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Put one foot in front of the other

HOPE



Where there is community... there is strength. Where there is strength... there is hope.

REACHOUT & RUN set for April 17!

14TH ANNUAL • NEW 1-MILE WALK WITH HOPE

news

The 5th annual Concert for Hope was the biggest and best!

The fabulous organizing committee raised the bar on every level—more corporate and media sponsors, more tickets sold, five excellent live auction packages, and a sold out 150-bottle Wine Grab Bag. The concert also raised 30% more than in 2010 and all funds go directly toward our programs and services.

We continue to move the pegs, but still have a long way to go. Our ambitious goal to raise \$945,000 by June 30th was set in order to meet the needs of the growing number of individuals and families who come to HopeWell.

Every gift—big and small—makes a difference. We have a broad base of support and we are pleased to tell people that every dollar given to HopeWell stays right here, in Baltimore... in fact, right here on Falls Road!

As an essential member of our community, we hope you will read this newsletter and note the many ways to help HopeWell succeed. We are deeply grateful for the loyal generosity of donors whose commitment is crucial as HopeWell continues to expand and deepen our programs.



Concert for Hope co-chair and Board member John Miller placing a peg that represents the success of our 2011 Concert for Hope.



"I have lived through a lot," says longtime HopeWell participant Janet Miller. "When I was diagnosed with my first cancer, I was determined to make it to my youngest son's graduation from high school in 1998 and then, college in 2003. In 2009, I was there for his wedding. Now, I am the proud grandmother of six grandchildren!"

Janet's family and friends have been coming to REACHOUT & RUN for the past 8 years, as a way of supporting Janet as she continues to set and reach new milestones. The 2010 event was especially memorable for the captain of the 22-member Team Miller Time.

"I was dragging, really dragging," said Janet. "I was walking the 5k course and debating if I had the energy to finish or not. I looked up at the finish line and my two sons were there waiting for me. They both took a hand and they carried me over that finish line. They literally lifted me up! I'll never forget that moment. It was magical."

REACHOUT & RUN is a magical day for many in our community. It is a special time when those who love you can show their support. It offers the chance to support others who are facing cancer. And, it is a way to have fun, be active and connect with those around you.

For HopeWell, the annual race is our biggest fundraising event. **What can you do?** Help us reach our goal of raising \$150,000!



WALK... JOG... RUN
 Invite friends, family, colleagues!
 Volunteer to help out on race day.
 Become an event sponsor.
 Dedicate a race star to someone special.
 Donate to a runner or walker.
FORM A TEAM!

We invite individuals, teams, families, clubs, schools and businesses to get involved and support HopeWell participants by supporting REACHOUT & RUN!

We are pleased to announce the new 1-mile Walk with Hope. We hope that completing the Walk with Hope will be an important symbolic victory for many who have had a cancer diagnosis, just like Janet Miller.

"I go to the gym six days each week. I do this for me, but also to set an example for others. Having cancer does not necessarily take away your ability to be physically active. Just like going to the gym, REACHOUT & RUN is a part of my family's life. We do other races but this is the one we love the most."

Join Janet and help us reach our goal of 1,500 race entries this year!

The mission of HopeWell Cancer Support is to create a community for all people with cancer, their families and friends, that encourages an exchange of information, the development of a support system and the presence of hope.



Programs

HopeWell welcomes people with cancer at any stage of the disease: newly-diagnosed, in treatment, post-treatment, and living with cancer as a chronic condition. Survivors are always welcome, too.

We also invite family, close friends and loved ones to our programs.

Breast Cancer, Physical Activity, Diet and Weight

Join Dr. Kathy Helzlsouer, a nationally-recognized cancer researcher and Medical Director at the Weinberg Center at Mercy to get current information on this topic. Dr. Helzlsouer will explain what the research is teaching us and how we can take advantage of what we are learning. Questions are encouraged.

Speaker: Kathy Helzlsouer, MD, M.H.S.
Monday, March 21 • 7:00 – 8:30 PM

Peripheral Neuropathy and Chemobrain: What We Know

After cancer treatment, people sometimes experience peripheral neuropathy and/or thinking and memory difficulties, also known as chemobrain. Join Dr. Michael Polydefkis for a discussion touching on how to recognize the symptoms of these conditions, communicate with your physician and cope with these side effects.

Speaker: Michael Polydefkis, MD
Thursday, March 31 • 7:00 – 8:30 PM

Genetics and Cancer: What We Know, Why It Matters

As we learn more about cancer genetics, it is becoming clear that this knowledge impacts all aspects of cancer management from prevention and screening to treatment options. Join Jennifer Axilbund, Genetics Counselor with the Johns Hopkins Cancer Risk Assessment Program to learn about the impact of genetics on many types of cancers.

Speaker: Jennifer Axilbund, M.S., CGC
Wednesday, April 27 • 7:00 – 8:30 PM

View our full calendar of programs at hopewellcancersupport.org

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HopeWell Cancer Support

10628 Falls Road • Lutherville, MD 21093
HopeWell Cancer Support is a 501 (c)(3) nonprofit organization, donations to which are tax deductible to the fullest extent allowed by law. For a copy of our current financial statement, please contact HopeWell Cancer Support or the office of the Secretary of State, Annapolis, MD 21401.

A Letter from HopeWell

FROM SUZANNE BRACE, EXECUTIVE DIRECTOR



Dear Friends,

As we were teased last month by the promise of spring one day and a program-cancelling snowfall the next, it is wonderful to be envisioning the bright yellow of daffodils, dogwood in bloom and the green, green grass of April! Every year, HopeWell looks forward to celebrating Spring with REACHOUT & RUN.

It is the one day in the year that HopeWell “takes up residence,” however briefly, in another location. We create community right there on Goucher’s campus — people with cancer, as well as people remembering those they’ve lost, surrounded by a greater community of support. That is what HopeWell is all about.

We are reminded by those who come and participate that nearly everyone is affected by cancer in some way.

“My mother passed in 2003 from ovarian cancer and it was the toughest thing I ever experienced. In 2009, I decided to run in REACHOUT & RUN to support HopeWell. As the race began, memories went through my mind of my mamma and how much I missed her... and then I saw the first star and my eyes began to tear up, because I knew that I was also running this race for all those whose lives have been changed by cancer.”

— Jamie Green, Friend of HopeWell

On race day, we have the dual goals of creating community in a special event setting while raising crucial funds for HopeWell’s programs.

Just as quickly as it comes together, our “off-site community” evaporates. The speed at which that happens is stunning! But those 5 precious hours are essential in keeping HopeWell on track financially.

Like most nonprofits, HopeWell is confronted with the need to serve more and more families with cancer and the subsequent challenge of how to fund this growth. We set a very high goal for this fiscal year... a budget of nearly a million dollars. We’ve had great momentum in the last two years and are, quite literally, “running to keep up” with the pace of growth.

With your help, this magical community event will raise spirits — and funds — to keep HopeWell running strong. You’ve never let us down and we are most grateful!

With warm regards,

p.s. To purchase a REACHOUT & RUN star, simply call 410.832.2719.



Sandra’s Story

A STORY ABOUT THE PERFECT LANDING

In a perfect world, everyone being treated for cancer in Baltimore would learn about HopeWell the way that Sandra Edmonds did in 2009. While undergoing treatment, a nurse at an infusion center handed Sandra a HopeWell brochure and told her that there was a local organization that offered programs to help people with cancer begin to find their way through their diagnosis.

Like anything new, getting started was the hardest part. But Sandra took the first step and attended a Welcome Meeting to learn more about what HopeWell has to offer. Then, she tried out a variety of programs from yoga to support groups to guest speakers.

No matter what class or program she attends, one of the most tangible benefits Sandra feels is the support of the HopeWell staff and community. “HopeWell means a lot to me. It is a blessing,” says Sandra. She appreciates how people gather after class to check in on one another, to share news and information. “From the first time I came here to a Welcome Meeting, the staff has always been so warm and inviting. They take you as you are and always, with a smile.”



Sandra Edmonds and her daughter, Amanda walked in last year’s REACHOUT & RUN. Sandra was glad to be able to give something back to HopeWell.

Sandra was so enthusiastic about HopeWell that she brought her daughter Amanda out with her to walk in last year’s REACHOUT & RUN. “It is important to me and my family that we help keep HopeWell going. The organization is incredibly worthwhile,” says Sandra. “This event is so important to the HopeWell community that it will always be on my calendar!”



REACHOUT & RUN 2011

Getting the Word Out

Register, form a team and spread the word through FirstGiving.com

Once again, HopeWell will partner with Firstgiving to help us with REACHOUT & RUN 2011. Firstgiving.com is the leading social fundraising platform. Their site offers us tools and resources to raise money and allows us to reduce our fundraising overhead costs.

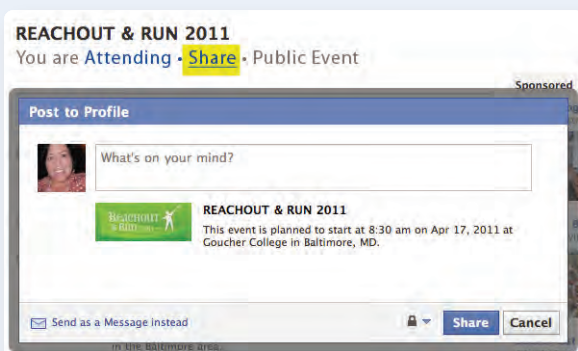
So, what's in it for you? First and foremost, FirstGiving allows you to **register for the event**. Fill out the online registration form and you're done. **Forming a team** is as easy as creating your very own fundraising page and inviting at least four friends to join you. Setting up a page takes about five minutes.

Raising money online with a Firstgiving personal fundraising page is simple, too. **Create a personalized fundraising page and email it to everyone you know**. With email and Firstgiving, it's easy to ask lots of people, and collect lots of donations. It's amazing how simple and effective email can be at reaching old friends and distant family members and turning them into donors.

It's even easier for people to make secure online donations and leave messages of support on your page. Firstgiving automatically processes all donations, saving you the hassle of collecting and forwarding checks.

Get started today at www.firstgiving.com/HopeWell.

Thank you for getting involved and making a difference.



A FACEBOOK TUTORIAL

How to promote a Facebook event in five easy steps.

For those of you who already use Facebook—and for those looking for a good excuse to try it out—you can help HopeWell by promoting REACHOUT & RUN (or any event) to your Facebook friends. Simply:

1. Login to Facebook.
2. Search for HopeWell Cancer Support. "Like" us to stay connected.
3. Click on the word **Events** on the left side of our page. Follow the link through to the REACHOUT & RUN 2011 event page.
4. Click on the link that says "I'm attending."
5. A **Share** link will appear that allows you to either post a comment to your profile or send a message to your Facebook friends.

You're done! Post a comment on our page to let us know how it went!



STRETCHOUT & WALK this spring with HopeWell!

Research shows that walking can be a great benefit to people with cancer, speeding up recovery and improving quality of life. Join us for STRETCHOUT & WALK, HopeWell's weekly walking group. Meet at HopeWell for warm-up exercises followed by a group walk at Meadowood Regional Park (next to HopeWell). Program meets each Monday at 9:30 a.m. Get your week off to a great start!

Feeling Better... Mind, Body and Spirit

HOW YOGA, MEDITATION AND LIGHT STRETCHING HELP PEOPLE WITH CANCER

At HopeWell, we believe that each individual finds their own path through the journey of cancer and that we can best help by offering a variety of programs. In recent years there has been increased interest in our Mind, Body, Spirit classes that focus on various approaches to stress reduction.

Many people say that the experience helps them to connect to their bodies again, to "get back in touch." Yoga's gentle movements and stretching may improve balance and strength and help to lessen side effects such as sleep disturbance. (See side bar.)

Mindfulness Meditation instructor Gina Sager, MD, RYT is keenly

aware of what she describes as "the healing power" of meditation for people who are often focused so much on their disease, that they neglect the entirety of their being.

"You can't change the circumstances of your illness, but you can change your relationship to your diagnosis," says Sager. People who attend the Mindfulness Meditation classes learn to become fully aware of the present moment and are able to "pay attention to what matters"... an important skill not only during treatment but for the everyday ups and downs of life.

Taking a Mind, Body, Spirit class at HopeWell just "feels good," we frequently hear. The camaraderie

and peaceful beauty of the site are a respite from the institutional settings where people in treatment spend so much time... as well as the business of work and home.

Come and see what you might take away from these classes. No prior experience is necessary.

Meditations to Relax and Relieve Stress
Tues. at 12:00 and Wed. at 7:15 pm

Mindfulness Meditation I and II
Call for more information or to sign up.

Strength and Tone Mondays at 11:00 am

Stretch and Tone Thursdays at 11:00 am

Qigong Mondays at 6:00 pm

Yoga Tues. at 10:45 am Wed. at 6:00 pm and Sat. at 9:00 am

Yoga Nidra Call for more information.

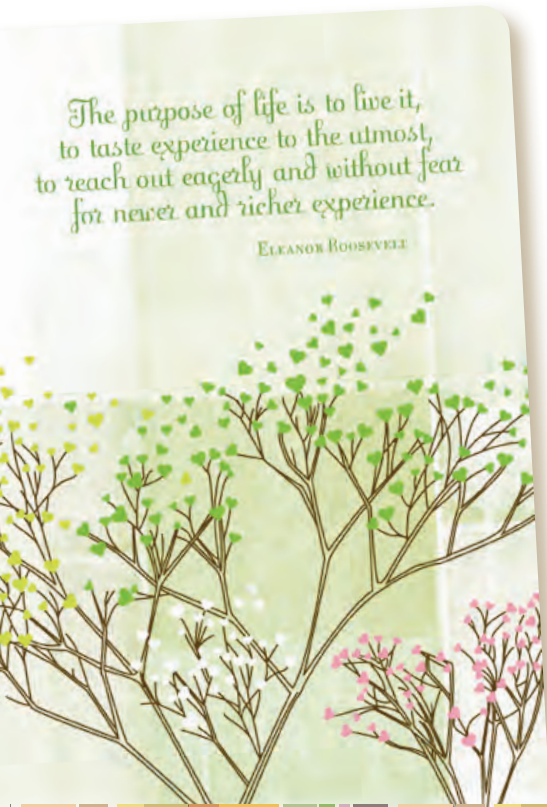
Researchers study the health benefits of yoga for people with cancer

A study presented at the 2010 American Society of Clinical Oncology meeting stated that 8 out of 10 cancer survivors reported that sleep impairment was significantly impacting their lives. Half of them were assigned to take two yoga classes each week. The other half did no yoga. At the end of the study:

- 31% of the yoga practitioners had no sleep disruptions (2x higher than the control group).
- 42% of those practicing yoga reported a reduction in overall fatigue (compared to just 12% in the control group).

Celebrate friends. Celebrate spring.

TELL SOMEONE HOW MUCH THEY MEAN...



HopeWell Tribute Cards are a beautiful way to make a gift in honor or memory of someone special in your life.

For a minimum gift of **\$10 per honoree**, HopeWell will send a personalized gift card to each person announcing your gift.

To view Honor and Memory cards, please visit our website.

Ordering is easy. Simply provide us with a list of names and addresses of those people you would like to recognize—along with your contribution—and we'll do the rest.

Please be sure to indicate that your gift is a Spring Tribute gift. If you have any questions about Tribute Gifts, please contact our Development Office at (410) 832.2719.

HOPEWELL'S WELLWISHERS CLUB

A SPECIAL CATEGORY FOR OUR MOST LOYAL DONORS



HopeWell will be holding its annual Wellwisher Reception this spring.

WellWishers are HopeWell donors who give \$1,000 or more annually and provide us with the core of our support. We have grown from a few early members fifteen years ago to over 140 members today. Gifts range from \$1,000 to \$50,000 and provide nearly 50% of our annual income. WellWishers are the most loyal, consistent source of funding for HopeWell.

A gift of \$1,000 supports an entire year of HopeWell programs and services for an individual facing cancer.

For more information, call Lily Burke at 410.832.2719.

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Sharing Online: Put One Foot in Front of the Other

BY JAMIE LACEY-MORIERA, HOPEWELL VOLUNTEER

In the last newsletter, we wrote about how some people find social networking to be an easier way to exchange information with friends and family than frequent visits or phone calls. We covered some of the ways to be an active listener online such as reading health-related news, tapping into disease-related forums and joining Facebook Groups (such as HopeWell's, which now has more than 250 members).

If you hadn't been active online before, we hope the article encouraged you to take an initial step into the online world. Now, it's time to consider the next step: Getting active online!

For long-time HopeWell supporter and mother of three Mary Clark Gibbons, it was the desire to encourage more people to attend HopeWell's Concert for Hope in February that led her to actively use Facebook.

Gibbons had been a member of the Concert Committee for four years and previously encouraged her network to buy tickets by reaching out to them via email. She explained that she was a reluctant adopter of social media.

"I only joined Facebook last fall after receiving tons of invitations from my friends, old college roommates and family all over the country," she said. "Almost right away, I realized Facebook is a great tool to use to share news across generations without being intrusive."

Gibbons was amazed at how quickly she could share a note with her Facebook friends (she says she has "friended" about 130 people as she is still somewhat private and selective), and how her news was then shared virally.

When she went to the Concert (which was HopeWell's most successful to date), she ran

into many people who said they bought tickets after learning about the event from "friends of friends" via Facebook.

"It was so easy to share news about the Concert through Facebook," Gibbons added. "Instead of going through my email address book and then including attachments, I simply sent a note through Facebook and provided links to the HopeWell site... voila!"

Regardless of whether you send "a virtual hello," form a team for an event (like HopeWell's REACHOUT & RUN) or share your thoughts in an online forum, we hope you'll consider taking the next step **online**. It's all about putting one foot in front of the other...

Jamie is President of PressComm PR, LLC, a Baltimore-based healthcare & tech communications consulting firm.

Mark your calendar for HopeWell's biggest event!
SUNDAY APRIL 17, 2011 • 5K WALK • 5K RUN • 1-MILE WALK WITH HOPE



9300
P.O. Box 755, Brooklandville, MD 21022-0755
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