

Hope  
Strength  
Courage  
Support

# 2018 ANNUAL REPORT



Cancer Resource Center  
of  
Western Maine

[CRCofWM.ORG](http://CRCofWM.ORG)



## DEDICATED TO SHANNON LOUISE MOXCEY

September 4, 1970 - March 30, 2019  
The Cancer Resource Center of  
Western Maine dedicates this  
Annual Report to Shannon Moxcey  
for her service on the Board of  
Directors and for her commitment  
to community service and giving  
back to those around her.



## CANCER RESOURCE CENTER OF WESTERN MAINE (CRCWM)

### 2018-2019 BOARD OF DIRECTORS

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Tammy Baker Silver  
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Stephens Memorial Hospital

### STAFF & FOUNDERS

Diane Madden  
*Director of Operations & Development*

Barbara Deschene  
Suanne Craib  
David Wilson  
*Co-Founders*

199 Main Street (SMH Specialty Clinic)  
Norway, ME 04268  
CRCofWM.org | (207) 890-0329

Cancer Resource Center of Western Maine is a 501(c)  
3 nonprofit organization. As such, gifts and donations  
are tax deductible to the extent of IRS regulations.

## A NOTE FROM OUR DIRECTOR

Dear Friends,

I am pleased to share with you the first-ever Annual Report of the Cancer Resource Center of Western Maine (CRCWM). Since 2015, the Center has been helping cancer patients navigate the emotional terrain of a cancer diagnosis by offering a network of support, free wellness programs and a variety of comfort items to individuals and families impacted by cancer.

The concept of a Center began in 2013 with a small group of visionary cancer survivors from the Norway area, who recognized the lack of resources available to cancer patients in Western Maine. Over the next few years, these co-founders visited other cancer centers across Maine, pitched their plan to the local hospital, formally organized, and finally opened their doors in 2015. Today, CRCWM is an independent 501(c)3, located on the campus of Stephen's Memorial Hospital in Norway, Maine. We share a unique relationship with SMH; however we are not part of the hospital system.

As the result of generous donations from individuals, local businesses and private foundations, we are able to offer our many programs free of charge - helping those affected by cancer experience hope.

The stories and photos in this report are only a snapshot of the impact our Center has had in Western Maine—none of which would be possible without the support of our dedicated team of volunteers, generous donors, and close-knit community.

I invite you to stop by the Center and see what a rural Maine community is doing to ensure that no one has to face cancer alone.

Warm regards,



*Diane Madden*

Diane Madden  
*Director of Operations & Development*



## A BOLD VISION

Finding support for those impacted by cancer outside of Maine’s populated centers is difficult. A local cancer resource center seemed logical when Stephens Memorial Hospital expanded oncology services and hired their first patient navigator in 2012. The inspiration to further help patients navigate the emotional terrain of a cancer diagnosis was spearheaded by three local survivors who took the steps to make it happen. In 2013, the co-founders visited three cancer centers across Maine, pitched their plan to the hospital, and began to get organized. By 2014, they had conducted a survey with local survivors, formed a steering committee, and began to realize their dream by starting a handful of programs. We share a unique relationship with Stephens Memorial Hospital but are not part of the hospital system.

## PROFOUND NEED

One in four Mainers faces a cancer diagnosis in their lifetime. From diagnosis to treatment and post-treatment, cancer is, for most patients and their families, one of the most frightening times of their lives. Cancer Resource Center of Western Maine (CRCWM) was founded in 2015 as a place where those affected by cancer can go to participate in a variety of wellness programs and find supportive resources as they deal with the challenges of cancer.

## MISSION FOCUSED

CRCWM is committed to serving and embracing anyone affected by cancer in a community that offers hope and caring through support, education and concepts in healthy living.

*“You’re not expecting a cancer diagnosis and often don’t know where to turn. We offer hope through our many free programs and services.”*

*Barb Deschenes, Co-Founder*

As a newly established non-profit, with a clear track record of credibility and success, CRCWM strives to create the infrastructure to support a growth in services that allows us to meet increasing demand and to serve a wider geographic area.

CRCWM is a comforting place to go to receive information, support and perspective after a diagnosis, whether in pre-treatment, treatment, or post-treatment. It is also a place for caregivers or friends to come and find out how they can help a loved one. Whether you participate in one of the centers many programs or just stop in for a visit, **you are never alone!**

## ORGANIZATIONAL ACCOMPLISHMENTS

**2012:** Cancer Patient Navigator hired by Stephens Memorial Hospital

**2013:** Survivors begin to organize and support program survey is distributed at ACS Relay for Life

**2014:** Site visits and organizational plan developed; community meetings held

**2014:** Specialty Clinic space painted, furniture purchased, volunteer coordinator begins and first support group meets

**2015:** Center opens 2 days per week, creative programs begin and wig bank organized

**2015:** Steering Committee formed, visioning sessions held. Logo designed, website goes live, Articles of Incorporation filed

**2016:** 501(c)3 status received, Wellness programs launch, fundraising begins and part time staff hired

**2017:** Board retreat held, Caring Coupon program begins, 1st Annual Turkey Trot 4 Hope, and grants received from Stephens Memorial Health Care Foundation and Next Generation Foundation

**2018:** First Executive Director hired, Development Consultant contracted to assist with fundraising and capacity building



## LOOK WHERE WE STARTED & WHERE WE ARE NOW!



We offer over **20 different free** activities & programs.



Our attendance at activities is up **35%** in 2018 vs 2017.



The number of people **dropping into the Center** in the past 2 years has **increased 41%**.



We average **44 client visits** to the Center per month.



In 2018, an average of **51 people** have **attended** our programs per month.



We have **15 volunteers** who help on a **regular basis** and **45 volunteers** who help with **special events**.



We have given out **70% more comfort items** than in 2017. An average of **31 comfort items** are given out per month.



**Hours of operation** have **increased 200%** from when we first opened. In 2015, the Center was open 6 hours per week and is **now open 18+ hours per week**.



## OUR PROGRAMS

### WELLNESS PROGRAM

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CRCWM is committed to making wellness programs, education and resources easily accessible through a variety of partnerships throughout the community. Staying active is an important part of cancer treatment, recovery and overall well being. All wellness programs are free to anyone impacted by cancer both survivors and caregivers.

**Free Programs and Activities include:** Support groups, yoga, self reiki, meditation, lending library, creative expressions activities, exercise classes, caring coupons, swimming, kayaking, comfort items such as wigs, port protectors, hats, scarves and more.

### SURVIVORSHIP CARING COUPON PROGRAM

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**Reiki • Massage • Reflexology • Therapeutic Yoga**

The Caring Coupon Program is for cancer survivors currently in treatment or up to 6 months after treatment. Survivors receive 4 coupons and their caregiver receives 2 coupons, to be used for their choice of sessions including Reiki, Massage, Reflexology or Therapeutic Yoga from a list of area Wellness Providers. Providers have gone through an approval process with the CRCWM's program committee. For more information on Caring Coupons stop in at the CRCWM or call (207) 890-0329 for more information. CRCWM reimburses Wellness Providers for their services. This program is made possible by grant funding restricted to providing a variety of Wellness Programs for cancer survivors and caregivers.



Creative activities provide opportunities to manage stress and make new friendships. CRCWM offers workshops from jewelry making to knitting, painting, drawing, stamping and more; no experience is needed and all supplies are provided.

### SWIMMING FOR WELLNESS

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Swimming passes are available through a partnership with the Hampton Inn, Oxford, in their saltwater pool. This new program includes a one month unlimited pass for cancer survivors who have been out of treatment from six months up to five years. Their caregiver is also eligible to receive a one month pass as well.

### KAYAKING FOR WELLNESS

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Kayaking for Wellness, a new program in 2018, met every Saturday from June through the end of August from 9:00 to 11:00 at the public boat launch located at Pennesseewassee Lake Park on Rt. 118 in Norway. Special thanks to Sarah Carter at Healthy Oxford Hills for sharing her love of kayaking and teaching the basic skills for a safe and fun paddling experience. Anyone impacted by cancer including survivors, family members and caregivers is invited to attend.

Bonnie VanDurme (below) provides Reflexology to patients as part of the Caring Coupon Survivorship Program. Bonnie's goal is to bring her clients to a complete sense of Homeostasis while working on their hands, feet or face. And, it brings her as much peace as this client testimonial boasts. *"Bonnie is a delight to work with as she is very professional and has a true passion for her work. I believe that the reflexology sessions have improved my everyday life."*



## INDIVIDUAL FUNDRAISING EVENTS

Independent fundraising events (IFE's) are a great way to show your support and raise funds for CRCWM. An independent fundraising event is any event or activity organized and/or hosted by a third party individual or group for the partial or entire benefit of CRCWM. Our supporters have hosted Golf Tournaments, Ice Cream Socials, School Dances, Birthday Parties and more. Download the IFE application from our website.



### NCC Ladies Golf Association Drive Out Cancer

Thank you to the Ladies Golf Association at Norway Country Club, participants, sponsors and all who donated an auction item for the 2018 Drive Out Cancer Golf Tournament. Now in its 5<sup>th</sup> year, this independent fundraising event has raised over \$32,000 for the Center.



### Norway Soft Serve Fundraiser

Thank you Brenda Fickett at Norway Soft Serve for a successful fundraiser and for helping us LICK Cancer!

### Matt Stone's Birthday Celebration

Thank you Matt Stone for raising \$4700 in celebration of his 30<sup>th</sup> birthday, Matt wanted to honor the many family members he has lost to cancer. Held in Portland, the party included over 100 friends and family, music, raffle prizes and lots of fun. We can't thank you enough, Matt!



## SPECIAL EVENTS



### Volunteer Appreciation Event, May 17<sup>th</sup>

On Thursday, May 17<sup>th</sup> we came together to honor our many volunteers for helping us grow. We appreciate and value their commitment of time and can't thank them enough for all they do. Are you interested in volunteering? Contact the Center to learn about the many ways to help.



### National Cancer Survivors Day, June 1<sup>st</sup>

An annual event at CRCWM, over 50 cancer survivors and caregivers joined together on Friday, June 1 for lunch to Celebrate Life. Anyone living with a history of cancer from the moment of diagnosis through the remainder of life is a cancer survivor according to the National Cancer Survivors Day Foundation. In the United States alone, there are more than 15.5 million people living with a history of cancer.



### Summer Wellness Event

Our annual Welcome to Summer Wellness event was held at Posabilities in June. Participants chose from sampler sessions including: Laughter Yoga, Thai Yoga, Chair Reiki, Hand Reflexology, Guided Meditation and Yoga Warriors.



### Healing Through Music

Musicians from the Sebago-Long Lake Music Festival performed a "Healing Through Music" concert bringing the joys of chamber music to the Cancer Resource Center of Western Maine. The concert was held in the historic barn at McLaughlin Garden and Homestead in South Paris.

*"Cancer interrupts life, and when you pick it up again, it's not always where you left off."*

Suanne Craib, Co-Founder

## OUR 2<sup>ND</sup> ANNUAL TURKEY TROT WAS A BIG SUCCESS!



**THANK YOU** runners, walkers, volunteers and sponsors for braving the cold and participating in the 2<sup>nd</sup> Annual Turkey Trot 4 Hope to benefit CRCWM. Despite the frigid weather on Thanksgiving Day, 163 participants started their day by getting some exercise and giving back to the community. Organizers are grateful for the tremendous support that helped to raise nearly \$8000 for those affected by Cancer in Western Maine.



### OUR SPONSORS

#### Big Tom

Sunday River

#### Gobbler

Ripley & Fletcher Ford, Strategic Media Inc.

#### Drumstick

Stephens Memorial Hospital

#### Harvest

Bearfoot Realty

Bessey Motor Sales

Bisco Properties

Blue Elephant Catering

Chalmers Insurance

Grassroots Graphics

The Inside Scoop

Norway Savings Bank

Rising Sun Cafe and Bakery

Schiavi Custom Builders

Turnbull Team at Portside

Real Estate Group



### MORE THANKS TO...

Beth Dimond Comeau Photography  
Dan Hart, Guy E Rowe School  
Town of Norway Highway Department  
PACE Ambulance  
All Sports Event & Timing Services  
Mallory Cash, Emcee  
Kristen Short, National Anthem

#### Prize & Goodie Bag Donors

Sunday River  
New Balance  
Impact Melanoma Foundation  
Concentra  
290 Main Street  
Dunkin Donuts South Paris  
DownEast Magazine  
Table Talk Pies  
Spruce Moose Inn & Cottages

#### Top Fundraiser Award

Congratulations & thank you to Nancy Hohmann & Belle for raising over \$2000.



## SEE YOU ON NOVEMBER 28<sup>TH</sup>, 2019 (THANKSGIVING DAY) FOR OUR 3<sup>RD</sup> ANNUAL EVENT. REGISTER NOW:

[RunSignup.com/Race/ME/Norway/TurkeyTrot4Hope](https://RunSignup.com/Race/ME/Norway/TurkeyTrot4Hope)

**FUNDRAISING IS OPTIONAL. CREATE A TEAM.  
WE APPRECIATE YOUR SUPPORT!**

*"I have truly found JOY since finding the Center."*

*Judy from Canton*

## THANK YOU TO OUR DONORS!

Building on the extraordinary vision of its founders, CRCWM is ready to expand and increase our impact to meet the demand for support services and wellness programs to help anyone impacted by cancer improve their quality of life.

Your support of CRCWM is essential to our mission and vision to provide services that enhance life for individuals and their loved ones facing the challenges of cancer. Your donation ensures that people in our community receive the support they need.

### Funds raised will and have helped to:

- Increase our organizational capacity
- Expand and enhance current programs and activities
- Develop and implement a plan for advanced community awareness and strategic growth
- Engage professionals to help develop and implement fundraising plans
- Create a blueprint for organization growth, including a master plan for physical space that enables CRCWM to reach more people
- Support the Patient Services Fund providing assistance to patients in emergency situations with medication and/or gift cards to help with travel and food
- Train volunteers and staff on the current trends and cancer initiatives while addressing the growing needs in our local area

Cancer Resource Center of Western Maine is a 501(c) 3 nonprofit organization. As such, gifts and donations are tax deductible to the extent of IRS regulations.

## IN MEMORIAM

Robert Bizier  
*In Memory of Barb Bizier*  
Blue Elephant Catering  
*In Memory of Lydia Diaz*  
Jeanie & Alvin Brown  
*In Memory of Elwood "Stub" Stone*  
Arthur & Cathy McLean  
*In Memory of Betty McLean*  
Winifred Mott  
*In Memory of Nancy Mott Brew*  
David & Betty Rowe  
*In Memory of Mark Hormel Rowe*  
Jean Saunders  
*In Memory of Lena Rothgeb*  
Judy Stone  
*In Memory of Elwood "Stub" Stone*  
Jeff & Kim Sutton  
*In Memory of Harry Harper*  
Peggy White  
*In Memory of Linda Whitney*

## IN HONOR OF

Marie Boucher  
*In Honor of Jan Cash*  
David & Linda Porter  
*In Honor of Karen Ellis & Judy Knight*  
Stephen Rowe  
*In Honor of Sue Craib*  
Dr. Peter Rubin  
*In Honor of Suzee Weinstein*

## INDIVIDUALS

Barbara Abbott  
Judy Arsenault  
Karen Austin  
George & Beverly Ayers  
Tammy Baker Silver  
Nancy Bamford

Katherine Benthlen  
Mark & Sheila Berman  
Mike Billon  
Kathy Black  
Stanley & Ann Marie Brett  
Tom & Sheila Buckland  
Ernest & Marilyn Businelli  
Shirneen Callahan  
William & Linda Campbell  
Kevin & Terri Carleton  
Geri Carter  
Jennifer Casey  
Jared & Mallory Cash  
Mary Conroy  
Jennifer Cook  
Doug & Sue Craib  
Conrad Davis II  
Jon & Barbara Deschenes  
Jim & Gwen DeWitt  
Jim & Patti Ann Douglas  
Judy Drury  
Nancy Engdahl  
Jason & Jessica Engle  
Robin Engle  
Lawrence & Harriet Estes  
Brett Evans  
Anna Faunce  
Karen Fillebrown  
Richard & Allyson Florence  
Kip & Rich Florence  
Hank & Linda Fore  
Janet Fournier  
Matt Fox  
Shannon Gilmartin  
Alice Goodwin  
Stuart Goodwin  
David & Kathy Greenleaf  
Lloyd & Alana Grover  
Leslie Guenther  
Richard & Janice Guilford  
Karen Hakala  
Micheal & Darci Hamm  
Christopher & Michele Hepburn  
Debra Holden  
Emily Huetter  
Linda Kirk  
Judy Knight

Linda Kronoff  
Kat Larsen  
Nancy Lepper  
Kathryn Letourneau  
Don & Judy Mayberry  
James & Pirkko McBride  
Kathleen McGrane  
Beth McInnis  
Debra McPhail  
Lisa & Chris Miller  
Ted & Sue Moccia  
Susan & Mike Morin  
Denise Morin  
Tiffany Morra  
Judy O'Connor  
Dan & Erin Olson  
Jay & Deb Partridge  
Thomas & Joyce Pero  
Kathryn Pulsifer  
Audrey Raymond  
Jean & Francis Rota  
Daniel & Joanna Sarty  
Brian & Shelly Shibles  
Frank & Connie Shorey  
Jessica Siraco  
Linda Smith  
Genise Stern  
Jeff Stern  
Matt Stone  
Brian & Patricia Sullivan  
Sandra Sullivan  
Roland & Nancy Sutton  
Ted & Judi Sutton  
James & Lorraine Theriault  
Carolyn Thomas  
Helga Thurston  
Eleanor & Brian Tolby  
Sue Van Dehey  
Steve & Ellen Veazey  
Pamela & Patrick Veilleux  
Steven & Richelle Wallace  
Daniel & Lynda Walsh  
Jane White  
Donna & Steven Whitney  
Kelly & Tammy Wright  
Diane & Clyde Yancy  
Robin Zinchuk

## INSTITUTIONS

Amazon Smiles Foundation  
Bank of America  
Bearfoot Realty  
Bessey Motor Sales  
Bisco Properties LCC  
Brook Family Foundation  
Call of the Wild RV Center  
Chalmers Insurance Group  
Congregational Church of East Sumner  
Crossway Family Dental  
Cynthia's Smiles and Laughter Project  
Dunkin Donuts  
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Give Back Yoga and Gaiam Foundation  
Grassroots Graphics  
Hannaford  
Inside Scoop  
Joan & Leonard Engle Family Foundation  
Maine Cancer Foundation  
NCC Ladies Golf Association  
Network For Good  
New Balance  
Next Generation Foundation  
Norway Savings Bank  
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Oxford Federal Credit Union  
Perfect Stitch Embroidery  
Poland Spring Bottling  
Posabilities  
Ripley and Fletcher Ford  
Rising Sun Cafe & Bakery  
Rumford High School Class of 72  
Schiavi Custom Builders  
Short Folks for Hope Foundation  
Smedberg's Farm Market  
Stephens Community Healthcare Foundation  
Stephens Memorial Hospital  
Strategic Media Inc  
Sunday River Ski Resort  
Turnbull Team, LLC  
Town of Norway  
Walmart  
Wellness Connection of Maine  
WJ Wheeler Insurance Agency



## Cancer Resource Center of Western Maine

**CRCofWM.ORG**

### Physical Address

199 Main Street  
(SMH Specialty Clinic)  
Norway, ME 04268

### Mailing Address

PO Box 263  
Norway, ME 04268

**(207) 890-0329**

**info@CRCofWM.org**

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## HOW CAN YOU HELP?

CRCWM relies on the annual support of the community to continue providing free wellness programs, education, support and resources to those impacted by cancer. Giving to CRCWM is easy and it can be life-changing, we are counting on you!

Online donations can be made on our website or mailed to CRCWM anytime.

Additional giving opportunities are available including: In Memoriam, Cash, Stock, Real Estate and Life Income, and Planned Giving. For more information on these types of giving, please contact Diane Madden at [info@CRCofWM.org](mailto:info@CRCofWM.org).

## VOLUNTEERS ARE NEEDED!

If you are able to help in any way, we would be very grateful!

CRCWM volunteers help in the following ways: supervise drop-in hours, set up for programs, create cards and notes for patients, serve as a group facilitator or teach a class, assist with the library, help with administrative tasks, knitting/crochet circle, workshop proctor, hand out comfort items and so much more!

Thank You!