

A Glance Back at 2024: A Year of Change and Celebration

By Karla Nichols, Executive Director



Change...a word that few of us like to hear and yet is a normal part of life.

2024 was a time of change for Cancer Action. The most significant change was moving our office location in Overland Park, Kansas. We had been in the same office since 2006 and served thousands of cancer patients living in Wyandotte and Johnson County and the southern area of the metro from this location. It was our home for over 18 years!

Fortunately, we only moved a couple of blocks away, which continues to offer great access. The process of locating a new space, packing, moving and then arranging the new office was quite a chore, but well worth the time and energy! The new office is warm and welcoming and with some additional space, we are better able to serve our clients. We are excited to be settled into our new home and continue the high-quality service that has become the 65-year legacy of Cancer Action. This space will be a comforting and caring place for those struggling with

the challenges cancer brings to their lives.

The board and leadership team also made some important changes, ones that are not visible to the eye, but important to the long-term success of the organization. Through careful planning and guidance, Cancer Action made significant changes to its investment policy and the agency's resources. Maintaining a strong financial foundation ensures Cancer Action will be here in the years to come. Wise stewardship ensures we will continue our vital mission to support those living with cancer in our community.

Celebration...now there's a word we all like to hear! 2024 was a major milestone for Cancer Action as we celebrated 65 years of offering hope, easing burdens and lifting spirits for those living with, through and beyond cancer right here in the Kansas City metro. There have been many advances in the treatment of cancer, changes in the health care world and with it, many challenges for those fighting cancer. Through all the changes that have occurred in the fight against cancer over the past 65 years, the compassion and care of Cancer Action's professional staff and volunteers remains the same. With the support of our generous community, Cancer Action continues to be a beacon of light and hope for those facing the challenges of cancer in the Kansas City area. We are honored to be the place of help and hope for hundreds

of our friends and neighbors on such a difficult life journey.

I remain grateful for the way our community has rallied to support Cancer Action. Grateful for the opportunity to serve others. Grateful for the outstanding cancer care available in Kansas City and for our partnership in providing exceptional care to cancer patients in our hometown. Grateful for a committed board of directors and dedicated staff who put heart as well as hard work into fulfilling our mission of reducing distress and improving the well-being of cancer patients throughout the cancer journey.

No doubt, 2025 will have both challenges and opportunities. Change will continue to a constant. We still live in a very challenging and uncertain time. Our family, friends and neighbors living with cancer continue to struggle with many challenges and live with uncertainty each day.

Cancer Action will continue to stand in the gap. As a local organization, we are uniquely positioned to pivot resources and expand services that are needed right here in our hometown. Taking care of our neighbors, friends and family members has been a priority for our organization for 65 years and helping some of the most vulnerable cancer patients meet their many challenges is a driving force for us. **Support throughout the cancer journey** is not just our tagline, it is our passion and our heartbeat...and that will never change!

Serving Our Community...

Cancer Action's Impact in 2024

Be a beacon of light in someone's darkness

Everyone knows someone...everyone knows a family, friend, coworker, fellow worshiper...someone who is affected by cancer. A cancer diagnosis brings many challenges into a person's life. It can turn their world upside down. When someone hears the words "you have cancer" they need a place of support and help. Cancer Action is that place. Cancer Action's mission is to provide critical support for cancer patients in the Kansas City area by offering direct services, financial assistance, and emotional support, helping those with cancer through every step of their cancer journey.

In 2024, we had significant growth in our Gas Card Assistance program, doubling the number of gas cards we gave away. These cards have literally been lifesaving for cancer patients, helping them get to and from their treatment appointments! We continue to provide services and support to help ease the burden, offer strength and energy and provide emotional support during this difficult life experience.

We could not do this phenomenal work if it was not for the support of individuals, third party events, health partners, and our local communities. We want to share with you some of the impact we made together in 2024...

- Supplied **38,644 servings of nutritional supplements** to more than **335 cancer patients** to help maintain their weight and energy during cancer treatment.
- In 2024, we provided **719 gas cards for 158 clients** to get to their life-saving treatment appointments.
- Filled **210 prescriptions** for those who could not afford their medication to relieve pain and nausea, to treat infections and to meet other cancer supportive care needs.
- Helped women going through treatment by providing **100 wigs as well as hundreds of turbans and scarves**.
- Issued **over 200 pieces of medical equipment** to help families members care for their loved ones.
- Distributed **over 24,000 medical supplies** to support cancer patients and decrease the financial burden of cancer expenses.
- Case managers provided emotional support, guidance and education to all of our clients and also helped hundreds requesting assistance and guidance from our community.

We receive many thank you cards and notes throughout the year.

These notes of gratitude belong to all of us. Let me share a couple of notes from appreciative clients...

I was fitted for a wig which helped me return to work. Everyone was helpful.

Susan

Everyone in the office was so nice and friendly. I really appreciated the protein drinks and gas cards.

Nam

It is nice and comforting to know that there is such a caring organization as Cancer Action there for me and others.

THANK YOU! P.



WE LOVE OUR VOLUNTEERS

Hooray for Volunteers!

Cancer Action is appreciative of the work and support of our many volunteers. Volunteers help make beautiful handmade comfort items for our clients. These items not only provide comfort, but they also remind our clients that they are not alone.

This year, volunteers helped with moving and organizing our new office. We also had a group of volunteers help with mailings. Other volunteers help with special events. We are also so grateful for those who generously give their time and efforts to raise support for Cancer Action through a variety of events throughout the year!

We LOVE our Volunteers!!



KC Pink Warriors Dragon Boat Team volunteers

Champions for Survivorship Breakfast

65 Years of Service: Reflections, Challenges & Celebrations

The Champions for Survivorship Breakfast was a time to celebrate the good work of Cancer Action in our community over the past 65 years! With special videos including, a powerful message from Cynthia Newsome and the beautiful voice of Eboni Fondren, the morning was truly a time to honor and celebrate cancer survivorship and the vital role Cancer Action has in the Kansas City area. All our generous sponsors and those who gave a donation made this our most successful breakfast yet!

You can watch many impactful videos by going to the Cancer Action website at www.canceractionkc.org/survivorship-breakfast



Cynthia Newsome received the Champions for Survivorship Award from Karla Nichols



Mary Whetstone, former Board Member, shared her story

Eboni Fondren shared her powerful voice in song



Sunflowers to Roses presented Cancer Action their largest donation ever from the S2R bike ride! Thank you so much!!

Financial Overview

Total Support and Revenues **\$ 588,593**

Donations/Memorials Bequests \$ 317,999

Patient Services Grants \$ 37,307

United Way/CFC \$ 1,840

Special Events \$ 101,446

In-Kind/Noncash Contributions \$ 13,853

Real Gains (Losses) on Investments \$ 53,692

Income from Perpetual Trust \$ 9,236

Interest & Dividends on Investments \$ 38,167

Interest Revenue \$ 13,135

Miscellaneous Income \$ 1,918

Operational Expenses **\$ 563,982**

Programs and Services \$ 409,853

Management/General \$ 93,370

Fundraising \$ 60,759

A full copy of the 2024 audited financial statements may be obtained upon request.

Individually we are one drop. Together, we are an ocean.

Ryunosuke Satoro

Special thanks to the following for their support of Cancer Action:

Foundations and Businesses

A-List Wigs
Access KC
Addington Design
AdventHealth
Allison & Terry Collins Foundation
Aristocrat Motors
Bank of Labor
Richard and Annette Bloch Family Foundation
Blue Ridge Bank & Trust
Blue Springs Ford
Boobque Foundation, LLC
Bra Couture KC
Aileen V. and Redman Callaway Fund
Chad Smith Insurance Company
Christian Perspectives, Inc.
Cremation Society of Kansas and Missouri
DFC Enterprises, Inc.
Kevin Dunn Fund
Edward Jones
Farmers Bank of Kansas City
H8 Cancer Foundation
HNC Living Foundation
Gary and Janet Hall Family Foundation
Heartland Combined Federal Campaign
KC Bravadas Wigs & Extensions
KC Pink Warriors
Kevin and Erica Sweeny
Menorah Heritage Foundation
Masonic Cancer Alliance
Meyers Funeral Chapel
Morgan Stanley
Powell CWM Inc.
Realm Construction
RPM Photography and Cinematography
Saint Mary's Medical Center

Sara's Floral
Sarah Cannon Cancer Institute at Centerpoint Medical Center
Sarah Cannon Cancer Institutes/HCA Midwest Health
Sunflowers to Roses, Inc.
The Benevity Community Impact Fund
The Blackbaud Giving Fund
The Breast Cancer Club
Truman Heartland Community Foundation
University Health/Truman Medical Center
University Of Kansas Health Systems
University of Kansas Medical Center, Division of Medical Oncology
Wellway
Christian Wesley DDS
West Village Realty

Community Groups

Beyoutify
Brookridge Women's Golf Association
Dazzling Divas Style Show
Elkettes, Blue Springs, MO
First Christian Church, Christian Women's Fellowship, Independence, MO
First Presbyterian Church, Independence, MO
Gladstone Cancer Action Volunteers
Heartland Indoor Horseshoe Association
Independence Young Matrons
Kimbell McCurry Paintings
Maiden Designs
Maywood Community Church Ladies Council
Merriam Christian Church
Pay It Forward Nick's Way
Poppy's Handmade Creations
Tomahawk Hills Women's Golf Association

2024 Board Members

BOARD OFFICERS

BRIAN LEVINSON, President
Community Volunteer, Marketing

ELAINE MCINTOSH, Vice-President
Retired, CEO Kansas City Hospice & Palliative Care

RHONDA CHERRY, Recording Secretary
University of Kansas Cancer Center

JOE OTEY, Treasurer
Retired, Finance and Banking

MELANIE SIMPSON, Past President
University of Kansas Health Systems

BOARD MEMBERS

MATTHEW ALLIN - St. Luke's Health System
SAM BURNETT - Attorney/Financial Advisor
JENNIFER DEHAN - Veracity Consulting
CHRIS GODWIN - Farmers Bank of KC
DAVID HARRIS - US Bank
JO BETH HERRICK - Swope Health Services
ERIC JACOBSON - Retired, Marketing & Media
JOHN KAMHAUS - Bank of Labor
KEVIN KILLILEA - Soave Automotive Group
ANITA MACON - University of Kansas Health System
LINDSEY REED - Sarah Cannon Institute/HCA Midwest Health
MARY BETH RUSSELL - Apree Health
RUTHIE RUSSELL - Attorney
TINA SHROPSHIRE - University Health

Mission Statement

Cancer Action is dedicated to reducing distress and promoting the well-being for those living with, through and beyond cancer in the Kansas City area.

Cancer Action won the Gold Award for Nonprofits in Kansas City Star's Kansas City Favorites for 2024!

