

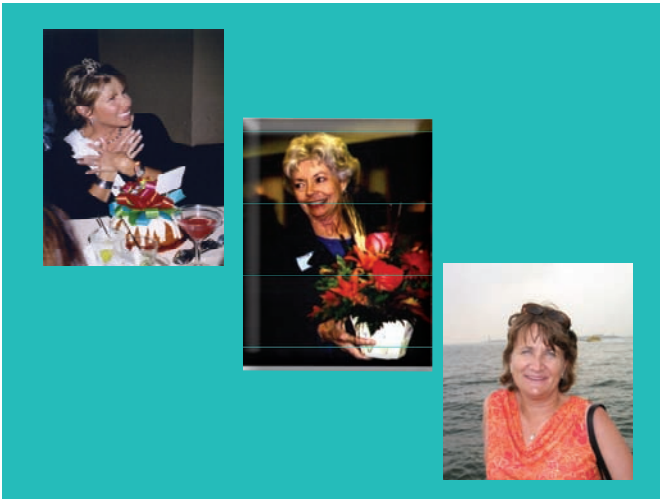


# woman to woman CAMPAIGN

A Program of Pacific Shores Hematology-Oncology Foundation

## *In the Beginning ...*

The Woman to Woman Campaign (W2W) was launched in June 2008 through the Pacific Shores Hematology-Oncology Foundation (PSHOF) by a vote of their Board of Directors. The campaign was suggested by two extraordinary community members and cancer survivors, Jeanne Brodeur and Elizabeth Lucas. Soon after, a grant committee which is chaired by Peter Ferrera, MD (Vice President of PSHOF), and co-chaired by Jeanne Brodeur (Founding Chair of W2W) was established. To date, the W2W campaign has thirteen founding donors pledging support for five years, along with hundreds of other donors and additional support from existing funds through PSHOF including the Tori Miller Busch Ovarian Cancer Fund, the Maria Ferrera Fund, and the Judy Senn Fund.



It is with enduring gratitude and honor that we received donations from friends and family in memory of the lives of these three outstanding women in our community: Tori Miller Busch (top), Judy Senn (middle), and Maria Ferrera (bottom).

We currently have raised more than \$36,000 total for grants. Jann Buaziz, MS, Executive Director, along with volunteers, has worked hard building the infrastructure for the program and establishing an ongoing donor and physicians' referral base required to sustain the Woman to Woman Campaign. The Campaign's mission continues to echo the voices, and reflect the needs of women cancer patients and their families. This newsletter will update you, our donors, on grants that have already been made with your support.

**Pacific Shores Hematology-Oncology Foundation is a 501(c) 3 charitable organization committed to: providing support and education to individuals and families facing cancer and blood disorders; supporting research towards better diagnosis, treatment and care; and fostering efforts to improve the quality of life of patients.**



## We are Making a Difference ...

*"It gives me great pleasure to know that, through the W2W Campaign, we are truly helping women cope with the stresses of living with cancer." -- Jeanne Brodeur, Founding Chair*



From Left to Right: Jann Buaiz, MS, Executive Director; Fran Conley, Founding Donor; Elizabeth Lucas, Founding Donor and Founding PSHOF Board Member; Jeanne Brodeur, W2W Founding Chair

### Woman to Woman Campaign Accomplishments

**Grant Recipient #1** - A 45 year-old woman with advanced breast disease required a surgical procedure to remain in a clinical trial. Her surgical oncologist was willing to discount this procedure to assure that she would be able to stay enrolled in the clinical trial when she learned that her insurance refused to pay. This patient was faced with extreme financial distress with no available resources. Approved Assistance: Grant amount paid to service provider was \$400.00.

**Grant Recipient #2** - A 43 year-old woman with colorectal cancer had lost her job. She utilized savings to initiate a Cobra insurance plan so she could continue her oncology treatment plan. As time passed, she was no longer able to pay her monthly Cobra insurance fees along with her monthly expenses to sustain a home, food and clothing. As a result her Cobra insurance was cancelled. The grant provided support to reinstate her Cobra insurance so she could continue her treatment for a couple of months until she finds employment. Approved Assistance: Grant amount paid to service provider was \$1,284.00.

**Grant Recipient #3** - PSHOF works in tandem with the Beckstrand Cancer Foundation, an organization that has an extensive referral base of women with cancer requiring the type of support the W2W Campaign provides. Together we identified a 38 year-old woman who has breast cancer in addition to melanoma diagnosed 4 years ago. This patient has had a double mastectomy and will require a hysterectomy in the near future. She has very little income and outstanding medical bills. Although this won't solve all the patient's debt, the W2W grant will keep her moving forward as she explores other resources. Approved Assistance: Grant amount - \$2,000.

**Grant Recipient #4** - Another patient referred by the Beckstrand Cancer Foundation is a 53 year-old woman with advanced breast cancer who has costly co-pays for many of her medications. She has had a bilateral-mastectomy and is undergoing chemotherapy. She cannot pay all of her monthly expenses or medications and treatments. Her oncologist requested partial support for her actual treatment, so she can sustain her household. Approved Assistance: Grant amount - \$1,000.

**Grant Recipient #5** - A 48 year-old woman newly diagnosed with breast cancer has a very limited insurance policy. She has a co-pay of \$5,000 and an out-of-pocket expense of \$7,500 before her health insurance begins to pay. She is a great candidate for a very promising clinical trial, however she has to be able to pay up front. She began treatment last month and has incurred over \$6,500 in unpaid medial bills. In order for her to continue treatment and remain in this clinical trial she must pay at least \$2,000. This patient has applied for Medicaid and once approved she will be covered under the Medicaid policy and still will remain in the clinical trial. The W2W assistance will carry her until Medicaid is approved. Approved Assistance: Grant amount - \$2,500 (max).

## ... in Someone's Life

*"Losing someone close to you leaves a great void. Assisting those who are struggling to survive helps to keep the spirit of our loved ones alive and honors their battles." -- Dr. Peter Ferrera, Vice President*

**Grant Recipient #6** – A 71-year-old woman with stage 4 salivary gland adenocarcinoma was recently enrolled in a clinical trial. This trial is her only good option as she has exhausted all other treatments. The trial is conducted only in Long Beach and the patient lives with her family in Glendale. She must be in Long Beach once a week to receive her study medication, however she does not drive. Her oncologist has requested support for transportation in order to participate in this clinical trial. The cost of transportation per week is approximately \$125.00. Approved Assistance: Grant amount - up to \$1000.

**Grant Recipient #7** - A 33 year-old woman with Stage IV metastatic breast cancer was strongly recommended by her medical team to undergo BRCA gene testing to determine if she carries the gene that is associated with this type of cancer. Not only will the test help determine if she can qualify to participate in a clinical trial that is studying a medication targeting patients who are BRCA positive, it will also determine if her children are at risk. The cost of the BRCA gene test is \$3,000 and her insurance will not cover any portion of the test. Approved Assistance: Grant amount - \$2500.

**These first grants are just the "tip of the iceberg." Philanthropic gifts from our community continue to be extremely important in enabling W2W to accomplish its mission. Woman to Woman Campaign continues to seek support despite the current economic situation. Our grants to date give us, and we hope you too, great pleasure in supporting women oncology patients and survivors in our community. Our mission is to increase access to research, education and improve quality of life. Our founding donors and community donors have expressed unwavering support throughout the year, and we look to the future with great enthusiasm.**



*\*A special thanks to Elizabeth Lucas who designed the art border around the above poem, "What Cancer Cannot Do." Thank you, Liz!*

# We are Honored to Have Your Support!

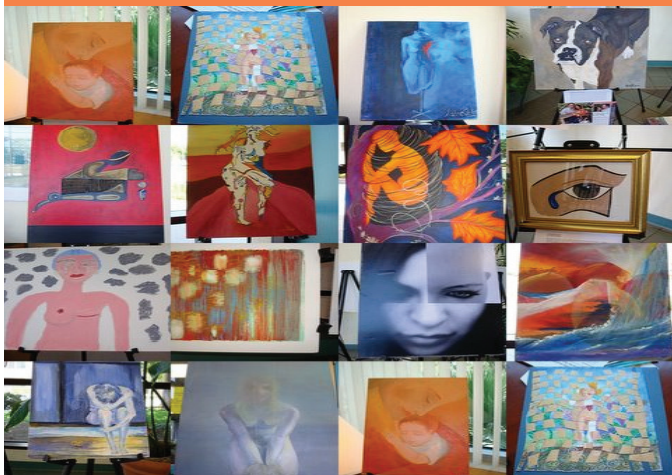
## PSHOF BOARD OF DIRECTORS

MAURICE BENARD  
PETER FERRERA, MD  
NANCY ILLIAN  
LOIS KEARNEY  
ELIZABETH LUCAS  
**WOMAN TO WOMAN CAMPAIGN  
FOUNDING CHAIR**  
JEANNE BRODEUR

DICK MILLER  
GERRY SECKINGTON  
SIMON TCHEKMEDYIAN, MD  
KALUST UCAR, MD  
**EXECUTIVE DIRECTOR**  
JANN BUAIZ, MS

We deeply appreciate all of you who have helped Pacific Shores Hematology-Oncology Foundation (PSHOF) take our first steps and for those that continue to support our mission and goals as we advance forward with the Woman to Woman Campaign. As promised, we will keep you informed about our fundraising efforts and our grants. We look forward to seeing you in September.

*Thank You!*



## UPCOMING EVENTS

Please join us for one, or both, of these events and have a chance to win a weekend at the new Hotel Maya in Long Beach!

### OPEN CANVAS - September 26, 2009 at 5:00 PM

A complimentary event for all PSHOF and W2W Campaign donors. The evening will provide a unique opportunity to tour "Expressions of a Cancer Journey 2009," an international art exhibit curated by Eli Lilly and co-sponsored by the National Coalition for Cancer Survivors (NCCS). "Artist Within," a PSHOF watercolor workshop, will be debuting local cancer patients' artwork.

### BRUNCH AT FUEGO - September 27, 2009 at 10 AM to 4 PM

Join us for an authentic mexican brunch at the new Latin-american inspired Hotel Maya. Hotel Maya will donate 10% of all proceeds that day to PSHOF and the W2W Campaign. Fuego Restaurant at Hotel Maya is located at 700 Queensway Drive in Long Beach. Must have reservations. Please call 562-481-3910.

## FOUNDING CHAIR AND DONOR

Jeanne Brodeur

## FOUNDING DONORS

Fran Scripps Conley  
Margaret Decristofaro  
The Green Family  
Mrs. Janice Hale  
Jeannette McKinely-Lind  
Elizabeth Lucas  
Karen Olds  
Philip Pitchford  
Marilyn Prindle  
David Senn  
Simon and Seta Tchekmedyian  
Sandra Wilkinson  
Stephen and Marlene Young

## DONORS

Delores Anderson  
Ann Armsworth  
Paola Aviles  
Mary Barton  
Joan and George Behr  
Linda Bell  
Diane and Michael Belsky  
Lucille Berry  
Virginia Blake  
Linda and Ivan Blanchette  
Robert and Martha Bolling  
Cal and Julia Bollwinkel  
Robert Boullon  
Jann and George Buaz  
Susan Buttera  
Heather Campbell  
Marge and Joe Charleville  
Loretta Christy  
Mark and Lisa Cochrane  
Frances/Maureen Comunale  
Patti Cous  
Rhonda Crowfoot  
Carol Daddazio  
Susan Dampf  
John, Mary and John Dampman  
Theresa and Vito Demonte  
Mary Devlin  
Doma Properties  
Nancy Epstein  
Janis and Kenneth Felton  
Virginia Fischer  
Bob and June Gault  
Grunnion Gazette  
Linda Glasco  
Alaine Gluck  
Sandi Goldstein  
Elaine Gordon  
Edward and Stephaine Green  
Sheila and Malcolm Green  
Jennette Haely  
Scott Hamilton  
Kathleen Hansen  
Danette Hawthorne  
Maureen and Perry Herwood  
Admiral and Nancy Higginson  
Lynn and Joseph Hintz  
Terry Jetmore  
Lynda and Richard Jones  
Mary June Keller  
Ruth Kivette

Michael and Charlene Klinger  
Clyde Kobayashi  
Diane and Stephen Kramer  
Cheryl Lackman Feinberg  
Heidi and Andrew Larkin  
Barbara Leanse  
Marcy Le Beau  
Jeff and Amber Lee  
Douglas and Jean Liechty  
Deborah Light  
Janet Littlejohn  
Long Beach Business Journal  
Long Beach Magazine  
Fathia MaCauley  
Yvonne Mara  
William and Claire Marnion  
Kaye Marti  
Christine Martinovic  
Anna and Anthony Martinovic  
Mrs. Link Mathewson  
Maya Hotel  
Connie and Thomas McLaughlin  
Amy Meyer  
Dianne Miles  
Melissa Milmine  
Harry and Wendy Moloshco  
Gretchen Morgan  
Morry's of Naples  
Junko Nagashima  
Marilyn Nemeth-Schnoll  
Barbara O'Keefe  
Maureen Oblachmski  
Vicky Ojerio  
Emelyn Palconit  
Diane and Ronald Pavesic  
Pet Phillips  
Timothy Phillips  
Lois and Richard Pio  
James and Judy Prior  
Dennis and Pamela Quinn  
Dale Quinn  
The Rabin Family  
Fran Ragland  
Jeffrey and Anne Rejack  
Leaena and Samuel Reyes  
Kathy and John Rice  
Leanne Rodgers  
Phyllis and Herb Rosenberg  
Radmila Runic  
Kathleen Ryan  
Linda Sanders  
Heather Schaible  
Radmila Seger  
Dave and Jenny Shlemmer  
Karen Silver  
Ward Silvie  
Robert and Ann Springhorn  
Elizabeth and Owen Stenzel  
Virginia Stokes  
Mary Sullivan  
Jan and Thomas Timmons  
Amy and Richard Toyama  
Robert and Lois Tulikangas  
Judith Vander Lans  
Julie Wilkerson  
Rachael Winslow  
Kazuko Yamazaki  
Donnalyn Yates