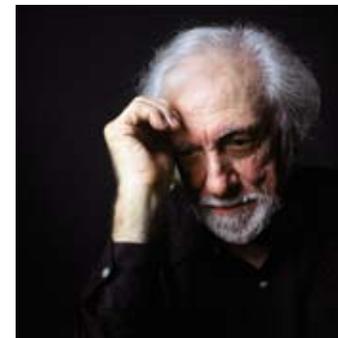
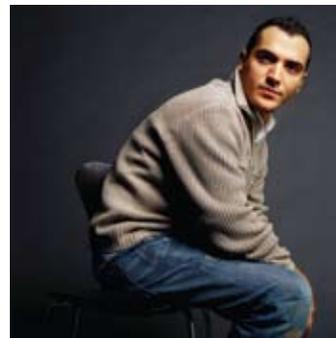


# The Cancer Advocacy Continuum



NATIONAL COALITION FOR CANCER SURVIVORSHIP  
2006 ANNUAL REPORT



NATIONAL COALITION  
FOR CANCER SURVIVORSHIP

*The power of survivorship. The promise of quality care.*

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[www.canceradvocacy.org](http://www.canceradvocacy.org)

NATIONAL COALITION FOR CANCER SURVIVORSHIP  
2006 ANNUAL REPORT

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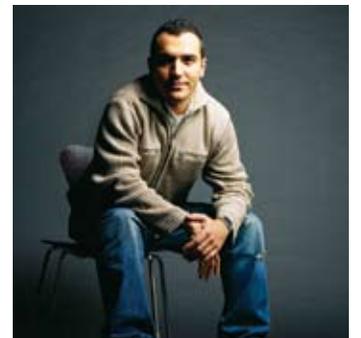
Investing in the power of survivorship to fulfill the promise of quality cancer care.

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*And it moves us all  
Through despair and hope  
Through faith and love  
Till we find our place  
On the path unwinding  
In the Circle  
The Circle of Life*

– The Lion King, lyrics Tim Rice, music Elton John





Dear Friends,

When I was first diagnosed with cancer in 1971, I looked at my future as a straight line. From diagnosis to treatment to, hopefully, cure – from point A to point B to point C. What was beyond my grasp was the zone of uncertainty that makes up cancer survivorship. That living with, through and beyond cancer as my fellow survivor, friend, and NCCS founder, Susie Leigh describes it, is a continual, dynamic process and not one that can be lived in distinct stages or simply put away once treatment is done. A cancer diagnosis involves a continuum of events and requires perpetual coordination and integration of care from time of diagnosis onward, and that a recurrence or the diagnosis of a long-term or late effect of our prior treatment starts the process all over again.

In an article published 10 years ago, Dr. Elizabeth Clark and I applied the concept of the survivorship continuum to advocacy. As this year's annual report will explain, there are three distinct phases on the advocacy continuum – self-advocacy, advocacy for others, and public interest advocacy. You will learn in the following pages that NCCS is active at all levels of the advocacy continuum. We believe strongly in this framework and, as a result, organize our work and our programs to fit this concept.

NCCS's vision is that through the work that we and our constituents are doing at all levels of the advocacy continuum, we can improve the quality of cancer care in the United States. We are most appreciative of the support that we receive and, most importantly, we recognize that our work is only made possible through the dedication and generosity of our individual donors and corporate sponsors, our Cancer Advocacy Now!™ advocates, our Board of Directors, and our staff.

For all of us touched by cancer, we are distinctly aware of the connection between the survivorship and the advocacy continuums. We are self-advocates for life regardless of what that life might bring or how long that life might be. And in order for us to have better care in the future, we need to stand together and persist in our advocacy every single day until all of us have access to the care each one of us deserves. The circle of survivorship. The circle of advocacy. The circle of life.

Thank you for making NCCS part of your circle.

Sincerely,

Ellen L. Stovall  
President & CEO  
35-Year Cancer Survivor

*“In cancer survivorship, advocacy is a continuum. It may begin at the personal level, but as the survivorship trajectory changes, self-advocacy efforts may broaden to encompass first group or organizational advocacy and later may move to public advocacy efforts.”*

– Dr. Elizabeth Clark and Ellen Stovall,  
Cancer Practice, 1996





# The Advocacy Continuum

Advocacy – actively supporting an idea or a cause – is at the root of NCCS’s work. With more than 10 million cancer survivors living in the United States today and 1.5 million more diagnosed each year, there is a growing need for resources that inform, support, and empower individuals to become advocates for themselves, to help them understand their diagnosis, to access support systems for people living with cancer, and for organizations to carry out responsible advocacy on behalf of cancer survivors on a host of issues that affect the research, regulation, financing, and delivery of cancer care in our country. All of these components make up what NCCS defines as the advocacy continuum.

There are three distinct phases of the advocacy continuum – self-advocacy, advocacy for others, and public interest advocacy. Upon diagnosis, *self-advocacy* occurs when a patient or a caregiver takes charge of their individual care or the care of someone else. After successfully advocating for their own care, *advocacy for others* occurs when a survivor or caregiver shares their experience with others in their larger community. *Public interest advocacy* aims to change the system for cancer care in the United States and many survivors and caregivers choose to lend their voice to these types of activities.

NCCS is active at all levels of the advocacy continuum. We believe strongly in this framework and, as a result, organize our work and our programs to fit this concept. For example, by following the continuum we understand that before one can participate in public interest advocacy, one must fully understand self-advocacy. So we have designed programs and publications to help survivors and caregivers become strong self-advocates. We also believe in advocacy at the community level and partner with organizations who are facilitating advocacy for others. Finally, our extensive work in public interest advocacy is supported by an informed and active grassroots network of survivors and caregivers interested in working at this level.

*“A revolution in attitudes  
has finally reached once  
passive patients.”*

– Natalie Davis Spingarn, Washington Post, 1988



# Self-Advocacy

Self-advocacy is the first step on the advocacy continuum and is a way for a patient or caregiver to take charge and actively participate in decisions about their care. Decisions regarding treatment options, clinical trials, second opinions, obtaining support services, and finding as much information about the diagnosis as possible is all part of self-advocacy for patients and their caregivers.

In order to be the most effective self-advocate, patients and caregivers must feel empowered to do so. In other words, they must be confident that they know themselves better than others do and that maintaining control over their own lives

will lead to the optimal outcome – an outcome that most satisfies the needs and the desires of the patient. But becoming empowered to be a self-advocate is not always easy. Oftentimes patients and caregivers need help in developing the skills that they need to become their own most effective advocate.

NCCS defines the skills required for effective self-advocates as the advocacy skill set. These skills include information-seeking skills, communication skills, problem-solving skills, and negotiation. This skill set is the basis for NCCS's *Cancer Survival Toolbox*®.

---

## Cancer Survival Toolbox

The *Cancer Survival Toolbox* is a free, award-winning audio resource designed to help caregivers and cancer survivors develop practical skills (their advocacy skill set) needed to deal with the diagnosis, treatment, and challenges of cancer. Launched in 1998, over half a million copies of the *Toolbox* have been distributed in all fifty states to survivors, caregivers, and medical professionals. The *Toolbox* is currently available in English, Spanish, and Mandarin Chinese (written transcripts only).

The *Toolbox* was created through a unique partnership with NCCS, the Association of Oncology Social Work (AOSW), the Oncology Nursing Society (ONS), and later the National Association of Social Workers (NASW). Through combined years of research and direct service, these leading oncology organizations recognized the need to teach cancer survivors the advocacy skill set through self-learning tools that can easily be understood and used. There are currently 10 modules in

the *Toolbox* including communicating, finding information, making decisions, solving problems, negotiating, standing up for your rights, topics for older persons, finding ways to pay for care, caring for the caregiver, and living beyond cancer. In addition, in 2007 NCCS plans to launch two new modules dealing with navigating a cancer diagnosis in the first six weeks and end-of-life issues.

In 2006, the English-version of the *Toolbox* and its resource booklet was updated and re-launched. An updated Spanish-version is scheduled for launch in early 2007. In addition to audio CD format, the *Toolbox* is fully downloadable in MP3 format from the web at [www.canceradvocacy.org](http://www.canceradvocacy.org) and in 2006 the *Toolbox* became available on *iTunes*.

The *Cancer Survival Toolbox* is supported by unrestricted educational grants from the Amgen Foundation, the Bayer Foundation, the Eli Lilly Foundation, Novartis Oncology, and the sanofi-aventis Foundation.

## Self-Advocacy Publications

In addition to the *Cancer Survival Toolbox*, NCCS offers a number of publications to survivors and caregivers that provide both practical information and coping skills for a cancer diagnosis and beyond. Most of NCCS's publications are provided first copy free-of-charge to any cancer survivor or caregiver.

Current publications include:

*A Cancer Survivor's Almanac: Charting Your Journey*

*Self-Advocacy: A Cancer Survivor's Handbook*

*Teamwork: The Cancer Patient's Guide to Talking with Your Doctor*

*What Cancer Survivors Need to Know About Health Insurance*

*Working It Out: Your Employment Rights as a Cancer Survivor*

*You Have the Right to Be Hopeful*

## Web Resources

NCCS's Web site features a number of online resources that contain comprehensive information on a variety of issues that cancer survivors, caregivers, friends, and family face everyday. The section *Palliative Care and Symptom Management* provides information about living with cancer, covering topics such as pain, side effects, clinical trials, end-of-life care, caregiving, and more. The *Resource Guide* provides a comprehensive list of resources grouped by cancer type, by topic, and by service. And *CanSearch*™ *First Steps* is a step-by-step guide to finding cancer resources online.

*“If you have knowledge,  
let others light their  
candles at it.”*

– Margaret Fuller





# Advocacy for Others

The next step of the advocacy continuum is advocacy for others which is an opportunity for cancer survivors and caregivers to take what they have learned and share these experiences with others – at the local or community level. These activities can include participating in support groups with newly diagnosed patients, speaking publicly about experiences, or participating in organizations that operate in local communities.

## Advocacy Training Partnerships

NCCS understands the power of talking to cancer survivors in communities around the country. In 2006, NCCS partnered with The Wellness Community and Gilda's Club to conduct advocacy training seminars in chapters around the country. By talking to people about the importance of advocacy and the power of their voice on issues affecting cancer survivors, NCCS encourages the participation of people across the nation in working together as survivors.

## Implementing Cancer Survivorship Care Planning Workshop

NCCS also works extensively in its own community – a community of cancer organizations representing people with different types of cancer. In 2006, NCCS partnered with the Lance Armstrong Foundation and the National Cancer Institute to conduct a workshop titled, “Implementing Cancer Survivorship Care Planning” which was a follow-up to the 2005 joint report by the Institute of Medicine and the National Research Council, *From Cancer Patient to Cancer Survivor: Lost in Transition*. The purpose of the workshop was to bring together experts from the cancer community to discuss a key recommendation of the report which stated that patients completing their primary treatment for cancer be given a summary of their treatment and a comprehensive plan for follow-up care – a survivorship care plan. NCCS continues to work on model templates for treatment plans in partnership with others in the cancer community and to removing barriers for their implementation for patients in their own communities.

*Never doubt that a small group of thoughtful committed people can change the world: indeed it's the only thing that ever has!*

– Margaret Mead





# Public Interest Advocacy

The goal of public interest advocacy is to change the system of cancer care in the United States. As a voice for cancer survivors and their caregivers in the nation's capital, NCCS strives to influence decisions of Congress and the President's administration to improve the quality of cancer care. In its advocacy, NCCS combines the passion of survivors and caregivers, borne of their experiences with cancer, with a solid base of evidence. By persuading federal policy-makers to adopt reforms that encourage the research, regulation, financing, and delivery of quality cancer care, we hope to improve the lives of cancer survivors, their caregivers, families, and friends.

## Comprehensive Cancer Care Improvement Act (CCCIA)

In 2006, NCCS drafted legislation that was introduced in May by representatives Lois Capps (D-CA) and Tom Davis (R-VA). The legislation, re-introduced in early 2007 as H.R. 1078, aims to ensure cancer patients access to care that combines curative therapy with symptom management. The Act itself is also comprehensive because it offers an aggressive and thorough set of recommendations for reform of the system of cancer care. The Comprehensive Cancer Care Improvement Act (CCCIA) includes a number of proposals that would advance a system of integrated cancer care and improved communication between patients and their health care teams regarding treatment options and follow-up care. By reforming Medicare reimbursement, enhancing training of professionals who treat cancer survivors, and testing and expanding model systems of integrated care, the Act would advance a system of quality, comprehensive cancer care.

If passed, the CCCIA would:

- Establish Medicare payment for the development of a cancer care plan and the communication of that plan to the individual patient;
- Establish Medicare payment for the development of a treatment summary that would also outline follow-up care for survivors;
- Authorize a Medicare demonstration project to evaluate the cost and effectiveness of delivering comprehensive cancer care without limits that apply to hospice benefits; and
- Establish grants programs, administered by HHS, to enhance professional training related to the provision of comprehensive cancer care and to expand and evaluate model programs for the delivery of comprehensive cancer care.

In 2007, NCCS will focus principally on the enactment of H.R. 1078 and will continue to engage the Cancer Advocacy Now!™ network in those efforts.

## Cancer Advocacy Now!

NCCS's Cancer Advocacy Now! network is made up of over 25,000 advocates from across the country who are interested in putting their self-advocacy skills to work to change cancer policy. Launched in 2004, the network ensures that people diagnosed with cancer and their families have a voice in advocating for quality cancer care. By joining Cancer Advocacy Now!, cancer survivors learn about issues and help to promote access to quality care and treatment.



In 2006, Cancer Advocacy Now! launched an online advocacy training component to the NCCS website. The online training, moderated by NCCS Founder Susan Leigh, provides an overview of cancer advocacy and explains how to become a successful legislative advocate. The training modules can be accessed free of charge by logging onto [www.canceradvocacy.org](http://www.canceradvocacy.org).

## 2007 Policy Priorities

As the nation's oldest survivor-led cancer advocacy organization, NCCS supports public policies and programs aimed at assuring all Americans access to high quality cancer care. By persuading federal policymakers to adopt reforms that encourage the development, delivery, and financing of quality cancer care, NCCS seeks to improve the lives of cancer survivors and their families, friends, and caregivers.

NCCS public policy priorities for 2007 include:

- Enactment of the Comprehensive Cancer Care Improvement Act (H.R 1078)
- Development of model templates for treatment plans and treatment summaries.
- Implementation of enhanced standards for patient access to investigational therapies.
- Endorsement of standards for quality cancer care.

## *Survivorship Care Planning*

NCCS is working with cancer survivors, oncologists, oncology nurses, social workers, cancer centers, payers, health care policy experts, and other stakeholders to develop model survivorship care plan templates and to make survivorship planning a routine part of cancer care.

In 2006, NCCS collaborated with the IOM and the Lance Armstrong Foundation (LAF) to host a workshop exploring best practices for drafting of survivorship care plans, and NCCS will remain involved in efforts to refine care planning templates.

## *Standards for Expanded Access Programs*

NCCS supports action to finalize and implement rules proposed by the Food and Drug Administration (FDA) for patient access to investigational therapies. In December 2006, the FDA proposed new rules for expanded access programs in response to a citizen petition filed by NCCS and the American Society of Clinical Oncology (ASCO) requesting refinements in the patient access programs so that all participants – patients, physicians, and drug sponsors – would have greater clarity regarding the standards for these programs.

NCCS and ASCO commended FDA for its proposed rules, and NCCS encouraged the agency to complete the regulatory process and implement the new rules.

NCCS does not believe that individual patients or the overall system of cancer care will be served by commercializing drugs that have not been proven safe or effective. NCCS does support a system that ensures efficient review of new therapies so they can reach patients promptly when safety and efficacy are proven and an approach to access to unapproved therapies that balances the treatment needs of individual patients and the preservation of the clinical trials system.



### *Promoting Quality Cancer Care*

NCCS and ASCO have partnered to form the Cancer Quality Alliance, a multi-stakeholder entity to improve the quality of cancer care.

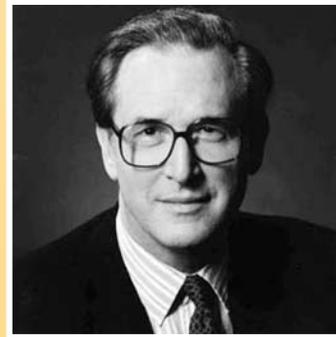
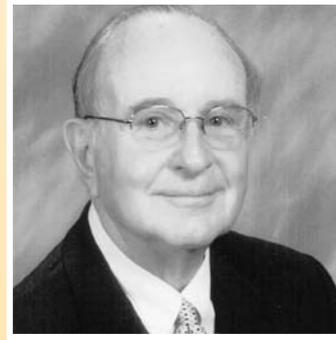
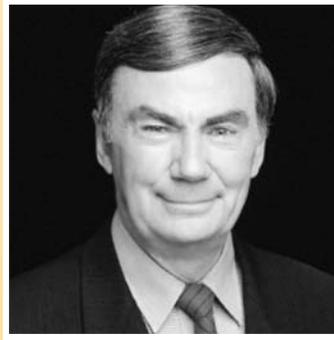
Founded in November 2005, the Alliance seeks to become a national voice for quality cancer care by:

- Endorsing measures for quality improvement and accountability.
- Enhancing mechanisms for data collection.
- Promoting the development and adoption of oncology electronic medical records.
- Endorsing a blueprint that defines optimal cancer care.

NCCS also participates in many other efforts to improve the quality of cancer care, including work groups and task forces initiated and organized by the National Cancer Institute, American Board of Internal Medicine, Association of American Medical Colleges, National Committee for Quality Assurance, National Quality Forum, National Cancer Policy Forum, President's Cancer Panel, American Medical Association, and Oncology Nursing Society.

### **Cancer Leadership Council**

In 1993, NCCS approached the eight existing cancer patient advocacy organizations to join efforts to ensure Medicare coverage of routine care associated with clinical trials be included in all healthcare reform proposals before Congress. The group succeeded, although major healthcare reform did not, and NCCS went on to convene the Cancer Leadership Council (CLC) with the original group of eight. In 2006, the CLC, a patient-centered forum of national advocacy organizations addressing public policy issues in cancer, included 31 leading cancer patient advocacy, professional, and volunteer organizations.



## 2006 Rays of Hope

*(Pictured left to right, top to bottom)*

*The Honorable Lois Capps*

*Katie Couric - Also recipient of the Lilly Tartikoff Hope Award*

*Sam Donaldson*

*Dr. John Durant*

*Dr. Harold Freeman*

*Scott Hamilton*

*The Honorable Connie Mack, III*

*Pearl Moore*

*Dr. Fitzhugh Mullan*

*Her Majesty Queen Noor of Jordan*

*Dr. Antonia Novello*

*The Honorable Deborah Pryce*

*Cokie Roberts*

*The Honorable John D. Rockefeller, IV*

*Dr. Julia Rowland*

*General H. Norman Schwarzkopf, USA (Ret)*

*Lilly Tartikoff*

*Jessica Turri*

*Cancer Survival Toolbox® Team*

*Institute of Medicine*

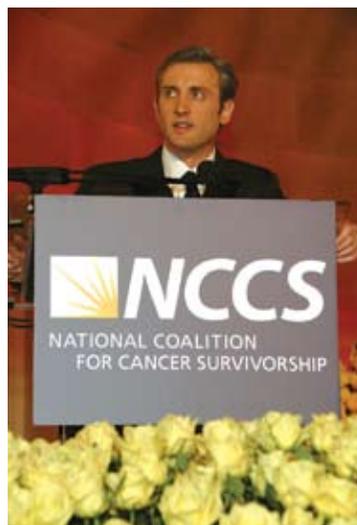
## Rays of Hope® Awards Gala

Just as streaming yellow rays encircle the sun, there is a seemingly endless array of individuals who radiate hope for cancer survivors and their families. On the occasion of NCCS's 20th anniversary gala, NCCS paid tribute to 20 such individuals that the organization has been honored to have as a part of their circle – their Rays of Hope. On April 25, 2006 NCCS recognized its 20 Rays of Hope who have made extraordinary contributions to cancer survivorship and to NCCS. In addition, Katie Couric received the 2006 Lilly Tartikoff Hope Award for her tireless efforts to end the threat of colon cancer through public education.

The Rays of Hope were honored at the Andrew W. Mellon Auditorium, which was filled with 4,000 roses to symbolize the number of people diagnosed with cancer each day. Dan Abrams, General Manager, MSNBC and Chief Legal Correspondent of NBC News, served as the master of ceremonies.

President George W. Bush and Mrs. Laura Bush were honorary co-chairs for the event. Approximately 600 guests attended to show their support for NCCS and cancer survivorship.

A commemorative video was also presented that included interviews with the “Ray of Hope” recipients. To view the video, log onto [www.canceradvocacy.org](http://www.canceradvocacy.org).



*NBC News Chief Legal Correspondent Dan Abrams at the podium as Master of Ceremonies of the 2006 Rays of Hope Awards Gala.*



*2006 Rays of Hope honorees and VIPs gather for a photograph at the 2006 Rays of Hope Awards Gala.*

*How important it is for us  
to recognize and celebrate  
our heroes and our she-roes!*

– Maya Angelou

## Events

### Tribute to Dr. Sandra Horning and Cancer Survivorship

The advocacy continuum plays an integral role in the life of Dr. Sandra Horning. As an oncologist, cancer survivor and the 2006 president of the American Society of Clinical Oncology (ASCO), Dr. Horning is involved at all levels of the continuum – as a survivor and self-advocate, as an advocate for her patients in the community, and, on the national public interest level, as a spokesperson for ASCO.

In partnership with The ASCO Foundation, NCCS was pleased to honor Dr. Horning with a tribute in good humor on Saturday, June 3, 2006 in Atlanta, Georgia. The event honored her accomplishments and her commitment to cancer survivorship and cancer advocacy. The evening included a passionate performance by the Shades of Pink Breast Cancer Survivor Mass Choir based in Atlanta. The evening benefited the important work of both The ASCO Foundation and NCCS.

### Golf Tournaments

On Monday, September 18, 2006 NCCS hosted its annual Survivor Golf Classic™ at the Reynolds Plantation in Atlanta, Georgia. A number of survivors, corporate sponsors, and local residents participated in the scramble golf event and after-tournament festivities featuring local performers Banks & Shane.

Survivors also teed off in Pebble Beach, California for the annual, Move the Ball™ golf event. Held on Tuesday, December 5, 2006 the event attracted a number of corporate supporters and individuals to the legendary Pebble Beach Golf Links.



*Dr. Sandra Horning at the 2006 ASCO President Tribute which honored her for her service.*



*Golfer, Brian Garofalo stands poised at Pebble Beach Golf Links.*



*Shades of Pink Breast Cancer Survivor Mass Choir performs at the 2006 NCCS Tribute to Dr. Sandra Horning, ASCO's outgoing president.*



*Participants gathered at famed Pebble Beach Golf Links for the 2nd Annual Move the Ball! Golf Tournament, bringing together individuals and companies dedicated to "moving the ball" forward in the treatment of cancer.*

*Hope doesn't come from calculating whether the good news is winning out over the bad. It's simply a choice to take action.*

– Anna Lappe

## Media Highlights 2006

- Ellen Stovall is quoted in a series of articles published in November 2006 by *USA Today* focusing on the impact of cancer and its treatment. In the first article, Liz Szabo discussed the importance of care plans in keeping patients informed. She also highlighted NCCS's support of the Comprehensive Cancer Care Improvement Act.
- The citizen petition to the FDA filed by the NCCS and the American Society of Clinical Oncology regarding expanded access to experimental drugs was highlighted in a *Wall Street Journal* article titled, "FDA May Broaden Access to Experimental Drugs." (November, 9, 2006)
- NCCS's Online Cancer Advocacy Training Program was spotlighted in both *Oncology Times* (October 10, 2006) and *Coping* magazine (November 2006).
- A founder of NCCS, Fitzhugh Mullan was featured in an article that was published in a special issue of *CURE* magazine in the fall of 2006 titled, "The Man Who Redefined 'Survivor.'"
- NCCS's platform on expanded access issues was highlighted in a *New England Journal of Medicine* Perspectives story published on August 3, 2006.
- The July 25 issue of *Oncology Times* included a feature story about the history and status of implementing survivorship care plans. The story included an in depth interview with Ellen Stovall and highlighted that post-treatment care plans were first referenced in a white paper published by NCCS in 1996.
- On Monday, July 17, Ellen Stovall was a featured guest on the nationally syndicated radio show, *The Jim Bohannon Show*. She talked about the millions of survivors who are lost to follow-up care, the importance of advocating for quality cancer care, and the Comprehensive Cancer Care Improvement Act.
- In the June 20 issue of *Quick and Simple*, Ellen Stovall's personal survivorship story was featured in a larger article about three amazing women triumphing against all odds in different aspects of life.

- NCCS Manager of Development Dan Waeger is featured in a *USA Today* story highlighting his personal battle with cancer and the foundation he started to provide financial need and support to college students living with, through, and beyond cancer. (June 13, 2006)
  - Ellen Stovall, NCCS president and CEO was quoted in an Associated Press article regarding a study that was released at the American Society of Clinical Oncology's annual conference citing that more cancer patients were receiving aggressive treatment in the final days of their lives. The story ran in hundreds of papers across the country including the *San Francisco Chronicle*, *Kansas City Star*, *Times-Picayune (New Orleans)*, *Fort Worth Star-Telegram*, *San Antonio Express-News*, and *Tampa Tribune*. (June 3, 2006)
  - The introduction of the Comprehensive Cancer Care Improvement Act (CCCIA) by Reps. Lois Capps (D-CA) and Tom Davis (R-VA) was the lead story in the May 26 issue of *The Cancer Letter*. Ellen Stovall, NCCS president and CEO was quoted emphasizing her support for the needed legislation.
  - NCCS's 20-year history was highlighted in *NCI Cancer Bulletin's* spotlight article titled, "The National Coalition for Cancer Survivorship – Changing the Lexicon of Cancer." (May 9, 2006)
  - Cathy Harvey, chairman of NCCS's board of directors is quoted in an article that was published in *Greenville News* about the myriad of issues that cancer survivors face. (April 15, 2006)
  - A *Washington Times* article entitled "Toxicity of some therapies causes disease to return" highlights NCCS's involvement in the development and implementation of Survivorship Care Plans. (April 11, 2006)
  - NCCS Director of Online Advocacy, Mark Gorman's inspiring survivorship story was featured in Maryland's *Gazette*. (April 5, 2006)
  - The Cancer Survival Toolbox® was a featured resource in April's issue of *Healthwise*.
  - Cindy Goodman authored an article for the *Miami Herald* that was published on March 1 that tackled the issue of whether cancer patients should disclose a cancer diagnosis to their employer. In this article, NCCS board member and founder Barbara Hoffman was quoted stating that cancer has really changed over the last generation—today many survivors 'don't miss a beat' and continue to work through treatment. NCCS's Web site and toll-free number as well as A Cancer Survivor's Almanac: Charting Your Journey were cited as resources for readers.
  - In the March issue of *ACP Observer*, NCCS board member Dr. John Rainey was quoted in an in-depth article about the recommendations of the Institute of Medicine's cancer survivorship report.
  - In March the *Journal of Oncology Practice* focused on continued care for cancer survivors. In the cover story NCCS President and CEO Ellen Stovall is quoted throughout and identified as 'one of the leading thinkers on the survivorship issue.'
  - The American *Journal of Nursing* published a March 2006 supplement that solely focused on the state of science about managing late and long-term sequelae of cancer and treatment.
- Not only is NCCS continually referred to and cited as a resource throughout the articles, but NCCS founder Susie Leigh also authored one of the articles titled "Cancer Survivor: A First Person Perspective."
- In January Associated Press writer, Ellen Simon released a story about working through cancer treatment that quoted NCCS board member and founder Barbara Hoffman. The story ran in hundreds of newspapers nationwide including the *Houston Chronicle*, *Cincinnati Enquirer*, *San Jose Mercury News*, *Columbus Dispatch*, and *Omaha World-Herald*.



*The Independent Charities Seal of Excellence is awarded to the members of Independent Charities of America and Local Independent Charities of America, that have, upon rigorous independent review, been able to certify, document, and demonstrate on an annual basis that they meet the highest standards of public accountability, program effectiveness, and cost effectiveness. Fewer than 2,000 of America's nearly 1,000,000 charities have been awarded the Seal.*



# Giving

Your generous support is key to NCCS's important advocacy work and to continuing the free programs and publications to cancer survivors. Individuals, organizations, institutions, foundations, and corporations support NCCS's work in empowering survivors, helping to foster effective self-advocates, and enabling public interest advocacy efforts. Supporters know that their gifts help ensure that a patient voice is heard at federal agencies, the White House, and in Congress to improve how the nation researches, regulates, finances, and delivers quality cancer care.

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## Individuals

We value the support we receive from our individual supporters. Remember to ask friends, family members and co-workers to support NCCS. And educate your friends and associates about cancer survivorship and the importance of developing the advocacy skill set. Let people know about the free resources available to them from NCCS should they or someone they know be diagnosed with cancer. Donations can be made online at [www.canceradvocacy.org](http://www.canceradvocacy.org).

## Tribute Gifts

When a family member or friend dies, a fitting way to remember them is by giving a gift to NCCS in their memory. When a survivor crosses a milestone in survivorship, a tribute gift can celebrate that event. NCCS's President & CEO personally acknowledges all tribute gifts to family members or to tribute honorees.

## Special Events

Fundraising events like the Rays of Hope Awards Gala, golf tournaments, and other events are vital to supporting NCCS's work. We are happy to add you to our mailing list for upcoming events. Requests can be emailed to [info@canceradvocacy.org](mailto:info@canceradvocacy.org).

## Workplace Giving

If your workplace participates in the Combined Federal Campaign or United Way, choose **NCCS CFC No. 9711 dba Cancer Survivors Coalition** as the beneficiary of your donation.

Ask your employer about a matching gifts program. Many employers will match a gift you make to NCCS and you can double or even triple your gift to NCCS! Your company's personnel office can tell you about matching gift policies and procedures.

## Planned Giving and Other Gifts

Many people choose to support NCCS through gifts of stock, insurance, charitable remainder trusts, or bequests. Planned giving refers to benefits related to your life insurance policy, will, securities, or other financial contracts.

NCCS recommends that you contact a qualified tax or legal professional. After you have chosen the giving option that is best for you, please contact NCCS to let us know of your plans. More information is available at [www.canceradvocacy.org](http://www.canceradvocacy.org).

## Corporate Opportunities

Corporate sponsorship opportunities are available for all of NCCS's events. Please contact NCCS's development office at 301.650.9127 or log onto [www.canceradvocacy.org](http://www.canceradvocacy.org) for more information.

NCCS is a 501 (c) 3 organization. All contributions are tax-deductible to the extent permitted by law.

# 2006 Board of Directors

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# Financial Highlights

## Corporate Sponsor Policy

The National Coalition for Cancer Survivorship (“NCCS”) is a national 501(c)(3) advocacy organization representing cancer survivors and their families. NCCS often partners with corporations on events, programs and educational materials. The following policy was developed to help guide and more clearly define our corporate partnerships.

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NCCS reserves the right to sever any corporate partnership with, and return contributions from, an entity that participates in public policy activities that NCCS finds offensive or that are in significant conflict with NCCS public policy activities and/or positions.

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NCCS will not sell or release its mailing and/or email list to its corporate partners.

# Statement of Financial Position

Year Ending December 31, 2006

## ASSETS

<b>Current assets:</b>	
Cash and cash equivalents	\$1,644,808
Certificates of deposit	109,963
Marketable securities	533,827
<b>Accounts receivable:</b>	
Special events	57,605
Others	27,054
<b>Inventory</b>	261,287
<b>Prepaid expenses</b>	206,575
<b>TOTAL CURRENT ASSETS</b>	<b>\$2,841,119</b>

<b>Other assets:</b>	
Furniture and equipment, net of accumulated depreciation of \$210,457	78,894
<b>Deposits</b>	20,538
	99,432

**TOTAL ASSETS** **\$2,940,551**

## LIABILITIES AND NET ASSETS

<b>Current liabilities:</b>	
Accounts payable	\$294,356
Deferred revenue	125,000
Accrued salaries and benefits	52,094
Accrued vacation	58,986
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$530,436</b>

### Commitments and contingencies

<b>Net assets:</b>	
Unrestricted:	
Board designated	1,515,438
Other	240,569
Total unrestricted	1,756,007
Temporarily restricted	654,108

**TOTAL NET ASSETS** **\$2,410,115**

**TOTAL LIABILITIES AND NET ASSETS** **\$2,940,551**

# Statement of Activities & Changes in Net Assets

Year Ending December 31, 2006

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
<b>Revenues:</b>			
Contributions	\$375,599	\$32,600	\$408,199
Grants	-	768,255	768,255
Gifts in kind	29,850	-	29,850
Publications and merchandise	19,731	-	19,731
Program revenue	400,000	-	400,000
Special events	1,772,763	-	1,772,763
Miscellaneous	1,555	-	1,555
Interest and dividend income	106,123	-	106,123
<b>TOTAL REVENUE</b>	<b>\$2,705,621</b>	<b>\$800,855</b>	<b>\$3,506,476</b>
<b>Net assets released from restrictions:</b>			
Satisfaction of program restrictions	1,228,625	(1,228,625)	-
	<b>\$3,934,246</b>	<b>(\$427,770)</b>	<b>\$3,506,476</b>
<b>Expenses:</b>			
Program services	2,784,513		2,784,513
Cost of direct benefits to donors	120,223		120,223
Management and general	114,421		114,421
Fundraising	631,242		631,242
<b>TOTAL EXPENSES</b>	<b>\$3,650,399</b>		<b>\$3,650,399</b>
<b>Change in net assets before other gains and (losses):</b>	283,847	(427,770)	(143,923)
<b>Other gains and (losses):</b>			
Proceeds from settlement of litigation	9,765		9,765
Realized loss on investments	(268)	-	(268)
Unrealized gain on investments	14,116	-	14,116
Gain on disposal of assets	337	-	337
<b>CHANGE IN NET ASSETS</b>	<b>\$307,797</b>	<b>(\$427,770)</b>	<b>(\$119,973)</b>
<b>NET ASSETS, JANUARY 1, 2006</b>	<b>\$1,448,210</b>	<b>\$1,081,878</b>	<b>\$2,530,088</b>
<b>NET ASSETS, DECEMBER 31, 2006</b>	<b>\$1,756,007</b>	<b>\$654,108</b>	<b>\$2,410,115</b>

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