

## Community is stronger than cancer

December 2022

2022

# A REMARKABLE YEAR

### Dear Friends:

As I pen this final year end message, Google searches warn that executive director messages are often predictable and even a bit mundane. Well, there is nothing predictable or boring about what Cancer Support Community accomplished this year!

1. **Program:** Despite the ongoing Covid-19 pandemic, we moved forward and served more unique and under-resourced individuals facing cancer than we did **before the pandemic**, thanks to our in-person/Zoom/hybrid programs, our clinicians, our Professional Advisory Network and other volunteer instructors.
2. **Fundraising:** Inflation impacted all of our lives, but our donors continued to appreciate the importance of our work and gave generously. Also, new foundations and funders found our mission compelling and decided to invest in us.

3. **Our New Home:** We were charged with a) finding a new facility to purchase without depleting our reserves, b) launching a successful capital campaign with an informed but lofty goal, and c) finding an experienced architect/construction manager/general contractor who would work enthusiastically and expeditiously within our budget and short time frame. As you will read, we are on track!
4. **Fiscal Strength:** Notwithstanding competing causes this year - our operating budget **and** our capital fundraising - we can again confidently project ending the year in the black operationally and in sight of our campaign goal.

This remarkable progress is thanks to all of you reading this message. Without you, we would not be able to support individuals in our shared community who are facing such a challenging disease. Stay happy, stay healthy, and stay with us in 2023. Happy Holidays!

**Patricia V. Ostiller, JD, CFRE**  
Executive Director

### Sharing Culture through Spanish Programing

We were happy to provide the space to celebrate Day of the Dead (Día de Muertos) as a time of remembrance for loved ones lost. For many of our participants it was their first time experiencing festivities surrounding the Day of the Dead. Providing the event in both in English and Spanish created an awareness of different cultures and a teachable moment in equity, diversity and belonging with the ability to understand one another.

Day of the Dead originated in Mexico and several Central and South America countries. It honors the memories of friends and families who have passed away with a creation of an altar (ofrendas). Altars often contain photos,

memorabilia, favorite foods, and drinks to encourage souls of the deceased to return. The altar has marigolds, considered to have power to be a guide with their bright colors. Our guests brought photos, shared stories of their loved ones and enjoyed day of dead bread (pan de muerto) and Mexican hot chocolate. Children decorated skulls (calaveras). The altar stayed in our entrance through el Día de Muertos on November 2nd.





## YOU'RE THE KEY TO OUR FUTURE IE

CSC closed escrow in July 2022 on a 7,000- square-foot building at 321 and 331 W. Sierra Madre Boulevard in Sierra Madre. With a lead one-million-dollar gift from Ellen and Harvey Knell, and additional six-figure gifts from three other donors, we secured the required 30% down payment and a loan for \$2,625,000 to complete the purchase.

Before launching our capital campaign, CSC retained a highly experienced capital campaign consultant; conducted a mini-feasibility study, prospect research and a peer review session with stakeholders; and determined that \$3,750,000 is an achievable campaign fundraising goal. Campaign goals are to fund the down payment, construct extensive owner improvements, and create a building maintenance fund (in that order).

Thanks to our incredible donors, CSC has made outstanding campaign fundraising progress.\* To date, CSC has **secured \$2,936,159, or 78%**, of the \$3,750,000 goal. *One hundred percent of our Board members have pledged or have already given financially to the campaign. We will begin construction of the owner improvements in early January 2023. We expect to move to our new home in June 2023.*

Melissa Alcorn	Rita & George Bristol
Lynn & Doug Allen	Loren Brodhead
Barbara & John Anglin	Jean & Chris Cabot
Rosemari Annear	Karen & Tom Capehart
Anonymous	Greg Chapman
Kal & Roy Antoun	Shari & Ralph Cimmarusti
Elizabeth Arnett	Jinny & Rich Dalbeck
Joseph Balian	Kathy & Michael Dooling
Barbara & Dick Baptie	Ellen Driscoll
Terry Beyer	Linda Eisenhart
Catherine Bicknell	Gail & Jim Ellis
Debbie Bolton	James J. & Sue Femino
Denise & Steven Botsford	Foundation

Maude & Richard Ferry	Bill Myers
The Fitzberg Foundation	Dana & Mike Naples
Alison & Mark Gamble	Mary Nolte
Robert Goodwin	Ann Olson
Ashley & Fred Guerra	Patricia Ostiller
LeeAnn & Ron Havner	Sue & Steve Ralph
Corinne & James Hawk	Sandi Mejia & Gil Ramirez
Tracy & Dick Hirrel	Ruth Roess
H. Leslie & Elaine S. Hoffman	Edward R. Roski, Jr.
Foundation	Pamela Sevir & Patrick
Maureen & Bill Hollingsworth	McGulpin
William Horsfall	Linda & John Seiter
Carole & David Jones	Marie & Richard Slater
Virginia & Tom Jones	Gamal & Natalie Smalley
Harvey & Ellen Knell	Peggy Smith
Terri & Jerry Kohl	Pam & Les Stocker
Bob Kohorst & Shelley Allen	Charlotte Streng
LA5 Rotary Club	Susie & Brad Talt
Vicki Laidig	Dean Trautmann
George Mack & Gloria	Robert & Carol Williams
Podres	Linan & Bill Ukropina
Ruben Marquez, Jr.	The Valenta Family
The Elizabeth Mejia Estate	Laura Wending
Serge Melkizian	Peggy & the Hon. Carl J.
Margaret & David Mgrublian	West
Chris Mitchell	

*\*Donor list shows gifts of \$500+. All donors will be listed in our 2022 annual report.*

Thank you to our architect, Rob Tyler of Tyler+Kelly Architects, and our construction manager, Bryson Reaume of LA Cooperative/Reaume Richardson, for their work on our behalf.



Sincere thanks for in-kind donations to date from: Gibbs Giden Locher Turner Senet & Wittbrodt, LLP, Ruben Marquez Interior Designer, & C. Geoffrey Mitchell.

Naming opportunities are available and pledges can be paid over five years. Please visit [bethekey.cscpasadena.org](https://www.cscpasadena.org/bethekey) for more information.

### Getting Started

If you know someone who could benefit from CSC's free programs, they can go to <https://www.cscpasadena.org/gettingstarted> for more information.



## Congratulations to the First Class of Volver al Bienestar



After eight weeks of hard work, six breast cancer survivors were the first class to complete Volver al Bienestar, the Spanish adaptation of Return to Wellness!

On their last evening together, the women celebrated their accomplishment over a beautiful tablescape and delicious meal generously prepared by the staff and chefs at the Langham Huntington, Pasadena. Tears filled their eyes as they recounted their journey together. One participant shared, "It gave me back my life and not just for me, but for all of us in the program."

Throughout the series, the women explored what the transition to survivorship means to them through a weekly support group, education, and exercise. Support group facilitator, clinical psychologist Dr. Cristina Gomez described the group as a "wonderful group of resilient and strong women," adding "I'm grateful for the opportunity to serve in my capacity to the Latinx community." We are grateful to exercise instructors Ana Maria Delgado, Irma Moyao, and Lluvia Higuera, and for our wonderful partner, City of Hope, who helped make this dream a reality.

## Gain 2022 Tax Benefits by Giving to CSC

Your generosity to Cancer Support Community by December 31 could also be a present for yourself:

- If you itemize taxes, **consider using cash** to make a gift or pay off a pledge. You may deduct gifts of cash up to 60 percent of your adjusted gross income (AGI) in 2022.
- Consider **donating stock that has appreciated** for more than a year to avoid paying capital gains taxes. You also may be eligible to deduct the fair market value of the donated securities.
- Do you have securities that are currently valued at less than original cost (cost basis)? If you decide to sell some of those at a loss, then in a process called **tax-loss harvesting**, capital losses can be used to offset capital gains and up to \$3,000 of ordinary income. Donors can then claim a charitable deduction if they donate cash from the sale proceeds.
- If you're 70-1/2 years old or more, making a **qualified charitable distribution (QCD)** from your IRA directly to CSC reduces your gross income, can fulfill your required minimum distribution, and may help you avoid a higher tax rate. For married couples, each spouse can make QCD up to the \$100,000 limit for a potential total of \$200,000.

As always, please consult with your tax attorney/financial advisor for advice on tax and financial matters. Thank you.

## Join our Guild of volunteers

Our Guild members play a vital role in the work we do for those impacted by cancer.



**MARK YOUR CALENDAR!**

**December 8, 2022**

6:00pm - 8:00pm



Are you looking to give back to our community and connect with other philanthropic individuals? If so, we invite you to join our Guild of volunteers! Guild recruitment is open December 2022 - February 2023. Please join us at one of the following events to learn more about this amazing group and meet some of its passionate members: December 8th at 6:00pm, January 21st at 4pm, or February 8th at 6pm.

Members of the Guild of CSC play a vital role in the work that the organization does for those impacted by cancer in our community. Each year, the Guild raises over \$350,000 to help fund our support groups, educational workshops, and healthy lifestyle classes offered free of charge to anyone who needs them.

The Guild is open to anyone 21 and older who is passionate about the mission of CSC: to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.

For more information, visit [cscplink.com/guild2023](https://cscplink.com/guild2023) or contact Kim Burbank Ferreira at [k.ferreira@cscpasadena.org](mailto:k.ferreira@cscpasadena.org) or 626.796.1083.

## CONSIDER A YEAR END GIFT THIS HOLIDAY SEASON

"Cancer Support Community is such an exceptionally valuable resource to the community because it fills in the gaps that medicine can't fill when it comes to the fight against cancer."

-Meagan, CSCP Participant



**CLICK TO DONATE... SO THAT NO ONE FACES CANCER ALONE**

ANNOUNCING  
2023 events  
mark your calendar!

Angel Gala  
JUNE 3RD

honoring

Meg & John  
Symes

AND



Stay tuned for the dates for our other annual events:  
Poker Bowl &  
Ladies Night Out

Interested in planning these fun events? Contact Kim Burbank Ferreira at [k.ferreira@cscpasadena.org](mailto:k.ferreira@cscpasadena.org) or 626.796.1083

# CANCER SUPPORT COMMUNITY PASADENA BENEFACTORS SOCIETY 2022



Six years ago, Cancer Support Community founded its Benefactors Society in an effort to recognize its major donors as well as create a new revenue stream for our organization. We hoped that our most dedicated supporters would see the value in an annual, renewable membership that would provide them with event benefits and also provide CSC with unrestricted dollars for operations.

We are thrilled to report that our Benefactors Society remains as strong as ever and supports 30% of our operating budget. Thank you to this very special group of philanthropists (past and present):

The Agency	Vicki Laidig <sup>^</sup>	Sue and Steve Ralph <sup>^</sup>
Melissa Alcorn/Anderson & Murison* #	Darla and Sam Longo/Barbara and Tom Perrier	RBC Wealth Management* Rusnak*
Rosemari Annear	Gloria Podres and George Mack <sup>^</sup>	San Marino Motor Classic <sup>^</sup>
Anonymous <sup>^</sup>	Mary and Richard Mader	Vicki and Brad Schwartz
Rebecca Bales*	Ann and Mike Malone	Lee and Mickey Segal <sup>^</sup>
Karen and Frank Beardsley <sup>^</sup>	Serge Melkizian <sup>^</sup>	Sharp Seating Company
Terry Beyer <sup>^</sup>	Margaret and David Mgrublian	Sue and Steve Silk* # <sup>^</sup>
Karen and Tom Capehart <sup>^</sup>	Chris Mitchell <sup>^</sup>	Meg and John Symes*
Laurie and Tom Daly	Dana and Michael Naples* # <sup>^</sup>	Susie and Brad Talt <sup>^</sup>
Bonnie and John DeWitt <sup>^</sup>	Julie and Scott Nesbit* # <sup>^</sup>	The Valenta Family* <sup>^</sup>
LeeAnn and Ron Havner <sup>^</sup>	Oak Tree Racing Association <sup>^</sup>	Louise Wannier*
LeAnn and Michael Healy* # <sup>^</sup>	Ann Olson	Wells Fargo Private Bank*
Ellen and Harvey Knell* # <sup>^</sup>	Patricia Ostiller	
Terri and Jerry Kohl* # <sup>^</sup>	Marie and John Queen*	

*\*Founding Members*

*#Members since 2017*

*<sup>^</sup>Current Members*

## We invite you to join our 2023 Benefactors Society!

Please contact Patricia Ostiller at [p.ostiller@cscpasadena.org](mailto:p.ostiller@cscpasadena.org).

### Two levels of annual membership:

#### **\$20,000+ (Benefactors):**

Benefactors receive the following benefits for one year following their donation:

- 12 months of recognition on CSCP collateral such as our website, event communications, quarterly newsletters, program calendars, Annual Report, etc.
- Angel Gala (June 3, 2023): 10 complimentary tickets plus sponsor benefits\*
- Poker Bowl (November 5, 2023): Admission for 8 players plus sponsor benefits\*
- Ladies Night Out (October 7, 2023): 10 complimentary tickets plus sponsor benefits\*
- Invitation to Benefactors Society Appreciation Dinner

#### **\$10,000 - \$19,999 (Patrons):**

Patrons receive the following benefits for one year following their donation:

- 12 months of recognition on CSCP collateral such as our website, event communications, quarterly newsletters, program calendars, Annual Report, etc.
- Patron's choice: Angel Gala (June 3, 2023) OR Ladies Night Out (October 7, 2023): 10 complimentary tickets plus sponsor benefits\*
- Poker Bowl (November 5, 2023): Admission for 4 players plus sponsor benefits\*
- Invitation to Benefactors Society Appreciation Dinner

*\* Sponsor benefits include advertisement and logo (for corporate members) featured on event media, invitation to VIP reception, and more.*

The mission of CSC is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.

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