50 Years

Turning the Page to the Next

Cancer Services
IMPROVING LIFE. EMPOWERING LIVES.

Please turn the page with us...

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In 2009, we celebrated 50 years of service to our community and began looking ahead to the next 50 years.

A New Chapter of Improving Life, Empowering Lives

EACH DAY, MOTHERS, FATHERS, sisters, brothers, daughters and sons—all living with cancer—walk through our doors or call us looking for help. Whether newly diagnosed or a long-time survivor, each has a story to tell and is ready to turn the page to a new chapter. We still hope for a day when cancer is eliminated, but we are thankful for all our clients who are here to tell the story of their journey through and beyond diagnosis and treatment. In fact, as you read this annual report, you’ll meet some of them and learn how you can help us as we work to remain a beacon of help and hope. Because many people in our community are living beyond their cancer diagnosis, this year we substantially increased survivorship and support programs and our partnerships with various other organizations. We hosted a survivorship conference, are now offering weekly yoga sessions, and we created a DVD version of our Fit and Fearless exercise program so that those finished with treatment can once again get active. Outreach opportunities expanded too as we made regular visits to Earl K. Long, Pennington and Mary Bird Perkins cancer centers. And, we declared our set of core values that define our passion for the work that we do and will guide us into the future. As you can tell, it’s been a busy year. We have remained focused on our mission—to improve life for those living with cancer—through goals we set in our strategic plan. It is our intent to provide all cancer patients and their families with support for their emotional, financial and educational needs—always free of charge.

“Thank you for making my life happy.”

—Daniella L., client and participant in our Candlelighter program for children with cancer and their siblings
Beginning a New Chapter… with a Challenge

Moving forward after a cancer diagnosis can be a challenge. Through our survivorship programs, we are focused on making that transition easier. As we look ahead to our next 50 years, we are encouraged by the stories of survival from our clients and are committed to providing continued support for children and adults living with, through and beyond a cancer diagnosis.

WHEN MRS. EWA RAINEY MOVED FROM MINNESOTA with her husband last February, she got a disturbing “welcome” to Baton Rouge. One night after unpacking boxes, she felt a suspicious lump in her breast. With her family in Poland, her friends left behind in Minnesota, and her husband traveling for work, she felt alone. “I was just trying to settle in to our new home and find my way here. I needed help and guidance,” she said. Fortunately for Ewa, her cancer was detected early. She had surgery and received radiation treatment, “but I had no energy, was so tired, and was still looking for that extra support after my diagnosis.”

Ewa’s oncologist and social worker told her about Cancer Services. Though apprehensive about sharing her experience with a support group, she decided to take a Fit and Fearless class—our free exercise program, partially funded by a grant from the Susan G. Komen Foundation, for clients who have completed their treatment. “The instructor, Laura LeBlanc, filled me with the energy that I had lost after treatment,” Rainey said. “The ladies in the class quickly became my new friends. I wasn’t tired anymore, I felt happy again and I was able to get out and enjoy the beautiful weather that I’d longed for so dearly.”

Now a Fit and Fearless regular, Ewa has embarked on new adventures: attending our yoga classes through The Red Shoes and finding the courage to talk about her cancer experiences at our support groups. “I’m no longer lonely and have made my home in Baton Rouge, thanks to my Cancer Services family.”

“Cancer Services was here for me when I needed them. And I know they’ll be here for my kids—and the next generation—if they need help too.”

—Gary B., client
The Power of Partnerships

THIS HAS BEEN THE YEAR of collaborations for Cancer Services. In today’s economy, it is imperative that we commit ourselves to utilizing partnerships for resources in order to better meet the needs of our clients. Just this year, we have added new partnerships with support agencies like Capital Area Agency on Aging (CAAA) and The Red Shoes. Through our Healthcare Navigation program, we have connected clients with CAAA’s Senior RX program to help supplement costs associated with medication. Through The Red Shoes, whose purpose is to be a safe haven for women to refresh and replenish their spirit, we found a great fit for a monthly host of our Breast Cancer Support Group. They have also hosted a cancer survivor retreat and are now providing weekly yoga classes to our clients.

Through other essential collaborations with local hospice agencies for our grief support group, Family Service of Greater Baton Rouge for our client counseling program, Leukemia & Lymphoma Society for speaker events, and a continued relationship with corporate agencies like BlueCross and BlueShield of Louisiana—whose printing of our brochures and newsletters, free of charge, has saved us countless dollars over the years—we can better serve our community.

“These partnerships strengthen our ability to serve more than 5,000 clients each year,” says Executive Director Mimi Riché. “We wish we could do it all; when we can’t, we find someone to help us fill in the gaps.”

Partnerships help us fulfill our Core Values that our Board of Directors and staff documented last year. These 5 C’s of Cancer Services resonate in every service we provide, whether it’s assisting with a prescription, facilitating a support group, or planning a field trip for our children’s programs.

**Confidence:** We believe in who we are, and what we do.
We have served the community with integrity for over 50 years. We fulfill the basic needs of today, create new paths for the future and strive to continuously improve.
We never forget that the tireless contributions of others are not only invaluable to our efforts, but the core of our very existence.

**Community:** We believe by working together, we can empower all.
We are a reflection of those we help. We are a family—diverse and united in improving the lives of those impacted by cancer. We pledge to remain an essential part of our community, accessible to everyone.

**Comprehension:** We believe knowledge leads to better service.
We are committed to providing the highest quality and most comprehensive services, information, resources, programs, counseling and guidance available.
As innovations unfold, we quickly embrace and utilize them, so we may better serve the ever-changing needs of clients and their families.

**Compassion:** We believe that caring for others is our reason for being.
We are uncompromising in our efforts to provide a nurturing environment of support, consultation and reflection.
We offer hope and encouragement, insight and honesty — always mindful of privacy, always respectful of dignity.

**Communication:** We believe information is empowering.
We will continue to improve lives by creating and increasing awareness
With each new day, we marshal the strength and innovation to provide information that will empower our clients and their families.

We are heartened by our achievements, determined in our challenges, and passionate about making a difference.

“Cancer Services is where the spirit of love flows.”
—Lauren D., daughter of client, former participant in Kids Kare, a program for children who have a parent or guardian with cancer
How you can help

What would you do if you heard the words, “Your child has cancer”?  

“As a pediatric oncologist, all too often I look worried parents in the eye and say the words, ‘Yes, your child has cancer.’ I am proud that today we have cutting-edge medications and technologies that will allow most of these children to survive, living long, full lives. However, I can’t provide all that these families will need. Thankfully, Cancer Services of Greater Baton Rouge is here to assist the children I treat—and every cancer patient in our area—with their emotional, financial, educational and medical supply needs. Please join me in supporting this vital organization as we face the future of cancer.”

Jeffrey Deyo, M.D., Ph.D.  
Pediatric-Hematology-Oncologist  
President of the Board

If you ask Ryan Smith what his favorite foods are, you may likely have a long conversation. This amazing little food connoisseur is bravely battling leukemia with a feisty, unique positive attitude. “Ryan is always smiling, always laughing and always talking,” his mother Valencia laughs. “He loves coming to Cancer Services for Candlelighter activities; when he’s there, he’s so happy, he forgets about the cancer.” But he never forgets to talk about food. “Do you like… chicken? Shrimp? How about salad? I like all of those,” he says with a great big smile. Pictured (from left) Ryan with big brother Tyson.

We provide all of these services, and so much more, free of charge:

- Nutrition and prescription assistance  
- Medical equipment and supplies  
- Current information through an on-site library  
- Monthly support groups  
- Children’s programs  
- Healthcare navigation

For more than 50 years it has been our privilege to care for thousands of clients and their families. We could not have done this alone. Your gift today of time or financial support is the bridge to our next 50 years.

If you are interested in donating or volunteering, please contact us

CANCER SERVICES OF GREATER BATON ROUGE  
550 Lobdell Avenue • Baton Rouge, LA 70806  
(225) 927-2273 • staff@cancerservices.org

and visit our Web site

www.cancerservices.org

Did you know?

In 2009, volunteers contributed more than 3,000 hours of service to Cancer Services, which is valued at $56,750.

“I am a volunteer here because of my mother, Ardella Weary, a former client of Cancer Services. This is my way of continuing her legacy and giving back on her behalf.”

—Ella Vance, greeter in our library
How Your Dollars Make a Difference

81% of every dollar raised goes toward services and programs in the following ways:

- Support of Nutritional Needs: 23%
- Education and Information Resources: 8%
- Advocacy and Agency Referrals through Healthcare Navigation: 9%
- Financial Assistance for Medical Transportation: 13%
- Equipment and Supplies: 14%
- Prescription Assistance: 15%
- Support Groups for Children, Adults, and Families: 18%
- Support of Children, Adults, and Families: 13%

As you can see, the need for our programs and services is growing. In 2009...

- 75% increase in the number of people in our counseling program
- 19% increase in the number of people attending support groups
- 15% increase in the number of new clients registered for services
- 13 families received Candlelighter grants this year (increase from five last year)

And, in everything we do, we are our clients’ medical and insurance “navigators,” filling their needs and answering their questions.

“My wife Jeani and I give to Cancer Services because we know that each time we donate, cancer patients receive vital help. You cannot put a price on hope—its value is immeasurable. But through the help that we can give, hope will flourish.”

—Charles Moniotte, donor, former board member
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