



Humboldt Community Breast Health Project

Mission Statement

The Humboldt Community Breast Health Project (HCBHP) is a community resource of support and education for those facing a breast health concern, breast or gynecologic cancer.

We are a client-centered, grassroots organization with services provided by cancer survivors and their support persons. We promote healthy survivorship through education, healing support and hope, enabling each person to become their own best medical advocate.

We support and challenge our community to address breast health concerns responsibly and holistically. As survivors we heal through service by bearing witness to others.



Clarissa of Kalos Salon & Linda, Warmliner, display wigs available for women at HCBHP

Annual Report 2008

From the Executive Director

Dear Friends:

The board and staff anticipated a wave of change in 2008 with the departure of our long-time executive director, Dawn Elsbree, and two long-term grants ending. We feel fortunate our fiscal adjustments occurred just ahead of the economic crisis which befell the nation. The strength of the organization's mission and commitment of volunteers, supporters, and staff was able to carry us into 2009 with a more sustainable structure. 2008 was quite a year.

Despite the challenges of transitions, client services, outreach and fundraising accomplishments were numerous and are outlined in this report. Client services remained strong, seeing more new clients than ever, particularly those with gynecologic cancer and/or cancer concerns. Outreach to Latina and Native American women was a focus, its activities and outcomes are highlighted in the report. The educational event with Drs. Susan Love and Ellen Mahoney was met with a packed house at HSU's Van Duzer Theatre. The seventh annual vacation benefit raffle raised over \$81,000.

The two three-year grants which ended had supplied about 1/3 of HCBHP's budget. The board made strategic financial decisions mid-year to address the sharp reduction in grant income. Budget cuts of 44 percent were implemented. Maintaining client services was the top priority. The budget cuts affected three part-time positions, the full-time executive director role and numerous administrative expenses. Despite these cuts, thanks to the volunteer work of many staff whose positions were cut and the dedicated warmline volunteers, we continued to serve all clients who walked through the door.

We thank the Humboldt Area Foundation, McLean Foundation, Union Labor Health Foundation, Sisters of St. Joseph of Orange, and Trinidad Trust for providing grant support to ensure support groups and client services remained intact for women seeking information and support.

Just as our clients experience growth through adversity, HCBHP as an organization shared that experience. We are thankful for the shared commitment and support shown by our community, board, volunteers and staff for women as they travel their cancer journeys. As a grassroots organization which grew from the needs of women in the community, our job is not done. This turnabout in the economy has made us appreciate and re-commit to our grassroots - survivors helping survivors through the wounded healer model. This process truly works to help women learn to become their own best medical advocates. We look forward to increased community involvement in 2009.

With gratitude,
Rose Gale-Zoellick, Executive Director



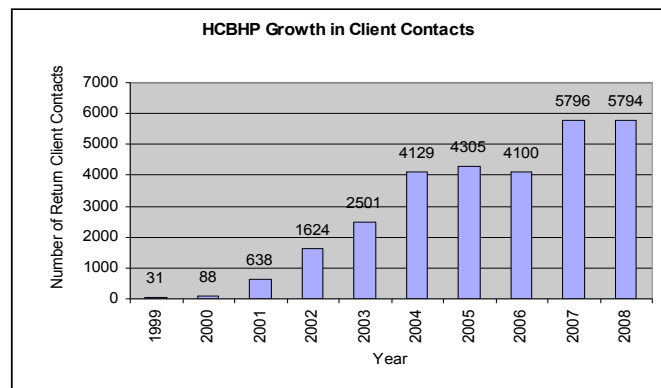
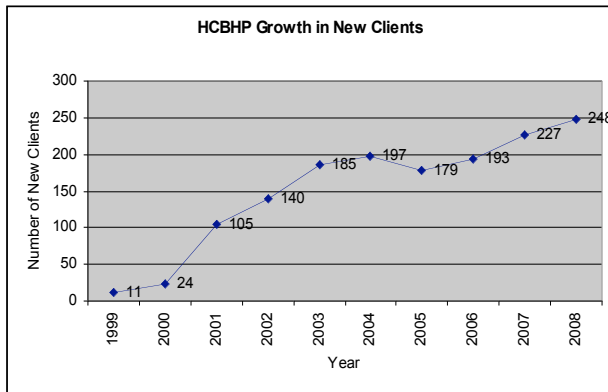
Board of Directors 2009

*Back row: Carolyn Lane, Lucinda Bradshaw, Lydia Leonardo, Julie Ohnemus, Linda Larkin, Jay Rezzonico, Jean Wichelman, Sally Urban, and Eva Laevastu
Front row: Sue Mossman, Carolyn Lehman & Liz Lara-O'Rourke*

Staff 2009 SueAnn Armstrong, Kaylee Baucom (VISTA), Lindsey Fuller (VISTA) Rose Gale-Zoellick, Bojan Ingle (volunteer), Margot Julian (volunteer RN), Sharon Nelson, RN, Barb Sage, Rebecca Zettler, NP

Community Advisory Board 2009

Paula Allen	SueAnn Armstrong	Barbara Barrett	Alison Book	Kelly Devlin-Lake, RN
Richard Dorn	Richard Duning	Linda Erickson	John Fullerton, CPA	Pat Handsby, NP
Joy Hardin, EdD	Michael Harmon, MD	Diane Holliday	Carolyn Jones	Sylvia Jutila, RN
Allan Katz	Mary Langley	Maureen Lawlor	Kathleen Manaktala	Michele McKeegan
Madeline McMurray, PhD	Nanette Medin, NP	Lisa Mielke	Ken Nakamura, LCSW	Nancy Noll
Barbara O'Neal	Marianne Pennekamp	Gena Pennington, MD	Jean Perry	Marian Reeves, RN
Cynthia Ross	Jan Rowen, RN	Mary Scott, RN	Patty Sennott	Doug Shaw
Dale Sherman	Cory Spencer, MD	Herrmann Spetzler	Sharon Stussman	Nina Surbaugh
Maria Tripp	John VanSpeybroeck, MD	Catherine Valentine, MFT	Laurie Watson Stone	Mary Beth Wolford



Client Services

- **Breast Cancer** – We served 98 new clients diagnosed with breast cancer, 84 were from our area, 14 were from outside Humboldt and Del Norte Counties. This is a 27% increase in breast cancer clients compared to 2007. We estimate that we saw 70% of the 110 new cases of breast cancer diagnosed in our two counties. We estimate we saw 62% of local breast cancer cases in 2007.
- **Breast Cancer Concerns** – We served 118 new clients, an 18% increase over 2007.
- **Gynecologic Cancer** – We served 26 new clients diagnosed with a gynecologic cancer, 25 were from our area. This is up from 15 women HCBHP saw in 2007.
- **Consultation Planning** – Individualized sessions with HCBHP nurses helped 31 women prepare for decision-making prior to important medical appointments.
- **Support Groups**
 - 637 attendees participated in support groups this year
 - *Arcata Breast Cancer Support Group* remains our most utilized support group.
 - *Gynecologic Cancer Support Group* grew along with our volume of clients.
 - *Advanced Disease Support Group*, our support group for women with any Stage 4 cancer diagnosis was facilitated by Jenifer Pace, MFT, a HCBHP Founding Mother. Until October 2007, it had been facilitated by staff.
 - *Amazon Writers* met bi-weekly to explore healing through writing. Their writings may be read on HCBHP's website.
- **Education**
 - *8th Annual WeCAN (Women's Cancer Advocacy Network) Seminar* was held in April at Humboldt Area Foundation. Participants received information on genetic testing and heard a panel discussion titled "Confronting Genetic Testing."
 - *Breast Cancer 2008 and Beyond* with Susan Love, MD and Ellen Mahoney, MD was held at HSU's Van Duzer Theatre educating over 400 participants about breast cancer, the DCIS research study and addressing audience questions.
- **Face to Face at HCBHP** – this year's bi-monthly informal educational meetings were hosted by Julie Ohnemus, MD; Gena Pennington, MD; Megan Smith-Zagone, MD; Ken Nakamura; Michael Harmon, MD; and Ellen Mahoney, MD.
- **Other Services:** We continued the successful ChemoKit, Sock, and Medical Records Binder programs.

Outreach

	CONTACTS	2005	2006	2007	2008
Total Outreach Contacts		1427	2094	2136	2262
Latinos		200	299	238	292
Native American		307	557	683	570

Outreach to rural women, Latinas and Native American women

- Staff and volunteers worked with Latino Net, Hoopa's K'ima:w Health Center, United Indian Health Services, Del Norte Community Health Center and participated in 61 outreach venues from health fairs to civic organization presentations.

Free Mammogram Drawing

- For the fourth consecutive year, collaborated with the American Cancer Society.
- All Humboldt and Del Norte hospitals participated, donating a total of 43 mammograms.
- 730 women enrolled for the free mammogram, 53% increase over 2007.
- Of the 43 women who won free mammograms, five were Latina, three Native American, one African American, and one Asian American. Concerted outreach efforts were made to reach the diversity of women living throughout Humboldt and Del Norte Counties.
- All women who enrolled received literature focused on early detection and access to screening (including financial resources).

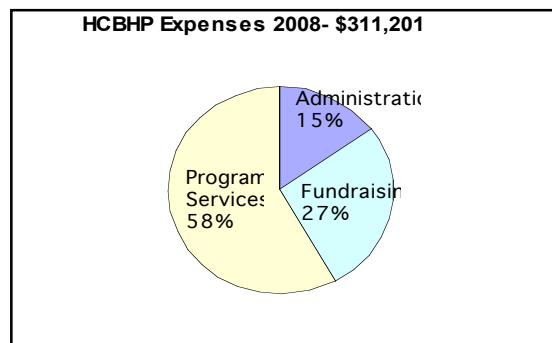
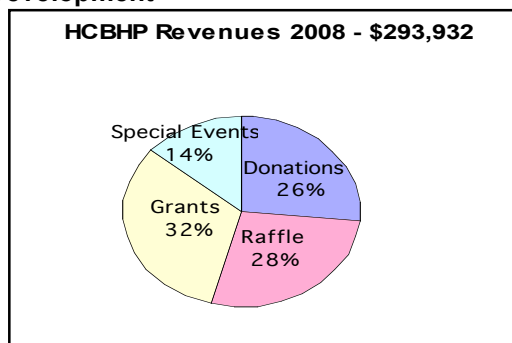
Free Pap Test Collaboration

- Collaborated with Open Door Health System clinics throughout Humboldt and Del Norte counties.
- Second annual campaign provided screening to 137 women at no cost during January's National Cervical Cancer Awareness Month.

Volunteer

- **Warmline Volunteers**, those faces and voices that greet and carry on the tradition of survivors helping survivors remain the core of our client services program. Ten volunteers work as a team with two volunteers available every day.
- Two **VISTA (Volunteers in Service to America)** members served HCBHP in 2008. They tag teamed to maintain the Sales for Survivor fundraiser and volunteer coordination. They also produced the monthly Volunteer Newsletter.
- **Board Members** stepped forward with countless hours helping with executive director recruitment, fundraising, accounting, grantwriting, and a wide variety of roles as the organization went through its year of major transition.

Fund Development



- **7th Annual Vacation Raffle** featured trips to France, Maui, Mexico and Carlotta. This year the community pulled together to raise \$81,169, the largest amount the raffle has ever raised.
- **Drs. Susan Love & Ellen Mahoney** hosted a dinner in addition to the large educational *Breast Cancer 2008 and Beyond* event. The two events raised \$20,391.
- **This Shining Night 8th Annual Fall Concert 2008** was a success at its new venue, the Arkley Center for Performing Arts, attracting about 300 concert-goers and followed by a sumptuous reception. The performers included Darius Brotman, Luther Cobb, Brad Curtis, Annette Gurney Hull, Elizabeth Harrington, and was emceed by Leslie Buchanan. This event raised about \$13,152.
- **5th Annual Sales for Survivors** included 24 businesses and raised \$5,728.