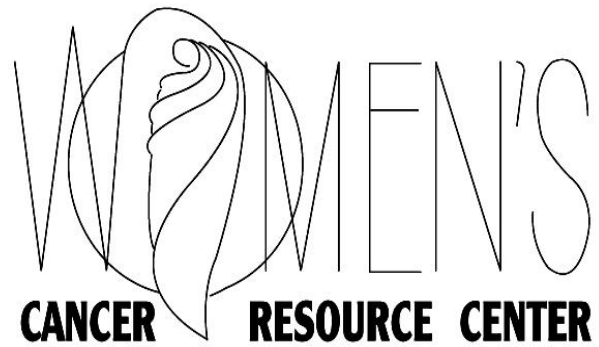


# 2004 Annual Report



Women's Cancer Resource Center  
4604 Chicago Avenue  
Minneapolis, MN 55407

## WCRC moves Forward with New Vision

After a year of working nearly full time on organizational transition, the WCRC board is excited and hopeful about changes taking place at the center. About this time last year, the center was in administrative and financial crisis. WCRC staff had had grown fast, to 18 full- or part-time employees and the center was faced with many unfunded grant requests and funding cuts.

By January of 2004, board members realized the center could not make it through the year. We were stuck. We knew it was time for us to make some difficult decisions. The board began to talk about what staff and what programs we could keep -- psychologically and energetically -- in order for the center to stay afloat. The board began to meet regularly, often weekly, and hired Cincinnatus, a consulting firm for non-profits, and interim executive director from Cincinnatus, Cathy Jacobson. In April, Marcia Cushmore, formerly with the University of Minnesota Humphrey Institute, volunteered to help clarify next steps. Programs were cut and staff was trimmed to four employees.

It was a very difficult time. Dropping our environmental activism, cutting back our Cancer Guides program, and laying off talented staff members was extremely controversial but we knew if we didn't act we would not survive. In September, the board hired new executive director, Lisa Simer, who has been meeting with founder Barbra Wiener and past executive director Ceci Shapland to gain perspective on the center's history and legacy.

WE have a new vision statement for the WCRC, which integrates the work of current staff members Benita Robinson, Betty Sanders and Nancy Dahlberg, so that, with cross-training, all will

be able to help callers or visitors to the center. The vision statement also calls for greater training and utilization of volunteers, many of whom have enthusiastically taken up work that needs to be done.

We are proud of the center's work in the 12 years that we have been in the Twin Cities. We were forward-looking when we initiated programs like complementary care, cancer activism, and unique support for young women, women of color, lesbians and caregivers. Other organizations have emulated our work. We are convinced we will continue to do groundbreaking work in the future.

Cancer activism is still a vibrant part of the center's work, WCRC still provides environmental literature, resources and prevention strategies, and the board remains open to reviewing the program in the coming year. But staff and board will go forward together at a more thoughtful pace as the center moves into 2005.

### ***WCRC Mission:***

***Our mission is to support women in taking charge of their cancer experience.***

## **A Good hold on the trapeze of change**

By Susan Hubbard

President, Board of Directors

Last year, about this time, the board began an eight-month process of change that ultimately delivered tremendous gifts. To be honest, at the start of this adventure, if you asked me or any of the other wonderful women who serve on the board how we felt about moving forward, this quote by Marilyn Ferguson might have expressed it nicely. ***“It's not so much that we're afraid of change or so in love with the old ways, but it's that place in between that we fear . . . It's like being between trapezes. It's Linus when his blanket is in the dryer. There's nothing to hold on to.”***

But really, it wasn't as bad as all that because there was something to hold on to! We had each other and we had you; the amazing women who work, donate and volunteer at WCRC. We also had our shared values and the determined desire to support women with cancer. It was enough to lead us to Lisa Simer our new executive director. When you read her welcoming letter you may get a sense of what many of us now genuinely know – she is the right person to lead WCRC to its future.

Of course we still face the fiscal woes that all nonprofits grapple with and we really do need your support. But today, WCRC has a better hold on the trapeze of change with bright new leadership and a recommitted staff and board. We haven't been here long enough to forget just how precious it is to have found our place but we have renewed energy that we derive from moving forward on our mission. I know you will agree that keeping WCRC accessible as a safe landing place for any woman with cancer is well worth our efforts



**From the Executive Director—Lisa Simer**

Like many of WCRC’s supporters, I am a cancer survivor – diagnosed with breast cancer nine years ago. My personal experience with the health care system opened my eyes to the importance of asking questions, pushing for answers, and taking charge of my own health. I realize how fortunate I was to have had access to both information and a strong support system that made it possible for me to focus on healing. Not everyone has that luxury. Being a part of the Women’s Cancer Resource Center is like “coming home.” I now have a chance to give back some of what I received from my family by drawing on my personal experience and skills to help other women with cancer.

Although I have been here only a short time, I feel this is where I belong. My nonprofit experience spans more than 20 years, and includes working in community-based programs as a program staff, executive director and board member. For the past three years I have been “on the other side of the table,” working as a program officer for The Minneapolis Foundation. In that role, I not only made grants but also talked with organizations about the funding challenges they face in the current economy. What I have learned is that the organizations that survive are those with clarity of mission, a focus on core services, strong support from individual donors, and committed staff, board and volunteers. I believe that description fits WCRC and I look forward to being a part of this amazing team and working to *support women in taking charge of their cancer experience.*

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**Quotes from our community:**

*“The WCRC has helped me tremendously in my healing process... Thank You!*

*– Cancer survivor*

*“...The WCRC’s Commitment to community health and wellness is evident in all their programs and activities. WCRC focus on hope, and offers women the opportunity to take charge of their health situation and to be active participants in making decisions about their own health... ”*

*--Physician, Ramsey Clinic*

## **2004 in Review:**

The year 2004 was challenging. Many questioned whether WCRC could re-engage donors find new funding sources or attract new volunteers. I too wondered if we would weather the storm. As we reflect back on the past 12 months, we can be proud of what we have achieved.

We are grateful for the generosity of individuals who gave over \$100,000 in 2004. The foundation community also demonstrated its support for our vision by granting nearly \$150,000 to support our programs. We received grants from Otto Bremer, the Randy Shaver Cancer Research and Community Fund, Charlson, Edwards Memorial Trust, the Oswald Family Foundation, St. Joan of Arc Justice Fund, Richard Newman Family Foundation, Medtronic, and the Women's Foundation of Minnesota. In 2005, we hope to grow our individual donor base, increase the number of major donors and further expand our support from foundations, corporations and other funding sources. Thanks to support from the Randy Shaver fund, we have both a new WCRC brochure and plans to further step-up outreach in 2005

The committed and professional staff here at WCRC continued to focus on providing high quality, responsive services to women with cancer and those who love them. Even as the organization was going through a leadership transition and re-visioning, the staff continued to provide highly personalized support to hundreds of women. The center staff never lost sight of the core values of WCRC. They are an amazing team—the heart and soul of the organization. The board of Directors has also shown great leadership this past year, and through all of the challenges, has remained committed and engaged.

New volunteers have also contributed to the center, greatly increasing our ability to respond to the needs of our constituents. The support of volunteers and a wonderful partnership with Preventing Harm Minnesota enabled the center to remain connected to prevention and broader environmental initiatives in the community.

Since 1993, the WCRC has provided women with support, encouragement and the power to take charge of their cancer experience. Your belief in our vision and the importance of our work have been critical to our success and we are humbled by your overwhelming vote of confidence. Thank you for standing with us through both our challenges and our triumphs. In 2005, we hope you will continue to walk with us.

*Susan Hubbard*

President—Board of Directors

*Lisa Simer*

Executive Director

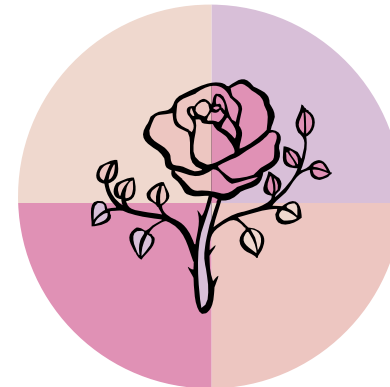
## 2004 Highlights

The WCRC continues to provide individual and group support, information, advocacy and hope for a diverse population of women. In 2004, the organization reached over 10,000 people. Highlights include:

- 2,570 individuals received phone counseling, resource information, and referral
- 41 women received body work treatments through the Healing Touch program
- 30 were connected with a Kindred Spirit.
- 526 women were provided with individual support, advocacy within the health care system, and support groups
- 200 people participated in the Honoring Caregivers Celebration
- 217 women with cancer and their families were served through our partnership with the Lao Women's Association
- 21 Women of color received intensive cancer support and cultural navigation assistance to help them take charge of their cancer experience.
- 190 low-income women were referred to appropriate low/no-cost cancer screening services.
- 4,550 individuals received cancer resources and education through community outreach activities

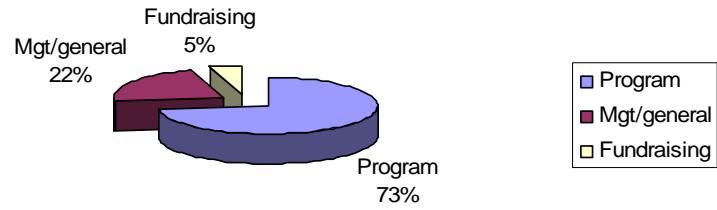
- 25 new volunteers were trained to facilitate "Smart Choices: Creating non-toxic environments" workshops
- 2,600 individuals received current research and resources environmental links to cancer and ways to reduce their risk
- 7,500 people received the center's semi-annual newsletter: *Giving Voice*.

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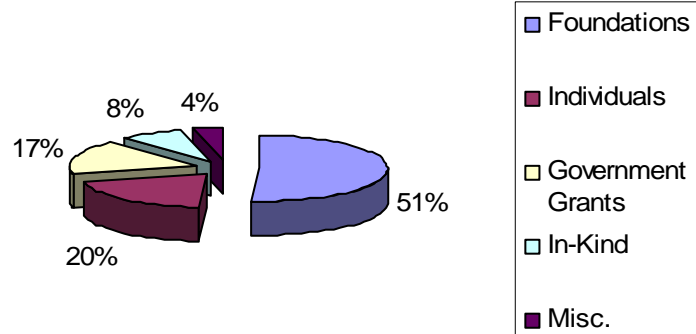


# 2004 Revenue and Expenses

## Expense



## Income



"All you have shall someday be given; Therefore, give now, that the season of giving may be yours." -- Kahlil Gibran

***Thank You to all our 2004  
Supporters...***

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