



*2012-2013 Annual Report*

*Support for Individuals with  
Cancer and their Families*

*Fight The Fear!*



## *Sherri's Message*

Dear Friends,

It has been both satisfying and exciting to launch a non-profit that filled a critical gap in cancer care in our state. Despite a tough economy, year after year we have posted advances in the quality of the resources provided to newly diagnosed cancer patients, while dramatically increasing our distribution. Dedicated staff, board members, volunteers, and donors have diligently worked together not only to sustain BAG IT, but to spur its growth and broaden its impact in our state. Reaching our 10th Anniversary is a significant milestone which calls for celebration. Won't you join us?



Our clarity of vision and the support of our community were keys to our success in our first ten years. We have shown sheer perseverance through all challenges; we have anticipated change and embraced it.

People often thank me personally for BAG IT and even refer to me as "The Bag Lady." While it was my concept, it has been the community whose efforts have enabled us to impact health care in Arizona and be able to report that almost 25% of those newly diagnosed with cancer each year now receive the BAG IT resource. We are deeply grateful for the foundation you have provided us. In the years ahead, we will continue to rely on those who are committed to the ongoing advocacy of our mission.

To date, nearly 50,000 people have received a BAG IT thanks to the generosity of our Arizona communities. Looking to the future, we are setting our sights even higher with the intention to educate and empower thousands more facing a cancer diagnosis as we continue to *Fight The Fear!*

Wishing you all health and wellness,

*Sherri Romanoski*

Sherri Romanoski  
BAG IT Founder





## *Mission*

BAG IT, a 501c3 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.



### *Here are our top 10 reasons to celebrate our 10<sup>th</sup> Anniversary. BAG IT:*

- is a successful 501c3 non-profit founded by two local survivors and their oncologist to fill a need for reliable, helpful resources to manage a cancer diagnosis and treatment.
- started in a kitchen as a grassroots Tucson resource and over ten years expanded to serve the entire state of Arizona to become a leader in cancer patient resources.
- works collaboratively with more than 100 medical providers who distribute BAG IT in English or Spanish to newly diagnosed cancer patients.
- has served nearly 50,000 cancer patients and their families since 2003.
- currently reaches 25% of those newly diagnosed with any cancer in metropolitan and rural areas of Arizona.
- is well-respected in the state and throughout the national cancer community.
- has been supported by hundreds of volunteers throughout the decade.
- has remained fiscally responsible and viable for ten years while still providing the resource to patients at no charge.
- developed and conducts a highly- innovative annual national conference for cancer advocates.
- empowers individuals with cancer to *Fight The Fear!*



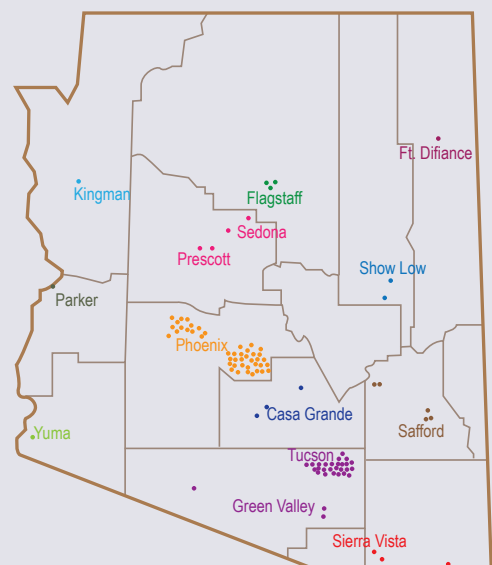
## Where Can I Find BAG IT?

The answer is: all over Arizona! BAG IT has become a widely-used education tool for cancer patients in our state. Individuals newly diagnosed with cancer can now find BAG IT not only in our larger communities but in many rural locations including tribal health centers, well women clinics, support groups, resource centers, and outreach programs. We welcome and thank the over 100 locations that offer our bags to their patients. It is a great partnership unlike any in the state.

## State and National Collaborations:

- Member of Arizona Cancer Coalition Leadership Team
- Partnered with University of Arizona Public Health to design an instructional video specifically for Native American cancer patients and families on how to use the BAG IT resource
- Consumer reviewer for the Congressional Department Medical Review Program
- American Society of Clinical Oncology-Sponsored Patient Advocacy Booth, Annual Conference

## Distribution Sites In Arizona



*Want to mail a BAG IT bag to someone outside the state?*

*You can order online at [bagit4u.org](http://bagit4u.org). We ask for a \$30 donation to cover costs and shipping.*





## *BAG IT Thanks Long-Time Supporter*

BAG IT's history with Arizona Oncology goes back to its inception. Dr. Donald Brooks, an oncologist with Arizona Oncology, volunteered to help launch BAG IT. He became a founding member and currently serves as BAG IT Board Vice-President. Dr. Brooks' practice received the first BAG IT bag produced in July, 2003.

Arizona Oncology offices in Tucson have been steady, solid supporters ever since and have been the Presenting Sponsor of our Tucson fundraiser, *Take a Hike for BAG IT*, for ten years. Additionally, Arizona Oncology offices in Phoenix support BAG IT through their sponsorship of our Phoenix fundraiser, *Be There for BAG IT Chili Challenge*. Arizona Oncology offices in Northern Arizona also support our efforts.

We salute Arizona Oncology doctors, nurses, and staff across the state.

*"BAG IT provides our patients with many useful resources as they begin their journey with cancer. As a newly diagnosed cancer patient, the thought of chemotherapy, radiation and their related side effects can be frightening and overwhelming. The binder and publications included in the bag provide patients with easy-to-read information to help answer questions and ease anxiety. Our patients truly appreciate receiving the bags and find BAG IT to be extremely valuable."*

**- Roberta Kafora, RN, MSN, OCN and  
Nursing Team**

**Arizona Oncology, Tucson**





## *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

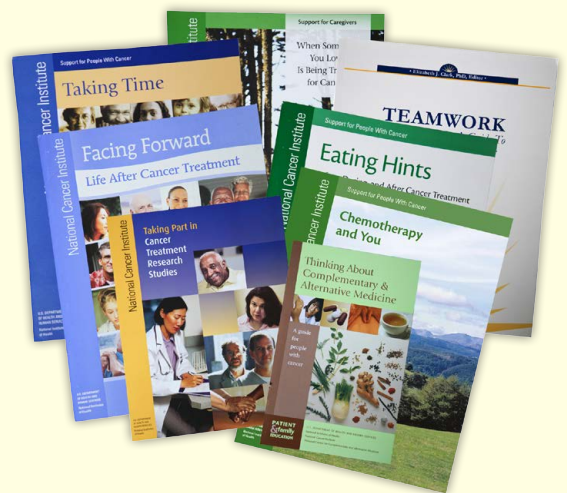
### *Personal Medical Binder*

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

### *National Coalition For Cancer Survivorship Publication*

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

*BAG IT is also available in Spanish*



*Did you receive a BAG IT bag and want to give back so others may continue to receive this amazing gift at such a traumatic time in life?*

*Visit [bagit4u.org](http://bagit4u.org)*





## *Patient Feedback Surveys*

All BAG IT users are invited to complete a feedback survey. Results are consistently positive in all areas evaluated:

- I found the information helpful
- I found the notebook helpful
- BAG IT helped me cope
- BAG IT helped me worry less
- BAG IT helped me communicate with my medical team
- I feel more able to deal with my cancer because of BAG IT
- My family/friends/caregivers used the information

BAG IT contents are reviewed and revised on a regular basis.

## *Board Members*

*Darlene Brady*  
*Dr. Donald Brooks*  
*Carla Livak*  
*Sherri Romanoski*

## *Thanks To Our 100+ Volunteers*

Volunteers contribute thousands of hours to BAG IT. They do everything from knitting chemo caps to serving as ambassadors and speakers. If you are interested in volunteering, visit us online for more information and to submit a volunteer form or call at 520-575-9602.

## *Planned Giving Opportunities*

With a planned gift to BAG IT, you can combine your desire to give to charity with your overall financial, tax, and estate planning goals. Your planned gift would allow you to help those wanting to *fight the fear* of a cancer diagnosis and treatment—for years to come.

Contact us at [info@bagit4u.org](mailto:info@bagit4u.org) or call 520-575-9602 to discuss options.





# *escape*

a program of Bag It

## *Encouraging and Sustaining Cancer Advocacy Programs and Efforts*

Building on its earlier success, BAG IT once again supported other community advocates in their patient education efforts by conducting the 2nd Annual *ESCAPE Leadership Conference for Community Cancer Advocates*. In August 2012, we brought together 32 cancer advocates from across the country to network, learn new skills to improve their organizations' programs and services, and experience new techniques to encourage healthy lifestyles and prevent burnout. A follow-up impact study confirms participants implemented information and skills learned at the conference.

Funds for this program were generously donated by Eisai, Genentech, Millennium: The Takeda Oncology Company, and Ventana Medical Systems. Miraval Arizona sponsored the conference through their significant underwriting of the conference accommodations and meals.

*"I loved the combination of workshops and lectures that dealt with the emotional, personal, as well as professional and organizational aspects, obstacles, challenges of being an advocate; and the ways to be more authentic, intuitive, balanced, and trusting with ourselves and more "business" savvy in our organizational or advocacy direction."*

*– Dikla Benzeevi*





## *BAG IT Chosen By American Society of Clinical Oncology*

Competing against hundreds of non-profit cancer organizations around the country, BAG IT applied for and was subsequently chosen to exhibit in one of just 24 ASCO-Sponsored Patient Advocacy Booths at the Annual Meeting of the American Society of Clinical Oncology in Chicago May 31-June 3, 2013.



The conference is the premiere forum for cutting-edge scientific and educational developments in oncology. Attended by 35,000 oncology professionals, it afforded BAG IT opportunities to network, inform medical providers and others of our programs, and recruit highly-qualified cancer advocates for our *ESCAPE Leadership Conference*.

## *Survivor Viewpoint*

*"BAG IT was the calm to the storm in my life when I began the joys of non-Hodgkin's lymphoma treatment. The information filling that bag offered stability and much needed peace through knowledge. The power in that is impossible to over-emphasize. Another major benefit of the bag is the binder. In every way it enables structure in chaos. Having my history, medications, and contacts organized came to the aid of my family and support group countless times. BAG IT is a blessing in my life."*

- Jeff Whitehead







## Events

### Communities Raising Funds:

Events create community awareness but also contribute to much-needed funds to carry on our mission to provide BAG IT at no cost to patients and their families.

- 9th Annual *Take a Hike for BAG IT*, Loews Ventana Canyon Resort, Tucson, November 18, 2012 (presented by Arizona Oncology)
- 2nd Annual *Be There for BAG IT Chili Challenge*, Arizona Biltmore, Phoenix, April 7, 2013 (presented by 21st Century Oncology Arizona)
- 6th Annual *Wine and Dine for BAG IT*, Hacienda del Sol Resort, Tucson, June 9, 2013

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

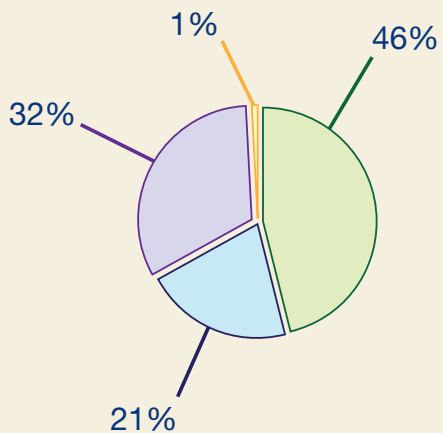
- Jacobs Employee Group golf tournament, September 8, 2012, Tucson
- Mah Jongg Tournament, Green Valley, November 3, 2012
- Tucson Welcome Club (previously known as Welcome Wagon Northeast Club, Tucson) annual beneficiary for 2012
- Epic Rides 24 Hours in the Old Pueblo, Catalina, February 15-17, 2013

*"BAG IT is amazing. It makes you feel you are not alone and you will survive."*



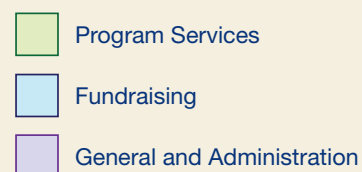
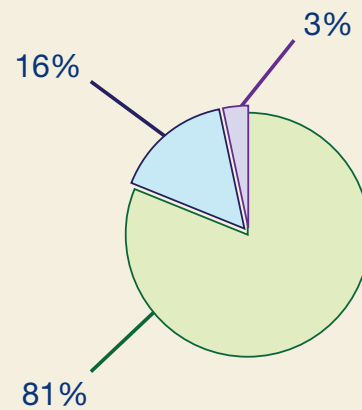


## Revenues



**Total Revenues \$333,590**

## Expenses



**Total Expenses \$276,976**



# *Donors*

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

Arizona Oncology

BHHS Legacy Foundation

Eisai

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

21<sup>st</sup> Century Oncology of Arizona

Zuckerman Community Outreach Foundation

Epic Rides

Genentech

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

Country Fair White Elephant  
Dorothy & Bill Harmsen Foundation  
Jacobs Employee Group

John C. Lincoln Gives  
Millennium: The Takeda  
Oncology Company  
Precision Toyota

Tucson Medical Center  
Ventana Medical Systems  
Welcome Wagon NW

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

Aslan Foundation  
Dr. Don and Anne Brooks  
Cancer Treatment Services of AZ

Comprehensive Breast Center of Arizona  
Thomas & Jeanne Elmezzi Foundation  
Heinfeld, Meech & Co.

William E. Schmidt Foundation  
University of Arizona  
Medical Center

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

Arizona Women's Imaging  
Boren Family Foundation  
Cochise Surgical Care PLLC  
Colon & Rectal Center of AZ  
Desert Diamond Casinos Entertainment  
DPR Realty  
eegee's  
Homeowners Financial Group

Dr. Grace Hou  
Susan Kettlewell  
Amy Knorr  
Mah Jongg - Green Valley  
Main Janitorial Supply  
Dr. Elizabeth McConnell  
Phoenix Oncology Nurses  
Radiology Ltd., P.L.C.

Paul & Joan Romanoski  
Sherri & Joe Romanoski  
Safeway Foundation  
Scottsdale Medical Imaging  
Smart Squirrel  
Tatum Hair & Nails  
Tucson Glass & Mirror  
Wealth Management Partners

## **- Donations of \$500 and more -**

BeachFleischman PC  
Breast Center of So. AZ  
Anne Camerato  
Dr. & Mrs. Merlin Cohen  
Joe Coyle Philanthropic Fund  
Glaz-Tech Industries

Dr. and Mrs. Thomas Grogan  
Gum Technology Corp  
David & Nancy Hall  
Susie Heintz  
Brian & Nancy Jackson  
Dr. Joseph Larsen

The Legend Group  
D.M. Lovitt Insurance  
Northwest Medical Center  
Tucson Surgery Center  
Watson Chevrolet

## **- Donations of \$250 and more -**

Architectural Openings  
Doris & Len Coris  
Patsy Hinson  
Jacobs Minerals

K&P Sales Engineers  
Adrienne Knoll  
Alan Levenson  
McCord Conveyor Systems, LLC

Pioneer  
Piping Alloys Inc  
Kyle Sanders

*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.*