

*Educate*

**SUPPORT**

**Empower**

**BAG  
IT!**

©BAG IT 2003

*Fight The Fear*  
[www.bagit4u.org](http://www.bagit4u.org)

2015-2016 Annual Report



Greetings,

It has been an exciting year of growth, outreach and work to keep BAG IT on the forefront of our ever-changing world of oncology, technology and guidelines/recommendations for cancer treatment accreditations for health systems.

BAG IT has steadily become a trusted statewide resource for comprehensive cancer centers, community clinics and other medical providers across Arizona. We reach about 25% of all those diagnosed with cancer in Arizona through 160 medical providers and other locations. BAG IT is helping many of them meet some of their requirements for national and federal accreditations.

BAG IT increased its efforts in training this year, particularly to those that assist underserved and economically disadvantaged populations. Our trainings reached those that distribute BAG IT in rural areas, remote small communities, and inner-city clinics. As a result, we are reaching more newly-diagnosed patients and families in need than ever before.

In the spring of 2016, staff began work on our latest revised and updated edition of BAG IT. We are excited about the new format and expect it will be warmly received by medical providers and patients alike. Many thanks to the volunteer review committee that assisted us in the changes.

A special thanks to the medical providers and donors that generously donate annually to BAG IT to offset costs for BAG IT resources. Due to our increased volume and patients served, it is essential to our sustainability that we receive their support.

With gratitude to a giving community, Board, and Staff,

*Sherri Romanoski*

Sherri Romanoski

Founder



**MESSAGE FROM BAG IT**



## *escape*

a program of Bag It

### Encouraging and Sustaining Cancer Advocacy Programs and Efforts

Launched in 2011, the ESCAPE (Encouraging and Sustaining Cancer Advocacy Programs and Efforts) Leadership Conference, has been recognized as the premier program designed by community cancer advocates for community advocates.

Advocates representing more than 110 cancer organizations serving a wide range of cancers, geographic regions, and demographic groups have participated to date.

In August, 2015, 29 advocates from across the country gathered for the 5th Annual ESCAPE Conference. This year's conference centered on impact through research and public policy advocacy, powerful collaborations as a strategic tool to advance missions, and promoting balance in advocates' personal and professional lives to enable them to better serve others. Pre- and post-conference self-assessments showed that participants had indeed increased their knowledge and skills in key areas of focus.

Since inception, the ESCAPE conference has been generously underwritten by our Founding Presenting Sponsor, Eisai. Genentech, Takeda Oncology and Ventana Medical Systems were additional solid sponsors, while Miraval Arizona supported the conference through its sponsorship of the conference accommodations and meals.

#### Participant Perspective:

*"There are no words to describe how amazing ESCAPE has been. It has been a life changing experience – not just as an advocate, but also as a person who is still learning to live. The ESCAPE conference has given me so many ideas and strategies that I can take back to both my national and local group. I feel more able and competent to lead my organization in a new and more efficient direction now."*



- **Brandi Forbes**  
FORCE: Facing Our Risk of  
Cancer Empowered, Greater  
Cincinnati/Northern Kentucky

# ESCAPE



## MISSION STATEMENT

BAG IT reaches out to cancer patients, of any 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 VISION

BAG IT will empower patients to be more involved in their care, advocate for themselves, and learn to cope with the challenges associated with diagnosis and treatment. Further, BAG IT empowers cancer advocates to promote this same vision in their communities.



## WHAT'S IN THE BAG?

This year we launched a new digital version of the BAG IT resource on a USB wristband.

PC or Mac compatible, the handy USB wristband holds all the publications found in the resource bag in a PDF format in English and Spanish.

With plenty of available storage, the USB wristband also allows patients to store their important medical records and reports.

### National Cancer Institute Publications

- Eating Hints
- When Someone You Love Is Being Treated for Cancer
- Taking Time
- Chemotherapy and You
- Facing Forward: 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

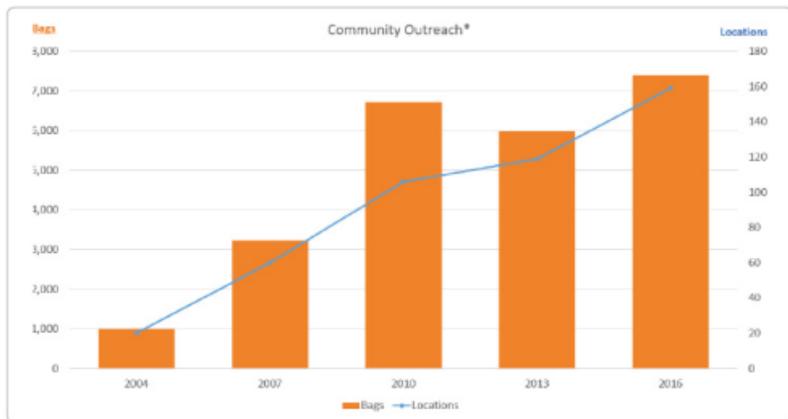
BAG IT is also available in Spanish.

# MISSION • WHAT'S IN THE BAG?



## PATIENT FEEDBACK SURVEYS CONFIRM THE FOLLOWING ABOUT THE BAG IT RESOURCE:

- 99%** found the information to be helpful.
- 99%** found the medical binder to be helpful.
- 93%** reported the BAG IT resource helped them cope.
- 92%** felt the BAG IT resource help them worry LESS.
- 92%** reported BAG IT facilitated better communication with their medical team.
- 94%** reported feeling better able to deal with their cancer because of BAG IT.
- 84%** reported that family/friends/caregivers used the BAG IT resource too.



\*In FY15-16, 65 of 160 distribution locations served predominantly underserved and economically disadvantaged communities.

# MEASURING THE IMPACT

## 2015-2016 YEAR IN REVIEW



### BAG IT Distribution

- 2015-2016 – 7,396 cancer patients reached
- Total to date – 65,288 cancer patients reached
- NO CHARGE to patients
- English and Spanish versions



### Our Reach

- 2015-2016 – 15 new distribution offices
- Total to date – 160+ hospitals, clinics, community outreach centers, and rural & tribal centers
- 65 locations predominantly serving the underserved and economically disadvantaged



### Achievements

- Launched BAG IT USB wristband (digital format)
- Organized Tucson coalition of cancer organizations



### Patient/Provider Feedback

- 99% of patients found BAG IT useful
- Medical Providers report BAG IT improved patient coping skills, knowledge, and organization



### Awards

- ASCO Patient Advocacy Award
- Primary beneficiary of EPIC Rides 24 Hours in the Old Pueblo Race



### Events

- Annual Take A Hike Event (Tucson)
- 5th Annual ESCAPE National Leadership Conference for Cancer Advocates
- Be There for BAG IT Wine & Dine (Phoenix)

“As I went through the materials I was so impressed with the scope of what was covered along with how well done and easy to read everything was. This gift will truly be my guide as I go through the process of beating this thing! Thank you for taking the time.”

# WHY TO GIVE

BAG IT REACHES OUT TO CANCER PATIENTS, OF ANY GENDER, AGE, CANCER TYPE, OR ECONOMIC STATUS THROUGH:



## EDUCATE. SUPPORT. EMPOWER.



"For more than 10 years I have provided BAG IT to my patients and their families. BAG IT provides incredibly valuable and completely reliable information on such things as nutrition, exercise, communication, and coping strategies that offer hope when it's needed the most - at their initial diagnosis. I honestly could not treat cancer without BAG IT. I am so glad they are on my team!"

- Dr. Elizabeth McConnell, MD, FACS, FASCRS  
McConnell Colorectal Center

# WHY TO GIVE



#### Online donation

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



#### Workplace giving and matching gifts

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



#### 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.



#### Write a check



#### Plan your own event to benefit BAG IT

Golf, bowling, tennis, mah jongg tournaments  
- we welcome your ideas.



#### Gifts of volunteer or professional services

Share your valuable time and talents.



#### In-kind gifts

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

#### WHERE YOUR DONATIONS GO

Every \$100 donation provides BAG IT resources to 3 cancer patients.

Your donation helps patients FIGHT THE FEAR OF CANCER and so much more!

**DONATE TODAY**

**BAG IT is a 501c3 non-profit organization. Donations are tax-deductible.**

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

# WAYS TO GIVE



Countless partners have helped us to deliver the BAG IT resource to over 65,000 newly-diagnosed cancer patients and their families since 2003 and we are grateful to each of them:

- Physicians, nurses, navigators, social workers, promoters and others who sit with each newly diagnosed cancer patient and family to introduce the BAG IT resource and guide them through the contents of the bag.
- Countless volunteers around the country knitting chemo caps, manning our fundraising events, serving as BAG IT ambassadors and lending their personal area of expertise to the organization. Their dedication and heart extends the reach of our small staff.
- Three stellar organizations that serve BAG IT every step of the way by offering reduced pricing or an in-kind donation for their services, never sacrificing the excellence which has earned each company their fine reputation in the community:



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



This non-profit employs people with disabilities who capably assemble, warehouse and ship thousands of BAG IT resources.



A family-owned business that literally goes the extra mile to quickly deliver the BAG IT resources to medical providers in Southern Arizona to ensure cancer patients receive the support when they need it.

# PARTNERSHIPS



## BAG IT EVENTS

### 12th Annual Take A Hike for BAG IT

November 15, 2015

Loews Ventana Canyon Resort, Tucson, AZ

### Be There for BAG IT Wine & Dine

June 26, 2016

The Camby, Phoenix, AZ

## BENEFICIARY OF FUNDRAISING EFFORTS

### Epic Rides 24 Hours In the Old Pueblo, Catalina

February 12 – 14, 2016

## VOLUNTEERS

"Thanks" is a small word with a powerful meaning. Our heartfelt thanks go out to all the BAG IT volunteers for their tireless support and countless hours of work to support BAG IT's mission. They come to BAG IT with talents and interests that allow us to meet our challenges and take advantage of our opportunities. They work at virtually every level to sustain our services and expand our outreach in the community.

BAG IT is very proud of our robust Volunteer Program that provides our supporters the satisfaction of incorporating service into their lives while making a profound and enduring contribution to their community. Since our founding in 2003, hundreds of BAG IT volunteers have contributed thousands of service hours through shared professional skills, community events, speaking engagements, awareness programs, and even knitting 'chemo caps' for cancer patients undergoing radiation and chemotherapy.

## VOLUNTEER HIGHLIGHT



"I was first introduced to BAG IT many years ago by a nursing colleague and friend when we were both working in the acute care oncology unit of a local community hospital. As an oncology nurse I was heavily involved in patient education, and I was always looking for educational material that would help me better communicate with my patients and their families. When my friend showed me BAG IT, I was immediately impressed. Here was an educational resource that was both reliable and easy to understand.

I am now a nursing professor at Grand Canyon University. Everyday I share my love of oncology with my students, and I hope that one day many will choose to become oncology nurses themselves. I continue to promote BAG IT to my students and colleagues.

Over the years, I have met many wonderful people and made lasting friendships through BAG IT, and I hope to be a part of this wonderful organization for many more years to come."

- Debbie Green RN MSN

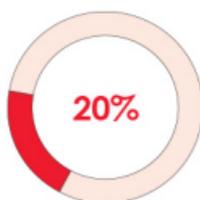
# COMMUNITIES RAISING FUNDS

## REVENUES

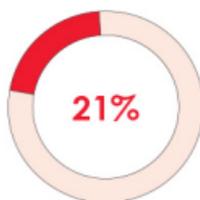
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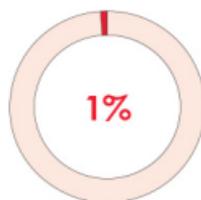
**Business  
Community**  
\$165,830



**Individuals**  
\$56,746



**Foundations**  
\$59,942

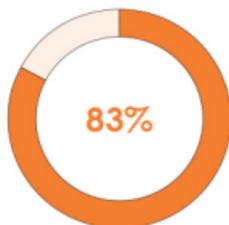


**Other**  
\$2,517

**Total Revenue: \$285,035**

## EXPENSES

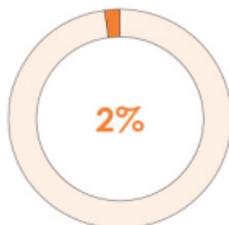
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**Program  
Services**  
\$286,221



**Fundraiser**  
\$51,062



**General/  
Administration**  
\$6,994

**Total Expenses: \$344,277**

FYE 6/30/16

# FINANCIALS



## Many Thanks to the Following Major Supporters

### Donations of \$20,000 and more



### Donations of \$10,000 and more



Zuckerman Community Outreach Foundation



### Donations of \$5,000 and more

Country Fair White Elephant  
Dorothy Harmsen & Bill Harmsen Sr.  
Charitable Foundation  
Honor Health

Dr. Grace Hou  
Incyte  
Precision Toyota  
Takeda Pharmaceuticals International Co.

Toyota Matching Funds  
Tucson Medical Center  
University of Arizona Cancer Center  
Ventana Medical Systems

### Donations of \$2,500 and more

Arizona Center for Cancer Care  
Aslan Foundation  
Dr. Don and Anne Brooks

Comprehensive Breast Center of Arizona  
Thomas & Jeanne Elmezzzi Foundation  
Heinfeld, Meech & Company

Schmidt & Barton Family Fund  
Sonora Quest Laboratories

### Donations of \$1,000 and more

Arizona Women's Imaging  
Nancy & Corey Arvizu  
Cancer Treatment Services Arizona  
Cochise Surgical Care PLLC  
Colon & Rectal Center of AZ  
Desert Diamond Casino & Entertainment

Glaz-Tech Industries  
Glendale Fire Fighters  
Susan Kettlewell  
Amy Knorr  
One Woman Day Spa  
Orangetheory Fitness

Paul & Joan Romanoski  
Scottsdale Medical Imaging  
Sunft Foundation  
Tucson Glass & Mirror  
Xcel Delivery Services

### Donations of \$500 and more

Liz Almi  
Biodesix  
Michelle Bonito  
Breast Center of Southern Arizona  
Anne Cameralo  
Caris Life Sciences  
Casino del Sol  
Cochise Oncology

Dr. & Mrs. Merlin Cohen  
Commerce Bank  
DPR Realty  
Genesis OBGYN  
Jim Guendelsberger  
Susie Heintz  
Patsy Hinson  
William Konkle

National Bank of Arizona  
Radiology Ltd., P.L.C.  
Rusing, Lopez and Lizardi  
Sherrn & Joe Romanoski  
Smart Squirrel  
Watson Chevrolet  
Wealth Management Partners

### Donations of \$250 and more

Arbico  
Architectural Openings  
Rob Assenmacher  
Jim Click Automotive

Warren Bodow  
Darlene Brady  
Susan Haas  
Ed Kawamura

Sonoran Desert Corvettes Tucson  
The Dive Shop  
Sandra Valenzuela

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