

CANCER RESOURCE CENTER
OF THE FINGER LAKES



ANNUAL
REPORT

21 / 22



CANCER RESOURCE CENTER OF THE FINGER LAKES

March 2023

Hello Friends of CRC,

It's been some time since the Cancer Resource Center of the Finger Lakes has put out an Annual Report and I want to express how excited and proud I am of the team that put this together! I hope you will enjoy the updates and celebrate the successes with us.

Over the past two years we've accomplished a lot and made several changes—some more visible than others. We've faced challenges, identified needs, filled operational gaps, and grown our engagement with the community. Through it all, the CRC Team, our Board, Donors, and our amazing Volunteers have continued to be dedicated, supportive, patient, and caring without fail.

With a conjoined effort, we are innovating, growing, and planning the next best steps for a sustainable future. We are reaching out to the entire community to tell our stories and share our mission. We're striving to reach underserved and overlooked populations who need our supports but don't know who we are—to educate them that early detection saves lives and that we are here for them too.

Planning for CRC's future sustainability must be about our "WHY." Serving our mission and working to make sure "No one faces cancer alone," is WHY we do what we do! If we can't directly connect what we do to our mission, we're not heading in the right direction. "We can't change the direction of the wind, but we can adjust our sails to still reach our destination."

There are many different reasons people choose to support our mission—as a survivor, you may want to "give back," as a caregiver, you may feel called to serve, the loss of a loved one to cancer can be a powerful influence, or you may simply believe strongly that no one should face cancer alone. No matter the reason, your dedication helps us make sure that people who are struggling with this indiscriminate disease have the support they need to thrive!

With Gratitude,

Kim Pugliese
Executive Director



(Kim & CRC Resident Pupper, Dolcie!)

Hey, Team CRC! Why do YOU serve our mission?



Kim Pugliese
Executive Director

Because Cancer Sucks! And knowing that the work I do matters! The Cancer Resource Center makes a difference to so many people suffering with this indiscriminate disease.

Jennifer Northrop
Program Director

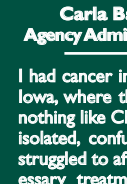


I am at CRC because I strive to make a positive impact and to be of service to others. I take pride in supporting our mission so that no one faces cancer alone, and I truly enjoy getting to know clients, volunteers and community partners. One of my passions is reaching people in rural communities who are affected by cancer so that they can utilize CRC services.



Bert Scholl
Client Services Specialist

Just months after being diagnosed with cancer in 2007, it became clear to me that part of my role in this life would be to support others as they navigated their way through their own cancer diagnoses. Each day I am here at the Cancer Resource Center, I have the privilege of supporting members of our community who are vulnerable and afraid; unsure of how they are ever going to get through what seems like an insurmountable diagnosis. We are a profoundly valuable asset to our community and I love the work I do here.



Carla Baudrons
Agency Administrator

I had cancer in 2020 in Iowa, where there was nothing like CRC. I was isolated, confused, and struggled to afford necessary treatment, wigs, and mastectomy products. Today, I serve with this wonderful agency to provide others the experience I wish I'd had then. I'm honored and humbled to be a part of CRC.

What it All Boils Down To...

Our mission is to serve people living with or affected by cancer in the Finger Lakes region. All our services are free. Our goal is to create an inclusive, welcoming community in which the perspectives and needs of all those we serve are heard and respected. Because **no one should face cancer alone.**



Our Services

ALL FREE!

- **One-on-One Support**
from our caring staff & volunteers
- **Peer-to-Peer Connection**
from survivors and caregivers
- **Small Groups**
for all cancers, genders, and caregivers
- **Wellness Classes**
including yoga & meditation
- **Limited Financial Assistance**
for cancer-related hardships
- **Boutique Services**
- **Special Programming**

Free to the
Public

Educational
Series

Living Well With Cancer

THE *Emily Virkler* BOUTIQUE



- **Wigs & hairpieces**
- **Cuts & styling**
- **Breast prostheses**
- **Mastectomy bras**
- **Surgical bras and drain solutions**
- **Soft sleeping caps**
- **Warm hats, socks, mittens, & scarves**
- **Care items**

Our in-house boutique provides one-on-one care from our experienced and gentle staff and stylist volunteers. We are thrilled to be able to offer our clients a variety of new and donated items, care supplies, product samples, salon services, and referrals for their cancer journey. The boutique is open by appointment only, in order to ensure our undivided attention.

We serve anyone affected by cancer in the Finger Lakes region of Central New York. We're a small agency, but we're here for YOU. If you have an idea for a particular service, volunteer opportunity, support group, or event we could offer, please let us know! Email info@crclf.net or submit your idea anonymously at crclf.net/suggestion-box



Let's Catch Up...

BLACK TOWN HALL

HONORING BLACK BODIES THROUGH PREVENTATIVE HEALTHCARE



One of the objectives of CRC is to connect in a meaningful and educational way with the BIPOC community. Working with South Side Community Center and the veritable Denise Lee (pictured with Kim Pugliese below) of the Delta Sigma Theta Sorority. The team put together an amazing collection of presenters for a live Town Hall.

Our amazing panel of speakers included: Dr. Tran Tu Huynh, DO – Specialty – Breast Cancer Surgeon, Dr. John Clarke – MD, MBA, MS, FAAFP - Director Occupational Medicine Cornell, Glen Willock MS, MHIA, MPhil. - Assistant Professor - Health Administration & Public Health Programs, Roberts Wesleyan College, School of Business, Herb Alexander – Chief Diversity Officer Cayuga Medical Center, Dr. Sharon Bryant - Breast Cancer Survivor -PhD



–Associate Dean of Diversity, Equity and Inclusion, Decker College/Co-Director, STEP and UBMS/Associate Professor, MPH and Nursing, Rich Murray – Prostate Cancer Survivor, Cal Walker –Community member, educator and social entrepreneur, Khalil Bey –Artist, author, actor, social activist and Cancer Survivor. The event was hosted by Dr. Nia Nunn, Board Chair for South Side Community Center and Associate Professor of Education at Ithaca College.

WALKATHON & 5K



September 17th, 2022 marked our 28th annual Walkathon & 5K and we were back in person this year at beautiful Cass Park, and this year we decided to make it a COLOR RUN!

The day was filled with fun, from zumba in the morning to poofs of color along the route, and healthy snacks and music at the finish line.



We celebrated our 20th-year partnership with Omicron Nu Omega Chapter (ONO)! Dr. Peggy Odom-Reed, a 30-year Life Member in Alpha Kappa Alpha Sorority, Inc., served as the captain for Team Alpha Kappa Alpha 1908 in this year's Walkathon. Since 2008, ONO's team has raised over \$45,000.00 and recruited more than 275 members, being ranked as the first-place fundraising team that raised over \$6,000.00 in 2022. Team Alpha Kappa Alpha 1908 walked and raised funds in loving memory of Ava Romona Barron, the youngest sister of our Chapter President Dr. Tanya Saunders, a 31-year Life Member in Alpha Kappa Alpha Sorority, Inc.



As always, we had a terrific time connecting with our community, honoring survivors, and remembering loved ones at this beloved event. Be sure to save the date for 2023's Walkathon on Saturday, October 7th!

The Emily Virkler Memorial Boutique Dedication

Thanks to generous support from Triad Foundation and CSP Management and the Eshelman family, our in-house boutique got a major facelift and a grand re-opening in 2022. We were thrilled to be able to host the dedication event in our healing garden surrounded by Emily's generous spirit.



Emily Eshelman Virkler

was one of our clients who passed from brain cancer in 2017. Her legacy of love and vibrancy will forever live on in the hearts of those who knew her, and now offers hope and courage to others through our boutique services.



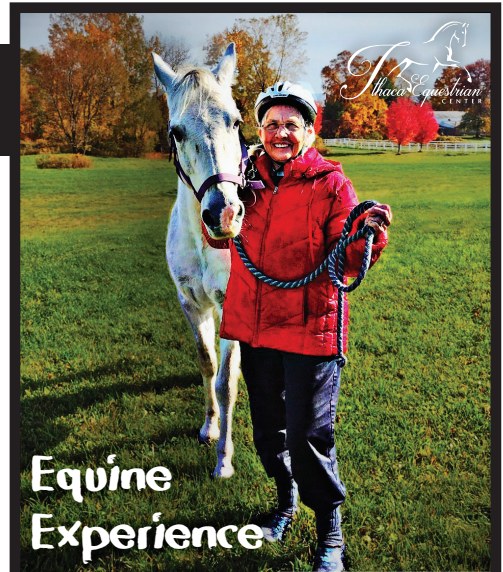
Getting Out There!

In an effort to support and serve as many people affected by cancer as possible, CRC has tabled at a variety of locations and events over the past couple of years. These include, but are not limited to:

- Grassroots Festival
- Mac 'n Cheese Bowl
- Gus Macker Tournament
- Movies in Stewart Park
- Southside Health Fair
- Juneteenth Community Health Fair
- Enfield Rhubarb Festival
- McLean Community Health & Wellness Festival



We are always seeking new ways in which to connect and engage with our community, and we know the importance and impact that outreach has. That being said, CRC continues to reach out to area agencies and organizations such as libraries, county offices, and other non-profit organizations to share information about the available services and supports offered.

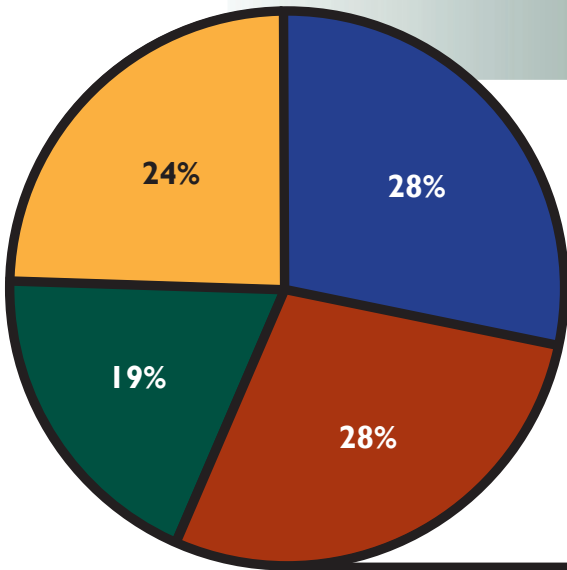


Equine Experience

In partnership with Ithaca Equestrian Center, we've been able to continue providing enriching experiences engaging with and learning about these gentle, majestic giants. Horse therapy works! Here's what one participant had to say after the event:

"I was inspired to sign up this time after listening to another participant share how the experience affected her. I didn't know how therapeutic it was going to be. It keeps you in the moment. It was the education I didn't know I wanted!"

Let's Talk About Money



CRC Revenue

- Donations
- Events
- Contracts
- Grants

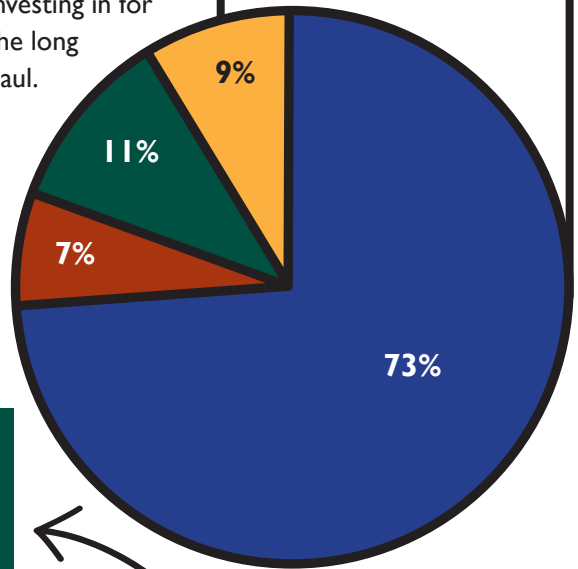
The Cancer Resource Center has no billable service. What that means is there is currently no way for us to collect revenue for the invaluable services we provide. **All supports offered by the CRC are free to anyone affected by cancer.**

The only sources of revenue that sustain the agency are grants and donations, which is why we are currently looking to collaborate with partners in order to investigate more

sustainable sources of revenue and build a strong Development Program (which can take 3-5 years to establish sustainable income). We believe that the services and supports that we provide our clients are worth investing in for the long haul.

CRC Expenses

- Management & Admin
- Programming
- Organizational Expenses
- Fundraising



Donor Spotlight



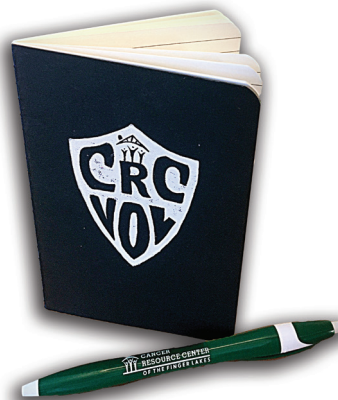
Paul & Barb Eshelman

We gladly support the Cancer Resource Center of the Finger Lakes because of the personal services and relatable support group it provided for our 30-year-old daughter and her family as she lived with cancer for over ten years. Close, caring friendships formed in CRC's Young Adult support group and a variety of invaluable resources were made available to our family at a very challenging time in our lives. Contributions to CRC make these life-giving services available to anyone in need in our area.



← **Donate to the Emily Virkler Boutique!**

IT'S
GREAT
TO BE
A...



Nothing is as strong as the heart of a volunteer. Over the past two years, our incredible volunteer team has gone above and beyond to help support our mission in many ways. Here are just a few...

- Provided one-on-one patient support at Cayuga Medical Center's chemo and radiation suites
- Tabled with us at festivals and special events to share information about our services
- Knitted and crocheted soft hats for patients experiencing hair loss because of chemo
- Sewed "Comfort Bags," head scarves, and port pillows for the Emily Virkler Boutique
- Sent letters, cards, and made phone calls to check in with clients and brighten their day
- Hosted their own community fundraisers for us among their peers and networks
- Washed and packaged donated boutique items
- Helped at our annual Walkathon
- Assisted with agency admin tasks

Volunteer Spotlight



Ju Hee Kim

I am volunteering with the Cancer Resource Center because of the center's long devotion to bettering the community for cancer patients. I started with my personal desire to interact with patients, however as I continued volunteering, I met many patients who appreciate the various services the center provides to the clients. These conversations make me feel very rewarded and proud to be a part of the CRC!

Apply to Join our incredible Volunteer Team online at www.crcfl.net/volunteer



Hey, CRC Board! Why do YOU serve our mission?



Jerry Dietz

I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die, for the harder I work the more I live. Or, put another way, Service is the rent we pay for our room here on earth.



Melissa Osgood

The CRCFL has been an amazing resource throughout my cancer journey and I'm happy to help advance their mission as a board member. They always have time to answer questions, share a resource, tote bag or head covering, and always takes the extra step to make you feel important and that you matter. They also remind you to celebrate the victories—no matter how small—while also lending a kind ear or gentle shoulder for the challenging days.



Karl Paulnack

I had a Whipple for a pancreatic tumor at CMC in 1994 and spent a month in ICU and 4 North. I want to "give back" in retirement to be of service to the people who come after me, both cancer survivors and medical providers as well. I celebrate being alive by being of service to others.



Jen Gabriel

My best friend was diagnosed with brain cancer at 30 and I witnessed the important work of the Cancer Resource Center through her eyes. The CRC's outreach and support groups were such a critical part of Emily's experience that she became a volunteer herself. Five years after her death, I am proud that I can carry on her legacy and give back to our community in her spirit.



Sue Dale-Hall

I learned first-hand how CRC provides support and connection for those going through a cancer experience, when I was diagnosed with Breast Cancer in 2004. My family and close friends benefitted as well. I serve on the Board because I want to help ensure that CRC is here to help others in our community, so that "no one faces cancer alone."



Lenore Schwager

My why is because of having family who have had cancer and have recovered and others who have died from their cancer. I believe that it is important for people not to face cancer alone.



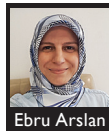
Jill Mayer

Since starting at Ithaca College 8 years ago, I found CRC to be a wonderfully supportive community partner. Collaboration has included CRC helping to recruit participants for on-campus research projects that provided individualized exercise programs to local community members in the home and on-campus fitness settings. Additionally, together we were able to engage IC students with the organization as support persons, volunteers at the Walkathon, and presenters at support groups, Living Well With Cancer series, and the Cornell monthly lecture series. This organization is an invaluable resource to our community members and facilitating student connections can provide great opportunities for all involved.



Mark Kreydt

CRC supports me on my cancer journey, and I have characterized that support to others this way; my support group was like receiving a warm blanket on the coldest day of the year.



Ebru Arslan

After 18 years of a finance professional career in for-profit companies in New York City, I had the chance to fulfill my desire of working in non-profit organizations in Ithaca. Since then I worked in a few and tried my best to serve in many to support the Ithaca community. With its noble mission, diversity of programs, and inclusive approach, CRC is an organization I am honored to serve and would like to be part and supporter of for many years.



Jeff True

My interest in the CRC is related to my father's long battle with prostate cancer. I remember many doctor's appointments, treatments, medications, etc. that my dad endured over three decades. And the possibility that I too could face.



Brian Wilbur

Currently I support the Cancer Resource Center by serving as a member of its board of directors, volunteering in various capacities, and financial giving. The reason I do this is because I believe this: "The mission of the Cancer Resource Center of the Finger Lakes is to create and sustain a community of support for people living with and affected by cancer." Likewise, I believe in the motto that "No one should face cancer alone" is tangible and actionable - and CRC does that.



Kate Shanks-Booth

Cancer is a terrifying and lonely word for anyone to hear, but the Cancer Resource Center does the good work every day to ensure it does not have to be. I wanted to be part of an organization that made a real impact and changed peoples' lives for the better. When I read the CRC's Mission, spoke with their Executive Director, and saw the passion in their Board of Directors, it was a very easy decision join and serve with them.



Tran T. Huynh, D.O.

Simply put, Cancer Sucks! However, having support to get through that journey of treatments and care (before, during, and after) can make a world of difference. I have had so many patients benefiting from the work and support of Cancer Resource Center so being on the board is a great way for me to pay it forward to the community and help take care of people in our community in addition to Medical/Surgical care.



Jennifer Turck

Cancer has hit my family hard with the loss of seven close family members including my four year old nephew in 2009. The Cancer Resource Center provides a diverse array of support groups for cancer patients by people who truly care about them, and expert assistance with accessing the most current information about cancer and its treatment. This outstanding organization is a vitally important asset that brings incredible value to our community by fostering a sense of control through knowledge during a difficult, terrifying time.



We would like to take a moment to express our deepest gratitude for the financial support and encouragement we've received over the past few years from our dedicated funders...



Thank You!



United Way
of Tompkins County



And a big thank you to our faithful donor base, and anyone who has given to our agency, for your continued support and commitment to furthering our mission. We appreciate you all so much.



Save the Date!



Saturday, October 7th, 2023
Cass Park, Ithaca

Follow us on Social Media or sign up to receive our e-newsletter for more information!



/CancerResourceCenter



/CancerResourceCenter



/CancerResource



/@crcfl



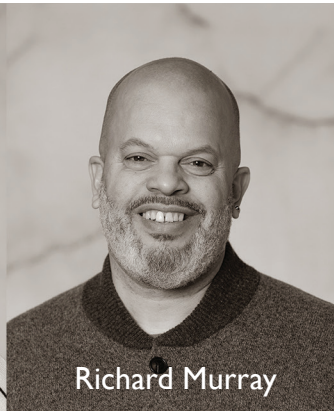
crcfl.net/crcnews



Sara D'Aprix



Jaqueline Zavala



Richard Murray



Lesley Tillotson



Eammon Murphy



Nadia Rubaii



Wede Wilson

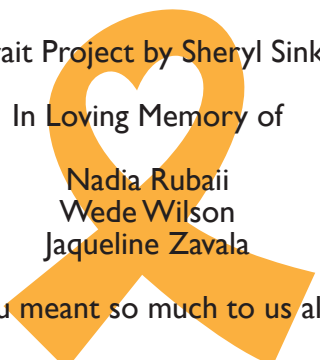


Julia Morgan



Cal Walker

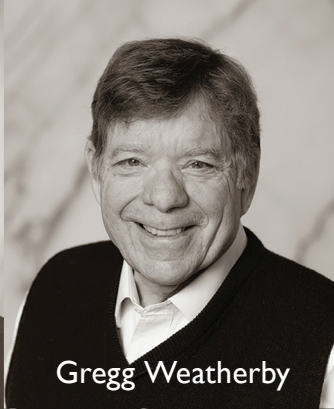
Portrait Project by Sheryl Sinkow
In Loving Memory of
Nadia Rubaii
Wede Wilson
Jaqueline Zavala
You meant so much to us all.



Aafke Steenhuis



Pam Osgood



Gregg Weatherby



Diane Conneman



Melissa Osgood