

Caring Ambassadors Program

2007 Annual Report



**Empowering Choice, Health, and Wellness –
One Life at a Time**



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Ms. Lorren D. Sandt
Hepatitis C Program Director

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Dear Friends of the Caring Ambassadors Program.

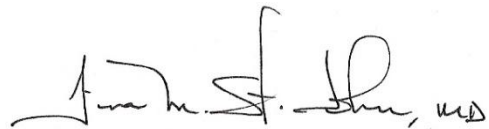
Since the time of its inception in 1997, the spirit of the Caring Ambassadors Program has been one of collaboration, driven by the notion that we are capable of so much more together than any one of us can accomplish alone. The Caring Ambassadors Program has come to know many friends and collaborators over the past 10 years, and it has been our honor to work with them in service of those living with lung cancer or chronic hepatitis C.

Over the past decade, the Caring Ambassadors Program has been invited into the lives of more than 20,000 people who have been affected by lung cancer or hepatitis C. Even as we look back on 10 years since the founding of the Caring Ambassadors Program, there is an undeniably more compelling force that always pulls our eyes forward to the work ahead. While we are always aware that change is something we strive for on a population-based scale, we also recognize that the unit of change is the individual. Hence, the theme of this report, “Ten Years Empowering Choice, Health, and Wellness — One Life at a Time.”

I am pleased and honored to share with you some of the highlights of the past year against the backdrop of the organization’s first 10 years. The Caring Ambassadors Program has experienced significant growth, something we celebrate not for its own sake but because it enables us to expand the reach of our efforts in service of the lung cancer and hepatitis C communities.

As we embark on the next decade, the Caring Ambassadors Program mission remains the beacon that guides us: empowering people living with long-term diseases through information, awareness, and advocacy. We thank our donors and supporters – we could do nothing without you. And we thank those that allow us into their lives; we thank you for teaching us how to better serve the community by sharing your challenges and experiences with us.

Sincerely and With Best Wishes for Your Health,



Tina M. St. John, MD
Executive Director and Medical Director



2007 Atlanta Lung Cancer Awareness Run & Walk

Ten Years Empowering Choice, Health, and Wellness – One Life at a Time

Caring Ambassadors Program: 1997 through 2007

That was then...

Behind every new adventure is moment of choice — and so it was with the founding of the Caring Ambassadors Program in 1997.

In 1993, Mr. Ken Giddes was diagnosed with lung cancer. After an extensive period of treatment, Ken's cancer appeared to be in remission and he pondered how to use his experience to benefit others.

Armed with a strong belief in the power of people helping people, Ken and his employer, Republic Financial Corporation, conceived the idea of establishing a program to help people struggling with life-threatening illnesses obtain the support, help, and information they need. In 1997, Ken and his employer turned their inspiration into reality. The Caring Ambassadors Program was founded with the simultaneous establishment of its first disease-specific program, the Caring Ambassadors Lung Cancer Program.



Ken Giddes, Founder
Caring Ambassadors Lung Cancer Program



Randy Dietrich, Founder
Caring Ambassadors Hepatitis C Program

In 1999, the opportunity for choosing to turn life-threatening news into hope for many again presented itself when Mr. Randy Dietrich, one of the chief executives of Republic Financial Corporation, was diagnosed with chronic hepatitis C. Together, the decision was made to establish another disease-specific program modeled after the Caring Ambassadors Lung Cancer Program; and hence, the Caring Ambassadors Hepatitis C Program was founded. The Caring Ambassadors Program was subsequently incorporated and established as a 501(c)(3) nonprofit public charity in 2001.

Ken Giddes and Randy Dietrich have been the mentors of the Caring Ambassadors Program, embodiments of all it means to be a Caring Ambassador — reaching out to others who are struggling to optimize their wellness in all stages of a long-term, life-threatening illness.

The mission of the Caring Ambassadors Program has stayed true since its inception, working for the past decade alongside patients, families, donors, collaborators, decision-makers and the many stakeholders in this work.

... and this is now.

2007 HIGHLIGHTS

**Caring is the Breath of Life
Lung Cancer Awareness Month**



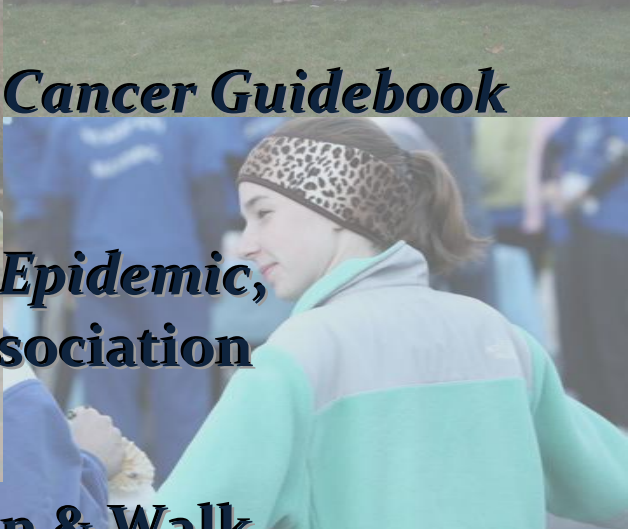
**The Hepatitis C Epidemic at a Critical
Crossroads: Facts and Solutions
Congressional Briefings**



With Every Breath: A Lung Cancer Guidebook



**Hepatitis C: Still the Silent Epidemic,
American Public Health Association**



Lung Cancer Awareness Run & Walk



**Hepatitis C Counseling and Screening
Waterfront Blues Festival, Portland**



More Than 350,000 Internet Sessions

About The Caring Ambassadors Program

The Caring Ambassadors Program

empowers people living with long-term diseases to optimize wellness through information, awareness, and personal choice.

Maintaining health and wellness in the 21st century requires a paradigm shift from the management of acute illnesses to the prevention and control of long-term diseases. As we stand at the dawn of the 21st century, the greatest threat to the health and wellness of Americans in this century are **long-term diseases**.

Long-term (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 long-term disease.

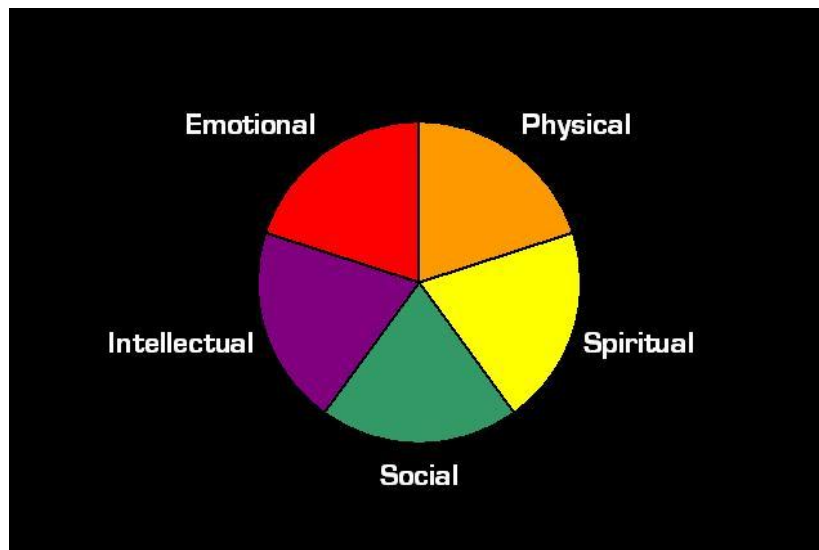
The Caring Ambassadors Program, Inc. mission is a direct outgrowth of these facts. The Caring Ambassadors Program is committed to empowering people afflicted with long-term diseases to optimize

wellness through information, awareness, and personal choice.

The Caring Ambassadors Program recognizes that a paradigm shift is required as our health care system, which was built around the principles and logistic necessities of acute disease management, is increasingly faced with much different demands of a population at risk for or living with a myriad of long-term diseases.

Central to the successful management of long-term 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, the Caring Ambassadors Programs address not only the physical aspects of wellness, but also the other components of living in wellness.



The Caring Ambassadors Model

The Caring Ambassadors Program, Inc. is a nonprofit, umbrella organization that establishes, oversees, and supports the work of disease-specific Caring Ambassadors Programs, currently the Caring Ambassadors Lung Cancer Program and the Caring Ambassadors Hepatitis C Program.

The Caring Ambassadors Program recognizes that different diseases present very different challenges. Therefore, each division's activities are tailored to meet disease-specific challenges. Each disease-specific program is spearheaded by a Program Director, who works under the guidance and direction of the Executive Director and the Board of Directors.

Now headquartered in Vancouver, Washington U.S.A., the Caring Ambassadors Program, Inc. is a national nonprofit public charity with targeted community outreach in the Pacific Northwest and other areas identified as productive locales for CAP's projects and initiatives.

Disease-Specific Caring Ambassadors Programs

Caring Ambassadors Lung Cancer Program

Established 1997

Program Director: Ms. Cynthia M. Langhorne

Internet site: www.LungCancerCAP.org

The mission of the Caring Ambassadors Lung Cancer Program is to optimize the full spectrum of wellness and longevity among those living with and at risk for lung cancer.

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
- **Increase** lung cancer awareness and 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

Caring Ambassadors Hepatitis C Program

Established 1999

Program Director: Ms. Lorren D. Sandt

Internet site: www.HepCChallenge.org

The mission of the Caring Ambassadors Hepatitis C Program is to improve the lives of people living with hepatitis C through information and awareness.

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, health care communities, and policy-makers, and
- **Facilitate** collaboration among all stakeholders in the hepatitis C arena.

The Caring Ambassadors Hepatitis C Program initiatives are organized under two programmatic areas: awareness and disease management.

The Faces and Voices of Choices for Health, 2007

Caring Ambassadors Lung Cancer Program

With the help of our donors, collaborators, and communities, the year 2007 was both a successful and poignant one. In the end, the work of the Caring Ambassadors Program is about individuals and their families as they strive for wellness in their daily lives. Hence, the major accomplishments of the Caring Ambassadors Program in 2007 are best told through their voices, their stories.

Lung Cancer Awareness Run and Walk 2007

Cathleen and Tom Mueller are at one and the same time both ordinary and extraordinarily remarkable. Their day-to-day lives before lung cancer were much like the lives many of us lead. They were living their lives, working hard, devoted to one another and to their two daughters. And then Tom was diagnosed with lung cancer at the age of 40. Everything changed after that moment of hearing the words, “You have lung cancer.”



Cathleen and Tom Mueller
Tom is 43 years old,
and has been a lung cancer survivor since 2004.

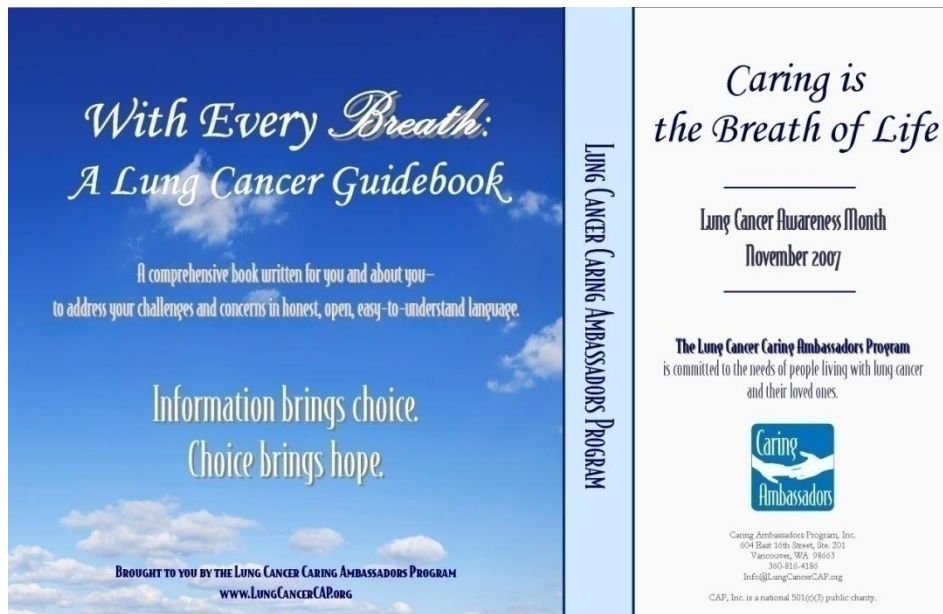
Fast forward to a crisp, sunny morning on November 10, 2007 and the 3rd Annual Atlanta Lung Cancer Awareness Run & Walk, founded and cosponsored by the Caring Ambassadors Lung Cancer Program and Saint Joseph’s Hospital. More than 850 runners and walkers showed up bright and early to participate in the event – among them Cathleen and Tom Mueller and their team of 117 people. Cathleen and Tom’s team along with 27 other teams and hundreds of individuals — lung cancer patients, family members, friends, coworkers, even canine supporters — walked or ran the course. There was laughter. There were tears for those present only in their loved ones’ memories. There was excitement. And there was hope!

The event raised \$48,000 to be used to support the informational and support projects of the Caring Ambassadors Lung Cancer Program and to help fund early lung cancer detection for the uninsured and underinsured through Saint Joseph’s Hospital’s new lung cancer screening program.

Raising awareness about the lack of funding for lung cancer research is my goal. I wish I could do more - my kids are at increased risk for lung cancer because of my husband having the disease. We need more treatment options so that the survival rates go up. I will continue participating in events and talking about the need for more lung cancer research to ensure others have a better chance at survival.

Cathleen Mueller – Cathleen’s husband, Tom, is a lung cancer survivor.

Lung Cancer Awareness Month: *Caring Is The Breath of Life*

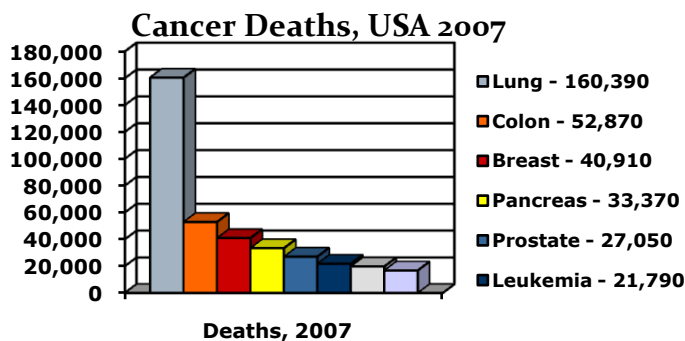


The Caring Ambassadors Lung Cancer Program observed Lung Cancer Awareness Month in November 2007. The theme of the outreach activities was *Caring is the Breath of Life*.

The Caring Ambassadors Lung Cancer Program conducted numerous outreach activities locally and nationally to raise awareness of lung cancer as the leading cause of cancer death in the United States, and to

encourage others to join in compassionately and vehemently supporting lung cancer research and services for lung cancer patients and their families.

In 2007, more than 213,000 American men and women were newly diagnosed with lung cancer, and tragically, more than 160,000 died of the disease.



More than **1.6 million** Americans have died of lung cancer since the Caring Ambassadors Lung Cancer Program was founded in 1997.

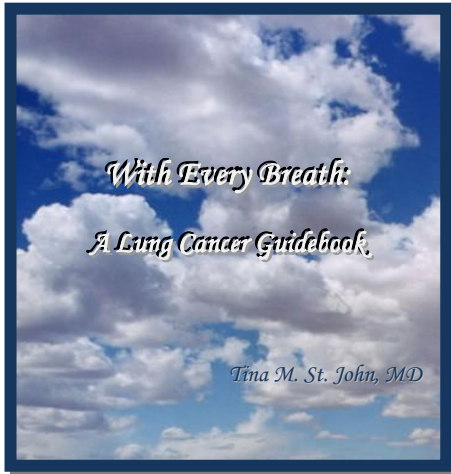
The Caring Ambassadors Lung Cancer Program Lung Cancer Awareness Month outreach activities in 2007 included media outreach, distribution of thousands of informational program materials to thoracic oncology centers, oncology physicians, and oncology nurses throughout Washington and Oregon, and to more than 70 lung cancer specific support groups throughout the nation.

Through the years, I have had the opportunity to talk with thousands of lung cancer patients and their loved ones. Every person is different and yet remarkably the same in that all seek information and compassion - and in those two things, they find hope.

During Lung Cancer Awareness Month, we reach out to those in the health care community who serve lung cancer patients as a way of creating a cascade of awareness about lung cancer and the services the Caring Ambassadors Lung Cancer Program provides free-of-charge to those affected by the disease.

Cindy Langhorne, Caring Ambassadors Lung Cancer Program Director

With Every Breath: A Lung Cancer Guidebook



The centerpiece of the Caring Ambassadors Lung Cancer Program's informational initiative is the patient-oriented book, *With Every Breath: A Lung Cancer Guidebook* written by Caring Ambassadors Program Executive and Medical Director, Tina M. St. John, MD. As both a physician and someone who has lost a spouse to lung cancer, Dr. St. John is able to speak with patients and their families through the pages of the book with both authority and compassion.

With Every Breath: A Lung Cancer Guidebook is the most comprehensive patient-oriented lung cancer book available. As the sole distributor of *With Every Breath: A Lung Cancer Guidebook*, the Caring

Ambassadors Lung Cancer Program is committed to providing state-of-the-art information to lung cancer patients and their loved ones. This one-of-a-kind book covers the full spectrum of challenging topics faced by people living with lung cancer and their families. Some of the many topics include:

- types of lung cancer
- diagnosis and staging
- surgery, radiation, and chemotherapy
- treatment side effects and management
- building support systems
- coping with cancer
- palliative care and options
- financial planning and advance directives

"With Every Breath: A Lung Cancer Guidebook" is an excellent resource book for patients who have lung cancer and family members. It is due to Dr. St. John's passion and her personal experience that this book is so comprehensive, non-judgmental, and presents real positive attitude towards living. It certainly is "with every breath" that patients can look forward to living with lung cancer.

Marilyn L. Haas, RN, CNS, PhD
Nurse Practitioner at Mountain Radiation Oncology, Asheville, North Carolina
Member at Large, Caring Ambassadors Program Board of Directors

In 2007, the distribution of *With Every Breath: A Lung Cancer Guidebook* increased by more than 400% and over 10,000 downloaded the book and/or its chapters free-of-charge from the Caring Ambassadors Lung Cancer Program Internet site. In addition, 300 copies of *With Every Breath: A Lung Cancer Guidebook* were provided to professional organizations (e.g., Oncology Nursing Society, Coalition of Cancer Cooperative Groups, St. Mary's of Michigan Hospital, Juravinski Cancer Center, and others) for distribution at educational conferences and among professional health care staff.

Caring Ambassadors Hepatitis C Program

Hepatitis C Counseling & Screening Event, Waterfront Blues Festival, Portland, Oregon



In July of 2007, the Caring Ambassadors Hepatitis C Program hosted a hepatitis C information and screening booth throughout the Waterfront Blues Festival in Portland, Oregon.

Program staff and volunteers provided educational materials to more than 1,500 people, one-on-one counseling to 500, and free hepatitis C screening to 332 individuals determined to be at high-risk for the disease. Overall, 4.8% of those screened tested positive for hepatitis C antibodies, a number almost 3 times the prevalence reported for the general population of U.S. adults.

"John" was at the Waterfront Blues Festival enjoying a relaxing day of music and sunshine with his two daughters when he happened upon the Caring Ambassadors Program booth. After learning how hepatitis C is transmitted, John commented, "I am sure I don't have this, I feel great! But let's do the test just to be sure." When I talked to him a few weeks later to tell him he tested positive, he was surprised and at the same time grateful to know so he could act accordingly to protect his own health and that of his family.

"John" and his daughters are the faces of hepatitis C – people just like you and me, our families, our friends.

Lorren D. Sandt
Caring Ambassadors Hepatitis C Program Director

As an outgrowth of its experience with community-based counseling and testing events, the Caring Ambassadors Hepatitis C Program launched an Internet-based tool to share its expertise. The project was a way for the Caring Ambassadors Hepatitis C Program to augment outreach by helping other community-based organizations host successful hepatitis C counseling and screening events.

Launched in August 2007, this feature of the Caring Ambassadors Hepatitis C Program Internet site (www.HepCChallenge.org) gives practical step-by-step timelines and helpful hints to ensure that the hosting organization is well-prepared and the community is well-served. In launching this secondary project, the Caring Ambassadors Hepatitis C Program was able to extend the reach of its own HCV counseling and screening events far beyond those that are physically hosted by the Caring Ambassadors Program.



U.S. Congressional Briefings: Hepatitis C at a Critical Crossroads – Facts & Solutions

The Caring Ambassadors Hepatitis C Program hosted educational briefings for members of the United States House of Representatives and Senate and their staffs in May 2007. The briefings were informational forums in which a distinguished panel of experts reviewed the magnitude of the hepatitis C crisis in the United States. The speakers for the briefing included:



Dr. Bruce R. Bacon, MD
Director, Gastroenterology & Hepatology
St. Louis University School of Medicine

Mr. Christopher Kennedy Lawford
Author, actor, and hepatitis C activist

Dr. John Ward, MD
Director, Div. of Viral Hepatitis at the Center for Disease
Control and Prevention

Ms. Karly Winter
Patient advocate and law student
Karly lost her mother to hepatitis C

Senate Briefing on Hepatitis C, May 2007

Representative Patrick Kennedy (D-RI, in front of table), Dr. Bruce Bacon (behind table, far left), Lorren Sandt (Hepatitis C Program Director), and Christopher Kennedy Lawford.

As judged by attendance and feedback, the briefings were remarkably successful in achieving the goal of enhanced hepatitis C knowledge and awareness among federal policy-makers, and the general public.

The Congressional briefings were an excellent opportunity to educate members on how hepatitis C affects people from all walks of life.

The country cannot continue to ignore this so-called "silent epidemic," which affects more than 5 million people. I am indeed one of the lucky ones because I was diagnosed with hepatitis C and that allowed me the opportunity to be cured. Too many others are not aware of their infection and their voices are not being heard.

By going public and breaking the silence around my diagnosis and subsequent treatment, I hope to raise awareness of hepatitis C.

Christopher Kennedy Lawford
Actor, Author, and Hepatitis C Survivor

Mr. Lawford is the nephew of the late President J.F. Kennedy and
Senator Edward (Ted) Kennedy (D-Massachusetts)



American Public Health Association: Hepatitis C — Still the Silent Epidemic

In November, Caring Ambassadors Hepatitis C Program Director Lorren Sandt delivered an oral presentation entitled, “Hepatitis C: Still the Silent Epidemic” at the annual meeting of the American Public Health Association (APHA). Despite the fact that hepatitis C is the most common blood-borne chronic viral infection in the United States, the public health system has yet to implement comprehensive prevention and control measures.

The presentation, “Hepatitis C: Still the Silent Epidemic” was included in the Public Health Science, Ethics, Policy, and Politics session. The history, epidemiology, and present status of the hepatitis C epidemic in the U.S. were outlined. More importantly, a feasible call-to-action was urged on behalf of the 5 million Americans already infected with the hepatitis C virus.

In addition to the Caring Ambassadors Hepatitis C Program oral presentation, the program also



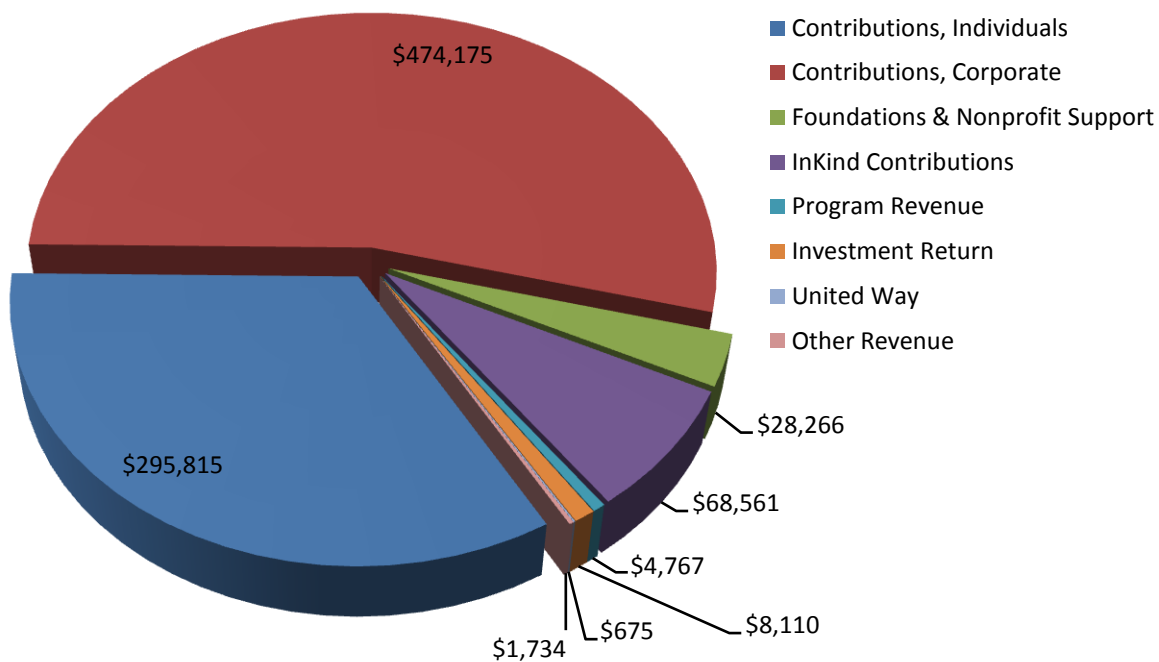
Left to right: Andi Thomas (Alert Health), Martha Saly (Center for Health Improvement), Lorren Sandt (Caring Ambassadors Program), Bruce Burkett (Missouri Hepatitis C Alliance)

spearheaded and organized an initiative to bring the voice of the hepatitis C community to the meeting on a larger scale.

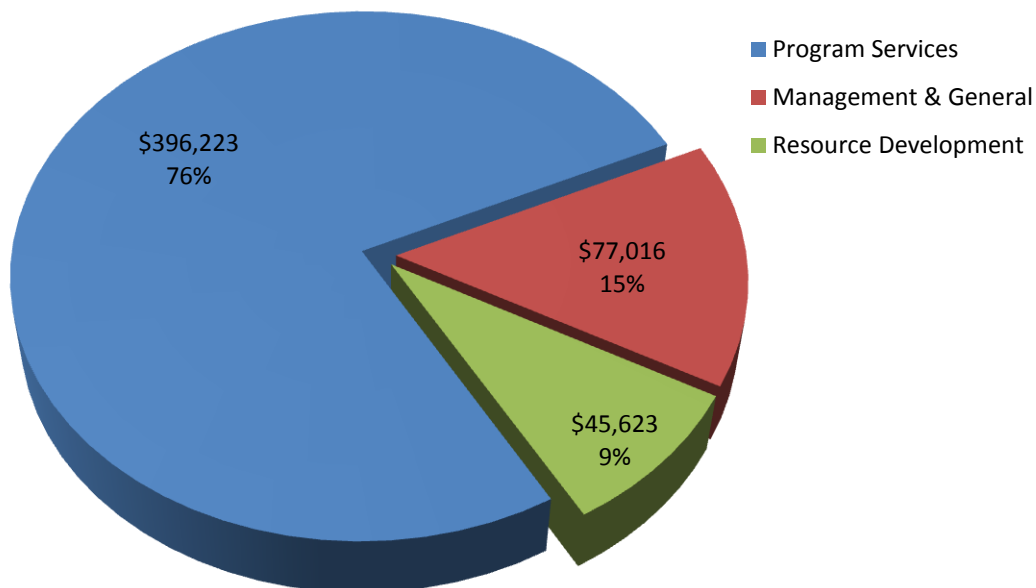
The National Hepatitis C Advocacy Council (a coalition of community-based viral hepatitis organizations founded by the Caring Ambassadors Program) took to the hepatitis C cause to the exhibit halls of the American Public Health Association meeting. The APHA meeting is the largest yearly gathering of public health professionals in the United States. The presence of a voice for the hepatitis C community was long overdue.

The National Hepatitis C Advocacy Council engaged public health practitioners by showcasing a variety of hepatitis C service delivery models for both rural and urban settings. More than 5,000 pieces of literature were distributed, and hundreds of public health professionals received one-on-one information about community-based hepatitis C control and prevention efforts.

Support & Revenue



Expense Categories



Revenue/Support and Expenses Summary, 2007¹

Support & Revenue Sources		
		<u>% of Income</u>
Contributions, Individuals	\$295,814	34%
Contributions, Corporate	\$474,175	54%
Foundation & Nonprofit Support	\$28,266	3%
InKind Contributions	\$68,561	8%
Investment Return (Interest)	\$8,110	1%
Program Revenue	\$4,767	<1%
United Way	\$675	<1%
Other Revenue	\$1,734	<1%
TOTAL SUPPORT & REVENUE	\$882,104	
Expense Categories		
		<u>% of Expenses</u>
Program Services, Hepatitis C	\$297,360	57%
Program Services, Lung Cancer	\$98,863	19%
Total Program Services	\$396,223	76%
Management & General	\$77,016	15%
Resource Development	\$45,625	9%
TOTAL EXPENSES	\$518,862	
Net Year End Assets	\$443,512	

¹ Based on independent auditor's report of financial position of the Caring Ambassadors Program, Inc. conducted by Yanari, Watson, and McGaughey, PC, Greenwood Village, Colorado. Audited financial statements from previous fiscal years available upon request.

A very special and heartfelt thank you to the people and businesses who make the Caring Ambassadors Program's work possible – our donors.

Your generosity is a gift to your community,
and we offer you their gratitude and ours.

Visionaries

10,000+
Rich and Christie Andrews
Randy and Kim Dietrich
Jim and Karen Possehl

Champions

2,500 to 9,999
Carol L. Spence

Stewards

1,000 to 2,499
W.B. Erb
Mark Lathrop
Paul O. Mason
M. Patricia Perkins
T.M. St. John Family

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250 to 999
John and Tonina Abplanalp
Misha Cohen
Michael Levin
Cory Michelle Mason
Cathleen Mueller
Mary E. Sandt

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Debra Abshier
Jo Ann Acree
Chris Adams
Isha Adatia
Bill Agee
Debbie Agee
Dawn Agueros
John Akins
Joyce Akins
Lauren Allgood
Angela Alper
Sandy Anders
Christopher Michael Anderson
Robert Anderson
Francesca Andretta
Joseph Andretta
Julia Andretta

Roger Andretta
Sophia Andretta
Theresa Andretta
Cliff Andrus
Donna Armour
Brent Aronson
Jay Aubrey
Diane Babb
Gary Babb
Bella Bachman
Ted Bachman
Judith Bader
George Bailey
Sharon Kay Baldwin-Tener
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Sophie Beck
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Debbi Beers
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Raymond Christopher Bell
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Peggy Bethel
Michelle Beverly
Matt David Birkett
Leighan M. Blaede
Viki Christine Bloemker
Richard Bloom
Cathleen Blumberg
Joseph Blumberg
Stan Boddy
Melanie Bollinger
Kenneth Bond
Lisa Bonet
Amy L. Bonner
Carol Booker

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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Gregory and Marcia Bourrie
Gregory J. Bourrie, Jr.
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Ed Davidson
Justin Davidson
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Caring Ambassadors Program, Inc.

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