

# *Dreaming* **BIG**

2013 ANNUAL REPORT



# THE Dream TEAM

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## We Serve

### THE TEN PARISHES IN THE CAPITAL AREA



## OUR MISSION

... is to improve life for  
those living with cancer.

# 2013: A "Dream Big" YEAR

We hope that you will find this year's Annual Report both gratifying and inspiring. The accomplishments this year are possible only through your generous and continued support.

We began 2013 with a dream. A dream of improving life for more families touched by cancer than ever before.

In the following pages we share some of the stories that best demonstrate how this dream became a reality in 2013.

A highlight of the year was the creation of the Bella Bowman Children's Program, a comprehensive program aimed at meeting the needs of children with cancer and their families. The early results of the program are phenomenal, and we look forward to having an even greater impact in 2014.

Thank you again for your generous support and for joining us in the tradition of making dreams come true.

If you have an interest in a particular service we should offer, please feel free to dream with us and call me at (225) 927-2273. We are better together.

Dream Big,  
  
Brian Hannah  
**CEO**

## VISIT US:

550 Lobdell Ave.  
Baton Rouge, LA 70806  
(225) 927-2273

## FIND US ONLINE:

[cancerservices.org](http://cancerservices.org)

Cancer Services of GBR

@CSGBR

Partnerships and collaboration strengthen our ability to serve more than 5,000 clients each year.







# First Grade VS. Chemo Brain

After beating leukemia, Brooklyn faced a new challenge—this time in the classroom. After years of needles, hospitals, doctors and more than 1,000 doses of chemotherapy, Brooklyn was struggling and bringing home failing grades. With the help of the new tutoring services offered by the Bella Bowman Children's Program at Cancer Services, Brooklyn is now thriving and acing first grade. Brooklyn's family already loved Cancer Services for the financial assistance, the monthly family events and the summer camp, but they never dreamed they'd love Cancer Services for helping in the classroom. Now Brooklyn can learn the building blocks so she can make all her future dreams come true.

## THROUGH YOUR GENEROSITY, THE BELLA BOWMAN CHILDREN'S PROGRAM PROVIDED:

- a summer camp experience for 40 children living with cancer and their siblings
- 20 different events for families to spend time together outside of their cancer diagnoses and help them cope
- 250 hours of extra learning for over a dozen children affected by cancer through the new tutoring program
- over 500 presents to kids and families to make their holidays brighter
- \$5,500 in grants to families coping with childhood cancer



# Another KNOCK AT THE Door

According to Aubrey, "Cancer Services was—and is still—a godsend." In 2000, her teenage son was diagnosed with cancer. That's when she first learned about Cancer Services and the opportunities to spend time as a family at activities he enjoyed: laser tag, skate parks and horseback riding. Back then their dream was to see him graduate high school. Thirteen years later, he is 29 with a family of his own, but now cancer has once again touched their family. After being diagnosed with breast cancer, Aubrey again knocked on the doors of Cancer Services to receive nutritional supplement, wigs and other medical supplies so she can keep chasing dreams. A veteran and a grandmother, she's now going back to school, saying, "I can't just sit at home and wait on cancer—I'm gonna do something!"

## THANKS TO \$1.6 MILLION IN COMMUNITY SUPPORT IN 2013, CANCER SERVICES PROVIDED:

- over \$103,000 in Financial Assistance that includes prescription assistance to treat the disease and side effects, mileage reimbursement to pay for gasoline expenses to oncology-related appointments and the purchase of specialty equipment and supplies for those who need it most
- nearly 5,000 cases of nutritional supplement to keep clients as strong and healthy as possible
- over 1,100 pieces of medical equipment including hospital beds, walkers and wheelchairs
- 264 wigs, hats and turbans to individuals undergoing chemotherapy treatment



*Take a Leap of Faith ...  
with Cancer Services at your side.*



Cancer Services of Greater Baton Rouge is there for our community during difficult times. Phelps Dunbar is proud to support an organization that helps people in need live their life to the fullest!

**PHELPS DUNBAR**  
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P. Ragan Richard, Managing Partner of the Baton Rouge office of Phelps Dunbar LLP,  
400 Convention Street, Suite 1100 | 225.346.0285





# I'VE GOT *Your Back*

Ever since his cancer diagnosis in May 2007, Artie rarely misses the Oral, Head and Neck Cancer Support Group, one of Cancer Services' many monthly support meetings. He came in hope of finding someone who had been through the same treatment, searching for a few answers. He found "an angel" in a fellow survivor. "There are many times you talk to friends or neighbors who are deeply concerned but have no idea what you are talking about. The people in your support group have lived it." Over six years after his diagnosis he keeps attending and is now an angel for others, showing them how to live a full life with cancer, "We all have limitations of some type, but don't let them keep you from living and dreaming!"

## IN 2013, CANCER SERVICES PROVIDED:

- 250 exercise classes to help clients stay active and physically fit during and after treatment
- 175 counseling sessions to help patients and family members cope emotionally
- more than 30 different monthly support and educational events to give survivors their own support system full of empathic ears and the chance to share experiences
- more than 600 information guides to empower patients with the knowledge to make the best decisions about their treatment and communicate with their medical professionals



# Dreaming WITH US

We're so thankful the community continues to dream up new ways to help their friends, family, neighbors and co-workers affected by cancer.

**BROKER BALL:** Stockbrokers and employees that might be competitors during the day joined together after hours to benefit those living with cancer, a cause that can transcend professional rivalries. Participants from Wells Fargo Advisors, UBS, Morgan Stanley, Raymond James and Edward Jones gathered to play a pick-up softball ball game while collecting donations for Cancer Services.

**Y'ALL FOR CANCER SERVICES:** Y'ALL (Young Adults Living to Lead for Cancer Services) is a new group for young professionals to connect to a local cancer cause, network, volunteer and socialize. Members volunteer at children's events and races, donate tutoring time and presents, attend Cancer Services fundraisers and help spread the word about a local agency that has touched so many lives.

**FOOD TRUCK FRIDAY:** A brewery might seem an odd place to find Cancer Services but the dreamers at Tin Roof Brewing Co. and the Baton Rouge Mobile Food Vendors Association created a special Food Truck Friday benefit to celebrate American Craft Beer week in May 2013. This event celebrating local food, beer and charity raised over \$2,000 through Tin Roof beer sales and food trucks' donations. Participating food trucks included Taco de Paco, CURBSIDE, Pullin' Pork, Fleur de Licious, Dolce Vita and Three Bones.

**LIFE RUNNERS:** The Baton Rouge Beach Marathon and Cancer Services are longtime partners, working together to support those living with cancer. For a special group at this year's race, the run meant more than the miles they covered. The inaugural LIFE RUNNERS team dreamt up a way to run in honor or memory of loved ones affected by cancer while raising support for Cancer Services. Seventeen runners raised more than \$10,000 for those living with cancer.

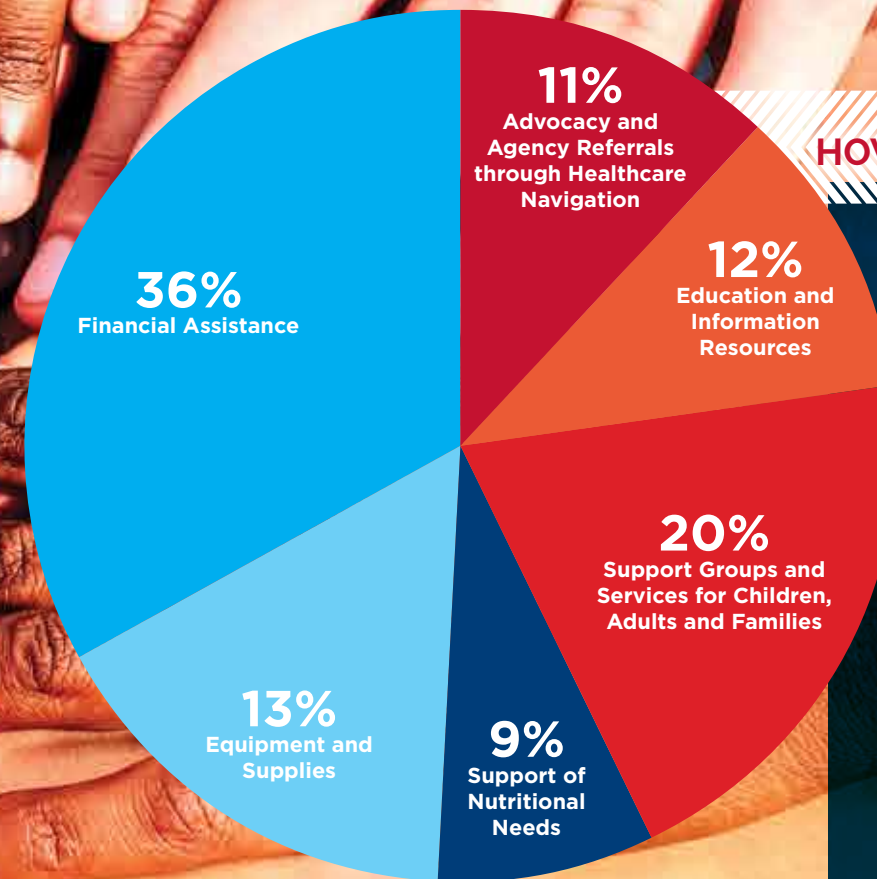
**JAMBALAYA KNIGHTS:** Knights of Columbus councils #8878 and #3331 have been longtime partners with Cancer Services, donating and cooking jambalaya at the agency's Annual Spring Jambalaya. This year, one of the councils also cooked for runners and attendees at the first Baton Rouge Beach 10K in October.

**HELPING US GROW:** The Wilson Foundation, a longtime supporter of Cancer Services' Financial Assistance program, generously funded the dream of a new website in the spring of 2013. With design support from Red Six Media, the new CancerServices.org makes it easier for clients, volunteers and donors to get help, get involved and give.

**DREAMING WITH BELLA:** The Bella Bowman Foundation, a dream of Kim and Trey Bowman in memory of their daughter Bella, partnered with Cancer Services in 2013 to enable both organizations to better serve families and children affected by cancer. New endeavors included extended support group offerings for parents and grandparents of children living with cancer and the new tutoring program to keep children on track in school.

**CHEFS WITH A CAUSE:** Capital Chefs' Showcase, Cancer Services' signature fundraising event, has been a community tradition for more than 30 years. Guests are treated to a memorable evening with an endless cocktail buffet featuring the area's finest restaurants and caterers, live music, an open bar, and silent and live auctions. In 2013, Capital Chefs' Showcase brought in over \$250,000 and was the most successful event to date. Todd Graves, Founder and CEO of Raising Cane's Chicken Fingers, and Paul Mainieri, LSU head baseball coach, served as honorary co-chairs.

**SAVE THE DATE 32nd annual Capital Chefs' Showcase: Sept. 4, 2014, at the Baton Rouge River Center.**



## HOW YOUR DOLLARS MAKE A DIFFERENCE

100% of every contribution made here, stays here — with 80% going directly toward services and programs in the following ways:

### SUPPORT

- Advocacy and Agency Referrals through Healthcare Navigation
- Education and Information Resources
- Support Groups and Services for Children, Adults and Families

### DIRECT ASSISTANCE

- Support of Nutritional Needs
- Equipment and Supplies
- Financial Assistance

## OUR Financial SUPPORT

29%	Capital Area United Way .....	\$460,000
24%	Annual Giving .....	\$380,000
24%	Special Events .....	\$380,000
18%	Grants .....	\$270,000
5%	Contributions and Other Income .....	\$79,000

**2013 TOTAL REVENUE.....\$1.6 million**



# 2013 DONORS *Thank You* FOR YOUR SUPPORT

**25,000+**

Albemarle Foundation  
The Bella Bowman Foundation  
Virginia Major Brooks Memorial Fund  
Capital Area United Way  
Colon Cancer Coalition/Get Your Rear in Gear Baton Rouge

Credit Bureau of Baton Rouge  
Susan G. Komen Baton Rouge  
Mary Bird Perkins – Our Lady of the Lake Cancer Center  
Irene W. & C. B. Pennington Foundation  
The Huey and Angelina Wilson Foundation

## DID YOU KNOW?

**10,000+**

2 Seam Dream Foundation  
Baton Rouge General  
Blue Cross and Blue Shield of Louisiana  
Capital One Bank  
Bobby and Cindy DeAngelo  
ExxonMobil Foundation  
Group Contractors  
Matthew and Sherri McKay  
The William Montan Charitable Trust  
Our Lady of the Lake Foundation  
Tomarlee Foundation  
Turner Industries Group  
Valero Energy Foundation

*100% of every contribution  
made here, stays here.*

**5,000+**

Baton Rouge Beach Marathon  
Baton Rouge State Fair Foundation  
Brent and Donna Boé  
Bill and Mary Lee Dixon  
Dow Chemical Company  
The Boo Grigsby Foundation  
La Capitale Chapter, The Links, Inc.  
Lipsey's  
Louisiana Hematology Oncology Associates

Tony S. Parnell  
Performance Contractors, Inc.  
Mike and Nancy Savoy  
Special Children's Foundation  
St. James Episcopal Church  
Mr. John G. Turner and Mr. Jerry Fischer  
United Way of Metropolitan Atlanta  
Youth Service America/Zach's Lidz for Kidz

**2,500+**

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Don and Jacquie Barnes  
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BR&R Foundation  
Breazeale, Sachse & Wilson, LLP  
Mr. and Mrs. Dudley W. Coates  
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Brian and Suzy Hannah  
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Peoples Health  
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Phelps Dunbar, LLP  
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Ralph and Sissy Stephens  
Moo and Martin Svendsen  
Swollfest, Inc.  
Mike and Michelle Todd  
Sari and Thomas Turner  
Wolseley Industrial Group

*A full list can be found  
on our website.*

**1,500+**

Drs. Albert and Elba Alexander  
Mr. Dane C. Andreeff  
Apex Industries Corporation  
Arthur J. Gallagher Insurance  
Associated Grocers, Inc.  
Jim and Laura Bailey  
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Todd and Kelli Stevens  
Mr. Edgardo Tenreiro  
Mr. Bruce L. Wilkerson  
David and Angela Zeringue

# COME *Dream* WITH US

## GET INVOLVED

 Cancer Services of GBR

 @CSGBR

WEB: [cancerservices.org](http://cancerservices.org)

## GIVE

- Donate
- Sponsor an event
- Remember Cancer Services in your estate planning

Have a dream? Call us at 927-2273

Visit [cancerservices.org](http://cancerservices.org) to see all the ways  
to support those living with cancer.



# TO DO: *Make* **DREAMS COME TRUE**

Trevor was diagnosed with cancer at 5 years old, and at 10 his cancer became terminal, but that didn't stop him from dreaming. With the help of Cancer Services and many others in the Baton Rouge community, Trevor crossed items off a special wish list before he passed away in October. Through Cancer Services staff and the incredible generosity of organizations and volunteers, Trevor received a Celebration of Life Party, a beach trip to swim with dolphins, time with LSU football players, a plane flying lesson, a new laptop and video games, and the chance to inspire an entire community. We all learned about true generosity watching him give back despite his own situation. Inspired by Trevor's spirit, the Bella Bowman Children's Program at Cancer Services now includes a special service to help children and their families enjoy their time together and help make some dreams come true.

## Our Community. Our Commitment.

Peoples Health is proud to support  
Cancer Services

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Your **Medicare Health** Team



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Fax: (337) 990-7705

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Orange, TX 77632  
Phone: **(409) 670-0124**  
Fax: (409) 670-9372

Wolseley Industrial is excited to continue working with  
Cancer Services to improve lives in our local communities.