

THE BBJ
INTERVIEWCONVERSATIONS
WITH THE
REGION'S TOP
BUSINESS AND
NONPROFIT
LEADERS

HOPEWELL CANCER SUPPORT

VERONICA LAND-DAVIS

Veronica Land-Davis works amid meadows near the junction of I-695 and I-83, just north of Baltimore City and across from Greenspring Station. ¶ That land is home to HopeWell Cancer Support, a nonprofit founded in 1993 to offer psychosocial support for people with cancer and their families. Land-Davis, who until late 2022 served as executive director of the Baltimore grief support center Roberta's House, started at HopeWell as a clinician before transitioning to the top job.

"It is deeply personal for me because I have three siblings who just recently went through the cancer journey," she said. "And as a caregiver for each one, I have observed what it feels like to have a loved one who is experiencing that."

She said she saw firsthand how the emotional impact can be just as daunting as the physical.

"So, HopeWell gives me an

opportunity to give back what was given to my family and myself," she said.

The Baltimore Business Journal spoke with Land-Davis about the nonprofit's plans for the future and its impact in the present.

Here are excerpts from the conversation, edited for length and clarity.

Would it be fair to say that HopeWell has upped its public presence over the past year or so?
You are 100% correct. We have looked at how we are outreaching to our community. I come from the perspective that an empty chair is a person who isn't served. So we're being very intentional about letting the community know that we're here for them.

Your board is working on a new strategic plan. What are your hopes for that? Several things. Part of it is about reaching those underserved communities that we currently don't reach out to. And I'm just so excited because we had a soft launch within the last year of bringing HopeWell to Baltimore City.

Unfortunately, we do not have a lot of public transportation here. Our mission is to serve all. And equity is important. So if you can't get to us, how can we build relationships and get to you? Part of our strategic plan is about outreach. It's about finding more donors. But, at the end of the day, it's about how do we serve, as best we can, the community dealing with the cancer journey.

All of our services are at no cost to our families. So we want to make sure that when people talk about cancer support, they automatically think about HopeWell.

Can you share a bit about HopeWell's farmhouse and barn? We are located on 8 acres of beautiful land. I know that the founders chose this because nature and healing go together. Sometimes there are families that come and just sit. They just want a comfortable place that represents patience, peace and meditation.

The barn was built [around] 2007, I believe. We use it in order to provide services for our families. It's beautiful. I've heard people say to me many times, "Veronica, when I drive in here and come up the driveway, I have a sense of peace and calm."

This article is part of "The BBJ Interview," which features interviews with the region's top business and nonprofit leaders. To suggest an executive, contact Managing Editor Amanda Yeager at ayeager@bizjournals.com.

CLOSER LOOK

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