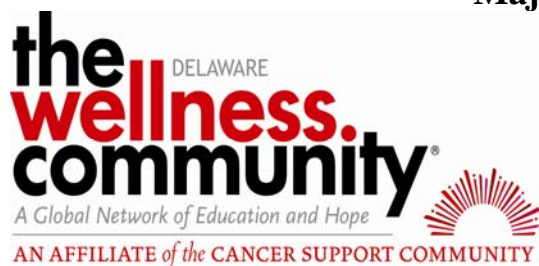


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Major Accomplishments



Nationally

“Many people living with cancer report that their psychosocial health care needs are not well addressed in their care. At the most fundamental level, patients report dissatisfaction with the amount and type of information they are given about their diagnosis, their prognosis, available treatments and ways to manage their illness and health.”

---2007 Institute of Medicine Report, *Cancer Care for the Whole Patient*

The Wellness Community Delaware, as one of 60 affiliates/partners of the Cancer Support Community, focused on addressing needs of cancer patients in 2010 as follows:

Need 1: Information About Cancer and Its Treatments addressed with *Frankly Speaking About Cancer*, an educational series that provides an in-depth look in a variety of concerns that cancer patients face.

Need 2: Help in Coping with Emotions Related to Cancer addressed with support groups, healthy lifestyle programs, educational programs, support care planning, individualized counseling, online support groups, resource information and opportunities for fun and celebration.

Need 3: Help in Managing the Illness addressed with a new distress screening tool for cancer patients. This innovative tool is being tested in several facilities across the country.

Need 4: Assistance in Changing Behaviors addressed with workshops such as *Finding Strength Together: A New Tool for Couples* and *Cancer Transitions: Moving Beyond Treatment* as well as *The Cancer Survivor Registry*, a project of CSC Research and Training Institute.

Need 5: Materials and Logistical Resources addressed with partnerships with major corporations, foundations and individuals in the cancer arena.

Need 6: Help in Managing Disruptions in Work, School and Family addressed with programs with children, teens and caregivers to empower families to re-focus at a critical point in the cancer experience.

Need 7: Financial Advice and Assistance addressed with the powerful program, *Frankly Speaking about Cancer: Coping with the Cost of Care*.

Regionally

Regionally, the Mid-Atlantic Group of CSC continues to meet monthly to discuss challenges and opportunities in operating a CSC facility. We explore ways to strengthen our network, seek out opportunities for shared resources, and identify areas for growth and expansion of services--all of this to serve our communities in a focused and strategic manner.

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Statewide

Board Corner

Although 2010 began with many concerns about the continuing financial challenges faced by organizations such as The Wellness Community, it ended with an amazing renewal of faith in what we stand for as an organization, and the incredible talents of our Staff and Board of Directors.

As with many non-profit groups the year started out with many potential difficulties directly related to the current state of the economy. However, instead of focusing on the potential problems, the staff and board of The Wellness Community took up the challenge and found new and novel ways to succeed. By doing so we were able to focus on the mission of TWC-DE, to provide support for the people of DE dealing with a diagnosis of cancer.

Because of our ongoing commitment to the core mission, the board and staff found new ways to reach out to the people of Delaware and help them understand how important it is to support our mission. As a result of this commitment and determination, we were able to end 2010 on a positive note

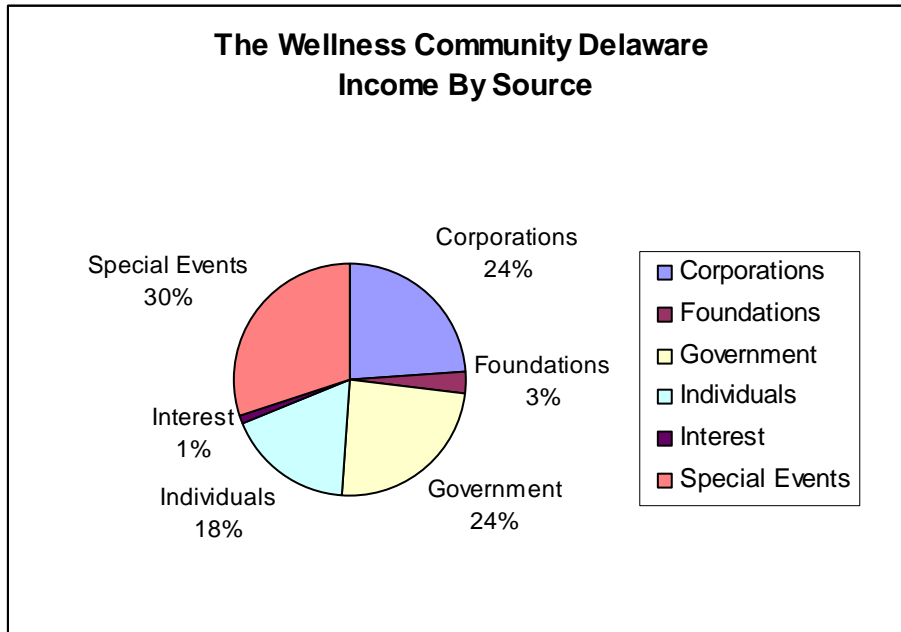
Despite an outstanding 2010, the Staff and BOD of TWCD realize that we must continue to expand and revitalize our outreach to the people of Delaware. Cancer is a disease that never takes a day off. To maintain the support and encouragement we provide to the citizens of Delaware we, at TWD, also cannot take a day off.

This is the commitment and determination we bring to providing the support to all who need the services we provide in Delaware. ~ *David Albaugh, President of the Board of Directors*

Finances

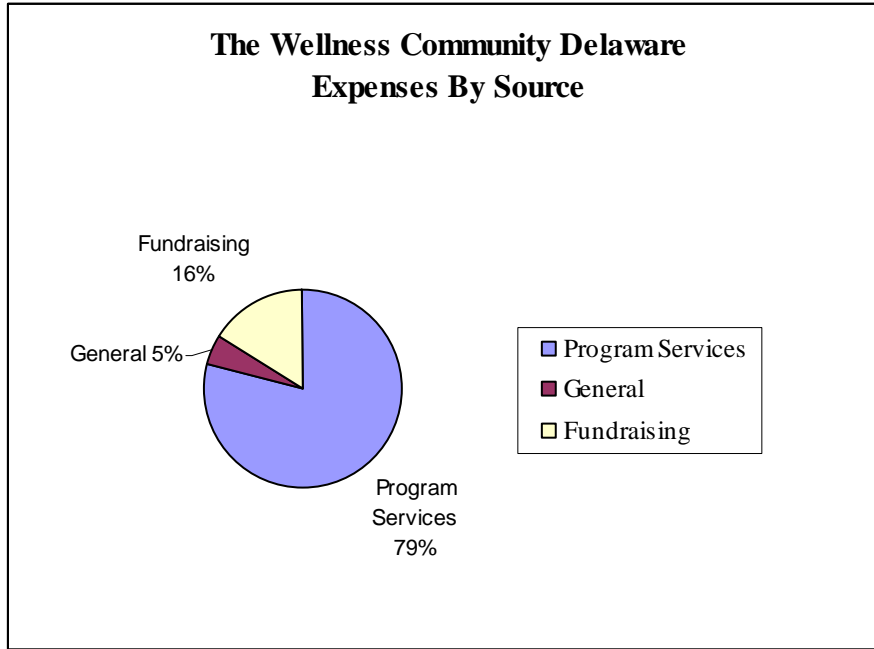
The staff and board of The Wellness Community Delaware are exceedingly grateful for the financial support we received from corporations, foundations, state government, faith based organizations and individuals in 2010. We submitted grants for a total of one million dollars and were successful in receiving almost 50% of the total requested. For a listing of all of our generous donors, please see our 2010 annual report.

Public Support and Revenue



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Operating Expenses



Participant Visits and External Contacts

Times are tough. Cancer doesn't care. The cancer support services of The Wellness Community Delaware are more important than ever as evidenced by the number of participant visits. In Delaware's three counties, we had a total of 1,519 newcomers: 777 in New Castle County; 251 in Kent County and 491 in Sussex County.

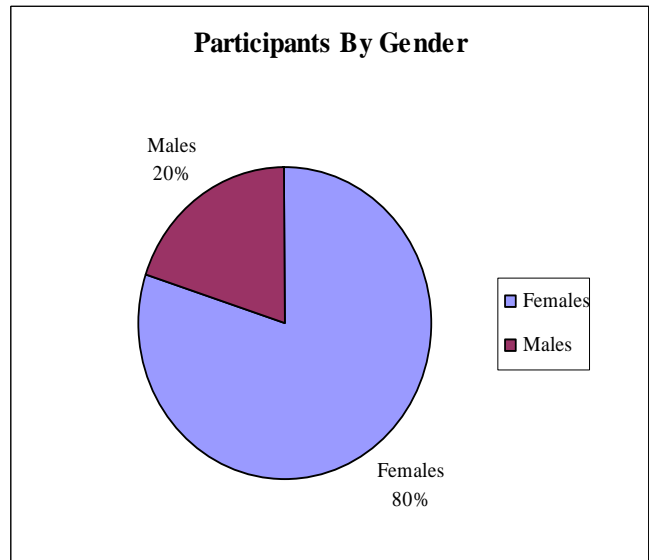
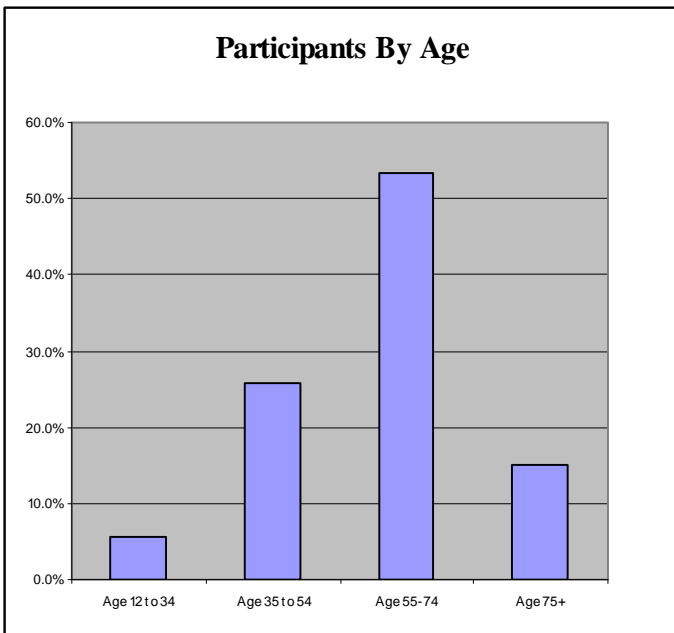
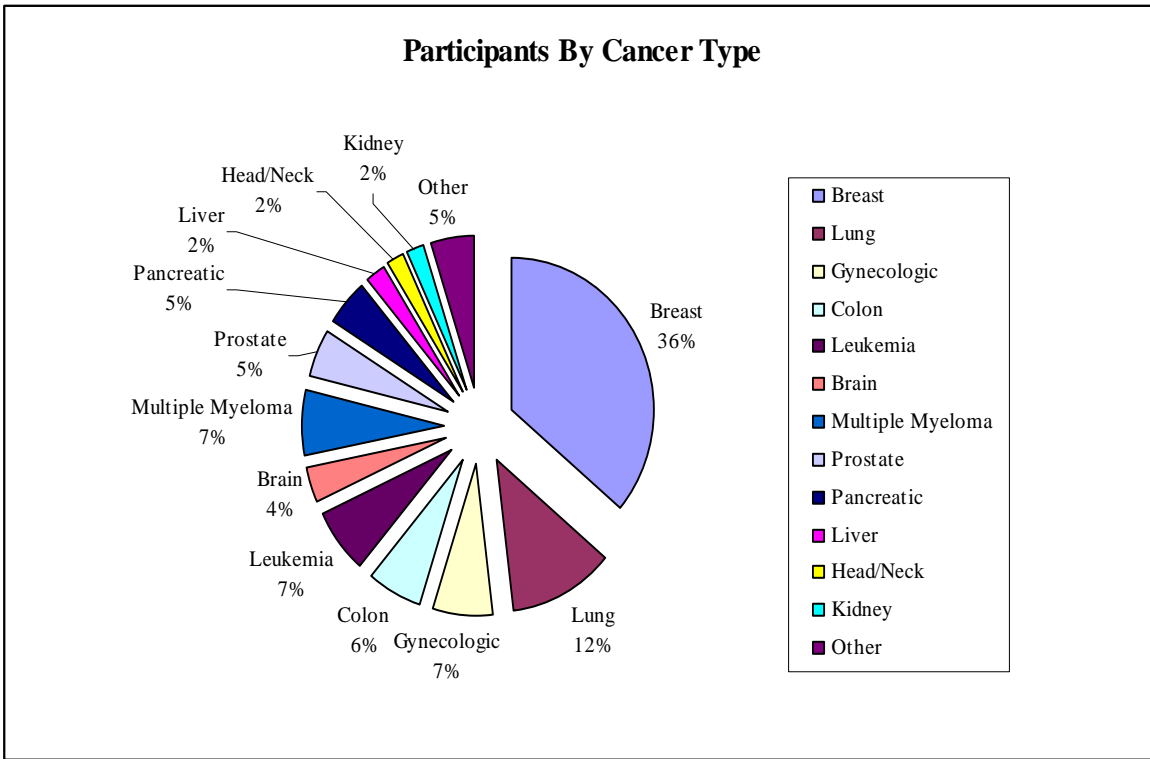
Participant Visits				External Contacts	Website Hits	Monthly E-Blasts	Total 2010
NC	Kent	Sussex	Total	Total	Total Hits	Total	Grand Total
3,634	2,012	3,034	8,680	18,600	1,172,210	19,966	1,219,456

**Participants by Race
2007-2010**

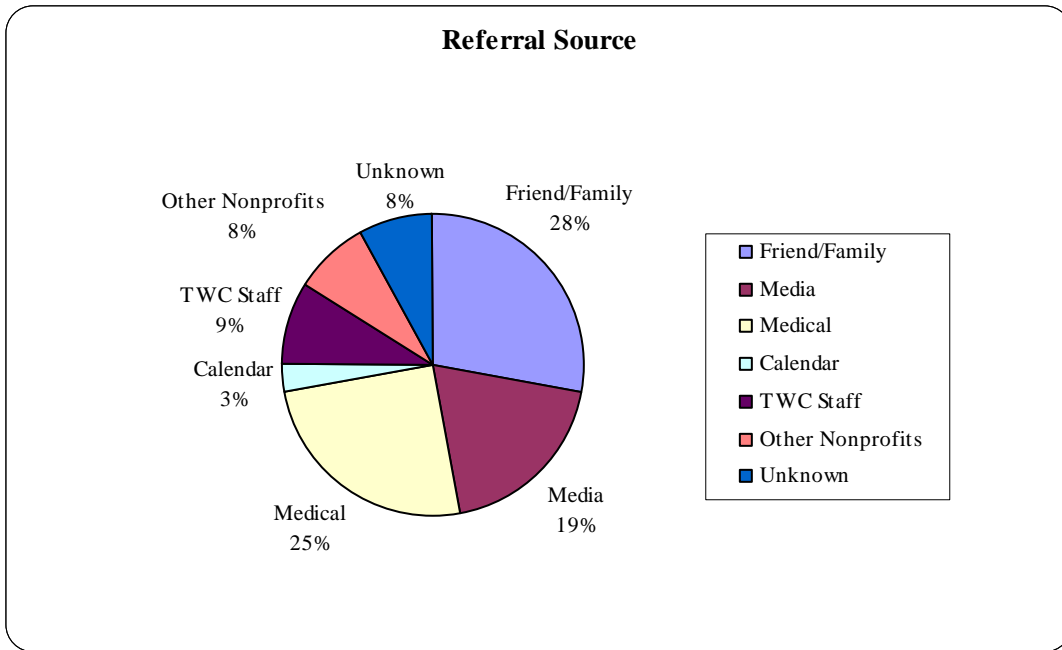
	2010	2009	2008	2007
Caucasian	80.2%	85.8%	89.3%	88.0%
African American*	15.4%	7.0%	7.4%	8.6%
Did not answer	3.2%	4.2%	0.0%	1.0%
Hispanic	0.7%	1.9%	1.4%	1.4%
other	0.5%	1.1%	1.9%	1.0%

* Participation of African Americans in cancer support programs continue to increase

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Cancer Support Programs (Number of statewide programs held)

Patient & Family	Cancer Specific	Art Expression	Tai Chi	Yoga	QiGong	Bereavement	Informational	Education	Total Programs
1,197	424	212	561	778	56	133	2,002	2,449	6,620

Our National Cancer Support Community office supported us with programs in the “Frankly Speaking About” (FSA) series as follows: FSA Advanced Breast Cancer and FSA Lung Cancer in Sussex County; Frankly Speaking About Cancer Treatment, Frankly Speaking About Colorectal Cancer and Frankly Speaking About Lung Cancer in Wilmington Community Based Program Area.

In addition to the support and exercise groups listed above, we facilitated the following *monthly* programs: Healthy Lifestyles; Self Hypnosis; The Next Step – Transition Group; Exploring Your Mortality; Look Good Feel Better; Mindfulness Meditation; Movie Night; Kids Circle; and Relaxation through Meditation.

New Castle County 2010

Cancer Support at our Lancaster Pike Farmhouse

Weather wasn’t always cooperative, especially in January and February, 2010. We were closed several days due to excessive snow fall, and yet we increased the number of participant visits during this time.

In addition to our Wilmington Initiative, we continued our community outreach with a monthly cancer support group at Crosslands in Pennsylvania. We are in the planning stages of beginning cancer support programs at St. Francis Hospital. We partnered with Helen F. Graham Cancer Center on a long term bereavement group, entitled “The Next Step”. We jointly sponsored a program with the Leukemia and Lymphoma Society at West End Neighborhood House entitled “Cancer Myths”.

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Donald Abrams, MD, President of the Society for Integrative Oncology, spoke to our Professional Advisory Board this year. Newly elected members to this Board are as follows: Joel Edman, DSc, FACN, CNS, Mary Lou Galantino, PT., Ph.D., MSCE and Kerry Tobias, D.O.

We continued to mentor graduate and undergraduate students. In 2010, we hosted three graduate students and two undergraduate students from Bryn Mawr College, Widener University, University of the Sciences and the University of Delaware, College of Nursing.

We continue to provide opportunities for our participants and families to take a break from cancer by attending several pot luck lunches and dinners at our lovely facility. Because of the continued generosity of the Pettinaros, we were provided with seats for fourteen Blue Rocks baseball games.

Community Based Cancer Support Programs

With funding from AstraZeneca, Bank of America, Gilliam Foundation, Laffey McHugh Foundation, State of Delaware, Susan G. Komen for the Cure and others, we have made steady progress on our commitment to provide cancer support services to the medically underserved cancer patients in urban Wilmington.

The following are highlights of our 2010 activities in urban Wilmington. . Number of attendees is listed in parenthesis:

January: Martin Luther King Breakfast (200); Rose Hill Community Center: Educational presentation on breast cancer (52); Manna Christian Fellowship Church: Prostate Cancer support group (35); **February:** Sacred Heart Village: Cancer Facts (10); **March:** Neighborhood House: Dr. K. Suppiah presented cancer treatment options followed by a yoga demonstration with Linda Hall (22); **April:** Rosehill Community Center: Teens, Tobacco and Smoking (15); Mt. Zion Church: Health Fair (150); **May:** Annual Senior Health and Fitness Day for city of Wilmington (500); Shiloh Baptist Church: Health Fair (250); **June:** Helen F. Graham Cancer Center; Many Faces of Cancer (109); Ezion Mt. Carmel United Methodist Church; Outreach to Health Ministry (22); St. Paul UAME Church: Sisters on a Mission Presentation (26); Home Life Management Center (12); Cancer Prevention; West End Neighborhood House: Cancer Myths (48); **July:** First & Central Presbyterian Church: General Cancer Support Group (2); Manna Christian Fellowship Church: Men's Cancer Support Group (2); First & Central Presbyterian Church: General cancer support group (2); Manna Christian Fellowship Church: Men's cancer support group (3); **August:** Delawarr Senior Center: Let's Talk About Cancer (50); UAW Care Fair (75); T'ai chi; Home Life Management Center (12); T'ai Chi; First and Central Presbyterian Church: General Cancer Support Group (5); **September:** Wellness Day Cookout (42); Wilmington Wellness Day Rodney Square (450); Nutrition Home Life Management Center: Nutrition classes (34); **October:** Rosehill Community Center: Health Fair(325); T'ai Chi Delawarr Senior Center (9); Delaware Park Health Fair (600); **November:** Delawarr Senior Center: Breast Cancer Awareness (25); Doubletree Hotel - 9th People of Color Health Fair (375); Ezion Mt. Carmel United Methodist Church: Let's Talk Colon Cancer Treatments (22); Home Life Management Center: T'ai Chi (8); **December:** TWCD Holiday Party (45); Sojourners' Place: Lung Cancer Awareness (12); Delawarr Senior Center: Breast Cancer Awareness (25).

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Special Events

Susan Dubb, Special Events Director, New Castle County reported net income of \$156,235 on the following events:

- Provided a fun-filled brunch with silent and live auction for 150 guests at the University and Whist Club in our 5th annual “Red Balloon Brunch”.
- In its fifteenth year, our annual Dickie Golf outing at Bidermann Golf Club attracted 92 golfers and guests.
- Held a fundraising event “Fall Into Hope” at Brandywine Prime Restaurant in Chester County Pennsylvania.
- Collaborated with the Delaware Lung Association in “Battle of the Bands 2”.
- Thirty walkers/runners participated in the Las Vegas Strides for Hope Marathon/Half Marathon.
- First year participation in The Monster Mile Fundraiser at Dover International Speedway in October with approximately 100 walkers.
- Held two local runs, one in July - the Cliff “5K” and a high school cross country race at Banning Park in August.

Volunteers

Susan Dubb, Volunteer Coordinator, reported that we had 50 professionals who donated 750 hours to facilitate programs for our cancer patients; volunteers served more than 400 hours in the following office functions: secretarial; reception; assembling annual appeal mailings as well as delivery of calendars to healthcare facilities. Corporate volunteers from ING Direct, AstraZeneca and Agilent Technologies spent more than 400 hours tending our gardens.

Community Involvement

Cindy Dwyer, Executive Director, continued to serve as a member of the Advisory Council of the Breast Cancer M.A.P. (Mind Affects the Physical) Project. For a two-day workshop in Philadelphia, thought leaders from across the country in Medical Oncology, Psycho-Oncology, Policy, Managed Care, Nursing, and Advocacy met to discuss the results of the first community-based Registry and annual Index dedicated to documenting the unmet needs and behavior trends of Breast Cancer survivors. .

Cindy is a senior advisory member of the Delaware State Chamber’s Small Business Alliance; Board member of The Wilmington Rotary; Rotary delegate for Pakistani Project; sustaining member of the Junior League of Delaware; a member of the “Cancer in the Workplace” committee of the Delaware Cancer Consortium; and a founding member of the Fund for Women.

Sean Hebbel, Program Director, serves on the Delaware Cancer Consortium Quality of Life Committee, the Patient Service Committee for the Leukemia and Lymphoma Society and as the Delaware representative and national Treasurer of the Association of Oncology Social Work. He presented at the Cancer Support Community’s National meeting in Pittsburgh in November on a panel addressing the “State of Cancer Support Groups”.

Susan Dubb, Special Events Director, is a member of the New Castle County Chamber of Commerce and serves as President of her civic association in Salem Woods. She is also a founder for Fund for Women.

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Kent County

The Kent County Satellite office finished the year with a total of 2,012 participant visits of which 251 are new to TWCD.

- Continued collaboration with Bayhealth to provide all of their psychosocial services for cancer patients.
- Secured funding from Bayhealth in the amount of \$5,000 in support of TWCD services.
- Collaborated with Bayhealth Human Resources to provide yoga and tai chi classes to their employees.
- Increased program offerings in Milford with two tai chi offerings per week.
- Offered a weekly cancer support group for people with cancer and their caregivers.
- Collaborated with Delaware Breast Cancer Coalition (DBCC), American Cancer Society (ACS), Bayhealth Medical Center, Milford Memorial Hospital, Milford Senior Center, Delaware Hospice and Compassionate Care Hospice.
- Partnered with ACS and DBCC to host 2 Pink Teas; one at Bayhealth in Dover and the other at Bayhealth Cancer Center in Milford.
- Initiated the first African American Breast Cancer Support Group in Kent County - Wings of Hope which is continues to expand.
- Collaborated with the ACS to continue and enhance our first prostate support group for African American men – Man To Man, Brother To Brother
- Participated in the following exhibits: Breast Cancer Coalition Fair; Milford Teachers Association Gathering; Meet Your Sisters At The Well; Go Pink Health Fair; and Bayhealth’s Cancer Symposium.
- Received recognition and received a grant from the St. Matthews Grand Chapter for participation in their exhibit.
- Presented 22 informational presentations on TWCD programs: Del One Federal Credit Union, Kent County Levy Court, MAM organization, Kent County Ameri-Home Health Care, Milford Senior Center, Kent County Oncology Group, Bayhealth and University of Pennsylvania, St. John’s Lutheran Church, Bayhealth Human Resources, Milford Cancer Symposium, Delaware State News, Kent County Leadership Council, State of Delaware Outreach Services and Cancer Care Co-coordinators of Kent County.
- Received local funding from Bayhealth; Capital City Rotary Club; Dover Rotary Club, Del One Federal Credit Union, The Rockefeller Trust Company; Sam’s Club of Dover, The Rite Aid Foundation, State Farm Insurance & A&G Kramedas Associates and in kind donations from Buffalo Wild Wings of Dover.
- Held second annual Wellness Resolution 5K event on January 1, 2011 which was attended by over 150 people. Worked with local radio, Eagle 97.7, which broadcasted live the day of the event.

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- Participated in the Monster Mile for a Cause 1 Mile Walk which will become an annual fundraising event for the Wellness Community.
- Jan Shallcross, Director of Kent County Wellness Community, is a member of the Dover Capital City Rotary, Kent County Leadership Council, Central Delaware Chamber of Commerce and the Leadership Team-Central Delaware.

Sussex County 2010:

The Sussex County Satellite office finished out the year with 3,034 participant visits and 491 new participants.

Jo Wilkins worked diligently to pursue local and national grant funding opportunities. Grant proposals totaling over \$94,700 were sent out from January – December 2010. Thanks to the generosity of our individual donors and the significant support we received from AstraZeneca, we exceeded our income goal in Sussex County by \$20,600. Sussex County also secured its first bequest in the amount of \$79,172. That donation has been invested in a special account with the Delaware Community Foundation. The interest accrued will be used annually to support programs in Sussex County.

Thanks to the efforts of Kaye Webb, our Sussex County Outreach Coordinator, we continue to offer a robust variety of programs. In 2010, we offered notable programs such as: Myths and Facts for Cancer Survivors, Understanding Lymphedema, Infinite Om Sound Meditation, Navigating the Insurance Maze, Holding Onto a Hopeful Heart, Is Peripheral Neuropathy Getting on Your Nerves, Personal Wellness: Taking Charge of Your Health, Do I Have Chemo Brain, Supplements: The Science and the Scams, and Compassion Fatigue. Of special note: We hosted a program inviting vendors of breast cancer supplies to our facility during our Get in the Swim program. This first-ever program connected breast cancer survivors with important resources in the community to help them shop for breast cancer supplies and swimsuits following a mastectomy.

We received generous community and corporate support to benefit our Sussex office and programs in 2010. The Wilmington Flower Market provided funding for us to conduct a special children's program, The Butterfly Group: Kids Coping Together. The Delaware Division of the Arts funded Creating a Healing Journal. WSFS Bank provided the funding so that we could install a ballet bar in our Mind/Body Center. The ballet bar will allow participants who previously were limited to performing the Yoga and Tai Chi exercises in a seated position to be able to stand and develop greater strength, balance and coordination.

Under the coordination of Marcia Esposito, our Sussex County Special Events Coordinator, we conducted 14 special fundraising events. Two new fundraisers were introduced in 2010 that were spearheaded by Advisory Committee Chair Suzanne Landon. They include The Mad Hatter Tea and Lunch with a Purpose. In addition, we were the beneficiary for several local community fundraisers such as Boat Drinks hosted by the Delaware Seashore Parrot Head Club and Caribbean Christmas organized by the Quiet Resorts Charitable Foundation.

We continue to have a good working relationship with both the Tunnell Cancer Center and the Nanticoke Cancer Care Center. Outreach events are held in each facility monthly and have resulted in higher participation from newly diagnosed cancer patients.

Jo Wilkins belongs to the Rehoboth Beach/Dewey Beach Chamber of Commerce and the Lewes Chamber of Commerce. She is a founder of the Fund for Women.