

purpose. passion. precision.



A Proposal to fund
the Irene Thompson Byrd Cancer Care Endowment
*to benefit Patients of the Cape Fear Valley
Cancer Treatment and CyberKnife Center*



FRIENDS *of the*
CANCER CENTER



making a
DIFFERENCE



MISSION:

Serve the community by building awareness and philanthropic support for Cape Fear Valley Health as it provides compassionate, quality healthcare for all its patients.

REASONS *for your* SUPPORT:

- ▶ Hospitals must rely on community support in order to stay up-to-date and provide the best care possible. With federal and state cuts in reimbursement, philanthropic support is more important than ever.
- ▶ Cape Fear Valley Health is our community's hospital. Community gifts through the Foundation impact our hospital's ability to continually provide the measure of healthcare excellence our community expects and that patients and families deserve.
- ▶ Through your philanthropic support, you can make a difference in the lives of people here in our region. Your generosity is an investment in the health of our community.



PROVIDING ACCESS *to the best* CANCER CARE *and* TREATMENTS

- ▶ CyberKnife Robotic Stereotactic Radiosurgery System
- ▶ Radiation Oncology
 - ▶ Intensity-Modulated Radiation Therapy (IMRT)
 - ▶ Image-Guided Radiation Therapy (IGRT)
 - ▶ Prostate Seed Implants
 - ▶ Gynecologic Brachytherapy
 - ▶ Mammosite Radiation Therapy System
- ▶ Medical Oncology
 - ▶ Clinical trials
- ▶ PET/CT
- ▶ Breast Care Center
 - ▶ Accredited by the National Accreditation Program for Breast Centers (NAPBC)
- ▶ Lung Nodule Clinic
- ▶ daVinci® Robotic Surgery

- ▶ Support groups, social worker and dietitian
- ▶ Complementary medicine program with art therapy, massage, reflexology and healing touch



Cape Fear Valley Cancer Center is accredited by the American College of Surgeons Commission on Cancer with commendation as a Community Hospital Comprehensive Cancer Center.



***COMMITTED to improving and investing in a* COMPREHENSIVE RANGE of SERVICES**

- 1982 First patient treated at the new Radiation Therapy Department
- 1988 Dedication of the new Cancer Center which included outpatient Radiation Oncology, Medical Oncology and a Magnetic Resonance Imaging (MRI) facility
- 1992 Completion of Cancer Center expansion to add a second linear accelerator, additional office space and a 16-bed inpatient oncology unit
- 1993 Awarded the prestigious American College of Surgeons Commission on Cancer Accreditation (requires reaccreditation every 3 years)
- 1998 Completion and dedication of the 35,000 square foot expansion to include an expansion of Medical Oncology and a third linear accelerator and second simulator for the Radiation Oncology Department
- 2004 PET/CT installed and Intensity-Modulated Radiation Therapy(IMRT) program established
- 2005 Oasis Complementary Medicine Program began
- 2006 Health Pavilion North Cancer Center opened
- 2011 Transformation/Expansion of the Cancer Center including addition of the CyberKnife®, replacement of 2 of 3 existing linear accelerators and renovations to offices, waiting areas and patient areas
- 2014 Acquisition of local Hematology/Medical Oncology practice and expansion of services to Harnett Health

THE STORY *begins*



In 1989, a volunteer group of dedicated, caring people wanted to support cancer patients battling cancer in their own community. They wanted to support the patients of Cape Fear Valley Cancer Center. The group included cancer survivors, business leaders, hospital employees, physicians and others in the community who wanted to make a difference.

The group began raising funds to support patients during treatment. Early support to patients included medications, gas for travel to the Cancer Center, turbans and other personal care needs. The group grew in size and became known as the Friends of the Cancer Center. Christmas Home Tours became an anticipated event each year that raised monies to make a difference in the lives of patients.

During one of the group's meetings, the need of a specific patient that was receiving treatment at the Cancer Center was brought to their attention. In addition to the emotional stress, the patient was experiencing an increase in medical expenses and an inability to work due to the side effects of chemotherapy and radiation treatment. The patient was financially unable to make their monthly mortgage payment.

“Generosity and dedication bring benefits to many in need.”

– Jesse Byrd

CHAIRMAN, FRIENDS of the CANCER CENTER ADVISORY COUNCIL

The group considered different options. A volunteer suggested that the group ‘pass the hat’ around the table to collect what was needed to fulfill that patient’s emergency need. Contributions were made and the mission of the group became clear. They would give all they could to support the needs of cancer patients in the community.





FRIENDS *of the* CANCER CENTER

*“I’m thankful my cancer was caught early,
and I’m back to my old routine.
Having this program really saved my life.”*

– Dixie Lock

For more than 25 years, Friends of the Cancer Center has carried out its mission to nurture, support, and guide cancer patients and their families through a profoundly emotional time. They improve the quality of the patients’ lives in a variety of ways. In addition to the financial assistance to those in need, they continue the services they offered when they began.

The Oasis area, located in the main lobby of the cancer center, currently has 52 volunteers. Many of the volunteers are cancer survivors. They offer snacks and beverages for patients as they arrive for appointments and, when needed, a listening ear and a caring heart. Donated hats and scarves are available at no charge. The Cancer Resource Center, also in the Oasis area, contains books, pamphlets and videos so that patients and families can learn more about cancer and related issues.

Other programs and services have been added as needs have been identified. Artful Reflections is an art therapy class available for a cancer patient to join others experiencing their same journey. This class serves as an emotional outlet and an avenue of healing through artful expression. Therapeutic massage and Reflexology have also been added to provide holistic support to cancer patients. To fund additional programs, FOCC began Ribbon Walk & Ride in 2005. While providing a much needed source of funds, the event also serves as a time for healing, reflection and camaraderie among all participants but especially cancer survivors and their caregivers.

The mammography outreach program is also supported by Friends of the Cancer Center. The program is a partnership with Cape Fear Valley Breast Care Center to offer preventative care for individuals who do not have the resources to receive the screening. The program began in 2007.

PROPOSAL *for* ENDOWMENT

After providing 25 years of support to the cancer patients and their families, the time has come to leave a legacy of support for future cancer patients at the Cape Fear Valley Cancer Treatment and CyberKnife Center. A permanent fund will provide ongoing support so that cancer patients and their families can focus on healing and recovery and know they have a friend who understands their journey.

PURPOSE:

- ▶ Sustain direct patient support programs for the needs of eligible cancer patients.
- ▶ Create a legacy to honor the work of the many volunteers in our community who call themselves Friends of the Cancer Center.

CASE *for* SUPPORT:

- ▶ An estimated 240 oncology patients are provided financial assistance each year.
- ▶ Therapeutic services are offered to all of the 1400 oncology patients that are served annually.
- ▶ The annual cost of services and financial assistance provided for cancer patients is estimated at \$150,000.*
- ▶ An endowment would provide financial stability and security through a perpetual source of funding for direct patient support.

** This estimate reflects the cost of current patient needs. As our population grows and Cape Fear Valley Health adds new service locations, it is anticipated that the endowment will sustain the increase in patient requests.*



***The Irene Thompson Byrd* CANCER CARE ENDOWMENT**

The Endowment has been established in memory of Irene Thompson Byrd. Irene was the wife and best friend of Jesse Byrd and the mother of Susan Tollesfen and Pam Clark. Irene and Jesse were part of the volunteer group who were instrumental in the establishment of Friends of the Cancer Center in 1989. Irene lost her battle with cancer in 1991. This endowment is a celebration of the efforts of Irene and Jesse and the friends who joined with them to make a difference.

**Subject to market conditions.*

OUR CAMPAIGN

We have set a goal of \$2,000,000 for the Irene Thompson Byrd Cancer Care Endowment to support the needs of cancer patients at The Cape Fear Valley Cancer Treatment & CyberKnife Center. An endowment of this size will provide approximately \$80,000 annually for patient support.*

Our hope is that this endowment will sustain the needs of all our cancer patients, indefinitely.

WAYS to give to the ENDOWMENT

A variety of ways are available to support The Cancer Care Endowment. You may consider the following:

- ▶ An outright gift or pledge paid over 3-5 years
- ▶ A gift of appreciated securities or property
- ▶ A planned gift in the form of a bequest or estate gift through trusts, annuities, life insurance or retirement plans.