



# CANCER101<sup>®</sup> FACT SHEET

## CANCER101's MISSION

To empower cancer patients and their caregivers to take control over their diagnoses from the moment they learn they have cancer (or a recurrence) through ten years of follow-up care. Having a plan of attack, the means to stay organized and access to appropriate resources and information is half the battle. CANCER101 (C101) meets the cancer patient on the front line and turns a chaotic experience into a calm and organized plan of attack.

C101 is a 501(c)(3) nonprofit organization based in New York City with a satellite office in Boston, MA. The organization is driven by its small, dedicated staff, large volunteer base, and supportive Board of Directors.

## CANCER101's INSPIRATION

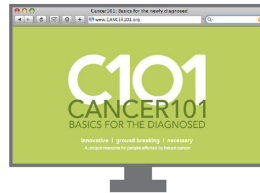
C101 was created by three-time cancer survivor Monica Knoll, whose experience with breast cancer in 2000, combined with the experience of countless other patients and caregivers, inspired her to help others.

A cancer diagnosis is often an overwhelmingly frustrating experience. Patients and caregivers must quickly comprehend new medical information and confusing terminology; make life-saving choices about treatments, doctors, and cancer centers; and sort through insurance coverage—all while managing the daily responsibilities of work and family.

Monica created a Planner and Web site to not only make fighting cancer less frightening for patients and their caregivers, but also to provide the hope they need to battle their diagnoses through treatment and ten years of follow up appointments.



CANCER101 Ten-Year Planner



www.CANCER101.org



Podcasts

## WHAT WE DO

C101 provides the tools and resources patients and caregivers need to make sense of the overwhelming information and difficult emotions that accompany cancer diagnoses. This important information is made available in three ways:

**THE TEN-YEAR CANCER101 PLANNER AND FIVE-POCKET FOLDER:** The three-ring, tabbed notebook includes everything a patient needs to stay organized during ten years of treatment and follow-up. Following the first appointment, patients leave their cancer center with an essential tool that includes a vetted list of national resources, important questions to ask of the healthcare team, a glossary of relevant medical terminology, and a section for tracking information about medical bills and insurance information.

The Planner also includes essential information provided by prominent organizations including: [National Cancer Institute](#), [American Society of Clinical Oncology](#), [Coalition of Cancer Cooperative Groups](#), and [Livestrong.org](#). In 2009, patients will be able to download or order a hard copy of tumor-specific information to insert into their Planners.

**THE WEB SITE, [www.CANCER101.org](#):** In addition to an online organizer, our Web site offers a live calendar of national teleconferences, webinars, annual conferences, and retreats. We also provide information about thousands of support groups, wellness classes, and lectures in major cities across the country.

**PODCASTS, "Getting Through the First 24 Hours":** Healthcare professionals and survivors share their stories, offering hope and suggestions about "what to do now" for newly diagnosed breast cancer patients and their caregivers.

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## WHO WE HELP

Currently, C101 helps anyone affected by breast cancer including the newly diagnosed, those with a recurrence, metastatic disease, survivors, caregivers, and healthcare professionals. We give those in need a free Ten-Year Planner and offer a robust Web site.

The Planner is written in patient-friendly language and includes an explanation in eight languages about how to use the Planner. Most importantly, the introduction reassures patients that they are not alone, and provides information about accessing services to help them cope financially and emotionally.

C101 distributes its Planners, free of charge, to over 400 cancer centers that are designated National Cancer Institute and the Association of Community Cancer Centers. Healthcare professionals offer our planners to anyone who needs them. Healthcare professionals find the Planners to be a useful tool for helping their patients better organize the often overwhelming amount of information about their diagnoses, enabling doctors to focus on their patient's medical care.

## WHY WE ARE UNIQUE

C101 is the *only* organization dedicated to helping patients empower themselves by organizing information more effectively. Working closely with partner organizations, C101 will invite prominent nonprofit organizations from every cancer group to contribute content for the upcoming edition of the Planner.

## 2009 AND BEYOND

With support from our sponsors, C101's plans includes:

- Update and revise our current planner to support people affected by all cancers.
- Develop information for planner-recipient to download from C101's Web site and insert into planners to include:
  - Inserts by tumor type written by the leading nonprofits.
  - Inserts by topic to include nutrition, fitness, complimentary therapies, beauty, sexuality, end-of-life and more.
- Manage the communication and distribution of over 400 participating cancer centers
- Reach out to more cancer centers should additional funding allow
- Produce and ship 200,000 Planners to over 400 participating National Cancer Institute and Association of Community Cancer Centers in all 50 states for free distribution to their cancer patients in need.
- With additional funding, translate the new edition of the Planner into Spanish and Chinese
- Expand our Web site to include City Guides and Calendars for San Francisco, Los Angeles and Washington D.C.

## PRINCIPLE SPONSORS

Aetna Foundation, Bloomberg, Genentech, Myriad Genetics, Inc., Pfizer Oncology, RR Donnelley Foundation, Sanofi-Aventis, The Greater New York Hospital Association, Triad Foundation.

## PLEASE SUPPORT CANCER101

Every year, CANCER101 plans to spend \$1.24M for the production and distribution of 200,000 Planners (distributed annually) and further develop our Web site. 80% percent of our budget is spent on programming.

We raise funds from pharmaceutical educational grants and sponsorships, corporate sponsorships and donations, two benefits, a spring cause-marketing campaign, cancer center donations, an online fundraising campaign, holiday card drive and private donors.

**Please contact Monica Knoll, Executive Director, to learn more and to receive a CANCER101 sponsorship package, Planner and financials. CANCER101 Inc. is a 501(C)(3) nonprofit organization.**

**CANCER101 PRESS**  
key media from 2004 through the present



CNN



Good Morning America



The Martha Stewart Show



Big Idea with Donny Deutsch