

The Barnett-Searing National Cancer Foundation



ANNUAL REPORT
2017

THE BARNETT-SEARING NATIONAL CANCER FOUNDATION



We support women of all ages impacted by cancer and the loved ones who care for them. We lift up those on the verge of quitting, inspiring them to do more than just survive and empowering them to thrive.

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Barnett-Searing National Cancer Foundation

FROM THE CHAIRMAN



As I reflect on the Foundation's accomplishments during 2017, I am filled with gratitude. While I was proud of BSNCF at the end of 2016, I had a vision that it could be more. This vision was enriched by the hiring of a creative team headed by our Executive Director, Tara Kohler. I asked the Board to take a leap of faith and commit financial resources based on my conviction that BSNCF could do more. I believed that the effort and funding would come back to BSNCF through the number of people we would help and the additional donations we would receive.

As you will see in this annual report, we exceeded our goals and have accomplished more. We have helped many more cancer patients and their families, and the Foundation's financial position is stronger. I am immensely proud and humbled by the number of people who have stepped up and volunteered countless hours of time to support BSNCF. The Foundation has many new friends because their family was personally touched by our outreach, or because our mission speaks to them. I am thrilled that there is a whole new generation of supporters who were reached because of the transformation we undertook in 2017. These new supporters will undoubtedly take us beyond what was envisioned when we started the Foundation so many years ago.

I would be remiss if I did not acknowledge the family and friends of our board members and leadership team who have stepped up with donations of time, talent, and money. Their tireless efforts go largely unnoticed by those other than the Foundation's leadership team. Without them, we would not be able to continue to spread Mary's and Jenny's light.

John E. Searing

JOHN E. SEARING

CO-FOUNDER AND CHAIRMAN

THE BARNETT-SEARING NATIONAL CANCER FOUNDATION



FROM THE EXECUTIVE DIRECTOR

My goal for BSNCF in 2017 was quite simple. I aspired to pilot, launch, and build a new charitable objective that would make a positive impact on female cancer patients throughout the United States. This program needed to be one that filled a need, but was also scalable nationwide. It was also important to focus on creating vibrant branding with which BSNCF supporters could identify.

We were fortunate enough to find a corporate partner, Booz Allen Hamilton, who stepped up and embraced these goals. Not only did they offer corporate funding and host social impact events, but they also gave us access to their Creative Team. The result was the genesis of BSNCF's "Smile Kits."

From pilot to production, we delivered more than 500 "Smile Kits" in 2017 to patients in 36 states. The feedback that we have received from patients and their loved ones has been overwhelming. I feel so privileged to be part of this effort in making a difference. I am thankful for the generosity of BSNCF's 90 donors and over 25 dedicated volunteers.



Taralyn Tharp Kohler
TARALYN THARP KOHLER
EXECUTIVE DIRECTOR

THE BARNETT-SEARING NATIONAL CANCER FOUNDATION



OUR ROOTS

"I'm extremely appreciative of all who have supported the Barnett-Searing Foundation, making such a positive impact in the lives of female cancer patients and their families across the country.."

—KEVIN BARNETT, BSNCF CO- FOUNDER

2001

BSNCF was created in 2001 to honor two courageous women and to continue their legacy through philanthropy. Jenny Searing, sister to John, lost her fight to ovarian cancer. Mary Barnett, mother to Kevin, lost her fight to uterine cancer. Their families accepted the challenge to make a difference in the



lives of women currently battling cancer and BSNCF was founded. The goal was to create a charity where the founders, friends, and supporters improve the quality of life for cancer patients and their loved ones, while keeping the light of these two women shining brightly.

The BSNCF Board focused on a variety of impactful projects through the years from revitalizing waiting rooms, to cancer research, to providing comfort bags.

2002-2004

BSNCF contributed to two cancer research projects. In 2002, BSNCF donated to the Dana Farber Cancer Institute to be applied to the Dr. Ross Berkowitz's research in a gynecologic cancer project. In 2004, funds were donated to the University of Texas, MD Anderson Cancer Center for a study conducted by Dr. Pedro Ramirez. The study had a goal of determining if blood tests and CT scans for gynecologic cancer patients could be utilized to determine the optimal order of treatment.



2003

BSNCF enabled the establishment of Sinai Hospital's "Wish Fund" which was launched to gift patients and their family the "wish" of their choice.

Wishes included trips, special meals, and V.I.P. shows. V.I.P. experiences provided a stage 4 patient and her family a chance to attend an Orioles game in box seats, complete with a scrumptious dinner and souvenirs. BSNCF also delivered a special crab cake dinner to a patient in hospice at home when he said that he would love "one last crab cake." Other wishes fulfilled included fresh flower deliveries, concert experiences, and getaways. This provided an invaluable gift to patients during cancer treatment as well as end of life.



2006

In 2006, Comfort Bags brought smiles to the faces of newly diagnosed gynecologic cancer patients at GBMC hospital.

125 stocked "Comfort Bags" brought a moment of joy to gynecologic cancer patients. Totes were generously filled with useful items such as a cozy blanket, cook book, chair-exercise book, awareness ribbon pin, hand sanitizer with clip, reusable water bottle, Vitamin E hand creme, Biotene dry mouth wash, Tea Tree nail saver, and Qesey Pops for infusion patients.

This program was so popular that it served as the inspiration for the 2017 launch of BSNCF's "Smile Kit" program.

2007

BSNCF sponsored a Caregiver Workshop given by Amy Sales, the author of "Walking on Egg Shells."

"Walking on Eggshells" is a simple, yet practical, guide to help caregivers of those who have a life-limiting disease. Caregivers are the silent heroes who walk the journey alongside their loved ones and they often experience a fear of not knowing what to do.



2006-2017

Beginning in 2006, BSNCF partnered with Lee's Friends annually to bring humanitarian grants to hundreds of gynecologic cancer patients in coastal Virginia.

Other projects that BSNCF has supported throughout the years include: revitalizing the waiting room at Greater Baltimore Medical Center in Mary's honor, launching the Patient Navigator at Sinai Hospital and establishing the Patient Resource Guide at GBMC.

2016

November 2016 the BSNCF Board of Directors decided to rebrand BSNCF and initiate new charitable objectives which would truly give the Foundation a nationwide appeal. The goal was to reach more patients and do more good for more women throughout the United States.

Thought leadership was brought in to assist with this effort and BSNCF hired its first Executive Director. Rebranding efforts began. A new website and a social media presence were established.

In January 2017, the Smile Kit pilot began. In March 2017 the official program was launched with a little help from corporate sponsors including Booz Allen Hamilton and Google.

SENDING SMILES



*When life gives you
LIMES, rearrange the
letters to say SMILE.*



The Barnett-Searing National Cancer Foundation began our Smile Kit pilot in January 2017. Through the pilot, we surveyed eager patients on how we could improve the kits, messaging, and contents. By March 2017, after securing a \$10,000 pro bono AdWords grant from Google, our initiative was in full swing. Word was out, and we received an influx of requests.

The Barnett-Searing National Cancer Foundation sent over 500 Smile Kits to

patients in 36 states. This represented an incredibly successful year making an impact in the lives of those with cancer. The number one way that patients find BSNCF is through Google searches. Google AdWords allowed us to create targeted ads toward patients and their loved ones using frequently used key words. Having the Google AdWords grant allowed us to extend our reach to patients all over the United States.

BSNCF was also fortunate to be selected as a Freely Fund grant

"Because of your smile, life is more beautiful."

winner for Websticker. Websticker published an amazing press release on the power of stickers and branding with BSNCF. This partnership with Websticker was incredibly important in establishing branding and timeless stickers that included smile sayings. These included catch phrases such as "When life gives you LIMES, rearrange the letters to say SMILE."

The lime phrase, which has now become a tag line for the Foundation, was inspired by Abigail Slovic. Abigail is the granddaughter of a Smile Kit recipient, Carole Harbold, who lost her fight with cancer in 2017. Abigail was inspired to do something and started a club called

"When life gives you LIMES, rearrange the letters to say SMILE."

"Sending Smiles" in her school, Notre Dame Preparatory School. The Sending Smiles Club creates beautiful handmade cards for our Smile Kits. We've also received cards from girl scout troops, classrooms, patients, and families wanting to give back. We are so appreciative of Abigail's efforts as well as the efforts of all of our volunteers.

ACROSS THE MILES

"As I pulled out each item from my smile bag, my smile grew bigger and bigger. I even shed some happy tears. Thank you for all that you do."

—CATHY



While contents vary from time to time, The Barnett-Searing National Cancer Foundation "Smile Kits" currently contain:

- A Cozy Blanket
- An Adult Coloring Book
- Colored Pencils
- Lip Balm
- Fuzzy Socks
- Burt's Bees Wipes
- Handmade Cards
- A Personalized Letter
- A Green BSNCF Bag

We chose these items based on patient feedback in our pilot program and through surveys. We were going for useful, fun, and comforting items that made the patient smile. Each patient is then invited to join our BSNCF Sisterhood Support Group.

One of the most meaningful thank you letters that we received this year was from a patient supporter, Saraswathy, who sent this note in response to her friend receiving a "Smile Kit."

She wrote, " Thank you for the Smile care kit. Cindy received it today. Coincidentally, I was with her when the package arrived and she opened it in front of me. She was very pleased and grateful. She is in hospice care now. She read the beautiful handwritten encouraging cards. She liked the one where someone said "When life gives you LIMES, rearrange the letters to say SMILE." She laughed out loud at some of these and loved the throw, fuzzy socks and other stuff.

Thank you very much for doing this and everyone involved in putting this together. I have witnessed the impact of this on my friend's final days, and I would like participate so that I can bring some smile and care for others."



CORPORATE SOCIAL IMPACT



CREATING A BUTTERFLY WALL FOR A CORPORATE SOCIAL IMPACT EVENT WAS A SPECIAL WAY TO REMEMBER, CELEBRATE, AND SUPPORT THOSE WOMEN WHO HAVE FOUGHT CANCER. EACH BUTTERFLY CONTAINED THE NAME OF A SPECIAL WOMAN.

Corporate social impact events are a win-win for BSNCF and the corporation. In 2017, BSNCF hosted numerous events partnering with Booz Allen Hamilton for groups as small as 25 and as large as 300.

Booz Allen Hamilton supplied the energetic employees and a donation. BSNCF furnished the supplies to make Smile Kits along with volunteers and an inspirational speaker. The events produced a team-building atmosphere which fostered conversation and cohesiveness. Participating employees had the opportunity to nominate someone special to receive the kit that they created.

We hope to expand this program in 2018 with new corporate partners.

SISTERHOOD SUPPORT



THE BSNCF Sisterhood Support Group was created to facilitate conversation and friendship among patients. Each Smile Kit recipient is invited to join the group. The BSNCF tribe is filled with wonderful, dynamic women. After receiving numerous requests for a support group, we created this group as a conduit to connect patients with one another so they can share the ups and downs of their journey. This private group is for women only and is moderated by BSNCF and cancer survivors who serve as mentors.



TEAM BSNCF

"I've have absolutely loved raising funds for BSNCF. I really believe in what you do. I wish I had you as a support group when I had my cancer."

—JACKY HUNT-BROERSMA



Team BSNCF is the athletic fundraising and awareness arm of the Foundation. Co-Founder John Searing led the charge for establishing the team. Growing up as an athlete, John played football at Rutgers University and James Madison University. After Jenny's death, John frequently turned to running and fitness to free his mind and relieve stress. John ran his first marathon in 2005 and used races as a vehicle to raise funds for BSNCF. He found that running and raising funds in Jenny's honor was often the extra push he needed to cross the finish line.

In 2016, John qualified and represented BSNCF at the IRONMAN 70.3 World Championship. It gave him the opportunity to visit Australia, a place that was special to Jenny, creating memories and inspiring new BSNCF initiatives. John's pledge for 2017 was to take Jenny to new finish lines, running each mile to honor her and the fight of BSNCF's cancer warriors and to bring others on the journey with him. As result of his inspiration, BSNCF was represented in marathons, half marathons, local races, and Ironman competitions from East to West Coasts.

Jacky Hunt-Broersma represented BSNCF in the Chicago marathon and raised over \$1,000, spreading awareness along the way. She's an amputee runner and while she lost her leg to cancer, it has only strengthened her resolve. We are excited to see this program expand further in 2018.



SURVIVOR STORIES



Cancer comes in every color and each journey is uniquely different. We have found that patients find BSNCF because they are seeking inspiration on their journey. This inspiration lies in the stories of those who have had cancer and are thriving with it or have won the fight.

In 2017, we launched a "Stories Project" which is shown on our website, to amplify and tell these heroic stories of the patients we serve. Our goal is to lift up those on the verge of quitting, inspiring them to do more than just survive, and empowering them to thrive.

We had a number of women share their stories in 2017. In 2018 we hope to expand this project significantly to spread inspiration and continue to strengthen our community.





THANK YOU



Without the support of our donors BSNCF's good work would not be possible.

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