

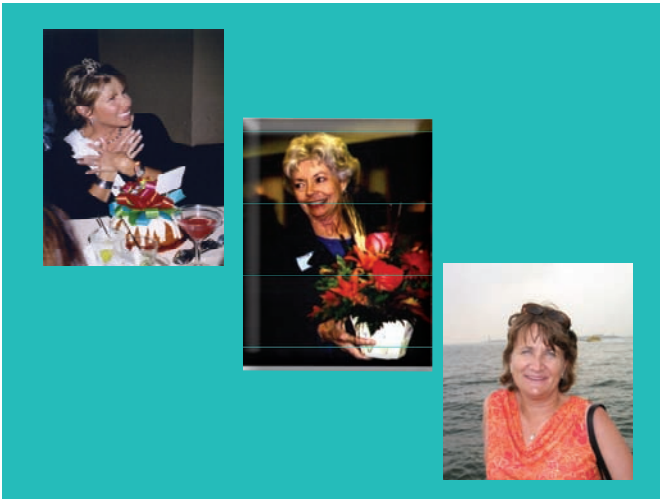


woman to woman CAMPAIGN

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 Buaiz, 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.



What Cancer Cannot Do

Cancer is so limited ...

It cannot cripple Love

It cannot shatter Hope

It cannot corrode Faith

It cannot destroy Peace

It cannot kill Friendship

It cannot suppress Memories

It cannot silence Courage

It cannot invade the Soul

It cannot steal eternal Life

It cannot conquer the Spirit.

Author Unknown

**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!

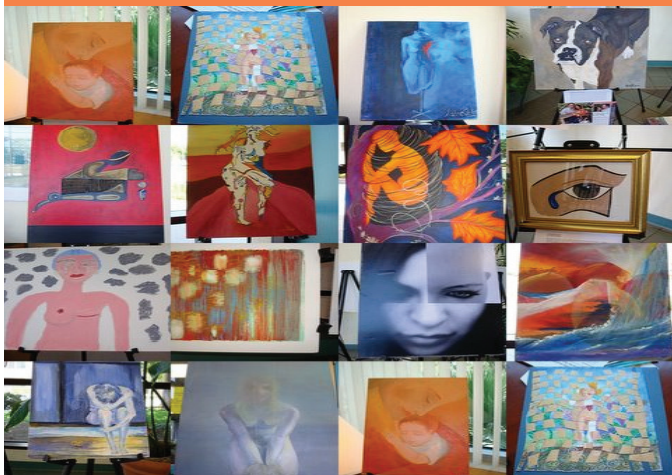
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We deeply appreciate all of you who have helped Pacific Shores Hematology-Oncology Foundation (PSHOF) take our first steps and for those that continue to support our mission and goals as we advance forward with the Woman to Woman Campaign. As promised, 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.

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Jeanne Brodeur

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