

MISSION
ENGAGEMENT
MidYear Report

Q1

MidYear Report

Q2

2014

the
ULMAN
CANCER
fund for
YOUNG
ADULTS

WHAT IS MISSION ENGAGEMENT?

The Mission Engagement programs at the Ulman Cancer Fund for Young Adults engage patients, survivors, loved ones, and community members in the mission of UCF through transformational survivorship programming, meaningful service experiences, and unique opportunities to connect with others.

These programs and activities include the Cancer to 5K training program, the National College Scholarship Program, and each of our Volunteer Engagement opportunities.

Meet Our Team! MISSION ENGAGEMENT



Krissy Krackowsky
*Senior Program Director for Patient
Navigation and Survivorship*



Laura Scruggs
*Program Manager,
Mission Engagement*



Kim LaBarge
*Program Coordinator,
Volunteer Engagement*



Julie Lanahan
Program Specialist

CANCER TO 5K

Cancer to 5K is a free, 12-week training program designed to introduce or reintroduce cancer survivors to being active. The program is open to all cancer survivors, regardless of treatment status or fitness level. Since the program's inception in 2007, 126 survivors from all over the country have completed the program.



CANCER TO 5K STATISTICS FROM Q1-Q2 2014



Total survivor finishers (all time)
126



Treatment Status
15 Active Treatment
8 Post-treatment (<2 yrs)
4 Post-treatment (>2 yrs)



Volunteers
64 Total Number
36 New Volunteers
11% of Volunteers were cancer survivors themselves



Participation, Spring 2014
31 Total Survivor Finishers
27 New Participants
4 Repeat Participants

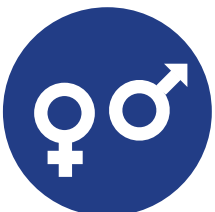


Types of cancer
21 Breast
2 Blood
1 Head/neck
1 GI
1 Thyroid
1 Lung

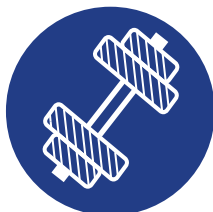


Survivor Impact
100% of survivor participants report that participating in Cancer to 5K has enhanced their survivorship experience greatly

90% of participants felt that they engaged in meaningful social interactions with other individuals impacted by cancer while participating in Cancer to 5K



Gender of new participants
25 Female
2 Male



Physical Activity Level (pre-training)
11 No fitness experience
9 Running experience
7 Other exercise experience

100% of participants plan on continuing their involvement with Ulman Cancer Fund programs and events in the future

CANCER TO 5K HIGHLIGHTS, Q1 & Q2

- Hosted the first annual Cancer to 5K Coaching Symposium in March 2014, during which experts in the field of oncology, social work, and coaching educated each team's coaches on various aspects of their volunteer position.
- Successfully launched the first Cancer to 5K expansion team in Chicago, IL, and leveraged a new partnership with Northwestern Memorial Hospital's Lurie Cancer Center.
- Exhibited at the Conference for Young Women Affected by Breast Cancer and hosted a 5K fun run at Stupid Cancer's OMG Summit for Young Adults Affected by Cancer. 10 participants have been recruited from these two events.
- Enhanced the structure of the program by creating or revising the Cancer to 5K Program Manual, Coaching Guide, Survivor Training Guide, and Expansion Plan.

CANCER TO 5K PROGRAM GOALS, Q3-Q4

- Launch a second expansion team in New York, NY while sustaining and improving the existing team experiences.
- Identify and secure one or more sponsors to either decrease or cover the cost of race shirts, finisher medals, and running shoes for participants.
- Reassess and refine program assessment techniques to better communicate the program's impact.

CANCER TO 5K PARTICIPANT TESTIMONIAL



"My father was originally diagnosed with breast cancer over eight years ago, and had a recurrence last year, so breast cancer was always on my mind. When I first noticed my breast felt "off," my dad was just starting his treatment, and he quickly referred me to his doctor. I found out that I would need surgery, chemo, and radiation. I had just started a new job, and had two kids (ages two and six months). I had surgery, and then started chemo with my dad – a very bizarre "Daddy-daughter" date, to say the least.

I worked through my five months of chemo and eight weeks of radiation, and finished right after the new year. My husband was amazing throughout the experience, and did most of the "heavy lifting" with the kids, as I was always tired from my treatments and working full time. My kids were so young, and I felt robbed of some special moments with them. At the same time, it was also a blessing that they were so young and didn't understand the seriousness of the situation.

I first heard about Cancer to 5K while receiving treatment at University of Maryland. Research shows that being at a healthy weight can reduce the chance of a recurrence of breast cancer. Since I was 37 when I was diagnosed, with a 2-year-old and a 6-month-old, I had no choice but to try anything that can help increase my survival chances.

Through this program, I have learned that dedication and hard work pays off. I have also learned that anything is possible if you put your mind to it and have a good support system behind you. Most importantly, I have new friendships, and I've learned that there are plenty of amazing people out there that have gone through the same thing as I have.

Cancer to 5K also helped me overcome one of my biggest challenges, which is opening up about my cancer, as I normally keep it pretty well-guarded. The program helped me take back control of my fitness level, and in turn, my life. I am happy to say that I have lost over 55 pounds since beginning to exercise in February, completed four 5K races, and am now training for a 10K race."

Tori Selimis

Breast cancer survivor

(pictured above, third from left)

SCHOLARSHIP STATISTICS FROM Q1-Q2

The Ulman Cancer Fund for Young Adults' National College Scholarship Program awards scholarships for higher education, specifically for students affected by cancer through their own diagnosis or through the diagnosis of a parent or sibling. Scholarships are awarded on the basis of financial need, medical hardship, dedication to community service, commitment to educational and professional goals, and how the cancer experience has impacted their lives. Since 1999, scholarships have been awarded both regionally and nationally. Each year, scholarship recipients commit to supporting UCF's efforts in their communities and joining the fight against cancer by coordinating and running a bone marrow registry drive. Scholarships are available for individuals who fall into the following categories:

Young adults undergoing active cancer treatment

Young adult cancer survivors

Young adults affected by cancer through the diagnosis of a parent or sibling

Total Number of Applicants
533

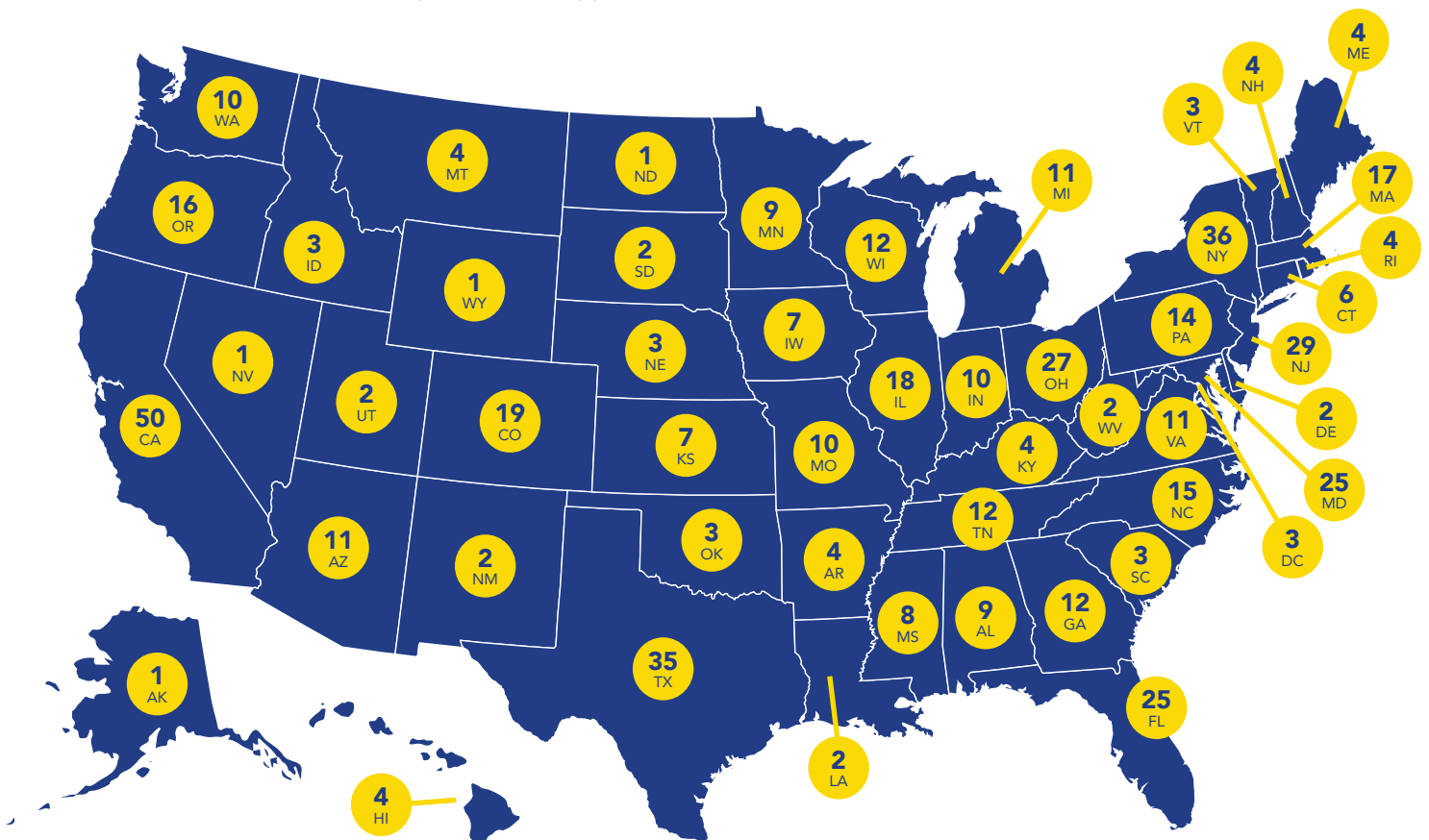
Survivor Applicants
171

Applicants with a parent diagnosed
340

Applicants with a sibling diagnosed
25

Funds distributed
\$65,000

States Represented in Applicant Pool



SCHOLARSHIP STATISTICS FROM Q1-Q2

<i>Scholarship</i>	<i>Awardee</i>	<i>Location</i>	<i>Connection to Cancer</i>
Anne Smedinghoff Memorial Scholarship	Nicholas Brandis	San Francisco CA	Mother Diagnosed
Bernice McNamara Memorial Scholarship	Deborah Burgess	Gorham MA	Mother Diagnosed
BOYAA Scholarship	Christina Giblin	Bethesda MD	Diagnosed
BOYAA Scholarship	Mark Zegowitz	Columbia MD	Diagnosed
Doug Parker Memorial Scholarship	Harry (BO) Oliver V	Elkridge MD	Diagnosed
Sandra & Malcolm Berman Cancer Institute at the Greater Baltimore Medical Center Scholarship	Kara Taylor	Baltimore MD	Parents Diagnosed
Lisa-Higgins-Hussman Foundation Scholarship	Rose Hahn	Eldersburg MD	Father Diagnosed
Marilyn Yetso Memorial Scholarship	Victoria Hartmann	Washington DC	Diagnosed
Perlita Liwanag Memorial Scholarship	Kate McSpadden	Washington DC	Mother Diagnosed
Satola Family Scholarship	Lydia Renn	Charleston SC	Father Diagnosed
Sean Silver Memorial Scholarship	Payton Davis	Charleston IL	Diagnosed
The James & Patricia Sood Scholarship	Molly Martin	Lake Oswego OR	Diagnosed

SCHOLARSHIP STATISTICS FROM Q1-Q2

<i>Scholarship</i>	<i>Awardee</i>	<i>Location</i>	<i>Connection to Cancer</i>
The Jill Weaver Starkman Scholarship	Hanna Hughes	Rochester MN	Diagnosed
The John Hanley Memorial Scholarship	Talbot Morris-Downing	Iowa City IW	Diagnosed
The John Hanley Memorial Scholarship	Francesca Olguin	Phoenix AZ	Diagnosed
The John Hanley Memorial Scholarship	Katrina Porzio	East Aurora NY	Diagnosed
The John Hanley Memorial Scholarship	Rebecca Thomas Finley	Hilliard OH	Mother Diagnosed
The John Hanley Memorial Scholarship	Whitney Whitehill	Colorado Springs CO	Diagnosed
The Ryan Hanley Honorary Scholarship	Brian Amdur	Evergreen CO	Father Diagnosed
The Ryan Hanley Honorary Scholarship	Riley Carswell	Bourbon IN	Father Diagnosed
The Ryan Hanley Honorary Scholarship	Chao Ji	Atlanta GA	Mother Diagnosed
Vera Yip Memorial Scholarship	Hershel Holiday	South Riding VA	Mother Diagnosed
Jacqueline Shearer Memorial Scholarship	Colton Smith	Stevensville MD	Sibling Diagnosed
Jacqueline Shearer Memorial Scholarship	Cory Owens	Pasadena MD	Diagnosed

SCHOLARSHIP TESTIMONIALS



I rolled out of bed one morning, my feet dragging and my mind racing. All my plans had changed. I had worked so hard, and it was all for nothing. What was I going to do? I had to change my plans. But to what? And would a new idea be as good as my last idea? I had spent months working on developing my master's thesis about the history of the bone marrow transplant and with one phone call, it had all evaporated, like spilled ice on a July day. There was an accomplished, smart author out there who was already writing my book. He saw how the BMT was born from atomic research and then spanned the battle between radiation and chemotherapy in cancer treatment, the war on cancer, and the fight against HIV. As a leukemia survivor with the specter of a bone marrow transplant always looming over my head, I knew I had a unique perspective, but I just couldn't continue with the project. What now? I sat at my desk. I had lost all my confidence of coming up with another

good idea. I stared off into space, as I often do when I'm trying to think of what to write next. Then, there it was. Just sitting there, on the window sill. A giant check from the Ulman Cancer Fund that Brock gave me last summer. I looked at it and couldn't help thinking, If they have confidence in me, I should have confidence in me too.

After cancer, it was hard to have confidence in myself and in the future. But other young adult survivors taught me that regardless of whether my time has been cut short because of all the treatment I've received and my weak heart, I can't hide behind my diagnosis and I can't let little hurdles get in my way. Simple plans like going for a walk, bigger plans like going on a trip, and almost unimaginable plans like going to college or graduate school get us through the day, month, or year. Cancer can't hold us back and that check from Brock reminded me of that.

My goal, and the reason I'm in graduate school, is to be a writer who tells stories like how the cancer I had went from one of the most deadly to the most curable in ten years or how bone marrow transplants were first used on the victims of radiation disaster or how the professionalization of medicine in the early 20th century forever changed our relationship with doctors. Without the Ulman Fund, making this goal come true would have been much harder; not just financially, but emotionally too. In the end, I hope other cancer survivors will see my work and know that their goals are worthy and worth striving for.

Kristina Gaddy

2013 Winner of Marilyn Yetso Memorial Scholarship

VOLUNTEER ENGAGEMENT

Volunteers play a pivotal role in fulfilling the mission of the Ulman Cancer Fund for Young Adults. We rely on passionate, enthusiastic individuals to help us spread our message of hope, and to raise awareness of the young adult cancer cause.



Helping Others Fight

Volunteers provide yard work assistance for a breast cancer patient in Annapolis, MD.

LIST OF VOLUNTEER OPPORTUNITIES

HELPING OTHERS FIGHT

Helping Others Fight volunteers directly support local patients and their families by taking on household projects that fall by the wayside after a cancer diagnosis. By providing free services such as yard work, housekeeping, and minor home repairs, volunteers help provide a much-needed sense of normalcy for patients and their families.

FIGHTING TOGETHER

Fighting Together volunteers provide companionship to local patients undergoing cancer treatment, and help to ensure that no young adult faces cancer alone! Volunteers meet one-on-one with local cancer fighters both in and outside of the hospital, and make a lasting impact on their lives.

CANCER TO 5K

Cancer to 5K is a free, 12-week training program designed to reintroduce cancer survivors to physical activity. Experienced runners can volunteer as a "Sherpa" (running partner) to provide guidance and motivation to our Cancer to 5K participants, and to ensure that no survivor ever runs alone!

CHEMO CARE BAGS

Help create and deliver care packages to patients receiving treatment in local hospitals. Our Chemo Care Bags contain items such as blankets, back scratchers, and puzzle books to make long hours at the hospital a little easier for patients.

UCF BOARD OF YOUNG ADULT ADVISORS (BOYAA)

The BOYAA seeks to foster a culture of leadership, service, advocacy, and cooperation among young professionals ages 21-40 who share our passion for the young adult cancer movement. By leveraging the enthusiasm, diverse work experience, and broad skill sets of local young professionals, we hope to expand our impact on the local community and ensure that no young adult faces cancer alone. There are currently BOYAA chapters in both Washington, DC and Baltimore.

RACE DAY AND SPECIAL EVENT VOLUNTEERING

All of UCF's endurance races and special events provide vital support to our mission and help raise awareness of the young adult cancer cause. Events include the Columbia Triathlon, Iron Girl Triathlon, Victoria Gastro Pub Running Festival, Screw Cancer Brew Hope, Blue Jeans and Bow Ties Ball, and many other exciting partner events.

CORPORATE ENGAGEMENT OPPORTUNITIES

Support the Ulman Cancer Fund and engage your employees! Our volunteer team will work with you to create a tailored event that offers you and your staff a chance to give back as a team.

SEASONAL VOLUNTEERING

Throughout the year, UCF has a variety of seasonal opportunities to get involved and to give back. Help review scholarship applications in the spring, or contribute to the Holiday Gift Drive in the winter.

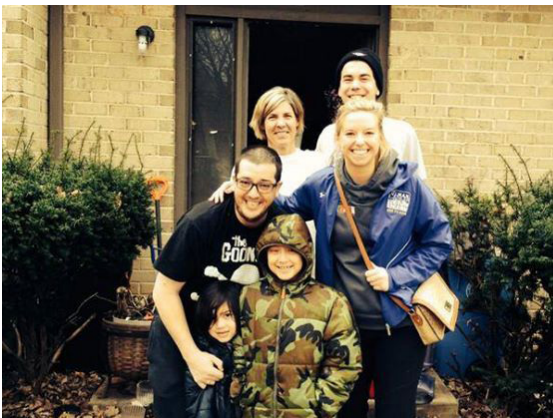
VOLUNTEER ENGAGEMENT METRICS



Helping Others Fight

Helping Others Fight Volunteers have completed 4 group projects in the past 5 months. Projects included snow removal, house cleaning and organization, yard work, and packing for a move.

- Towson Rugby players shoveled snow for a patient from GBMC.
- 5 volunteers spent a weekend cleaning and organizing the home of a pediatric patient from Children's National Medical Center to ensure he had a clean and healthy home environment (pictured below).
- A group of 6 volunteers from UPS completed yard work for a patient in Annapolis who was in treatment at Anne Arundel Medical Center.
- 8 volunteers helped pack up the home of a recently deceased patient so that her husband and children could move into their new home.



Chemo Care Bags



Number of Chemo Care Bags Delivered
1,095



Number of volunteers engaged in Q1/2 2014
207

Groups that have created or delivered bags

**AFSME Retiree Chapter 1
UMD School of Nursing
Baltimore & DC BOYAA
Grant Thornton Summer Interns
2014 Key to Keys Riders
2014 4K for Cancer Participants
Sanofi US Employees
Blue Hawk Employees**

Hospitals that have received deliveries

**Children's National Medical Center
GBMC
UMMC
Francis B. Ford Cancer Center
Charleston Cancer Center
Walter Reed Military Medical Center
Mt. Sinai Hospital (NYC)
Roosevelt Hospital (NYC)
Beth Israel Medical Center-East (NYC)
Beth Israel Medical Center-West (NYC)**

VOLUNTEER ENGAGEMENT METRICS



Race Day Volunteers

- Over 200 volunteers joined UCF for our first production of the Columbia Triathlon to support the athletes racing, and the organization as a whole.



Gift Drive

- Collected, wrapped, and delivered gifts to 33 different patients and their families (103 individuals), with the help of over 50 volunteers.



BOYAA

- 33 new members for the 2013 - 2014 BOYAA service year
- Presented two scholarships to local survivors pursuing degrees in higher education
- Have raised almost \$10,000 to date
- Held a variety of events to promote direct service in a social setting
 - Chemo Care Bag Happy Hours in Baltimore and DC
 - BINGO Night with BOYAA members and patients
 - Scholarship presentation parties in Baltimore and DC



BOYAA, continued

- Streamlined our Lunch and Learn presentation
 - Presented to companies and firms like Venable LCP, Grant Thornton, UPS, and Brown Advisory
- Held a successful event for a group of over 50 Blue Hawk Employees to introduce them to all aspects of UCF
 - Created Chemo Care Bags, cowbells for Cancer to 5K, posters and letters for 4K for Cancer participants, snack bags for caregivers, and participated in a Team Fight "mini triathlon"

VOLUNTEER ENGAGEMENT HIGHLIGHTS

- Established the Helping Others Fight Fund to provide additional support and expand the reach of Helping Others Fight and to better serve the families with whom we work.
- Successfully expanded the Chemo Care Bag project cross-programmatically (within UCF). Both Team Fight and 4K for Cancer participants have now created and delivered Chemo Care Bags across the country, reaching and engaging new groups of patients and volunteers.
- Worked with the Leadership Howard County Leadership Essentials Class to identify pathways to quickly and effectively engage with Howard County Public School students in our volunteer and support activities.
- Facilitated multiple direct service opportunities for our two Board of Young Adult Advisors chapters including BINGO night, Chemo Care Bag Happy Hours, Chemo Care Bag deliveries, and visits with patients.
- Worked with Blue Hawk to organize a successful Day of Service for over 50 employees. This model can be replicated to engage other large corporate groups in the future.

VOLUNTEER ENGAGEMENT GOALS, Q3-Q4

- Create additional volunteer opportunities to reach more patients and families, and to engage more community members in UCF's mission.
- Reduce costs by facilitating sponsorship for Chemo Care Bag materials.
- Increase our capacity for engaging groups of volunteers by holding one corporate volunteer opportunity per quarter.

VOLUNTEER ENGAGEMENT TESTIMONIALS



"Reaching out for help was absolutely the hardest thing to do. But with some friendly persuasion, and realizing that I needed to focus on other things, I finally came around. Well, it was the best thing that I ever did! Helping Others Fight came to my rescue and helped me start tackling my ever growing to do list. They were able to accomplish a task in one hour that would have taken me numerous hours to complete on my own. Not only were the volunteers professional and friendly, but knowing that they have all been touched by cancer in some capacity was comforting. They just "get it". I would encourage anyone fighting cancer and feeling overwhelmed to call on them for assistance."

Amy Diamond



Thank you so much for our Christmas gifts! We actually thought that Santa's sled broke down at our house, but when we saw that someone took delicate time to label each gift, then we knew that the "elves" enjoyed every moment. Thank you for allowing us to share good memories through it all. Thank you for letting us know that we are not alone. Thank you for making it all worthwhile. Truth is, cancer at 37 years of age is becoming the new normal, but there is HOPE, and it is no longer a death sentence. Thank you for your dedication to bring hopeful and joyous moments to families like mine.

Jacinta Mivule

