



Community Report  
**2015 - 2017**



### CANCER INCIDENCE IN MAINE:

More than 8,300 Maine residents will receive a cancer diagnosis this year. That's larger than the population of Freeport.

### CANCER MORTALITY IN MAINE:

An estimated 3,300 people in Maine will die from cancer in 2017.

Two years ago, Maine Cancer Foundation (MCF) launched Challenge Cancer 2020 – our visionary goal to reduce cancer in Maine 20% by 2020. We are hard at work to achieve significant change in our state, and we are excited to tell you about our progress.

**In this report, you will see the many ways that your support has changed the story of cancer in Maine.**

Over the past two years, we have invested \$4.8 million in game-changing programs across the state, ensuring better prevention, early detection and access to cancer treatment for all Mainers. We also launched Maine's Impact Cancer Network, bringing together businesses, nonprofits, government, and Mainers who have lived experience with cancer to find new ways to collaborate – **because only by working with each other can we defeat cancer.**

Thank you for joining our vision to challenge cancer, for making choices that support good health and for investing in the work that will change the story of cancer in Maine – for all of us. You are an important part of our success, and we hope you read this report with pride in the great progress we have made together.

There is so much incredible work happening in Maine... and so much more still to do. If you would like to learn about the difference you are making in our state, please call us anytime. We would love to tell you more.

**Tara Hill**  
Executive Director

**Chip Harris**  
President, Board of Directors

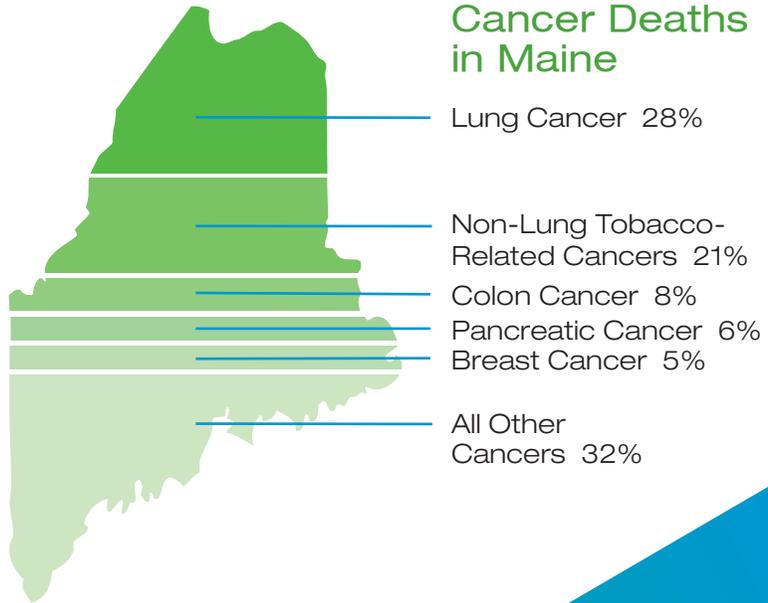
**Maine  
Cancer  
Foundation  
is 100%  
Maine**

# CHALLENGE CANCER 2020

*Cut Cancer in Maine 20% by 2020*

The story of cancer in Maine is a sobering one, but with your help, MCF is working to change the narrative. Our Challenge Cancer 2020 initiative aims to reduce cancer in Maine 20% by 2020.

We are doing that through prevention programs, to stop cancer before it starts; through screenings, to find cancer early when it is more treatable and beatable; and by providing access to high quality treatment for all Mainers, regardless of income or geography.



## PREVENTION

More than 50% of all cancers can be prevented through lifestyle changes.

- ▼ DECREASE TOBACCO USE
- ▲ INCREASE HPV VACCINATIONS
- ▲ PROMOTE HEALTHY LIFESTYLES
- ▲ INCREASE SUN SAFETY

## SCREENINGS

In 2013, 1,684 deaths may have been avoided through cancer screening tests.

- ▲ PROMOTE RECOMMENDED SCREENINGS
- ▲ INCREASE AWARENESS OF FAMILY HISTORY
- ▲ PROMOTE GENETIC COUNSELING
- ▼ DECREASE LATE-STAGE DIAGNOSIS

## ACCESS

Ensure access to high quality care for all Mainers, regardless of personal circumstances.

- ▲ EXPAND PATIENT NAVIGATION PROGRAMS
- ▲ INCREASE CLINICAL TRIAL PARTICIPATION
- ▲ EXPAND TRANSPORTATION PROGRAMS
- ▼ REDUCE BARRIERS TO CARE

# Programming Highlights

## TOBACCO

Tobacco use causes over a dozen different types of cancer and currently poses the greatest challenge to our state. Lung cancer, most often caused by smoking, has the highest mortality rate of any cancer in Maine, and the number of new lung cancer cases is significantly higher than the national average.

### MCF Investment in Fighting Tobacco

We know that reducing tobacco use in our state will not be easy but it is possible. Since 2015, MCF has invested **\$1,376,380** in innovative, community-based programs that combat lung cancer by preventing Maine youth from smoking, and helping smokers quit.

*"I was a smoker for 42 years, and I never thought I could quit. I have cardiovascular disease, and I've had open heart surgery, and finally realized smoking had to go. Having consistent support and accountability from Sarah helps me stay focused on kicking the tobacco habit."*

- "Joe," client at Healthy Community Coalition of Greater Franklin County

**9 out of 10**  
cigarette smokers first  
tried smoking by age 18.



Smoking  
accounts  
for about  
1/3 of all  
cancer deaths  
in the US.

**30%**

**1 in 4**  
Mainers uses tobacco.



**Half**  
of all Maine  
residents are  
current or  
former  
cigarette  
smokers.



In 2015, tobacco  
companies spent  
**\$43 MILLION**  
promoting their products  
in Maine.



100% of our funding is invested in Maine and reflects the unique needs of our communities.

## PATIENT NAVIGATION

We believe that from the moment of diagnosis, throughout treatment, and thereafter, Maine cancer patients should have access to an expert to guide them through the healthcare system. Patient navigators support cancer patients to ensure that they receive high quality treatment and support starting at the time of diagnosis.

Patient navigation can eliminate many barriers to care, including:

- Financial barriers
- Communication barriers
- Medical system barriers
- Psychological barriers
- Transportation barriers

### MCF Investment in Patient Navigation

Since 2015, Maine Cancer Foundation has invested **\$1.1 million** to increase the number of patient navigators in our state. Among the many services they provide, these navigators have guided patients to cancer screening tests, coordinated transportation to cancer care, and directed them to available financial resources. We believe that patients have better outcomes with experienced healthcare guides by their side.

*“When I first met with my patient navigator, she said, ‘First, let’s take a deep breath. Now, let’s look at exactly what **you** need and want for **your** treatment plan to fight this.’ No one had talked to me, just at me. And now someone is asking me what I think, want, and need, giving me a list of questions to take with me to my appointments, and I am very involved in my treatment plan. I thank God every day for sending me Angela.”*

- “Margie,” cancer patient at Washington County Cancer Patient Navigator Program

For a complete list of our grants, please visit [mainecancer.org/all-grants](https://mainecancer.org/all-grants).

# Programming Highlights

## TRANSPORTATION

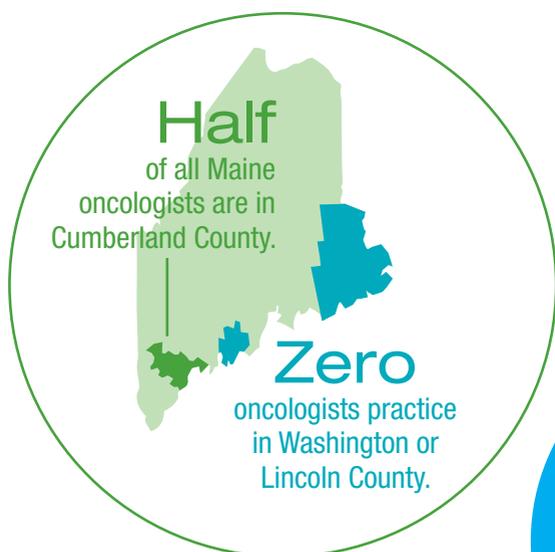
Maine is one of the most rural states in the nation, with most of our population living outside of cities. For cancer patients, just getting to the doctor can be a challenge. MCF funds organizations that provide Maine cancer patients with access to care, and we continue to actively explore new strategies to meet the needs of cancer patients and their families.

### MCF Investment in Transportation

Mainers can't receive effective cancer treatment if they cannot make it to their treatment appointments. Since 2015, MCF has invested **\$150,000** in transportation for Maine cancer patients. These funds support ride programs along with lodging costs for overnight stays.

*"Without all the hard work you do setting up rides for us, my husband and I would not be able to access my oncology appointments. We thought our trips were over, but more cancer has appeared, so I'll be calling even longer. You make our burden a little lighter. I'm very grateful to have this service - thank you to Lynx Mobility and Maine Cancer Foundation!"*

- "Jessica," client at Penquis/Lynx Mobility Services



Average roundtrip  
distance a Maine cancer  
patient travels for treatment:

**70 Miles**

A cancer patient  
in Calais must travel  
**5,700 Miles**  
for 6 weeks of radiation  
treatment in Bangor, costing  
**\$550.**



# Collective Impact

We are stronger together, and this is especially true as we work to reduce the impact of cancer in Maine. Maine Cancer Foundation works throughout the state to build coalitions and foster collaboration across sectors.



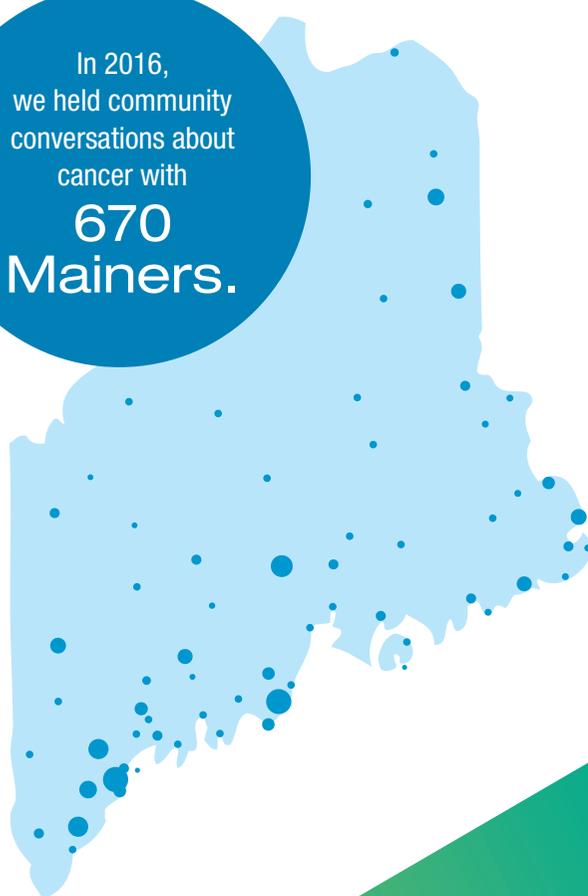
## Maine Cancer Foundation Membership and Workgroups

- The Maine Cancer Foundation Membership is a free statewide association of oncology professionals and organizations focused on cancer-related topics.
- Membership stands at 216 strong and all Mainers working on oncology or public health issues are encouraged to join.
- Shared learning and networking opportunities are provided through workgroups focused on cancer prevention and detection, treatment, rehabilitation and survivorship, palliative care, and end-of-life care.

## Maine's Impact Cancer Network

- Maine Cancer Foundation provides strategic leadership and funding to Maine's Impact Cancer Network which works throughout our state to reduce the impact of cancer on individuals and communities through collaboration and systems improvement.
- Maine's Impact Cancer Network brings together people with lived experience with cancer, businesses, non-profits, and government to listen and engage with one another. In one year, we consulted with 670 Mainers about the impact of cancer in their communities and where they see opportunities for improvement.
- Maine's Impact Cancer Network has used this stakeholder input to create a common agenda to reduce the impact of cancer in Maine. In the coming years, meaningful collaborations across sectors will make up our action-oriented Task Forces, charged with carrying out our shared goals.

In 2016,  
we held community  
conversations about  
cancer with  
**670**  
Mainers.



Increasing  
meaningful  
collaboration  
statewide



# Fundraising

The majority of our programming budget is generated through community support. Over the past two years, MCF and third-party fundraisers have raised **\$4,125,000**.

Each of these events has a dedicated group of passionate participants who work to stop cancer through running, walking, biking, swimming, skiing, and volunteering! Every one of us has been touched by cancer, and together, all of us can help in the effort to reduce the impact of cancer in Maine.



Mary's Walk will celebrate its 20th year in 2018! What started as a simple memorial stroll through Saco with a few hundred people has evolved into a major community event that has attracted over 55,000 participants in its 19-year span and raised nearly **\$3 million** to support Maine Cancer Foundation.



The Twilight 5K Walk and Run attracts hundreds of people each year who join together to help fight cancer by walking or running while overlooking Casco Bay. This family-friendly event is open to individuals or teams, and offers one of the most beautiful sunset race courses in Maine.



The Sugarloaf Charity Summit has raised nearly **\$500,000** for Maine Cancer Foundation. With day and evening events both on and off the slopes, including the Charity Ball, the Summit provides many ways to celebrate community and fight cancer.



Two-thirds of MCF's programming budget is generated through community events.



This year, MCF celebrated the 10th Anniversary of the Tri for a Cure, and we are thrilled by what we have accomplished. Together, over the past 10 years, we have awarded 251 grants totaling \$10,210,076 to reduce the impact of cancer in Maine because of you.

- **11,792** participants and **1,614** teams
- **3,477** miles swum
- **158,085** miles biked
- **32,671** miles run
- **4,497** volunteers
- **124** corporate sponsors
- **\$11,972,216** raised through **144,599** donations



**CONTACT:**  
[info@mainecancer.org](mailto:info@mainecancer.org)  
 to learn more about  
 starting your own  
 community  
 fundraiser

## Community Fundraisers and Support

In addition to our major fundraisers, our supporters rally behind us through individual donations and community fundraisers. In the last five years, unique community events have raised over **\$500,000** to support cancer programs throughout Maine. The money raised is vital to our work and goes directly to programming to reduce cancer in Maine today.



**Mike Garrigan Memorial Golf Tournament**  
 Arundel, since 2010

**Maritime Energy 4 Life Golf Tournament**  
 Rockport, since 2010

**Tee-Time for Maine Cancer Foundation**  
 Kennebunk, since 2012

**Witches Wear Pink Fundraising Party**  
 Falmouth, since 2013

**A Pink Tie Party hosted by Distinctive Tile and Flooring**  
 Arundel, since 2016

**Pins for a Cure Bowling Tournament hosted by Portside Real Estate Group**  
 Falmouth, since 2017

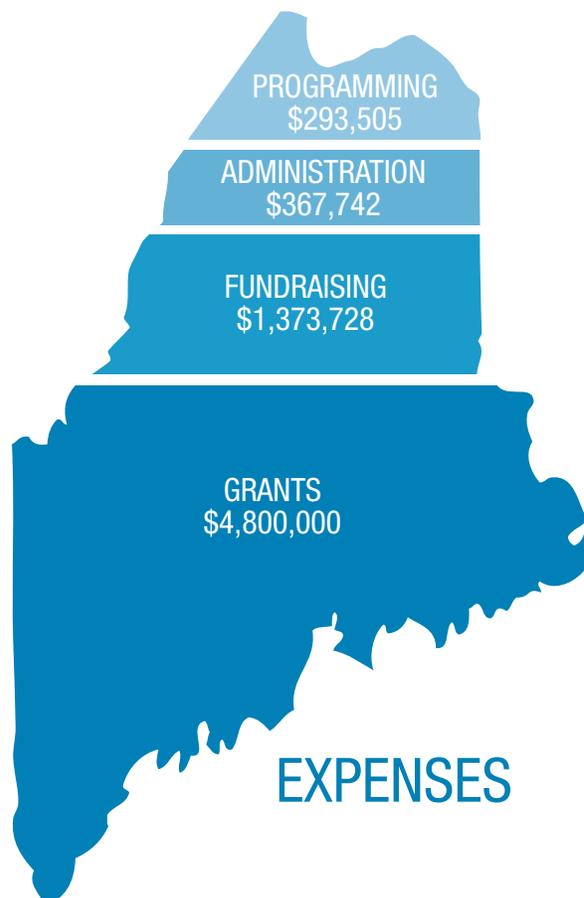
Other community fundraisers include sports tournaments, pig roasts, bake and yard sales, school functions, personal challenges supported by friends... the possibilities are endless!

**Individual donors have contributed more than \$653,000 since 2015**

Individual donor support comes through general donations, major gifts, memorials and tributes, and planned giving. To support our work and help reduce the burden of cancer on your family, friends, and neighbors, please visit [mainecancer.org/donate](http://mainecancer.org/donate).



# Financial Report



## Mission Statement

Maine Cancer Foundation is dedicated to reducing cancer incidence and mortality rates in Maine. 100% of funds raised by the Foundation are used to benefit the people of Maine. We lead a state-wide effort to advance the most promising and effective cancer-fighting tools available, through a combination of grant-based financial support and coalition building. We are proud of our record of accomplishment, and we invite you to join us in this grand vision: a future where cancer is no longer a threat to our loved ones.

## Staff

**Julia Bachelder**, Events Manager  
**Heather Drake**, Program Manager  
**Tara Hill**, Executive Director  
**Ashley MacMillan**, Annual Giving Manager  
**Kelly Martin**, Director of Finance and Operations  
**Katelyn Michaud**, Program Manager  
**Aysha Sheikh**, Director of Programs  
**Kristen Smith**, Director of Community Engagement

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