



# 2012 Annual Report

*Your Personal Source for Breast Cancer Education and Support*

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## *Message from the President & Executive Director*

One of the highlights of this past year To Life! was our extensive collaboration with community partners for educational programs, community events and fundraisers initiated by friends and supporters. Participation numbers were *up* throughout all our educational programs and boutique services. From our offices located in Delmar and Saratoga Springs, To Life! reaches thousands of women and their families living with and affected by breast cancer, and women's health concerns. Our focus on women's health empowers women to make informed choices about their health and wellness options and to become partners with their health providers.

### *2012 Highlights*

- Expanded our "Weekend Wellness" program into Saratoga County, To Life! hosted two—one-day sessions, targeting 20 survivors per session. These sessions introduce local professional therapeutic providers in a workshop setting.
- Hosted our second full-day, comprehensive *Women's Health Conference: Breast Cancer Information Today, Treatment Decisions for Tomorrow*, featuring 12 expert speakers, attended by over 170 members of the community, and providing over 70 nursing professionals with contact hour credits for continuing education.
- Expanded our support and outreach to the underserved community through our partnership with Centro Civico. Through a merger with Centro Civico of Albany, they have established a presence in Albany in addition to their Amsterdam facility.
- Education programs served 700 survivors, caregivers, health care providers, family and friends.
- Through our newly designed website, To Life! now reaches 6,000 visitors annually (including many regular visitors). The redesign features detailed information on breast cancer, organization mission and history, education programs, events, boutique and wellness services, community resources and blog postings. New technology allows for timely staff updates.
- As a provider of mastectomy products, To Life! adheres to strict standards set by the Center for Medicare and Medicaid Services. Our accreditation has been extended through 2015.

Our deepest gratitude to our supporters—we would not be here without volunteers, friends and community partners. Thank you for caring and for helping us make a difference in the cancer community and women's health.

Sincerely: *Mara Ginsberg*      *Eileen Howe Bird*  
President/Founder      Executive Director

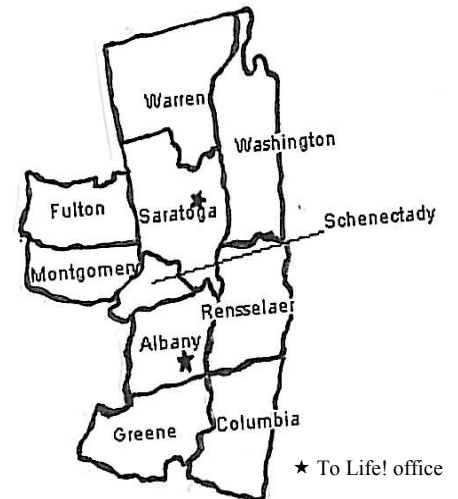
## *Mission*

To educate our community about breast cancer detection, treatments and related health matters and to provide support services for breast cancer patients, caregivers, family and friends.

## *Counties Served*

We are proud to provide our unique and comprehensive services to residents of the following counties:

*Albany, Columbia, Fulton, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, Warren, Washington*



## *Boutique Services*

In a private setting our compassionate staff provide personalized care and fittings to individuals diagnosed with cancer.

### *Clients Served*

• Delmar—486      • Saratoga—193

***“As a low income senior citizen battling cancer, (To Life!) is a God send.”***

*—To Life! Client*

## Education Programs

Each year To Life! sponsors a number of education forums, facilitated by experienced medical professionals, wellness experts and cancer survivors. These programs are offered **free of charge**, which is made possible in part through grant funding from the NYS Department of Health and Susan G. Komen NENY Affiliate.

Media advertising, newsletter advertising, and e-mail alerts to breast cancer clients and health care professionals throughout the community, promote all programs.

**Total attendance for ten programs in 2012 was over 700.**

### January 6: Three Kings Breakfast, Centro Civico

Presented in partnership with Centro Civico, Amsterdam. Holiday breakfast and breast health education program.

### January 25: Managing Side Effects with Complimentary Therapy

Presented at the Bethlehem Town Hall by Dr. Ronald Stram, Center for Integrative Therapy.

### May 17: Living with Breast Cancer: In Pursuit of Wellness

Presented in partnership with the Nancy B. Clemente Fund and the Cancer Treatment Center at Samaritan Hospital at the Century House in Latham. Guest speakers included Nancy B. Clemente, Lorraine A. Calleri, and Judy Rosch.

### April 14: Weekend Wellness with To Life!

Presented at To Life! office in Saratoga Springs. Guest speaker Gayle LaSalle, personal leadership facilitator, led an enlightening empowerment discussion. Krista Spohr from the Breathing Room led our Yoga Session.

### June 2: Weekend Wellness with To Life!

Presented at To Life! office in Saratoga Springs. Gayle LaSalle, personal leadership facilitator; Mary Chamberlain; Adirondack Acupuncture, and Yoga with Jenny Randall served as our guest speakers.

### July 12: It's Easy Being Green: Raw Foods Cooking Class

Presented in the Delmar To Life! kitchen, with Caryn Livia Halle, Certified raw foods chef and nutrition counselor.

### October 20: Weekend Wellness with To Life!

Offered at To Life! office in Saratoga Springs. Guest speakers included Patricia Tschannen with Medication; Kimberly Marks; Eden Energy Medicine; and Nini Gridley, Bach Flower.

### November 9: Breast Cancer and Hispanic Women—Engagement & Information

Presented at Centro Civico in Amsterdam.



### Premier Annual Programs

### August 8: 14th Annual Beat the Odds

Exploring the latest information on cancer and vitamin D research, and new developments in breast surgery. This program was held at the Gideon Putnam in Saratoga. Presentations by: Dr. JoEllen Welsh, University at Albany, Vitamin D and breast cancer; Dr. Arvind Mahatme, breast surgeon, St. Peter's Hospital; Connie Bramer, local author and breast cancer survivor.

### December 4: Second Annual Women's Health and Wellness Conference: Breast Cancer Information Today, Treatment Decisions for Tomorrow

This full-day, comprehensive conference (including lunch) was held at the New York State Nurses Association in Latham. Keynote Address by Dr. Douglas Conklin, Cancer Genomics Research. Featured Presentations by: Dr. Maureen Killackey, Memorial Sloan-Kettering Cancer Center, Cancer Linkages; Dr. Ann Carey Tobin, Partners in Healing, Inflammation; Luba Djurdjinovic, Ferre Institute, Inc., Genetic Testing; and Brenda Tholin, survivor. Breakout session presenters: Dr. Donna Pietroccola, Dr. Ronald Stram, Dr. Thomas Andersen, Jennifer Ives, Ladan Alomar, MS. and Tom Bojarski.

### **BSE Instruction** (Breast-Self Examination)

Breast health workshops are presented free of charge throughout the community with the goal of providing awareness of breast health, general women's health and early detection. During 2012, To Life! provided BSE training and held workshops for "train the trainer", successfully training 4 new breast health mentors.

*"To Life! is a wonderful place. The staff are so pleasant and helpful. A woman feels good about herself after a visit to To Life!" —To Life! Client*

## Support Services

*All To Life! support services are offered free of charge on ongoing basis throughout the year.*

### ACE Support Groups

*(Awareness, Connection & Education)*

Providing support, information and resources, and networking for women in treatment and past treatment, (and their family members, partners and caregivers). In Delmar, **8 individuals** meet the third Wednesday of the month, with over **50 contacts** being made. This group is facilitated by Deb Nozik. Our Saratoga support group has been very well received with **20 individuals served and 172 contacts** made throughout the year. This group, lead by Brenda Tholin (breast cancer survivor) and Renee Russell from Saratoga Hospital, meets monthly on the third Tuesday of each month. We also sponsor a support group for newly diagnosed women meeting on the fourth Thursday of the month.

### Mentors

The mentoring program links a newly diagnosed woman with a breast cancer survivor offering emotional support. In 2012, **over 40 mentors** were available to provide one-on-one mentoring to women throughout To Life! ten county area.

### Breast Health Mentor

Through our partnership with Centro Civico, To Life! has effectively extended our outreach to underrepresented minorities. Breast Health Mentor, Carmen Rodriguez, (based at Centro Civico) continues her outreach to provide health/wellness counseling services. Centro Civico now has an office in downtown Albany, which has aided our efforts to support community health needs. Outreach included 11 presentations throughout the year with **32 women** directly served. Support for this outreach provided by Susan G. Komen NENY Affiliate.

### Wellness from Within

Complementary wellness therapies for patients, survivors and caregivers.

#### Healing Touch Volunteer

Shirley Unser

#### Reiki Volunteer

Judy Rosch

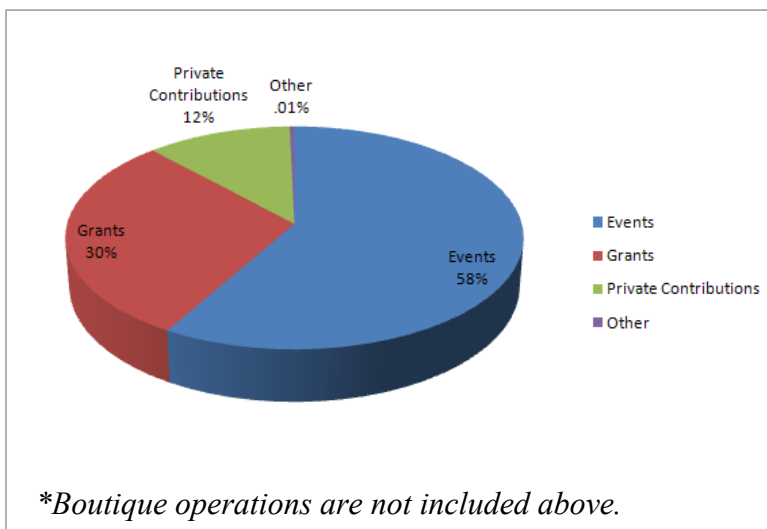
### Health Fairs

Health fairs present valuable opportunities to showcase our valuable services; to educate the community on breast health and early detection; and to provide information on boutique services and products. In 2012, **over 5,400** participants attended the following locations:

- *Komen Race for the Cure*
- *NYS Thruway Authority*
- *Troy City School District*
- *OSC EAP*      • *NYSDEC*
- *NYSDOH EAP*   • *SEFA*

## To Life! Program Revenue Sources 2012\*

To Life! extends heartfelt gratitude to the individuals, corporations, foundations, volunteer groups and friends who have contributed their time, talent and precious resources, enabling us to provide breast cancer and women's health and wellness education and support within our community.



*"I felt very comfortable from the moment I entered until I left. A very friendly, professional attitude at all times"—To Life! Client*

## Newsletter

*Breast Health Matters* is a newsletter written and produced by To Life! staff and contributors, updating the community on the latest in breast issues, diagnosis and treatments. It is mailed to a following of **over 6,800 people**.

## Lending Library

At any stage of a disease - diagnosis, treatment and post-treatment—information is a patient's most precious commodity. To assist the patient, and her family, To Life! maintains an extensive library of books, CDs, audio and videotapes which are available for borrowing or on-site perusal.

## Contributors

We could never accomplish all that we do without the continued support of many dedicated volunteers and very generous contributors. From answering phones to assisting at a health fair, to developing and facilitating a program, volunteers provide critical support to To Life! Our generous contributors support the organization in keeping all of our programs free of charge.

For a complete listing of our contributors and volunteers, please see To Life!'s newsletters.

## Networks

To Life! is a proud partner of the Cancer Services Program of New York State, and a member of the Capital Region Cancer Care Consortium and Adirondack Cancer Care Consortium.

## Fundraising

Throughout the year, many generous individuals and groups in our community think of clever and creative ways to raise funds in support of To Life!'s programs and services.

### 2012 Friends Fundraisers:

- Bethlehem Chamber of Commerce
- Cabi Fashions/Vicki Niles
- Andrea Cortelyou/Jog for Jugs
- Day Dreams Salon
- Jim Ferguson/Albany Law School
- Suzanne and Sue Anne Fusco, Jennifer Curatolo
- Nancy Hallack
- HerLife Red Carpet Event
- Janney Montgomery Scott
- JC Penny
- Pat Kenyon/Komen Race for the Cure
- Lark Tattoo
- Linda and Bill Primomo
- Log Cabin Fabrics
- Duke Basketball/Terry Martin
- Normanside Country Club
- Nuance, A Boutique Salon
- Purity Hair Salon
- Rose & Kiernan
- Ruby Tuesdays
- Cyndy Tuczynski
- Saratoga Springs Field Hockey
- Sidney's Hair Salon
- State Farm Insurance

### 2012 Fundraising Events:

- **14th Annual Gala** - May 1st  
*Honoring the Women in Our Lives*  
Franklin Plaza, Troy
- **8th Annual Pink Ball** - October 26th  
Hall of Springs, Saratoga Springs

## 2012 Grants

- Susan G. Komen NENY
- NYS Department of Health Grassroots
- Soroptomist International of Saratoga County
- Charles Woods Foundation
- Hannaford/C. H. Robinson
- Saratoga Casino and Raceway Foundation

## Board of Directors

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Michael A. Kolodziej, M.D.

Arthur Sunkin, M.D.

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Mary Chamberlain

Terry Martin

Jessica Petracek

Mary Pieper

Brenda Tholin

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Leila Jabour

*Bookkeeper*

Helen Warner

*Boutique Coordinator*

Ann Rose

*Boutique Associate, Delmar*

Melanie Murphy

*Boutique Associate, Saratoga*

**Attorney General Registration:** To Life! is a IRC (501)(c)(3) tax exempt organization. Pursuant to New York State Executive Law Article 7-A, a copy of this report is filed with the New York State Attorney General's Charities Bureau, 120 Broadway, New York, NY 10271.



***"You cannot do a kindness too soon because you never know how soon it will be too late."*** - Ralph Waldo Emerson