



cancer **CAREpoint**

Counseling • Assistance • Resources • Education



Personalized support services for anyone in Silicon Valley whose life is touched by cancer

Spring 2014

Making a difference — one wig at a time

Several times a month, the Cancer CAREpoint Resource Center becomes a salon for transformation when cancer patients anticipating or experiencing hair loss receive personalized care in dealing with this challenging side effect. The clients have the opportunity to see themselves in a new light – as empowered women whose inner beauty is complimented by a carefully styled wig, sporty hat or fashionable head scarf.

Clients, who come to the Wig Bank for help in dealing with one of the most common and traumatic side effects of cancer treatment, find more than just something to cover their changing hair. They receive understanding, emotional support and encouragement – and a surprising amount of fun and laughter.

“Our first priority is to put the client at ease and make sure she feels comfortable and safe,” said Donna Spagna, volunteer coordinator of the Wig Bank. “Every woman is different and each appointment is special. Some are so afraid, some are sad and others decide they will see it as an adventure. All of them appreciate help in feeling more in control of what is happening to them, to feel more like themselves again.”

The Wig Bank started in January after Cancer CAREpoint received a donation of reconditioned wigs from the American Cancer Society. Other donations of wigs, hats, headscarves, funding and volunteer time arrived quickly and now the Wig Bank is fully integrated into the support services offered by Cancer CAREpoint.

During a private appointment, the client can select from a variety of displayed wigs to try different looks. Some women want to find a wig that is as close as possible to their current hairstyle but clients may also like to experiment with a totally different look. Clients are educated about the difference between synthetic and human hair wigs, taught how to put them on, how to take care of them, and shown how to use hats and head scarves.

“We try to tune in to what she is thinking and how she is feeling,” explained Donna, a breast cancer survivor who knows what it’s like to lose hair and wear a wig. “It can be a vulnerable time in the cancer journey and a turning point of moving on into survivorship when she is given the tools and

continued on back page



The Wig Bank and other Cancer CAREpoint services were highlighted in a cover story in several print and online editions of the Silicon Valley Community Newspapers and the Mercury News. Donna Spagna and volunteer Gae La Torre graced the cover and other clients, staff and volunteers appeared in photos in the three-page spread.

Some things never change about cancer . . . some things should

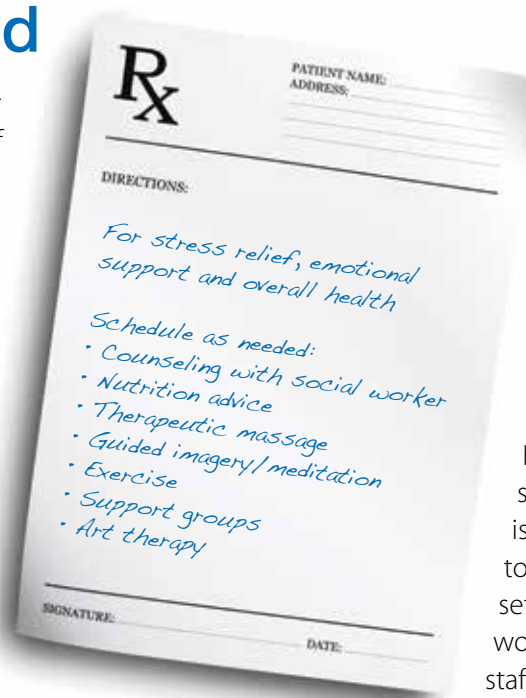
Did you know the oldest description of cancer dates back to 3000 BC? I sometimes wonder if a woman in ancient Egypt when told she had a “bulging mass in the breast” (the remarkably modern and disturbing words written on papyrus) had the same feelings of distress as someone diagnosed in San Jose last week. I imagine so.

Medicine and technology may have changed, but human emotions are not so different from era to era. The same questions spring to mind upon receiving a cancer diagnosis – What are the treatments? What do I tell my family? Will I survive? Why me? No matter if they were diagnosed in previous centuries or yesterday afternoon, cancer patients experience profound emotions—fear, anger, sadness, anxiety, confusion, loss of control.

Even practical concerns were probably common across the span of history. Who will take care of my children? What should I eat to stay healthy during treatment? Can I continue to work? How will I pay my medical bills? The worries that come with a cancer diagnosis are timeless.

What is different nowadays is the recognition that addressing the psychological and practical impacts of cancer on both the patient and family members helps to improve their welfare. But while psychological and practical support services may be recognized as vital, they are not always included in a patient’s treatment plan.

But I anticipate the day when every cancer patient is routinely provided with support services that complement medical care such as counseling, nutrition, respite care, support groups, therapeutic massage, childcare, financial assistance and exercise much the same way prescriptions are written for medications.



This is precisely the vision at Cancer CAREpoint. We believe that all individuals impacted by cancer in our community deserve to have the psychological and practical support that can improve their quality of life and their ability to heal.

How we provide those services at Cancer CAREpoint is personalized and tailored to each client. Building on our set schedule of classes and workshops, each interaction our staff and volunteers have with a client is individualized. And being a community organization means that we strive to address the needs that are unique to our community.

The psychological and practical impact of cancer may be as ancient as the disease itself, but how we now respond to those needs is what makes Cancer CAREpoint a contemporary leader in providing compassionate, caring and transformative support services.



Rob Tufel

Rob Tufel, MSW, MPH
Executive Director

Yoga, fatigue and sleep

A study financed by the National Cancer Institute found that cancer survivors participating in yoga reported they felt less fatigue and had improved quality of sleep. After just one month of yoga twice a week, participants were able to reduce their use of sleep medication by 21% and said their overall quality of life had improved. At Cancer CAREpoint, we hear about and see how beneficial exercise is for our clients. Find out for yourself! Join one of our exercise classes, including our Wednesday evening or Thursday morning yoga classes.

96.5 koit

Executive Director Rob Tufel and Board Chair Allison Jones Thomson were recently interviewed about Cancer CAREpoint on KOIT

Radio (96.5 FM). Listen to the program on the Cancer CAREpoint website, cancercarepoint.org/news.



Thank you to Gay Crawford, our 2013 Board President, whose ongoing leadership from the very beginning has been crucial to Cancer CAREpoint's phenomenal success.



The expanded Cancer CAREpoint Resource Center opened in October, tripling its capacity.

56%



Cancer CAREpoint saw a significant increase in clients in 2013 – 56% more than the previous year!

6,000

Dedicated volunteers contributed 6,000 hours of time and talent.

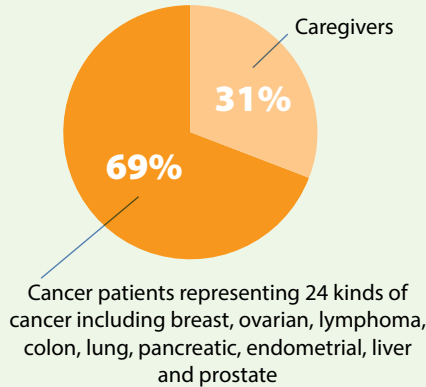


More than a dozen community groups and local businesses held fundraising events during the year to benefit Cancer CAREpoint.

2013

Cancer CAREpoint community impact grows

Who we serve



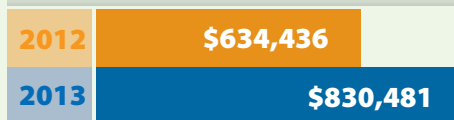
Clients choose personalized services



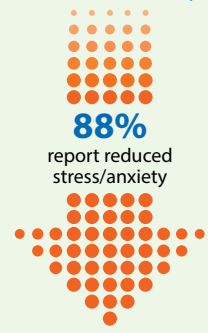
More than two dozen types of programs were offered in 2013 including nutrition, yoga, movement, art therapy, journaling, support groups, educational programs, spirituality and quality of life workshops,

therapeutic massage, guided imagery sessions, healing partners energy work. Cancer CAREpoint's social worker provided almost 500 hours of one-on-one counseling.

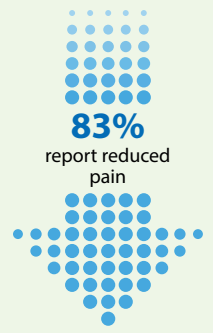
Revenue growth reflects community support



Stress/Anxiety



Pain



After receiving services from Cancer CAREpoint, our clients report improved quality of life



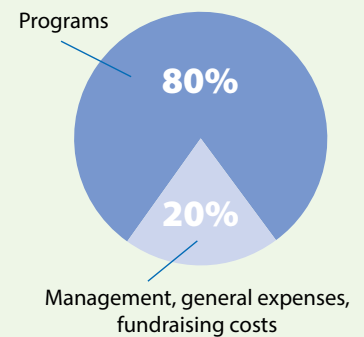
Our summer garden party at the home of Carol Bartz and Bill Marr raised almost \$500,000 for Cancer CAREpoint in one afternoon, a record fundraiser

Serving our community



Our clients come from medical centers throughout Silicon Valley including El Camino (Mountain View and Los Gatos), Good Samaritan, Kaiser, O'Connor, Palo Alto Medical Foundation, Stanford and Valley Medical Center.

Focus is on delivery of services



Thank you to our community for

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\$25,000 to \$49,999

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Caroline "Liner" Lee

"Cancer CAREpoint helps you prioritize your life and focus on what's important to you."

\$10,000 to \$24,999

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Michael Riley

"Cancer CAREpoint was so welcoming, friendly and kind, and it's a resource available to everyone in the community. Sometimes you need help and Cancer CAREpoint was there for me."

Nancy Miner
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Angelique Ramsey

"I was completely supported at every stage of my treatment. Cancer CAREpoint helped to keep me focused on a positive future."

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Client volunteers pay it forward with special deliveries



Sandi Greenwell, left, and Loretta LaSalle pick up blankets and chemo care bags at the Cancer CAREpoint Resource Center for delivery to cancer patients at local hospitals.

Sandi Greenwell and Loretta LaSalle remember how they felt when they were going through chemo and Cancer CAREpoint gave them chemo care bags assembled by NetApp and Xilinx employees and featuring blankets made by community volunteers.

The bags – containing the blankets, pillows, tissues, snacks, lotion, puzzle books, chapstick and other goodies – were a physical sign of the care and compassion that they found through Cancer CAREpoint’s services and programs. And even before they finished treatment, they wanted to share that experience of hope with others.

They knew all too well the feelings of anxiety and isolation and other emotional concerns that can accompany the physical delivery of chemo drugs. Now that their cancer treatments are behind them, both women continue to stop by Cancer CAREpoint to pick up blanket bundle bags for delivery to cancer patients in local hospitals. Some of the women who make the blankets also help in delivering the cheery packets, but Sandi and Loretta bring extra smiles wherever they go.

Sandi, a three time survivor of thyroid cancer with a great attitude, goes to the Valley Medical Center and talks to patients in the oncology waiting room. Her fluency in Spanish and Portuguese as well as English helps her connect to Silicon Valley’s diverse population, but she says that caring communication doesn’t have to rely on words. Much can be accomplished with a smile and physical gestures.

Loretta agrees. A warm, friendly woman with a ready smile, she takes care packages to O’Connor Hospital and remembers a special connection she made with an elderly Chinese woman who spoke no English.

“I would gently rub her hands and look into her eyes,” Loretta said, “and her face would light up when she saw me. She knew I was there for her.”

Loretta explained patients enjoy the blankets provided by Cancer CAREpoint because they are colorful and made with love by community volunteers. Plus, patients can take them home and bring them back for each appointment.

“Things occur with cancer that people can’t see,” said Sandi. “Your life completely changes. I received a lot of care when I had cancer, and it makes me feel amazing to be able to reach out and help others because I know what they are experiencing.”

For more information about chemo care bags and volunteer opportunities, call Sheryl at 408.402.6611 or email sheryl@cancercarepoint.org.

Both Sandi and Loretta are big fans of Cancer CAREpoint and take program calendars and brochures to the hospitals so that more cancer patients and their families will be aware of the services available to them.

“It’s important they know that they don’t have to do this alone,” Loretta said. Sandi added that many are surprised to learn that Cancer CAREpoint’s services are available to everyone, no matter where they receive treatment, and that they are free.

“I would encourage others to visit local hospitals and make deliveries to cancer patients,” Sandi said. “Anyone can reach out and help.”

Our Community Cares

Thank you to the many individuals, businesses and community groups who are supporting Cancer CAREpoint and making a difference in the lives of cancer patients and their families

100+ helping hands from Xilinx



Patty Nation (r.), Director of Community Engagement, and employees of Xilinx broke away from their busy workdays to assemble care kits for distribution by Cancer CAREpoint to cancer patients undergoing chemotherapy treatments in local hospitals. Each bag contains items of comfort and care such as a crossword or puzzle book, pen, tissues, hand sanitizer, hard candies, chapstick and hand lotion – plus a personalized note of encouragement.



Shopping on Amazon?

The next time you are shopping online, go to smile.amazon.com and choose Cancer Carepoint as your charity...then shop away! Amazon will donate 0.5% of the price of your eligible purchases to Cancer CAREpoint.



Nutrition support

Thank you to the Heffernan Foundation for its donation to support the nutrition programs at Cancer CAREpoint.

On the run for Cancer CAREpoint



Greg Archuleta and his fiancée, Kim Howard, after the 2013 San Jose Rock and Roll Half Marathon.

Greg Archuleta was 14 when he started distance running, and over the next 24 years he completed nine marathons and has run an estimated 15,000 miles. But his running days are far from over! Greg plans to keep on running for the rest of his life – and to dedicate every mile in every race and training run from this time forward to raising awareness and funding for Cancer CAREpoint.

"It's an organization we can all benefit from," he said. "The fact is, I may be a patient someday, or one of my immediate family may be in the future. We just do not know."

Greg is an Account Manager at ELREPCO, a high tech sales firm, but finds time to train for tough competitions, like the Big Sur International Marathon on April 27. He is asking the community to support his goal of raising \$7,000 for Cancer CAREpoint tied to this race by making a donation online at cancercarepoint.org/donate and noting in the purpose section "Greg Archuleta's run."

"It overwhelms me every day, how many people are impacted by cancer," he said. "Every donation helps!"



Wipeout Cancer Sports Day

The 2014 Wipeout Cancer Sports Day is scheduled for Saturday, July 26. Cancer survivor Caroline "Liner" Lee and friends are again organizing a fun day of grass volleyball, bicycling and obstacle courses for children and adults of all fitness levels. The event raises community awareness about cancer and funds for Cancer CAREpoint. For information, visit wipeout-cancer.org.



Yoga Festival

"Pose for a Purpose" is an all-day outdoor yogathon on Saturday, Sept. 13 at Vasona Lake County Park. Throughout the day, lakeside classes will be led by well known yoga instructors, plus walking yoga on the trails and on-the-water yoga using stand-up paddleboards. There will be music and other fun activities. Booths will display health and fitness related services and products. Yoga instructor and festival organizer Lorien Nearing has designated the proceeds will benefit Cancer CAREpoint. For information visit pose4apurpose.com.

Fast-paced Ultimate team supports Cancer CAREpoint

The San Jose Spiders, Silicon Valley's professional Ultimate team, is donating a generous portion of proceeds from ticket sales this season to Cancer CAREpoint.

The commitment was inspired by one of its newest team members, Kurt Gibson, who was diagnosed with colon cancer at the age of 23. He went on to win a national championship in the amateur circuit and is now starring as number 20 for the Spiders.



Cancer survivor Kurt Gibson of the San Jose Spiders

"I enjoyed meeting the people at Cancer CAREpoint and really felt the passion for the good work they are doing," said Andrew Zill, General Manager and Owner of the San Jose Spiders. "I'm confident that Kurt can be an inspiration for anyone in Silicon Valley who receives a cancer diagnosis."

The Spiders play home games at Foothill College. The season started in April and runs through June. To see an exciting Ultimate game and support Cancer CAREpoint, just purchase tickets online at <http://sjspiders.com/tickets/CCP.php>. No special code is needed.

Interested in organizing a fundraising event for Cancer CAREpoint? Download a How-To Guide from CancerCAREpoint.org/events or email rob@cancercarepoint.org.



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Mission Statement

Cancer CAREpoint is dedicated to transforming support for cancer patients, families and caregivers in Silicon Valley through personalized, one-on-one Counseling, Assistance, Resources and Education.

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www.cancercarepoint.org

**“Caring For The Whole You”
Thursday, May 8**



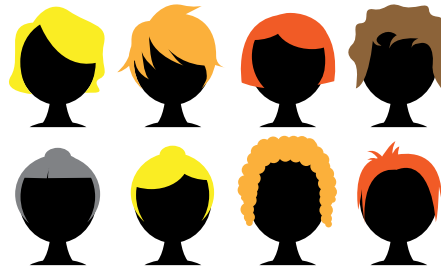
Dr. Rakesh Patel, Medical Director of Good Samaritan Hospital Radiation Oncology, presents a physician’s perspective on the value of integrative, non-medical treatments in caring for the whole person at 7 p.m. at the Cancer CAREpoint Resource Center. Register by email to sheryl@cancercarepoint.org or call 408.402.6611.

To see the entire schedule of the Health & Healing Speaker Series, visit cancercarepoint.org.

Wigs come with encouragement

(continued from page 1)

information to process her hair loss. When she walks out we want her to feel beautiful and confident, and to breathe a sigh of relief that she hasn’t lost herself to cancer.”



Donna has volunteered with similar programs offered by other organizations but says that the Cancer CAREpoint experience is uniquely different. “What is truly extraordinary here is the teamwork and compassion of the volunteers and staff. They have created an environment that allows for an intimacy with each client. That personalized, one on one approach is reflected in all of the support services they provide to those diagnosed with cancer, survivors, families and caregivers alike.”

While at the Wig Bank, clients can also select a pair of special earrings to go along with their new look, thanks to a donation of jewelry made by Dharma Stuart in honor of her grandmother.

A special thank you goes to those who have helped the Wig Bank get underway including Marita Trobough and The Next Step boutique, Janet Dashiell and Black Cat Hats, Santa Clara Medical Association Alliance, and all of our incredible volunteers!

Cancer CAREpoint welcomes the donation of gently used wigs and new hats and head scarves. Please drop them off at the Resource Center between 9 a.m. and 5 p.m., Monday through Friday.

Silicon Valley Gives

What are you doing on May 6? Cancer CAREpoint is proud to participate in Silicon Valley Gives, the first community wide fundraising event organized by the Silicon Valley Community Foundation. You can also participate by making an online donation to Cancer CAREpoint that day at svgives.razoo.com (type in Cancer CAREpoint). Click on Prizes to see how you can make your donation go even farther to support cancer patients and their caregivers in our community.

