



**CANCER
RESOURCE CENTER**
OF THE FINGER LAKES

ANNUAL REPORT 2019 – 2020

A YEAR OF PROGRESS



From the Director: Marilee Murphy



As I wrapped up my first year as the Executive Director for CRC in late June, I reflected on all the progress made this year – even in the face of the COVID-19 crisis. Like all local businesses and non-profits, we

were faced with the challenge of continuing services while the office was closed for 3 months. I am proud that our staff and board of directors were able to pivot and find ways to implement different strategies of working together. Of course, we had no idea how valuable Zoom and other online technology strategies would become when we first started the “pause.” We are growing in how we think and changing in response to this new world that is emerging.

Despite being in lockdown, we continued to stay connected with clients through phone, email and Zoom and all of our support groups moved to virtual delivery. Our hearts have been touched by the added stress for those newly diagnosed with cancer during the COVID-19 crisis. We have also been saddened by the loss of some special, longtime clients during the past year.

You will see in this report the progress made this past year including a change in our organizational database, a newly designed website and many resource updates, and new wellness classes! We are excited to share all that we have done this year.

When Black Lives Matter became a national movement, we committed as a board and staff to continually look at everything we do through the lens of social justice and disparities. Staff and board members understand that doing the necessary work is not a quick fix or easy answer and will require diligence over time. Our intention is to work toward concrete actions that make a difference in how we serve and support communities of color.

We held 2 successful Walk/Run events within 9 months this past year and we have been so moved by those in our community who continuously step up to support us financially. We are profoundly grateful and we thank you. The community’s partnership continues to be as vital as ever as we continue to face the ongoing and longer term economic impacts of COVID-19. Together, we will continue to ensure that no one has to face cancer alone.

Progress

Safety

PROGRESS for Safety



Monica Vakiner, Director of Client Services, conducted online support groups.



This year's Virtual Walk and Run was done in small socially distanced groups or individuals walking on their own. Our community took on the challenge to make a successful fundraiser!

In mid-March we were days away from launching our new CRC Cares About Families program with an event at the Sciencenter, followed by a summer season of FUN-raising get-togethers with donors; and then the whole world changed! Plans were cancelled, postponed, or modified to ensure the safety of our staff and clients and avoid possible Coronavirus exposure.

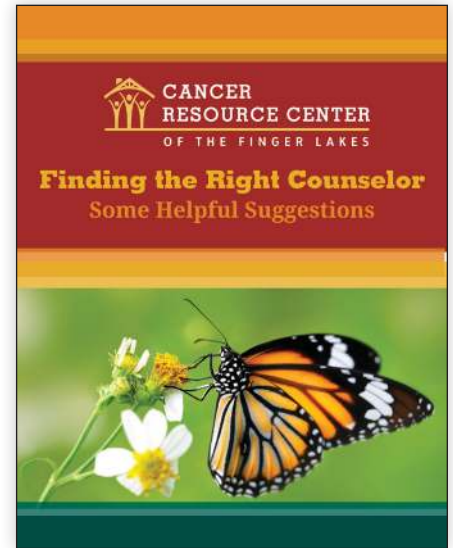
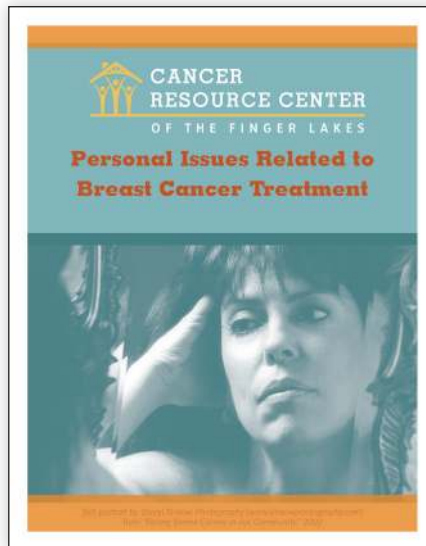
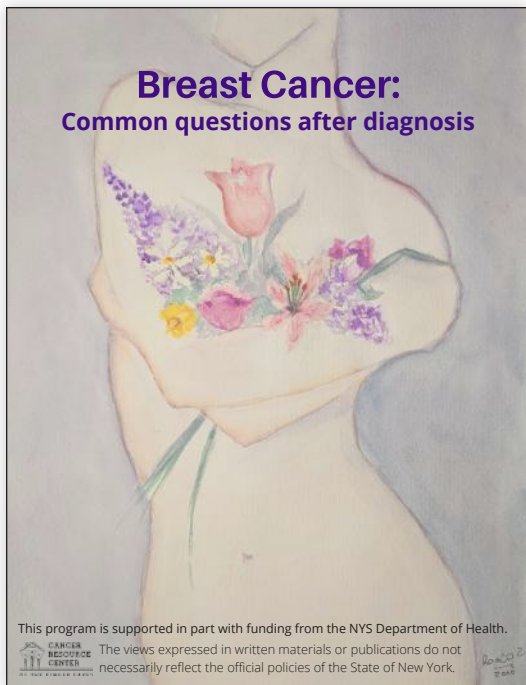
Health and safety have always been a top priority for the Cancer Resource Center. Our clients often have compromised immune systems, so the first change we made was to switch all of our support groups to be online using the Zoom platform.

While online support groups have proven challenging for some, others found it enabled them to join us and we were happy to see some faces that we had not seen in a while. People who had no transportation to our office or didn't want to expose themselves to any sicknesses (let alone COVID-19) were happy to have a way to attend support groups remotely. We do look forward to seeing clients in person again in the future, but will ALSO be exploring ways to continue offering online options as well.

We also decided to move our annual Walkathon and 5K Run from October to the summer months and hold it as a virtual event. Our event coordinators on staff, Jyl and Sharon, pulled together a brand new event in record time! And our community showed great support. Many thanks to all!

PROGRESS for Increased Support

When diagnosed with cancer, it can feel overwhelming. There are so many decisions to make and consider. CRC takes pride in helping clients find resources and information that empowers decision-making and helps to relieve the sense of unease. We made progress this past year on updating, as well as creating, new resource guides and pamphlets. These guides can be found on CRC's newly redesigned website, which was launched in July 2020.



Our new pamphlet, "Finding the Right Counselor: Some Helpful Suggestions," offers tips and suggestions for finding the right match of a counselor.

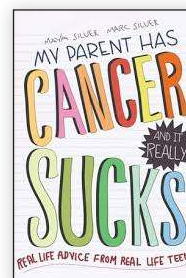
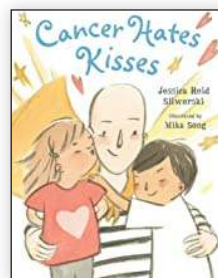
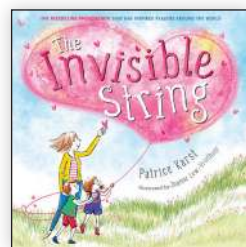
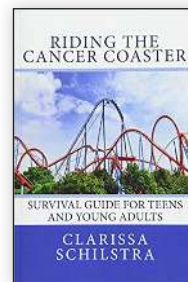
Thanks to funding from the NYS Department of Health we were able to update "Breast Cancer: Common questions after diagnosis" and create "Personal Issues Related to Breast Cancer Treatment." These 2 resource guides are especially helpful for individuals who are newly diagnosed and going through treatment for breast cancer.

Increased

CRC provides information on support services available in Tompkins and surrounding counties through its guide - "Cancer Support Services for the Finger Lakes Region." In updating the guides and information, we made sure that resources and information could help answer questions such as these and many more: Who offers financial help with medical and drug costs? Where is there a local support group? Who gives rides to medical appointments locally and out of town?

Thanks to the generous support of the Emily Saryn Overby Koretzky Memorial Fund, we were able to newly design a "CRC Cares about Families" resource packet. This provides tips and support for families when a parent or close family member has cancer and there are young children or teens in the household.

CRC volunteers and staff researched books for children and teens and identified several to give as a gift to families while supplies last. We also updated our extensive lending library of books for families. We have formed a new collaborative partnership with the Sciencenter and CRC now offers free day passes for families facing cancer.



CRC Cares About Families



Do you have a cancer diagnosis?
Have you found the words to tell your children?
How are they coping?

Cancer Resource Center of the Finger Lakes offers support to you and your family.

- One-to-one assistance & family meetings
- Coping strategies and talking points
- Connections to community resources
- Books for children and teens



CANCER RESOURCE CENTER
OF THE FINGER LAKES

607-277-0960 • info@crcl.net
612 W. State St. Ithaca, NY 14850 • www.crcl.net

Support

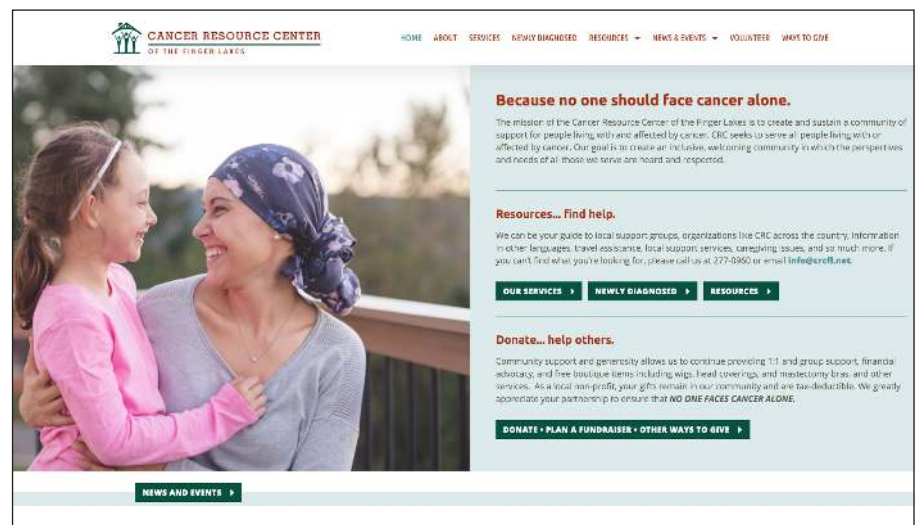
PROGRESS for a Better Future

You can't see it, but it's there. This past year included a change in our organizational database and with that, our infrastructure is stronger and more efficient than ever! We're still learning about the amazing statistics we can glean from our data.

We will use the data to better understand service utilization and to help us improve our services going forward. We also look forward to being able to submit stronger applications for grants and other funding for future programming.

Another foundational component to our work is our website and CRC recently launched a new look and design for its website, thanks to the help of Jackie at Flourish Design Studio. When you visit our new site, you'll be able to easily find information about cancer by type, cancer treatment effects, local medical, financial and wellness resources, and the many support programs we offer. Check it out! We're still at the same address: crcfl.net.

Our newly redesigned website provides easier access to information and services.



Future

Impact

PROGRESS for Impact

2019 Statistics

VOLUNTEERS

- 1,642** hours in the CRC office
- 2,107** hours at Cayuga Medical Center (CMC)
- 2,800+** patient interactions at CMC in chemotherapy and radiation medical suites



*Brenda Zavaski, CRC
Volunteer*

CLIENT DEMOGRAPHICS showed that we continue to have our highest concentration of clients (**49%**) located in Ithaca, including both the town and city.

SUPPORT GROUPS: Attendance at support groups has continued to rise. We held **158** support groups in 2018, and **287** in 2019. Total group attendance was **1,800** in 2018, and increased to **2,318** in 2019.

ONE-TO-ONE SUPPORT: Provision of one-to-one support remains strong as a core service and in 2019 we recorded **585** client interactions with cancer survivors to provide guidance and emotional support, and **173** with caregivers. There were **177** referrals made to community resources.

TRANSPORTATION: Demand for transportation on the Cornell bus to travel to NYC for second opinions and/or cancer treatment increased in 2019. Over **1,300** bus reservations were made or modified in 2019. CRC staff play an integral role in providing this service by handling all interactions related to making, modifying, and cancelling reservations for our clients.

BOUTIQUE SERVICES: The addition of the mini-boutique at Cayuga Medical Center has been helpful for clients to access boutique services while already there to receive treatment and this has been well received. Data reflects that **144** boutique services were provided at the office and **40** at the hospital.

FINANCIAL ADVOCACY: **54** clients received financial advocacy support in 2019, which included help with applying for financial assistance, social security disability, Medicaid and/or other programs.



CANCER RESOURCE CENTER

OF THE FINGER LAKES
www.crcfl.net

612 West State St.
Ithaca, NY 14850

OUR MISSION

to create and sustain a community of support for people living with and affected by cancer

BOARD OF DIRECTORS

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Vice President
- Andrew Novakovic
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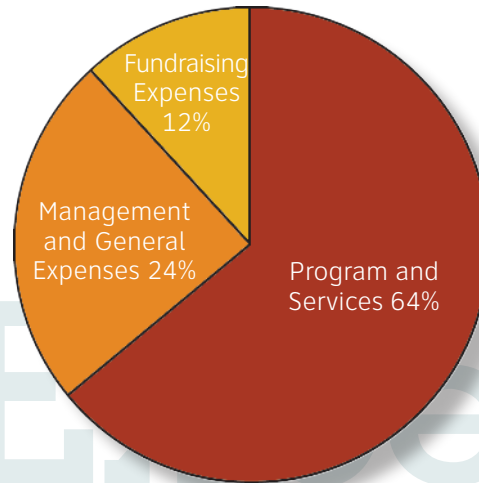
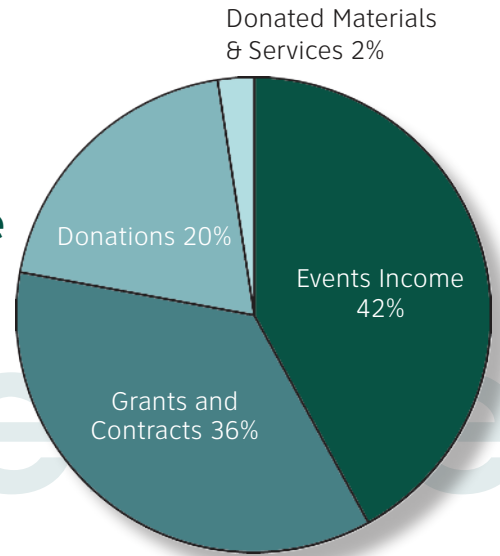
CANCER RESOURCE CENTER STAFF

- Marilee Murphy**
Executive Director
- Monica Vakiner**
Director of Client Services
- Rocio Zepp**
Client Services Associate
- Jyl Dowd**
Event Coordinator
- Sharon Kaplan**
Director of Volunteer Services

2019 Financials

FY 2019 Revenue

Total: \$502,050



FY 2019 Expenses

Total: \$491,277

Thank You
to our
Major
Fundors

- Cayuga Medical Center
- Community Foundation of TC
- Emily Saryn Overby Koretzki Memorial Fund
- NYS Department of Health
- Tompkins County/
City of Ithaca
- Triad Foundation
- United Way of Tompkins County
- Yaman Foundation



Thank you to all our individual, Walkathon/5K, corporate, and foundation donors.

Donations allow us to provide all our services for free.
Give at www.crcfl.net or contact us at info@crcfl.net.