



Responding to Local Needs

A Case for Support

2009



RESPONDING TO LOCAL NEEDS

Identifying unmet local issues

Many are engaged in the fight against cancer – with research, national programs, improving medical treatment and more. But here in Collier County, the quality of life needs for cancer patients and their families too often have been left unmet. The community had no central resource where frightened and confused patients could find emotional and financial support. No one accepted responsibility to coordinate the various network of services available in the community in a supportive and non-competitive manner. Little thought was given to the cancer patient who had to decide between paying his insurance premium so he could continue treatment to live, or paying the rent so as not to displace his family. No one should have to make such choices.

During 2002, a group of Naples citizens and long-time supporters of cancer organizations, recognized these needs among their friends and neighbors. They began an initiative to provide direct, efficient, caring service and financial aid to cancer patients and their families. Dedicated volunteers including an attorney, an accountant, a printer, medical professionals, marketing people and more, set about the task of creating an organization to respond to local needs, and the Cancer Alliance of Naples, Inc. (CAN) was born.

NCH Healthcare System shared in CAN's belief that support services for patients are integral to treatment and recovery. NCH readily joined the effort by providing a subsidy for the lease on office space at the center. Since 2008, 21st Century Oncology has donated the office space to CAN, and NCH Healthcare System has donated the computer/phone system. This enables CAN to spend a much larger percentage of contributions to pay bills for its beneficiaries.

A grassroots, volunteer-governed, 501(c)3 charitable organization, CAN raises funds through donations and special events and uses them right here in Collier County. In providing money for the costs not covered by insurance, CAN helps fill an important void in the overall battle against cancer.



RESPONDING TO LOCAL NEEDS

Providing invaluable local services

CAN's MISSION

CAN is devoted to improving the quality of life of local individuals and families affected by cancer by providing need-based financial assistance, information resources and links to services and support groups in our community.

As suggested by its mission, CAN responds directly to the needs of local cancer patients and their families. Examples of CAN's activities follow.

For some, CAN's help comes in the form of information that can provide understanding, direction or peace of mind. CAN has an extensive library with complimentary brochures on all forms of cancer and what cancer patients and caregivers should know about specific types of cancer. Additional publications discuss nutrition, stress reduction and helpful hints and support for the caregivers. Brochures are available in both English and Spanish.

Collaboration, too, is an important element in the CAN work plan. Other local agencies that already serve those affected by cancer in other capacities have benefited from CAN by referring their clients to us for financial support.

CAN provides financial support during the time these patients are in active treatment. On a financial needs-basis, this program assists with living expenses such as utility bills, rent or mortgage payments, car payments, insurance premiums and food and gas cards. All of CAN's beneficiaries must present proof of residency of at least one year in Collier County, physician's verification of their cancer, approximate length of treatment and financial information. They are interviewed by CAN board members or volunteers to ascertain their most pressing needs.

“There is no better feeling than giving where you live,
making an immediate and dramatic difference
for people in your own community.”

--Richard Franklin,
Attorney and CAN Founding Board President



RESPONDING TO LOCAL NEEDS

Remaining Responsible and Responsive

Acknowledging the special impact cancer has on children, CAN funds camp experiences for kids and their parents and siblings within five years of treatment. Each year CAN sponsors families to attend a three-day retreat where families can relax, enjoy the surroundings and each other, and set aside their daily battle with cancer and all of its complexities and concerns.

In 2009, nine families were treated to a Memorial Day Weekend at the Naples Beach Hotel and Golf Club. Donors and supporters of CAN treated these families to games, meals, concerts, a ride on a yacht and a trip to the Naples Zoo. Time was set aside for adults to enter into group counseling sessions, take walks along the beach or dance under the stars while CAN's Junior Board of Directors, KIDSCAN, and their advisors looked after the children building sand castles during the day and playing games and making craft projects in the evening. Family entertainment was brought in – a ventriloquist, magician and animal balloon creator, to the delight of old and young alike.

One letter from a mom attending the family retreat says it all --

Can't thank you enough for such a special weekend for our family....it was so important and special for my husband and daughter. Without the distractions of home, the change in environment made it possible for them to reconnect.... My daughter found working with the KIDSCAN volunteers rewarding and healing. I'm so happy for her.... Everyone was wonderful and amazing. I had no idea how much impact getting out of the house would have.....Barbara

CAN also sponsors/holds an end-of-the-year holiday party for children with cancer, their siblings and parents. KIDSCAN kids obtain a list of children with cancer along with siblings. They then solicit donations for toys. KIDSCAN also comes up with the entertainment to enchant and engage the little ones, and photograph the families for future family memories. The food, presents and laughter erase, for a little while, the daily struggles they face battling cancer.

CAN strives to help cancer patients relieve their stress. There are weekly group counseling sessions offered, led by a highly qualified mental health counselor. She also serves on the all-volunteer CAN Board of Directors.



RESPONDING TO LOCAL NEEDS

Building Long-Term Local Support

Events

Every year a signature event is held. In 2009 no fewer than 11 events have been planned

- ? Signature Bike Ride/Walk – 1 mile walk and 10 to 100 mile bike ride
- ? Nutritional Cooking Class Series for Cancer Survivors
- ? Florida Everblades Hockey Team Pink in the Rink Breast Cancer Night
- ? Harley Davidson Motorcycle Bike Wash - KIDSCAN
- ? NY Fashion Designer Richie Rich Fashion Show
- ? Memorial Day Family Retreat
- ? Miracles Baseball CAN Night
- ? 5th Annual Fancy Pants Golf Tournament
- ? Chef's Cook Off
- ? 8th Annual Women Supporting Women Wine Tasting Party
- ? CAN Holiday Kids Party

Contributions

Donors to the Cancer Alliance may choose to make an unrestricted gift, or to honor someone dear to them who is battling cancer or has lost his or her life to the disease. Both donors and honorees are acknowledged at CAN functions and in printed materials distributed by the organization. Both cash and in-kind contributions will be gratefully accepted. All donors will also be kept apprised of the good work their gifts make possible. Your contribution is needed and greatly appreciated. Multiple year pledges, stock and real estate are welcomed. An estimated 80% of contributions directly go to the care of beneficiaries in Collier County and children of southern Lee County. CAN helps support children with cancer who live in southern Lee County since there are no pediatric treatment centers at this time in Collier County. 20%, the remaining portion of CAN contributions, support operational expenses.

Contributions are categorized as follows:

- ? Grand Benefactor - \$100,000+
- ? Visionary Endowment Legacy - \$50,000-99,999
- ? Grand Patron Endowment Legacy - \$10,000-49,999
- ? Patron Endowment - \$5,000-9,999
- ? Supporter Level \$2,500-4,999
- ? Friend Level - \$1,000-2,499



RESPONDING TO LOCAL NEEDS

Marshalling Dedicated Local Supporters

Volunteers

CAN has a need for volunteers -- from office and event support to delivering services and interviewing beneficiaries. New creative ideas are welcomed.

2009 Board of Directors

These community leaders currently serve on the Board of the Cancer Alliance of Naples. Those with an asterisk were part of the Founding Board:

Kevin Dolan, President
Cynthia Pisani, Treasurer
Ellen Harris, Cancer Support Group Facilitator
Sean Nolan, Signature Event Chair 2010
Walter Sanford, Web Site Coordinator
Ted Coine'
*Jerry Conti
Theresa Espeseth
Jennifer J. Nackley
*Michael Watkins

Honorary Board Members

*Erikka Thalheimer
*Liz Sanders

Staff

Marianne St. Johns Larimer, Co-Administrator
Linda Schryver, Co-Administrator
Sonny Grech, Director of Public Relations and Marketing
Sharon Downey, Director of Community Resources and Volunteers



RESPONDING TO LOCAL NEEDS

Involvement of the Youth of Collier County

KIDSCAN MISSION is to further the purpose of CAN

- 1. Raise money for college scholarships to local high school graduating seniors who are either battling cancer or who have a member of the family with cancer;*
- 2. Assist CAN in its mission and fundraising endeavors and support CAN in its annual holiday parties and family retreats by working with the children;*
- 3. Provide volunteers for local facilities involved with pediatric cancer treatment.*

In late 2007 the CAN Board of Directors unanimously approved creating an arm of CAN called KIDSCAN – kids helping kids with cancer or whose parents or siblings have cancer. For, when any member of the family is diagnosed with cancer the entire family becomes involved in the battle.

In October 2008, the first meeting was held with 10 kids representing four public and private high schools in the county. Officers were elected, a logo designed which incorporated CAN, and goals set to assist CAN with scheduled events. By December the kids were hosting the CAN beneficiary holiday party for children, and attending committee meetings for CAN's February 2009 bike/walk. Quickly following the bike/walk event, where they handed out water at various stations along the route, did face painting and sold raffle tickets, they launched themselves into the Florida Everblades Pink in the Rink fundraiser.

Since then they have helped with the children at the Memorial Day family retreat, washed motorcycles at a Harley Davidson charity event, and helped dress models at the Richie Rich fashion show. Once school resumes this fall, their first priority will be undertaking a charity event of their own – Puppy Promenade. 100% of the profits made will go toward their mission of presenting college scholarships. They have thus far presented two scholarships, the total value of which is \$4,500. One scholarship went to a young woman who has overcome cancer; the other went to another young woman who has helped support her father, who is battling cancer.



Until cancer is eradicated, the Cancer Alliance of Naples will be there for Collier County residents who have been stricken with this horrendous disease.

You can help us help these cancer fighters and survivors and their families through your support.

- ? Sponsor an Event
- ? Provide In-kind Services or Auction Items
- ? Attend Events
- ? Make a Tax Deductible Contribution

501(c)3 Charity

EIN #22-3879709

Thank you for taking the time to read through this Case for Support. For further information, please visit our Web Site at www.cancerallianceofnaples.com or phone our office at 239/436-HOPE (4673). We will be delighted to talk with you.

Sincerely,

Board of Directors and Staff
Cancer Alliance of Naples

*"Together, we CAN and will improve the lives of those
affected by cancer in Collier County."*

*--Michael Watkins,
Hotelier, Survivor, and Founding Board Member*