Cancer CAREpoint, other cancer organizations and cancer patients in our community.



Barbara Beck

Ironically, Paul organized many of the components of the event not knowing he would be the star attraction. He donated wine, arranged for a barbecue feast and music by a classical guitarist. He was surprised and visibly moved when Executive Director **Ken Toren** and Patient Services Director **Pam Lehner** called him to the stage.

"In a fledging organization, many people go above and beyond the call of duty, but no one more than Paul," said Ken. "It was a clear choice who should receive the first Key To Our Hearts Award."

Pam described Paul's many volunteer activities, including his role as a driver for cancer patients. "Driving a patient for Paul means bringing them into his life, making them feel cared for and protected," said Pam. "He often brings them a home-cooked gourmet meal as well."

"What Paul brings to others is real and precious and appreciated," she said. "You are one of a kind. Thank you for being love to so many."

The Nestldown event was coordinated by volunteer **Paula Ball** with help from **Sheryl Brown, Sandi Frazer, Greg Gardner** and **Joanne O'Rourke**. Special thanks also to **Bobbe George** of Joseph George Fine Wines, classical guitarist **Michael Bautista**, singer **Rosalie Smith**, comedienne **Natalie McQueen**, Toast Bay Area, and **David McWilliam**, executive chef at Los Gatos Brewing Company.



Beautiful Nestldown