



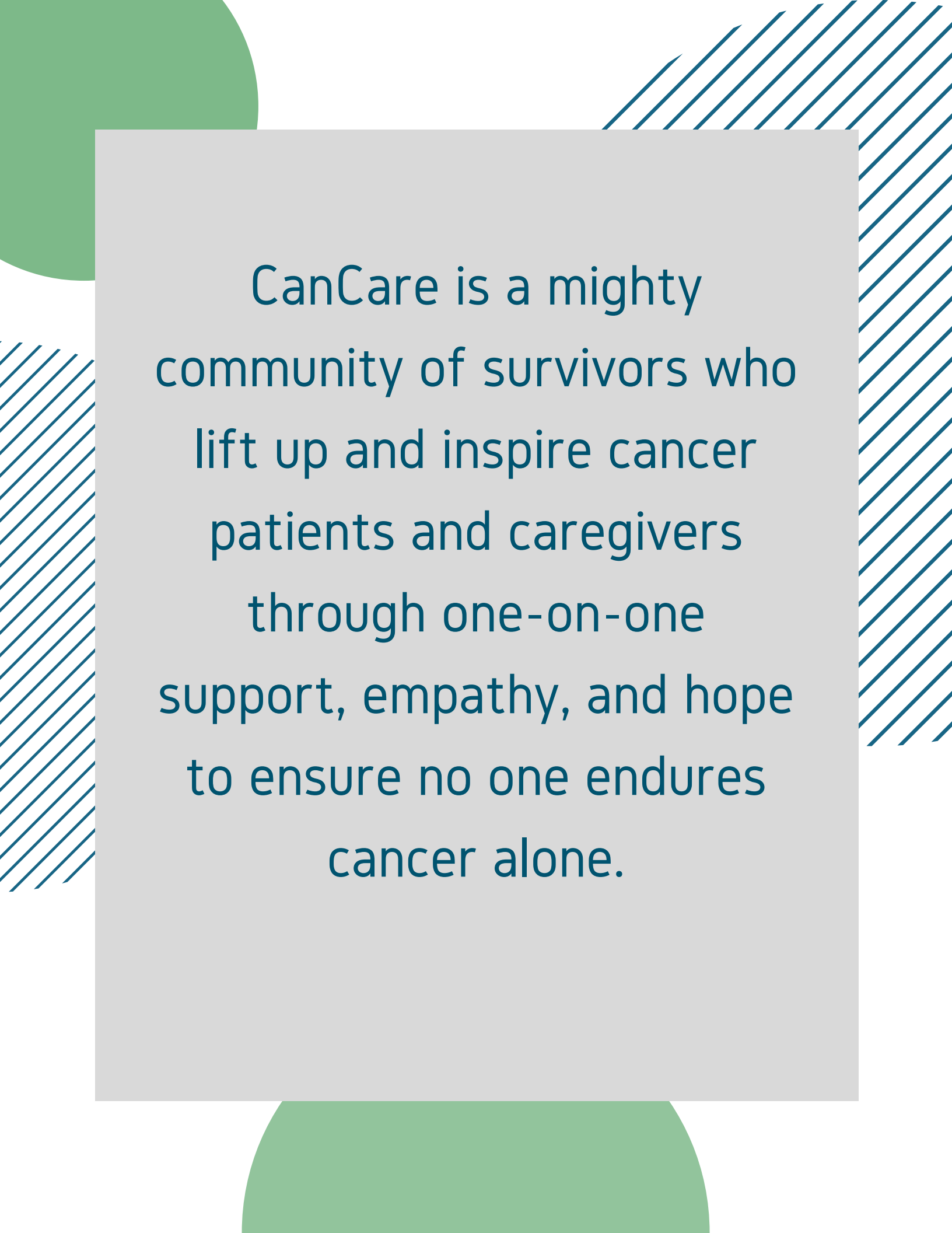
CanCare

A survivor by your side.

ANNUAL REPORT

2018





CanCare is a mighty
community of survivors who
lift up and inspire cancer
patients and caregivers
through one-on-one
support, empathy, and hope
to ensure no one endures
cancer alone.

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FINDING HOPE

Jennifer Rachal

Breast Cancer Survivor, CanCare
Former Client, CanCare Support
Volunteer

Walking into my first oncology appointment, I remember feeling terrified and completely alone. A million thoughts were running through my mind, “Am I going to die? How will I tell my children? Can I get through this?” I felt like my world was coming to an end.

Moments later, I found Ruth.

Ruth, a long-time CanCare volunteer, was the first person I spoke with, even before the doctor. She sat with me, listened to me cry and held my hand. She then shared with me that she overcame cancer – twice. Immediately, my outlook shifted. Simply being in the presence of someone who had survived the disease I was facing calmed my anxiety. I was in a new mindset about my cancer diagnosis. It felt so powerful.



“Having someone by your side who has gone through the same experience you’re going through is life-changing, and that’s what CanCare provides.”

Ruth became my support volunteer and helped me and my family navigate my cancer journey, and with her support, I found answers to many of my questions. I found a friend that understood what I was experiencing. She gave me the hope that I needed to survive, and I am now cancer free, serving as a CanCare volunteer to bring hope to others the same way Ruth did to me.

2018 FINANCIALS

REVENUES
\$1,006,668

Investment/Interest:

\$209

Congregations:

\$69,339

Corporations:

\$9,367

Foundations:

\$309,600

Individuals:

\$139,099

Events:

\$479,054

EXPENSES
\$1,046,776

Program Services:

\$724,913

Fundraising:

\$222,717

General Management
(Administration):

\$99,146

PRESIDENT'S REPORT



Thank you for the opportunity to be a part of CanCare. As I continue to meet volunteers, hear client stories and meet individuals in the community that have been touched by CanCare, I know that the work we are doing here is not only a critical need in the cancer community, it is truly life-changing. It is through our powerful connections that our patients can face and overcome many of the challenges presented by their diagnosis and treatment, and they are able to gain strength and hope as they face cancer.

The following provides what CanCare accomplished in 2018 to move closer to our goals for 2020:

- We continue to see CanCare make a great impact with 85% of patients surveyed in 2018 expressing that they felt more hopeful about their future. In addition, for the second year in a row 100% of our hospital partners were very satisfied with their partnership with CanCare.
- We have contracted with the vendor who led our rebranding effort to lead our digital strategy moving into 2019. Since 75% of our one-on-one matches come from the Internet, we now know it is best to not do this in house. We believe we will see a large increase next year and can obtain the 1,314 matches forecasted for 2019.
- We believe that the rebranding effort that was funded by the CanCare Foundation is critical to expanding our hospital visitation program. In the past, we had very little emphasis on our hospital program. We have updated our website and collateral pieces to make our hospital program equal in importance on our one-on-one matching program, as we know it's critical for us to visit and seek out patients and caregivers who may be in need of support.
- We have also streamlined our training to emphasize the hospital program in the 2-day training. Additionally, we plan to hold more trainings in 2019 to increase the opportunity for individuals to become hospital volunteers. Based on feedback from our Medical Advisory Board, more patients are treated in an outpatient setting, so we are placing volunteers in treatment centers as well to offer more flexibility around time and location for volunteers.

- We have developed five online courses (Role of Volunteer, Prove You Heard, Undergirding Convictions of CanCare, Dealing with the Ultimates and Cancer 101) These courses help to supplement the 2-day training. These courses will be used as pre-work as well as review. The new digital strategy, new website/rebranding effort and volunteer recruitment collateral will help our recruitment efforts.
- We held trainings in Charleston, Atlanta, Colorado Springs and Houston. 2018 was ranked the top year in having new volunteers trained and most cities participating

Looking towards 2019 we will:

1. Begin our corporate initiative to educate individuals and the companies on how to support an employee who has cancer or a caregiver.
2. Finalize critical framework to allow additional cities to come on board.
3. Fine tune the digital strategy to encourage more patients and survivors to contact CanCare.
4. Focus on our hospital program to build our volunteer force in the hospitals and treatment centers.
5. With the help of a newly formed clergy advisory council and concentrated effort with congregation liaisons we will work to build our referrals and deepen our relationships with congregations.

We will ensure that no one endures cancer alone because we are a mighty community of survivors who lift up and inspire cancer patients and caregivers through one-on-one support, empathy and hope.

Warmest regards,

A handwritten signature in black ink, appearing to read 'A. J. W.', is positioned below the text 'Warmest regards,'.

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\$500- \$999

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CANCARE HISTORY

A cancer diagnosis brings normal life to a screeching halt, followed by an uncontrollable wave of emotions and anxiety about the unknown. Replacing fear with hope has been important to CanCare since it was formed as a 501(c)(3) in 1990. CanCare has an ever-deepening legacy of being there for individuals, caregivers, employers and faith communities that want to provide customized, confidential support to anyone impacted directly or indirectly by cancer.

In 1990, with an anonymous gift and the support of Memorial Drive Presbyterian Church in Houston, Anne Shaw Turnage, a colon cancer survivor, founded CanCare. Faith continues to be an avenue of great hope as more than 300,000 “Annes” have received one-on-one support while they faced cancer since that time—and more than 30 congregations provide a growing faith network of donations and volunteers.