

# Caring Ambassadors Program, Inc.



## 2008 and 2009 Report



*The Caring Ambassadors Program mission is to help improve the lives of those affected by chronic disease through advocacy, information, and support.*

*Dear Friends of CAP,*

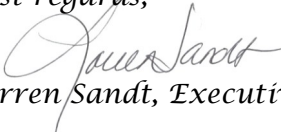
*As we move into the second decade of advocating for those with lung cancer and hepatitis C, we recognize our clients are facing more challenges than ever before.*

*Lung Cancer is still the number one killer of all cancers. Hepatitis C remains the leading cause of liver transplantation and liver cancer in the United States. Liver cancer is one of the only cancers still on the increase.*

*We are passionately committed to making a positive difference for those people living with these long-term illnesses.*

*We are extremely blessed to have your support. We thank you and look forward to 2010.*

*Best regards,*

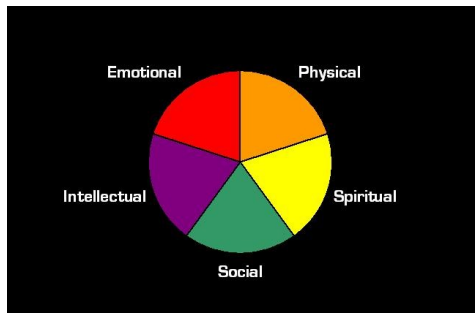


*Lorren Sandt, Executive Director*

Chronic disease is the leading cause of disability and death in the U.S. At least 70% of all deaths are attributable to chronic disease. Over 90 million Americans live with one or more chronic diseases. In short, the greatest threat to health and longevity in the U.S. today and for the foreseeable future is chronic (long-term) disease.

Central to the successful management of chronic disease is a recognition of the fact that illness and health are not an either/or proposition, but are rather the two poles of a spectrum.

Although we often tend to think of this spectrum only in terms of physical health or illness, true wellness requires health in all realms. As a result, CAP addresses not only the physical aspects of wellness, but also the other components of living in wellness.



# The CAP Organizational Model

The Caring Ambassadors Program, Inc. is a nonprofit, umbrella organization that establishes, oversees, and supports the work of disease-specific programs. CAP recognizes that different diseases present very different challenges. Therefore, each CAP program is tailored to meet disease-specific challenges and unmet needs.

## **The Caring Ambassadors Lung Cancer Program**

Established 1997

Internet site: [www.LungCancerCAP.org](http://www.LungCancerCAP.org)

The goals of the Caring Ambassadors Lung Cancer Program are to:

- Improve the quality of life of people living with lung cancer and their families through information and support
- Provide state-of-the-art information about lung cancer treatment options to patients and their families
- Advocate for increased prominence of lung cancer on local, state, and national public health agendas
- Motivate people and groups concerned about lung cancer to work together for the good of all persons affected by the disease

## **The Caring Ambassadors Hepatitis C Program**

Established 1999

Internet site: [www.HepCChallenge.org](http://www.HepCChallenge.org)

The goals of the Caring Ambassadors Hepatitis C Program are to:

- Educate people afflicted with HCV about their management and treatment options
- Promote enhanced hepatitis C awareness among the general public, healthcare communities, and policy-makers
- Facilitate collaboration among all stakeholders in the hepatitis C arena

Lung Cancer Program Benefit



*With the help of so many, the CAP Lung Cancer Program is making great strides in reaching all those affected by lung cancer."*

*Cindy Langhorne*

Bowlers arrived at Big Al's Bowling Alley in Vancouver, WA ready to 'Strike Out Lung Cancer'. It was a perfect November day for our 1<sup>st</sup> Annual CAP Lung Cancer Benefit Bowl-A-Thon. A big thank-you to board member Roberta "Birdie" Urban (a 7-year lung cancer survivor) and her husband Stan, who took to the streets to spread the word about the event. Birdie and Stan volunteer at several local cancer centers where they promoted the event and recruited teams to participate.

The event went very well with 75+ in attendance. Jeff Kirsch from 1190 KEX was our master of ceremonies and did a fantastic job educating the crowd about lung cancer! Heading out in teams of 5, at the "Slider Alley", bowlers had a terrific evening, bowling, enjoying great food and drink, and meeting others to help raise awareness about lung cancer in our local community.

This was an extremely important event and CAP looks forward to an even larger turnout next year.

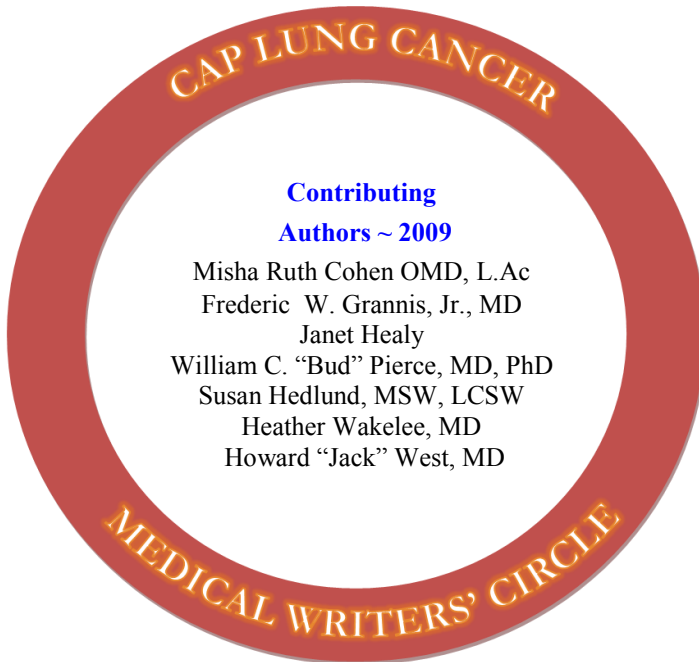


We are beginning to plan the **2<sup>nd</sup> Annual CAP Lung Cancer Benefit Bowl-A-Thon** to be held in November, 2010 ~ so mark your calendars and join in on the fun.  
See you all then!



The Lung Cancer Program is excited to have introduced a new service in May for lung cancer patients and their loved ones: *The CAP Lung Cancer Medical Writers' Circle*.

The CAP Lung Cancer Medical Writers' Circle will provide information to help patients and their loved ones make informed decisions about their health and a message of hope and compassion regardless of expected prognosis. Each month, a new article is posted on the CAP Internet site and sent out via e-blast to our constituents.



The Caring Ambassadors Lung Cancer Program has been serving people living with lung cancer and their families since 1997. We are dedicated to improving the lives of those affected by lung cancer. We believe that by providing comprehensive, state-of-the-art information about lung cancer to patients and their loved ones, we increase the opportunity for each patient to receive the best possible care.

# The Lung Cancer Program Internet Site Redesign

The CAP Lung Cancer Internet site is a fundamental tool in providing detailed and usable information for patients, loved ones, medical professionals, and other stakeholders in the lung cancer community.

The objective of the Caring Ambassadors Lung Cancer Program Internet Site Services Project – 2009 was to provide easy access to the information and resources commonly needed by lung cancer patients and their loved ones. By expanding and maintaining existing content on LungCancerCAP.org we will ensure that patients and their loved ones receive timely and accurate information upon diagnosis. The project also increased the reach of the Caring Ambassadors Lung Cancer Program in terms of service to the lung cancer community.

## Features of the Site

State-of-the-art lung cancer information

Resource and fact center

CAP Lung Cancer Medical Writers' Circle

Monthly medical literature review

Weekly Lung Cancer E-News

Finding Care

*Choices & Hope* newsletter

Questions to ask your doctor

and much more....



The Caring Ambassadors Lung Cancer Program made a big impact in Portland, OR and Vancouver, WA with our billboards during November — Lung Cancer Awareness Month.

**Thank You for Supporting the Caring Ambassadors Program!**  
*Your generosity is a gift to your community,  
and we offer you their gratitude and ours.*

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\$10,000+

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*We also wish to thank the many generous donors  
who contributed through workplace campaigns.*

Thank You for Supporting the Caring Ambassadors Program!  
*Your generosity is a gift to your community,  
and we offer you their gratitude and ours.*

## 2008 –2009 Donors

### Friends

\$1 to \$99

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**Thank You for Supporting the Caring Ambassadors Program!**  
*Your generosity is a gift to your community,  
and we offer you their gratitude and ours.*

**2008 –2009 Donors**

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Martha Saly  
Lorren Sandt  
SpeedyLitho

*The Caring  
Ambassadors  
Program empowers  
patients and their  
loved ones to  
advocate for  
themselves and the  
best possible outcome  
for their disease.*

**Thank You for Supporting the Caring Ambassadors Program!**  
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and we offer you their gratitude and ours.*

## **2008 –2009 Donors**

### **Corporate Donors**

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### **Foundation Support**

GE Foundation  
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Vancouver Rotary Foundation

“When opportunity knocks on your door, it is not always a friendly or welcome sound. Sometimes, the opportunity is hidden in the very concerning and frightening sound of a doctor telling you that you have a serious, perhaps even a life-threatening illness. Often, there can be a positive outcome, and there are ways to turn these words into a positive life experience. Because several of my company’s employees have faced the challenge presented by life-threatening illnesses, we have sponsored the Caring Ambassadors Program to help them – and the millions of others who suffer from the same diseases—overcome the obstacles they face.”



**Jim Possehl, Chairman  
Republic Financial Corporation**

# World Viral Hepatitis Awareness Day

On the 2nd World Viral Hepatitis Awareness Day, May 19, 2009, CAP held a free concert with Grammy Award winner, Curtis Salgado, in Portland at Pioneer Square. The Portland City Commissioner, Randy Leonard, joined the event and became the honorary MC. Kelly's Lot blues band from Los Angeles opened and closed the fantastic show.



## Waterfront Blues Festival Testing Event



CAP signature testing event was again a success.

Over 5% of the people tested were hepatitis C positive.

*Thank you to  
all of our  
volunteers!*

*We could not  
make it  
without you!*



# National Viral Hepatitis Roundtable

In 2009 Caring Ambassadors Program, Executive Director, Lorren Sandt, was elected as the Chair of the National Viral Hepatitis Roundtable.

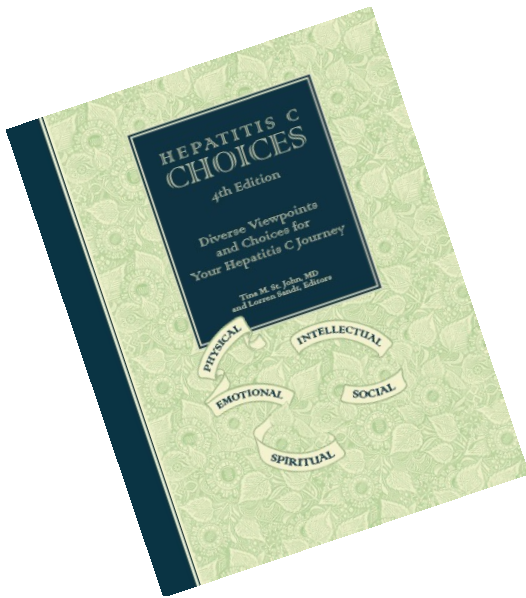
NVHR is a coalition of more than 150 public, private, and voluntary organizations dedicated to reducing the incidence of infection, morbidity, and mortality from viral hepatitis in the US through strategic planning, leadership, coordination, advocacy, and research. [www.nvhr.org](http://www.nvhr.org)

NVHR was a major partner with the Centers for Disease Control (CDC) in funding an Institute of Medicine (IoM) Report on viral hepatitis in the United States that outlines strategies for reducing the incidence of viral hepatitis infection and addressing medical complications in those individuals with chronic infections. Ms. Sandt and Ms. Saly (CAP Board of Directors) were invited to be a presenter to this prestigious panel of experts. In early January 2010, the IoM is expected to release the report.

CAP and NVHR were also instrumental in getting the **Viral Hepatitis and Liver Cancer Prevention and Control Act (HR 3974)** introduced in Congress in 2009.



*CAP believes strongly in the power of people working together, and that, by doing so, we will make far more significant advances than could be made by any group or discipline working on its own.*



## Hepatitis C Choices 4th Edition

We are very proud to have produced the 4th edition of Choices in 2008.

Authored by a team of 30 experts in their respective fields, this comprehensive publication offers those infected with hepatitis C and their healthcare providers with valuable evidence-based information on treatment and disease management options.

Available for free download at [www.HepCChallenge.org](http://www.HepCChallenge.org)

*“The Hep C Challenge site and the book Choices have been a godsend to me. Thank you for all of your hard work and efforts to provide this information to people like myself.”*

*~ Frank G.*

## HCV Discussion Point™

In conjunction with the Hepatitis C Program medical advisory team, we have developed an interactive Internet tool called Hep C Discussion Point™. The tool allows people with hepatitis C to enter information about their current disease state, and through the use of custom software, a series of discussion points are generated. The discussion points output is intended to be a tool to help the patient better understand his/her disease, thereby engaging them in their own health.



# Caring Ambassadors Program 2008/2009 financial highlights

## Sources

Individuals	\$68,221
Board Member Contributions	\$53,229
Foundations and Organizations	\$43,900
Corporations	\$425,681
In-kind Gifts	\$26,413
Program Income	\$7,377
Special Events	\$2,315
	\$627,136

## BOARD OF DIRECTORS

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*Hewitt Family Foundation, Denver, CO.*

Randy Dietrich,

*Republic Financial Corporation, Denver, CO.*

Rob Gleser, MD,

*HealthMark Center, Denver, CO.*

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Martha Saly,

*National Viral Hepatitis Roundtable, Rohnert Park, CA*

Roberta "Birdie" Urban,

*Lung Cancer Survivor, Vancouver, WA.*

## EXECUTIVE DIRECTOR

Lorren Sandt

## PROGRAM DIRECTORS

Cynthia Langhorne, Lung Cancer Program

Lorren Sandt, Hepatitis C Program

## HOW TO GIVE

Our work depends entirely on the generosity of donors like you, who understand the importance of supporting our mission to help improve the lives of those affected by long-term diseases through advocacy, information, and support.

The Caring Ambassadors Program is a 501(c)(3) nonprofit organization. All donations are tax-deductible to the full extent allowed by law.

**SUPPORT US** by making a gift of cash or putting Caring Ambassadors Program in your will or long-term financial plans.

**SPREAD THE WORD** about Caring Ambassadors Program to friends and colleagues who might be interested in the work we do.

**STAY INFORMED** by signing up for our weekly E-news, our monthly Literature Reviews, our Action Alerts and other periodic mailings.

Please visit us online at:

[www.LungCancerCAP](http://www.LungCancerCAP), or [www.HepCChallenge.org](http://www.HepCChallenge.org),  
to learn more about our programs and to stay current on important issues facing people living with lung cancer or hepatitis C.



**Caring Ambassadors Program, Inc.**

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