



**BAG
IT!**

10th Anniversary

**2013-2014
ANNUAL REPORT**

*Support for Individuals with
Cancer and their Families*

Fight The Fear!



Dear Friends,

The BAG IT Board decision a few years ago to expand our services beyond our home base in Tucson has enabled us to grow in significant ways to impact gaps in cancer care. Statewide, we have provided over 50,000 BAG IT resources at no charge offering immediate resources to cancer patients and their families to help them cope with a cancer diagnosis and treatment. Nationally and internationally, BAG IT can be ordered for a donation or is available online. BAG IT is now available in three formats and in Spanish.

Our unique national leadership conference for cancer advocates, ESCAPE, has impacted 100 grass roots and national cancer organizations by facilitating "an experience of a lifetime" to improve their cancer programs and efforts. Most notably, BAG IT created and designed the conference program and selected the ideal location conducive to encouraging the synergy for national collaborations among cancer organizations. An article by a participant from ESCAPE 2013 in *The Oncology Nursing Journal*, March 2014, attests to the significance and uniqueness of the opportunity and experience. The American Society of Clinical Oncology continued to acknowledge ESCAPE and its distinctive efforts by awarding another exhibit sponsorship at their annual conference, May 2014, providing BAG IT and ESCAPE further national exposure.

All has been accomplished with the future in mind by our amazing staff and Board. It is through their guidance and dedication that we continue to impact cancer patients and their families. Our outstanding volunteers work with us in different capacities to keep the quality of our programs high and help us raise the funds to do the work. Throughout the annual report, you will see why and how people give to help us achieve the successes of the organization. Thank you to all who help us continue to serve, grow, and empower.

Wishing you all health and wellness,

Sherri Romanoski

Sherri Romanoski
BAG IT Founder

SHERRI'S MESSAGE



escape

a program of Bag It

Encouraging and Sustaining Cancer Advocacy Programs and Efforts

Building on its earlier successes, BAG IT once again expanded its impact in patient education at the national level by conducting the 3rd Annual ESCAPE Leadership Conference for Community Cancer Advocates. In August 2013, we brought together 24 cancer advocates from across the country to learn new skills to improve their organization's programs and services, build their networks with other cancer advocates, and personally experience new techniques to encourage healthy lifestyles and prevent burnout.

Afterwards participants reported positive outcomes including new tools and approaches to the strategic planning process and fundraising efforts; increased knowledge of legislative advocacy; benefits of numerous new alliances and partnerships; strategies to improve their personal well-being and a renewed commitment to their advocacy efforts.

The ESCAPE conference was generously underwritten by our Presenting Sponsor, Eisai, as well as Genentech, and Ventana Medical Systems. Miraval Arizona supported the conference through its sponsorship of the conference accommodations and meals.

PARTICIPANT PERSPECTIVE

ESCAPE...What a fulfilling and helpful experience. Not only a chance to learn by listening, but also by talking and doing. What was learned here will be leveraged to help other organizations and, in turn, their clients. Small changes here will have huge impact in the cancer patient world.

Brian Koffman, M.D.

Chronic lymphocytic leukemia survivor and cancer research advocate



ESCAPE



MISSION

BAG IT, a 501(c)(3) non-profit organization, reaches out to cancer patients regardless of gender, age or cancer type at a critical time – right after their diagnosis. The information is designed to help them cope with their diagnosis, move more competently through the treatment process, empower them to become an active member of the treatment team, and transition to follow up care.

Our information is focused on taking people overwhelmed by a cancer diagnosis to a level of understanding about their disease.

WHERE CAN I FIND BAG IT?

BAG IT has become a widely-used education tool for newly diagnosed cancer patients and their families. It is distributed AT NO CHARGE throughout the state of Arizona by more than 100 oncology clinics, hospitals, surgeons, well women clinics, support groups, resource centers, outreach programs, as well as many rural locations and tribal health centers.

Outside Arizona the BAG IT resource can be ordered online at bagit4u.org. A donation is requested to cover costs and shipping.

WHAT'S IN THE BAG?

BAG IT assists anyone with any type of cancer. It addresses quality of life issues through:

National Cancer Institute Publications

- Eating Hints
- When Someone You Love is Being Treated for Cancer
- Taking Time
- Chemotherapy and You
- Life After Cancer Treatment
- Taking Part in Cancer Treatment Research Studies
- Thinking About Complementary and Alternative Medicine

National Coalition For Cancer Survivorship Publication

- Teamwork - The Cancer Patient's Guide to Talking With Your Doctor

Personal Medical Binder

- An organizational tool with helpful tips to keep track of information, test results and medical history

BAG IT is available in English or Spanish and in printed or CD format.

MISSION • FIND A BAG • WHAT'S IN THE BAG?



BAG IT helped me understand how I could play a role in my own recovery. That was no small gift. It made a tremendous difference in my approach to my diagnosis. I am incredibly grateful.

- Michele Murphy

Patient feedback surveys confirm the following about the BAG IT resource:

99% found the information to be helpful.

99%

100% found the medical binder to be helpful.

100%

96% reported the BAG IT resource helped them cope.

96%

97% felt the BAG IT resource help them worry LESS.

97%

97% reported BAG IT facilitated better communication with their medical team.

97%

95% reported feeling better able to deal with their cancer because of BAG IT.

95%

88% reported that family/friends/caregivers used the BAG IT resource too.

88%

MEASURING THE IMPACT



My introduction to BAG IT came in 2007 when I was hired at Ventana Medical Systems and attended a kick-off for the upcoming Take a Hike for BAG IT event. I knew I wanted to be involved in a worthwhile cause to battle cancer as my family had twice experienced firsthand the devastation this disease causes.

I became a BAG IT volunteer, but what I got in return was so much more than I ever expected. I experienced the joy of knowing we are helping those patients who are just beginning to fight the fight; knowing that what we do matters. With BAG IT there comes a feeling of having the knowledge and the ammunition to give the fight your all - to have some kind of control and to go through prescribed therapies with maybe, just maybe, less questions and feelings of confusion.

The pain of losing loved ones to cancer never goes away, but by volunteering with BAG IT, I fill my heart with positive feelings and love which makes life worthwhile.

Helping cancer patients through BAG IT can be effortless. I help all year round by taking advantage of Automatic Payroll Deduction to make monthly donations to BAG IT.

Anne Camerato

Volunteer and donor



When patients come in for the first time, they are very scared, very uncertain and insecure. Once I provide them with the BAG IT bag, they say they can now sleep better at night because they have more information and know more than when they first came

in. They feel more secure asking the doctor questions. They also gain more confidence speaking with their family members.

BAG IT is a great asset to our program for breast cancer survivorship. Thank you so much for all you do and for having them available in Spanish which is important for our community.

Conchita Somoza, Promotora de Salud
Mariposa Community Health Center, Nogales



For the past four years, 21st Century Oncology has had the pleasure of working with BAG IT and providing our patients with their outstanding educational resources. We have had an excellent experience with the organization and highly recommend to our patients

to read through the content provided by BAG IT. There are not many comprehensive resources like this out there, and it has been very helpful in educating our patients in the many complex aspects of cancer. It is clear that they share our vision of putting patients first.

Steven Finkelstein, MD
Chief Science Officer
21st Century Oncology, Inc.

WHY TO GIVE



Most people have certain events in their life for which they have a clear recollection. My first exposure to BAG IT is such a moment. In the very early days of the organization, a long-time friend of Sherri's held what could be called a "get to know" BAG IT event at her home. It was essentially a gathering of friends, family, acquaintances, and colleagues to share the BAG IT vision and to see what interest there would be in helping the organization during its infancy. It quickly became evident to me the people in the room were special, and they believed in what BAG IT was and the impact it could have on the community.

I also clearly recall the message of empowerment, and how the bag could help make that happen. I left the gathering knowing I wanted to be a part of it all and help out in any way I could. In short, I volunteered with the first Take a Hike event, encouraged my company to provide financial support, provided bags to those in need, joined the board of directors, and shared the BAG IT story with others. All these years later those involved are still very special and caring individuals; whether it be staff, volunteers, financial supporters or bag recipients. And all of these special people are the reason I continue my involvement with BAG IT today.

Corey Arvizu

Volunteer, donor, former board member



I have given out BAG IT to each and every one of my breast cancer patients over the last decade. In that moment of initial diagnosis, the word "cancer" brings chaos into not only a woman's life, but her entire family. While I can provide an evidence-based cancer

therapy plan, BAG IT contains a plethora of information on how to live beyond the diagnosis of breast cancer. It is an invaluable source of accurate information that helps to restore normal living. Many of my patients tell me how much they learn and feel empowered by the knowledge.

I give to BAG IT's fund raising efforts each year. I view BAG IT as one of my partners in the quest of not just curing cancer, but restoring normal living to many thousands of women who courageously battled their cancers. Supporting BAG IT so that more and more women can benefit is the least I can do.

Grace Hou, MD



Ventana Medical Systems, Inc. is very pleased to support BAG IT's eleventh anniversary. Across Arizona, BAG IT's support for individuals with cancer and their families has been remarkable. Within Ventana, our employees and their families have

relied on BAG IT information to help them gain structure over their medical situation, answer questions and ease anxiety. Many employees also participate in BAG IT's annual Take a Hike fundraising event. They come back to work feeling re-energized about the work we do every day to help improve cancer patients' lives and from experiencing a united, supportive community that is truly making a difference.

Jacqueline Bucher, MBA, MS
Sr. Director, Corporate Communications
Ventana Medical Systems, Inc.

WHY TO GIVE



Online Donation:

Go to our website and make a one-time or monthly donation at bagit4u.org (Every \$30 helps to provide a bag to a newly diagnosed cancer patient.)



Write a check



Workplace Giving and Matching Gifts:

Your employer may have a program in place or you could start one. Double the impact!



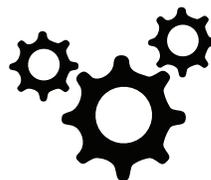
Plan your own event to benefit BAG IT:

Golf, bowling, tennis, mah jongg tournaments – we welcome your ideas



Leave a legacy gift:

Have a chat with your accountant, tax adviser or attorney and see how easy it is to remember BAG IT in your estate plans



Gifts of Volunteer or Professional Services:

Share your valuable time and talents



In-kind Gifts:

Donate goods, services and expertise. Let's talk!

Have another idea you want to discuss? Please call us: 520-575-9602

WAYS TO GIVE

I HELPED FIGHT THE FEAR!

bagit4u.org

At BAG IT we care about our community and use local vendors whenever possible.

These fine organizations help to ensure that thousands of BAG IT resources get printed, assembled and delivered into the hands of those newly diagnosed with cancer and their families year after year. We are so grateful for their hard work, service and ongoing commitment to our mission.



The high quality printed publications found in the BAG IT bag reflect the values and excellence of this business communications leader.



Creating Opportunities for People with Disabilities

A non-profit organization providing employment opportunities for people with disabilities in Southern Arizona, the good folks at Beacon assemble, warehouse, and ship thousands of BAG IT resources each year.



Reliable & Professional

Their team goes the extra mile to ensure that deliveries of BAG IT to medical providers in Southern Arizona are expedient and cost-effective.

PARTNERSHIPS



10th Annual Take A Hike for BAG IT

November 3, 2013

Loews Ventana Canyon Resort

3rd Annual Be There for BAG IT Chili Challenge

April 6, 2014

Arizona Biltmore, Phoenix

These organizations in the greater Tucson Community designated BAG IT as the beneficiary of their fundraising events:

Mah Jongg Tournament

October 24, 2013

Green Valley

Epic Rides 24 Hours In the Old Pueblo

February 14-16, 2014

Catalina

WHY WE SUPPORT BAG IT

Epic Rides enjoys raising funds for BAG IT because they serve a critical function for the cancer fighting community. When a person is diagnosed with cancer it can be disorienting for them and those around them. Having BAG IT's carefully constructed quiver of resources is a critical first step in charting out a successful fight.

We know Epic Rides' contribution to BAG IT directly serves our community and state well. Additionally, through their various strategic national partnerships, they touch lives across the country.

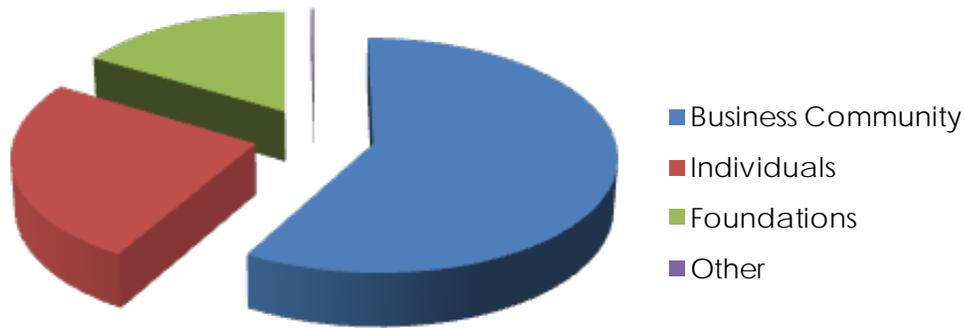


Todd Sadow

President, Epic Rides

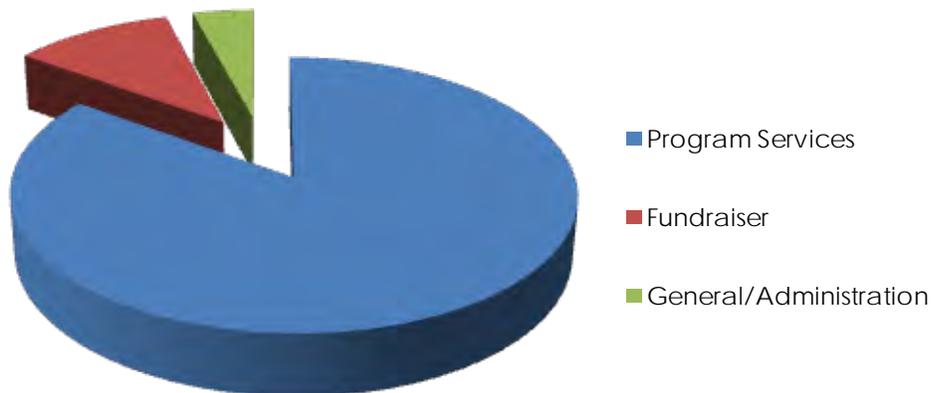
COMMUNITIES RAISING FUNDS

REVENUES



Business Community	\$162,524	58%
Individuals	\$70,843	25%
Foundations	\$45,150	16%
Other	\$578	1%
Total Revenue:	\$279,095	

EXPENSES



Program Services	\$234,521	85%
Fundraiser	\$30,049	11%
General/Administration	\$11,453	4%
Total Expenses:	\$276,023	

FINANCIALS

- DONATIONS OF \$10,000 AND MORE -



 United in Healing with US Oncology



- DONATIONS OF \$5,000 AND MORE -

Country Fair White Elephant
Dorothy & Bill Harmsen Foundation
in memory of Ginger
Guendelsberger

Dr. Grace Hou
Millennium
Precision Toyota

Tucson Medical Center
U of A Medical Center
Ventana Medical Systems

- DONATIONS OF \$2,500 AND MORE -

Aslan Foundation
Dr. Don and Anne Brooks

Comprehensive Breast Center of Arizona

Heinfeld, Meech & Company
Schmidt & Barton Family Fund

- DONATIONS OF \$1,000 AND MORE -

American Society of Clinical Oncology
Arizona Women's Imaging
Nancy & Corey Arvizu
Boren Family Foundation
Cochise Surgical Care PLLC
Colon & Rectal Center of AZ
Desert Diamond Casinos and Entertainment

DPR Realty
Elmezzi Foundation
Glaz-Tech Industries
HS Lopez Foundation
Jacobs Employee Group
Susan Kettlewell
Amy Knorr

Main Janitorial Supply
Orange Theory Fitness
Radiology Ltd., P.L.C.
Sherri & Joe Romanoski
Scottsdale Medical Imaging
Tatum Hair & Nails
Tucson Glass & Mirror

- DONATIONS OF \$500 AND MORE -

Arizona Institute of Urology
Dr. & Mrs. Merlin Cohen
eegee's
Kim and Bob Guendelsberger
David & Nancy Hall
Susie Heintz

Brian & Nancy Jackson
Dr. Joseph Larsen
The Legend Group
D.M. Lovitt Insurance
Mah Jongg - Green Valley

Paul & Joan Romanoski
Smart Squirrel
Breast Center of Southern AZ
Tucson Surgery Center
Wealth Management Partners

Thank you to all our donors who enable us to provide BAG IT to individuals with cancer and their families around the state. Due to limited space, we are unable to list all who have generously made donations.

BAG IT

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DONORS