Five years of CARE

Five years, 60 months, 1,825 days... If you are a cancer survivor, you may find yourself breaking time down into even smaller increments than these. Five years has historically been a significant benchmark for survivors. Where did this idea of a five-year survival benchmark come from? It was introduced back in the 1930’s when it was considered miraculous for cancer patients to reach this milestone.

The news is much better today. From 1975 to 2014, the number of five-year cancer survivors in the United States has steadily increased from 49% to 69% (SEER Cancer Statistic).

What does this mean?
Douglas R. Lowry, MD, from the National Cancer Institute, sees this as part of a positive trend. In the last quarter century, the number of cancer survivors in the United States has more than doubled meaning that “two out of three people with cancer will survive five years or more after diagnosis.” Lowry goes on to say, “This upward trend in overall survival rates, reinforced by decreasing cancer mortality rates, is a robust measure of progress and very heartening news.”

As treatment has progressed and types of cancer have been differentiated, experts now realize that the five-year benchmark may not have the same significance for patients with every type of cancer. For some cancers, year two might be the more critical benchmark. For some, it might be year ten. Some cancer survivors may choose a significant event like a birthday, anniversary or wedding as their benchmark. Benchmarks can be important, and patients and their families may choose to acknowledge them in whichever way is most meaningful as a cancer diagnosis changes a person’s life.

Cancer CAREpoint is quietly reaching a benchmark of its own this year with the five-year anniversary of the opening of the Cancer CAREpoint Resource Center. Cancer CAREpoint was founded to meet the need for support services for cancer patients in Silicon Valley. Over the past five years, Cancer CAREpoint has expanded the unique programs and services it provides to the community, as the number of cancer patients needing its services has grown.

However, as with cancer survivors, reaching the five-year benchmark does not mean that Cancer CAREpoint can become less vigilant. Just as survivors must continue to follow up with their medical providers and take care of their bodies and minds daily, Cancer CAREpoint continues towards making the vision a reality—that everyone in its community impacted by cancer has the support and help they need.

From 1975 to 2014, the number of five-year cancer survivors in the United States has steadily increased from 49% to 69%.

Today Cancer CAREpoint reaffirms its commitment to provide Counseling, Assistance, Resources and Education to all Silicon Valley cancer patients, families and caregivers. Cancer CAREpoint looks forward to the day when terms like “five-year survival rate” are eliminated because everyone diagnosed with cancer goes on to live a long life. Even then, Cancer CAREpoint will strive to be here—committed to providing needed support for anyone impacted by a cancer diagnosis.
Non-profit organizations are often founded with the goal of addressing complex issues. Determining the best way to address those issues, as well as how to make a lasting impact, can be even more complex. When Cancer CAREpoint opened our Cancer Resource Center five years ago, it was our goal to address the lack of psychological and practical support for cancer patients and their families in Silicon Valley. Our early founders were visionaries who supported this goal without knowing whether we would be successful or not.

For this reason, it was particularly rewarding when we received the Silicon Valley Business Journal Community Impact Award this past November, acknowledging Cancer CAREpoint as an organization making “an exceptional impact in the Silicon Valley community.”

How do you measure impact? Last year we served 1,633 cancer patients and their family members and provided support programs both at our Cancer Resource Center as well as out in the community. Our evaluations have shown that over 93% of the participants in our programs report reduced stress and anxiety and an increased knowledge about nutrition or exercise. An incredible 100% of our participants would recommend Cancer CAREpoint to another patient. All of that translates into an improved health-related quality of life for those impacted by cancer.

While we are proud of the impact we have made on the lives of the over 4,000 patients and their families who have used our services during the past five years, we are looking ahead to a future where the standard of care for cancer includes psychological, practical, financial and spiritual support for patients and their families as all are seen as an essential and necessary part of treatment.

Thanks to our visionary founders and your support, Cancer CAREpoint’s first five years have made an impact towards making that future a reality, and we are dedicated to making an even greater difference in the next five years. As one patient said, “I will be forever grateful to the individuals who started Cancer CAREpoint and the people who keep it going. Thank you, thank you, thank you.”

Rob Tufel, MSW, MPH
Executive Director

New board leadership

Cancer CAREpoint began the new year with new Board Chair Corrine Fabie. For Corrine, Cancer CAREPoint’s mission is personal. In 2014, her own family’s cancer journey led her to Cancer CAREpoint. After that experience, she knew that she wanted to be a part of ensuring that other cancer patients and their families could receive the same kindness and support that she and her family received. Corrine joined the Board in September 2015.

Corrine is a First Vice President and Certified Private Wealth Advisor® with a financial services firm in Los Gatos. In addition to her career, she is a Past President of the Junior League of San Jose. She also serves on the Community Advisory Board of Good Karma Bikes and is a Past Director of the Farrington Historical Foundation.

Thank you, Allison

Allison Jones Thomson completed her term as Board Chair and will continue to serve as a Director. We thank Allison for her leadership as Board Chair and her tireless energy, dedication and passion for serving cancer patients and their families in our community.

New to the team

Cancer CAREpoint welcomes Samir Gharib and Andrea Ivarsson to our Board of Directors. Samir, Vice President of Finance and Administration at Revance Therapeutics, brings his experience in the biotechnology and pharmaceutical industries to help Cancer CAREpoint expand its reach to positively impact those affected by cancer. He has volunteered his time with the Leukemia and Lymphoma Society, Big Brothers and Big Sisters, and City of Dreams.

Andrea (Andy) Ivarsson, partner in the Houston Group—Coldwell Banker, Los Gatos, is a breast cancer survivor and has two parents who are cancer survivors as well. She is a long-time volunteer for the Juvenile Diabetes Research Foundation, has served on the San Francisco Ronald McDonald House Board and currently serves on the Executive Board for the Kelly Kolozsi Educational Foundation.
Since 2014 over 200 cancer patients have participated in Cancer CAREpoint's unique Survivorship Workshop. For Jodie Pierce, a Community Service Officer with the Mountain View Police Department (MVPD), the workshop presented itself at exactly the right time. Diagnosed with breast cancer in December of 2015, Jodie had been down a long road of surgeries and subsequent infections before she finally completed treatment.

Initially, Jodie shared her diagnosis and treatment with only her parents and some close friends. Jodie admits that she always found it difficult to ask for help and wanted to keep her illness to herself. In August of 2016, a social worker through the Oncology Department at Palo Alto Medical Foundation suggested that Jodie investigate Cancer CAREpoint's Survivorship program. After a couple of treatment setbacks, Jodie finally joined Cancer CAREpoint's Cancer Survivorship Workshop at El Camino Hospital in Mountain View in January 2017.

"The body can handle a lot, but the mental aspect of the 'C' word is different—after the first session of the workshop, I knew I could make it through the mental side," Jodie recalled. Jodie shared that what she had learned in the workshop served as a road map that she could use to navigate her feelings and emotions. “There was an agenda, a direction we were moving in, and there was going to be an endpoint—not at the end of my road, but it would put this portion of my journey to bed.”

Today Jodie is back at work with the MVPD and raising awareness and funds for Cancer CAREpoint through the Pink Patch Project. The Pink Patch Project was initially created to raise breast cancer awareness and funds through the sale of special pink patches, and has been adopted by numerous police and fire departments throughout the country.

Jodie would encourage every survivor to enroll in Cancer CAREpoint's Cancer Survivorship Workshop. “Cancer CAREpoint was there for me,” Jodie said. “It was a comfort to know that I was not alone—that there was a place with all these services for me that weren't available anywhere else.”

For more information on Cancer CAREpoint’s Survivorship Workshop, email info@cancercarepoint.org or call 408.402.6611.

An easy way to help: monthly giving

One of the easiest ways to contribute to Cancer CAREpoint is to designate a recurring monthly donation. Recently, a supporter wrote to tell us why he donates monthly:

“From my small pension I extract money each month to donate to different charities, mainly human services and health. In return, I ask that I get:

• a summary of my total giving at the end of each calendar year, AND
• a sense of appreciation, knowing that my monthly gift is sent from the heart, and is helping in some way to satisfy objectives.

In 2017, Cancer CAREpoint did well on both points. Consequently, for 2018, I am doubling my monthly gift.”

You, too, can give monthly to support cancer patients and their families, knowing that your gift will make a difference. To set up your monthly giving, go to cancercarepoint.org or contact Ariane Chapple at 408.402.6285 or ariane@cancercarepoint.org.

Can art promote healing?

For thousands of years, people in many cultures have used the arts to contribute to the healing process. However, it took until the 1940s for art therapy to become a distinct field.

Today there is evidence that engaging in the arts while healing is effective in reducing adverse psychological and physiological outcomes, according to an article in the American Journal of Public Health.

Cancer CAREpoint offers two options for art therapy:

• Healing through Art—offered the 1st and 3rd Thursdays of the month at 10:45 a.m. Open to cancer patients. Combines art, movement and mindfulness.
• Collage Art—offered the 2nd and 4th Fridays of the month at 10:00 a.m. Open to cancer patients and caregivers. Combines simple art projects while encouraging meaningful discussion.

To register for individual classes, email info@cancercarepoint.org or call 408.402.6611.
Making a difference

Serving our community:
- **1,633** cancer patients and their families
  - 17% increase from last year
- **60%** cancer patients
- **40%** family/caregivers

Making a difference:
- **93%** report feeling less stress and anxiety
- **80%** say they experienced reduced pain
- **100%** would recommend Cancer CAREpoint to others

Providing needed services:
- **3,905** hours of classes
- **2,328** hours of support groups
- **634** hours of private counseling
- **446** hours of one-on-one services
- **1,505** calls to our Community Support Line

Engaging our community:
- **7,500** hours of volunteer time donated
- **$152,510** in-kind donations
- **36** fundraising events sponsored by local businesses, community groups and individuals

"Cancer CAREpoint offered me the emotional healing I needed after I was done with treatment and they continue to help me. I wish doctors would make it mandatory to go!"

"I enjoy Cancer CAREpoint’s people, offerings and environment so very much. I am now able to come and participate in so many of the classes/seminars being offered."

"Thank you to Cancer CAREpoint for helping me and other people to reduce stress and look forward to living our new life."

"The Family CARE program has been a guiding light in a turbulent storm giving me direction and resources to help my little one as well as myself. The staff is kind and compassionate, a definite anchor. Thank you."
2017 in review

Increasing financial strength:
- $1,734,151 income
  33% increase from 2016
- $1,377,889 expenses
  75% devoted to programs

"Not sure how I would have coped without Cancer CAREpoint... invaluable service."

The following hospitals joined Cancer CAREpoint in recognizing the value of non-medical support services for cancer patients and their families:

- Dan Woods
  CEO
- Joseph Deschryver
  CEO
- Irene Chavez
  Sr. Vice-President
- Chris Boyd
  Sr. Vice-President
- Christopher Dawes
  CEO
- Jordan Herget
  CEO
- Dr. Elizabeth Vilardo
  CEO
- Michael Johnson
  CEO
- William Parish
  CEO
- Paul Lorenz
  CEO
- Jordan Herget
  CEO
- David Entwistle
  CEO
Our Community Cares

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

Grant Support

- Sovereign Order of St. John of Jerusalem, Knights Hospitaller, St. Joseph Commandery
- Farrington Historical Foundation
- Rotary Club of San Jose

Community Outreach

Rob Tufel, Cancer CAREpoint Executive Director, was interviewed on Radio Zindagi 1550AM to get the word out to the South Asian Community about support services.

Cancer CAREpoint joined Veggieolution for their Community Harvest Celebration to provide a nutrition demonstration and share information about Cancer CAREpoint’s services.

Thanks to Bloomster’s for partnering with Cancer CAREpoint. Cancer CAREpoint received a percentage of the proceeds from the flowers purchased from Bloomster’s with a reference to Cancer CAREpoint on Valentine’s Day.

Community Fundraising

Almaden Country Club member and Cancer CAREpoint Garden Party Committee member Barbara Caltagirone and the Almaden Country Club once again raised funds for Cancer CAREpoint.

Students in Action—Associated Student Body clubs from the following schools have been raising funds and awareness for Cancer CAREpoint: Branham High School, Delmar High School, Westmont High School and Milpitas High School.
Community Fundraising (continued)

Thanks to Jodie Pierce (Mountain View Police Association) and Mike Quan (Mountain View Fire Department Random Acts), pictured fourth and fifth from the left, for raising awareness and funds for Cancer CAREpoint through sales of Pink Patches through the Pink Patch Project.

The Jewish Community Center of Los Gatos held a "Day in Pink" exercise fundraiser to benefit Cancer CAREpoint.

Supporters and yoga studios partnered for Pose 4 a Purpose, a fundraiser for Cancer CAREpoint. Studios participating included: Breathe Together, Yoga @ Cindy's and Willow Glen Yoga. Thanks to Lindsey Kolb, Courtney Krishnamurthy and Dana Rysavy for their management and leadership of this event.

Special thanks to Lorien Neargarder, the creator of the Pose 4 a Purpose event, who returned to the area to hold a yoga class benefiting Cancer CAREpoint.

Many thanks to Dr. Kamakshi Zeidler, Cancer CAREpoint Board Member, for donating the proceeds from BRA Day (Breast Reconstruction Awareness Day) to Cancer CAREpoint.

Dr. Zeidler also partnered with local exercise studios for the "Sweatember" event #sweatforacause that benefited Cancer CAREpoint.

Winning Bra "Fresh Squeezed"

Lt. Kirk Kim, Sunnyvale Public Safety Officers Association, presented Cancer CAREpoint with a check from the proceeds of their fundraising through the Pink Patch Project. Pictured above from left to right: Vanessa Murillo, Sheryl Brown from Cancer CAREpoint, Lt. Kirk Kim, and Dawn Hogh from Cancer CAREpoint.

Ralph DeSimone, The Teal Foundation founding family member

The Teal Run raised funds for Ovarian Cancer Research and other local organizations, including Cancer CAREpoint.

Kristina Bowler, a breast cancer survivor, and her two daughters, Kaitlyn (13) and Meghan (12), wanted to give back to a cause that was meaningful. They baked over 200 items, all pink or pink ribbon themed, and donated the proceeds from their bake sale to Cancer CAREpoint.

The San Jose Sharks partnered with Cancer CAREpoint to raise awareness and funds at the Hockey Fights Cancer game in November.
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Rob Tufel, MSW, MPH

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.

Did you know?
Over 200 community members provided input on the needs of cancer patients and their families prior to the opening of Cancer CAREpoint. The thumbprints of these individuals are framed in our office. Stop by and ask to see them!

Make a difference playing golf?
Yes, you can! The 4th Annual Cancer CAREpoint Golf Tournament on Monday, April 30 at Boulder Ridge Golf Club is almost sold out! All proceeds benefit Cancer CAREpoint. Get your foursomes together or sign up individually by April 8. The Helicopter Ball Drop is back by popular demand.

Visit www.cancercarepoint.org/golf to register for golf and/or dinner. Sponsorship opportunities are also available. Questions? Contact Ariane Chapple at ariane@cancercarepoint.org or call 408.402.6285.

cancercarepoint.org

Our services
Private Counseling
Nutrition Classes
Therapeutic Massage
Yoga/Exercise
Guided Imagery/Meditation
Support Groups
Wig Bank
Healing Touch
Family CARE Program
Survivorship Program
Resources and Referrals