The year 2020 started like any other and then the pandemic hit. Along with every single person and organization, the Center was forced to adapt to the new environment. It meant revenue contraction, new technology adoption, and a new attitude to be open and able to meet the challenges ahead.

With a shift in mindset and technology use, the team was able to expand the Center’s reach:

- Re-established our programming using live streaming and video conferencing technology to deliver 99% of our programs within two weeks
- Experienced record program utilization—50% increase in service hours over 2019
- Removed barriers to accessing services—i.e., lack of transportation, worried because immune-compromised, not feeling well due to treatments, etc.
- Reduction in cancellations for counseling and support groups
- Work with families when the patient was end-of-life or the patient was hospitalized—a first for the Center’s clinical team and our participants
- Broadened the CWC YouTube library to provide “on-demand” recorded classes and programs
HIGH FIVES TO OUR DONORS

Just as our programs were disrupted, so too were the ways we interacted with our supporters. The Center’s annual run/walk was scheduled for late April at the height of the lockdown. We found ourselves on the forefront of virtual events. While the event revenue fell understandably short of budget, it raised more money than anticipated.

...AN UNPRECEDENTED LEVEL OF SUPPORT BY OUR DONORS

This event was to be the bellwether for the remaining events throughout the year. The team focused wholeheartedly on connecting with donors in innovative ways which led to an unprecedented level of support by our donors.

Successful application and approval of the PPP Loan through the CARES Act combined with careful attention to expense reduction and fiscal management by CWC staff and the Board of Directors’ Finance Committee was key to achieving stable financial health.
JOIN US IN LOOKING TOWARDS THE FUTURE

As we begin 2021 with renewed energy, we have a lot we want to accomplish, and we will be looking to you for your support. Below is a list of projects we aim to pursue. If you find yourself moved to get more involved in your community and make a difference in the lives of those facing cancer, please feel free to reach out to us directly to learn more about the following initiatives:

- Expanding the online library of wellness and education classes
- Completing a LatinX needs assessment to address disparities in access to our services
- Planning for the return to in-person, hybrid and continued virtual offerings
- Building social media impact
- Recruiting for New Young Professionals Board and Board of Directors
- Joining or leading one of our 5 event committees: Golf Outing, Better Together Benefit, Stepping Up to Wellness Run/Walk, Library Luncheon, and Day of Fun

While we wish 2020 never had to happen, we are incredibly proud of the advancements we made. Our team pressed on and our work will be forever changed for the better because of the events of this past year. We look forward to 2021 with renewed energy, hope and the determination to continue to support people facing cancer.

Nancy Bubier
THANK YOU!

QUESTIONS?
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For more information visit: www.cancerwellness.org

Connect with us: