



Maine Cancer Foundation

CHALLENGE  
CANCER 2020



# COMMUNITY REPORT

2015 - 2020

# WHO WE ARE

## MAINE CANCER FOUNDATION BOARD OF DIRECTORS 2020

**Matthew Libby**, President  
Monaghan Leahy, LLP

**Jay Collins**, Vice President  
WEX Inc

**Laura Davis Rinck**, Secretary  
Rinck Advertising

**Laura Pfeiffenberger**, Treasurer  
Spinnaker Trust

**Stephan Bachelder**  
Preti Flaherty, LLP

**John Benoit**  
Cross Benefit Solutions

**Jessica Casey**  
Health Advances

**Justin Lamontagne**  
NAI The Dunham Group

**Linda Halleran**  
Town & Country Federal Credit Union

**Dana Lesniak**  
Unum

**Theresa Knowles, FN-P**  
Penobscot Community Health Center

**Kathie Marquis-Girard**  
Retired, Education

**Sarah Rines**  
MaineHealth Center for Tobacco Independence

**Tracey Weisberg, MD**  
New England Cancer Specialists

**Caroline Zimmerman**  
MaineHealth

## MAINE CANCER FOUNDATION STAFF 2020

**Julia Bachelder**, Events Manager

**Ashley MacMillan**, Annual Giving Manager

**Kelly Martin**, Director of Finance and Operations

**Katelyn Michaud**, Program Manager

**Ray Ruby**, Community Outreach Manager

**Aysha Sheikh**, Director of Programming

**Cheryl Tucker**, Executive Director

In 2015, Maine Cancer Foundation (MCF) launched our visionary Challenge Cancer 2020 initiative to reduce the burden of cancer on Maine families and communities. Since then, we have invested \$15,000,000 to improve cancer prevention, screening and access to the best care available, regardless of income or geography. Now, five years later, we are proud to share the ways we have worked to reduce the impact of cancer in all of Maine's sixteen counties.

Partnering with key stakeholders across the state, we provided grant funding to support evidence-based programming to nearly 80 organizations in the form of single and multi-year grants. Among these 183 grants were innovative tobacco prevention programs, strategies to improve HPV vaccination rates in pediatric practices, and the hiring of community, resource, and clinical patient navigators to make the cancer experience easier for patients and their loved ones.

In addition to awarding funding, MCF supported statewide collaboration among non-profits, businesses, government representatives, and Mainers with lived experience with cancer. We recognize that sustained collaboration is needed to accomplish meaningful, systemic change and, to achieve this change, we are proud to be the primary administrator and funder of Maine's Impact Cancer Network, recognized by Maine's Center for Disease Control as the state's cancer coalition.

Over the past five years, we have funded innovative programming, hosted conferences and summits, and provided a place for Maine cancer stakeholders to collaborate. Yet, we know that our work is not finished. Cancer is still the number one cause of death in our state. This is not acceptable and we remain steadfast in our commitment to change that.

Since launching our Challenge Cancer initiative, MCF has learned that the immediate impact of our focus on cancer prevention, screening, and access to the best care is invaluable and necessary. We are grateful to you - our donors, event participants, program partners, and Maine communities - for supporting our work. Challenging cancer **together** has been the key to our success.

We are proud to be 100% Maine.



**Matthew Libby**  
President, Board of Directors



**Cheryl Tucker**  
Executive Director

# WHAT WE DO

Maine Cancer Foundation (MCF) is dedicated to reducing cancer incidence and mortality rates in Maine. MCF leads a statewide effort to promote and support the most promising and effective strategies to reduce the impact of cancer in Maine through grant funding and coalition building. 100% of the funds raised are invested back into Maine communities.

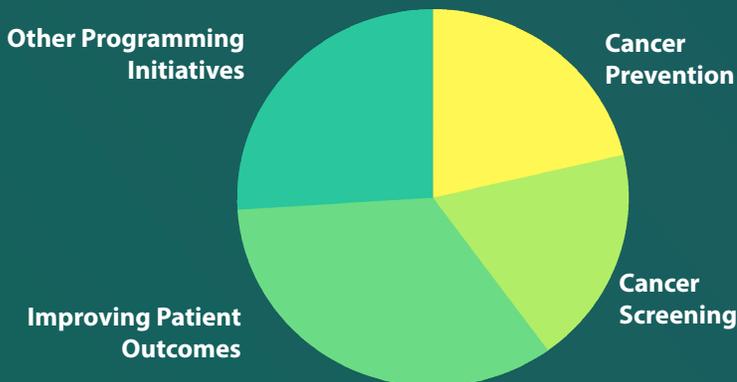
## Our Challenge

Maine's cancer rates are significantly higher than national rates and cancer is the leading cause of death in our state. 1 in 3 Mainers will face a cancer diagnosis in their lifetime, which equals about 8,250 new cancer cases each year.

Despite these challenging statistics, proven strategies to reduce cancer exist. We know that nearly 50% of all cancers and approximately 1/3 of cancer deaths can be avoided with cancer prevention and early detection. And for those who are diagnosed with cancer, we know that access to high-quality care for all Mainers, regardless of where they live and how much money they make, is essential.

## Our Impact

MCF is committed to reducing the impact of cancer in all Maine communities. Since 2015, our work on cancer prevention, cancer screening, and access to high-quality cancer care has made a difference for Mainers. Through our Challenge Cancer 2020 initiative, we've invested in all of Maine's sixteen counties. We've provided grants to organizations that address the issues of greatest need and that foster dedicated communities of support for those impacted by cancer. We convene a network of people from all over Maine that works together to find solutions.



**100%**  
**Maine**

**\$15**  
**Million**  
**Invested**

**16**  
**Counties**  
**Served**

# CANCER PREVENTION

The best way to beat cancer is to prevent it from occurring.

**\$3.2 M**  
invested in  
cancer prevention

**31  
Grants**  
awarded for **sun  
safety, HPV  
vaccinations, and  
tobacco prevention**

## You Are The Target



In Maine, tobacco companies spend \$46 million annually to market their products in ways that appeal to youth. In collaboration with the Maine Center for Disease Control and Prevention and Rinck Advertising, MCF funded a statewide youth tobacco prevention campaign, *You Are The Target*, to educate Maine youth about the sneaky tactics tobacco companies use to target them. To reach as many Maine youths as possible, the campaign used innovative social media posts and videos. Nearly half of Maine teens viewed a *You Are The Target* ad or video in the past year. A quarter of Maine youth tobacco users quit or thought about quitting as a result of the campaign.

## Qualidigm

MCF wants to make sure all Mainers know that there is a vaccine for several types of cancer. Human Papillomavirus (HPV) causes many cancers that can be prevented by receiving the HPV vaccine. Using financial support from a two-year MCF grant award, Qualidigm created and led an HPV Vaccination Learning Collaborative with eight pediatric and primary care practices in Maine. By providing education for both providers and parents and implementing administrative changes, this project significantly increased HPV vaccination rates for children at the targeted practices.

*"Through a team-based effort, we were able to increase the HPV vaccination rate in 13-year-old children from a baseline of 56% to 71% by the end of the learning collaborative." - Waterville Pediatrics Staff*



**Adrienne Baker, RN, BSN, Clinical Manager, Jeffrey Stone, DO, FAAP, and Jaime Bolduc, Panel Management Coordinator**

# CANCER SCREENING

## The Jackson Laboratory

Genomics is transforming cancer care by providing a greater understanding of how cancer develops and grows, which helps providers create targeted therapies for individual patients. For patients to benefit from these advances, clinicians must first understand how to use genomic tumor tests and how to interpret their findings. Using an MCF grant award, The Jackson Laboratory has developed tools to educate Maine oncology providers.

*"The Maine Cancer Genomics Initiative (MCGI) from The Jackson Laboratory supports oncology teams in integrating genomics into cancer care. With support of MCF, the MCGI team is developing educational tools and resources to help clinicians appropriately use genomic information in their practices and to communicate this important information to patients and families. These resources will augment other MCGI efforts, including case discussions with experts, to support increasing knowledge and confidence with genomic testing." - Jens Rueter, MD, Maine Cancer Genomics Initiative*



**Jens Rueter, MD**  
Medical Director

Finding cancer early, when it is most treatable and beatable, saves lives.

**\$2.8 M**  
invested in cancer screening

## Penobscot Community Health Center



**Carmen Pashcal, Quality Improvement Specialist and Heather Willett, Medical Support Assistant**

Through pilot funding from MCF, Penobscot Community Health Center (PCHC) hired a Medical Assistant (MA) to connect with patients who were overdue for their cancer screenings. The MA educated patients about the cancer screenings they needed and helped to identify and resolve any barriers to screening they faced. The project successfully increased cancer screening rates at PCHC and has been replicated at other primary care sites in Maine.

*"Grants from Maine Cancer Foundation have been invaluable to PCHC. They have helped us develop the infrastructure to provide cancer prevention education and resources to our patients. These grant opportunities allowed PCHC to build a curriculum, hire and develop our skilled staff, and provide necessary outreach and support to patients who need cancer screenings. This grant support and the collaboration with Maine Cancer Foundation will allow PCHC to provide resources to the patients we serve long after grant funding is gone." - Theresa Knowles, FNP-C, PCHC's Chief Quality Officer*

**44**  
**Grants**  
awarded for lung, colorectal, and genetic cancer screening

# IMPROVING PATIENT OUTCOMES

All Mainers deserve access to cancer care, regardless of income or geography.

**\$5.1 M**  
invested to improve patient outcomes and access to care

**122 Grants**  
awarded for hospice, survivorship, transportation, patient navigation, and COVID-19 response

## Cancer Resource Center of Western Maine

The Cancer Resource Center of Western Maine (CRCofWM) provides direct financial support to cancer patients throughout Western Maine with support from an MCF grant. Funding from MCF helps to support cancer patient transportation costs to and from cancer care, making sure patients have access to treatment and care when they need it most.

*"It's been hard to cover all my bills already and COVID-19 has added additional stress. The gas card helps with getting me to my multiple appointments. I am a stage IV cancer patient who has come from pretty ill to stable with your help!" - A grateful patient*



**Heather Langelier, Supporter,  
and Judy Stone, Board President  
of CRCofWM**

## Healthy Acadia



**Angela Fochesato,  
Patient Navigator**

Since 2016, MCF has provided grant funding to support cancer patient navigation services at Healthy Acadia. Patient Navigator Angela Fochesato works with cancer patients in Hancock and Washington Counties. She helps patients find their way through the healthcare system by providing creative solutions to meet individual needs, which often include financial assistance, health insurance navigation, and transportation services.

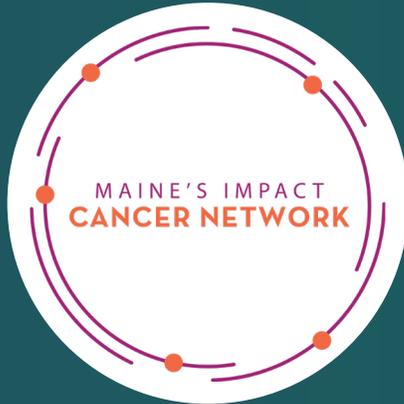
*"Anything I can do to help you,' is what Angela is all about. When I was first diagnosed with cancer, we reached out to Healthy Acadia... From the first time we talked with Angela, she has stepped right up to provide information about resources, guide us through every step, and be there when we needed emotional support. She has been our angel. Oncologists, PET scans, and cancer treatment facilities are in Brewer, which is a four-hour round trip.*

*Angela coordinated Zoom meetings with our [out of state] oncologist (for a second opinion) at her Machias office... That second opinion gave us the peace of mind and assurance to go forward with the treatment plan. Angela then loaned us a tablet and set it up so that we were able to do future zoom appointments with our physicians right from our home.*

*Many thanks, from my wife and I, to Angela and Healthy Acadia for their help, guidance and expertise during our cancer journey." - A grateful patient*

# OTHER INITIATIVES

## Maine's Impact Cancer Network



In 2015, MCF pledged both financial and administrative support for Maine's cancer coalition, now known as Maine's Impact Cancer Network (MICN). Anyone who has experienced cancer, as a patient or caregiver, knows that organizations that support patients are multi-layered and work together in complex ways. Improving cancer care in Maine will require changing entire systems, which involves long-term collaboration and commitment from multiple organizations.

MICN's team of non-profit professionals, government representatives, business leaders, and Mainers who have lived experience with cancer have addressed a variety of issues. Among them are food insecurity, sun safety,

cancer vaccination rates, virtual support groups for cancer patients, transportation, and meeting the basic needs of Mainers affected by cancer.

In addition, 2020 has been a pivotal year for MICN. Working closely with the Maine CDC's Comprehensive Cancer Control Program, MICN is currently drafting Maine's 2021-25 Cancer Plan. Cancer stakeholders from across the state have volunteered their time to ensure that Maine's cancer plan reflects the voices and communities of all Maine people.

## Other Accomplishments

- **Challenge Cancer 2020 Evaluation** to inform the prevention, early detection, and access to care needs of Mainers well into the future.
- **Conferences and summits** hosted by MCF to provide opportunities for stakeholders to collaborate, learn more, and address statewide cancer needs.
- **Qualitative and quantitative formal assessments** to evaluate transportation, lodging, and the financial impact of cancer across Maine.
- **Presentations of Challenge Cancer 2020** impact at Maine and New England professional networking, educational, and scientific research conferences.



Evaluation, systems improvement, and collaboration reduce the impact of cancer on Mainers.

**\$3.9 M**

invested to establish a nimble framework to challenge cancer

**5+ years**

dedicated to changing the story of cancer in Maine

# FUNDRAISING

The generosity of our donors, sponsors, event participants, and volunteers is the source of MCF's investment in cancer prevention, cancer screenings, and access to the best cancer care. You can make a difference today!

## Community Fundraisers

Community fundraisers are vital to our work! Not only do they help raise funds to reduce the burden of cancer on our families, friends, and neighbors, they also help raise awareness across Maine. The creativity, the connections, and the communities make it all possible. From lemonade stands to cocktail parties, from school events to golf tournaments, any idea is a good fundraising idea! There is nothing better than seeing Mainers making a real difference but also having fun at the same time. Do you know of an audience who might be willing to learn more and take action? Join others just like you and fight cancer all over the state!



Mary's Walk  
SLAPCHA  
Est. 1999  
Kerymen 5K - Saco, Maine



Maine Cancer Foundation's **Tri for a Cure**

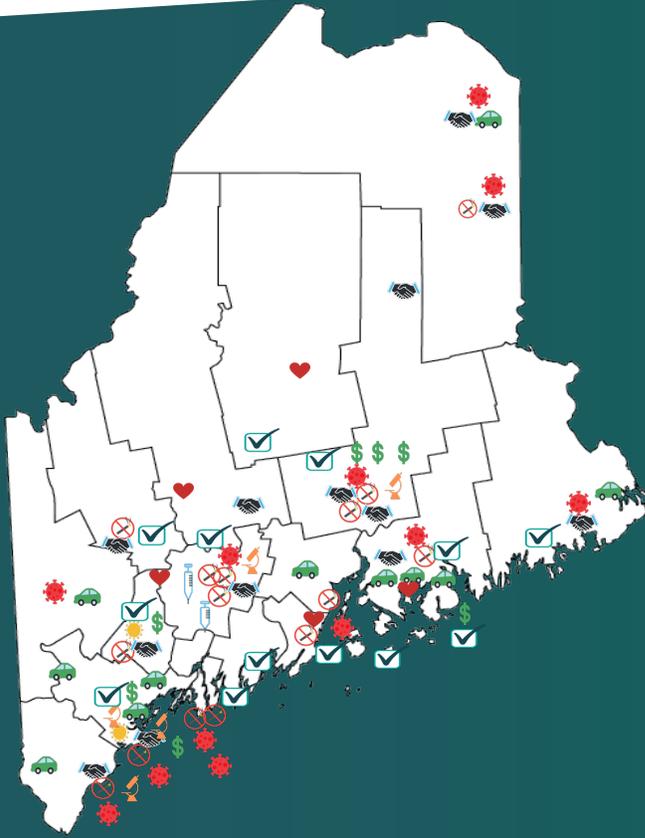


Maine Cancer Foundation  
Twi@ight 5K



SUGARLOAF  
charity summit

# STATEWIDE GRANTEEES



 Transportation	 Hospice	 Research
 Sun Safety	 Tobacco	 Mini Grants/Operational
 HPV Vaccinations	 Patient Navigation	 Colorectal Screening
		 COVID-19

- Environmental Health Strategy Center
- Friends in Action
- Greater Portland Health
- Harrington Family Health Center
- Health Equity Alliance
- Healthy Acadia
- Healthy Androscoggin
- Healthy Communities of the Capital Area
- Healthy Community Coalition of Greater Franklin County
- Hospice Volunteers of Hancock County
- Hospice Volunteers of Somerset County
- Hospice Volunteers of Waldo County
- Hospice Volunteers of Waterville Area
- Hospitality Homes
- Impact Melanoma
- Islands Community Medical Services
- Katahdin Valley Health Center
- Kennebec Behavioral Health
- Kennebec Valley Community Action Program
- Lake Region Senior Service
- Maine Access Immigrant Network
- Maine Dartmouth Family Medicine Residency
- Maine Medical Center Research Institute
- Maine Migrant Health Program
- Maine Pharmacy Association
- Maine Public Health Association
- Maine Quality Counts / Qualidigm
- MaineGeneral Medical Center
- MaineHealth - Center for Tobacco Independence
- MaineHealth - Maine Medical Center
- MaineHealth Cancer Care Network
- MaineHealth Care at Home
- MaineHealth - Lincoln Health
- MaineHealth - Let's Go Program
- Martha B. Webber Breast Cancer Center
- Mid Coast Hospital
- Mount Desert Island Hospital
- New Mainers Public Health Initiative
- Northern Light A.R. Gould Hospital
- Northern Light Eastern Maine Medical Center
- Northern Light Sebasticook Valley Health
- Passamaquoddy Tribe Pleasant Point Health Center
- Patient Airlift Services
- Pen Bay Medical Center
- Knox County Community Health Coalition
- Penobscot Community Health Care
- Penquis CAP
- Pine Tree Hospice
- Public Health Research Institute
- Sarah's House of Maine
- Southern Maine Health Care
- The Jackson Laboratory
- The Leukemia & Lymphoma Society
- University of New England
- Waldo Community Action Partners
- Waldo County General Hospital
- York County Community Action Corporation

- Access Health - Mid Coast Hospital
- Angel Flight Northeast
- Aroostook County Action Program
- Bangor YMCA
- Beth C. Wright Cancer Resource Center
- Brian's Ride Cancer Fund
- Cancer Resource Center of Western Maine
- Caring Connections
- Cary Medical Center

- Central Maine Medical Center
- Christine B. Foundation
- City of Portland, Public Health Department
- City of Portland, Minority Health Program
- Community Concepts
- Dean Snell Cancer Foundation
- Dempsey Center
- Down East Hospice Volunteers
- Downeast Community Partners

# CHALLENGE CANCER 2020 HIGHLIGHTS

2015

- MCF Board of Directors shifted granting to a responsive public health model.
- 3 priority cancer pillars established: Prevention, Early Detection and Improving Patient Outcomes.
- \$15M Challenge Cancer 2020 initiative kicked off.

- MCF hosted statewide Patient Navigation Summit.
- MCF Board of Directors toured the state to better understand the financial and rural issues faced by Mainers with cancer.
- 20th Annual Mary's Walk & Kerrymen 5K held in Saco.

2018

- Maine's Impact Cancer Network (MICN) established as a result of merger with the Maine Cancer Consortium.
- MICN hosted the first annual Challenge Cancer Conference.
- MCF grant-funded its first Patient Navigator position.

2016

2019

- MCF established as a Project ECHO hub and developed the Cancer Patient Navigator ECHO.
- MICN's Association of Maine Cancer Support Centers established.
- 12th Annual Tri for a Cure surpassed \$2M on event day for the first time.

2017

- MCF completed a Listening Tour of cancer community conversations across Maine.
- MCF hosted a statewide Transportation Assessment & Summit.
- Transportation and Hospice grant partnership with John T. Gorman Foundation established.

- MCF conducts a Financial Toxicity Assessment to better understand the needs of Mainers facing cancer.
- MICN leads the effort to create Maine's 2021 – 2025 Cancer Plan.
- MCF recognized by Maine Philanthropy Center as a Top 25 Funder for the 3rd year in a row.

2020





# HERE FOR TOMORROW

At Maine Cancer Foundation, we're here for whatever tomorrow holds. Whether that's the long haul or the task at hand. We're here for you and always striving for ways to support and move our communities forward.

That starts with a commitment to increased cancer prevention, early detection, and improved patient outcomes - in all 16 counties and for every Mainer who needs it.

Every dollar we raise is one more dollar we invest in the health of Maine communities. As we strive for a brighter future, and hope for better days ahead, we promise to be there.

**COMMITTED TODAY  
FOR A HEALTHIER  
MAINE TOMORROW.**

**MCf** | Maine Cancer Foundation  
HERE FOR *tomorrow*



Maine Cancer Foundation

**CHALLENGE  
CANCER 2020**

170 US Route 1 Suite 250  
Falmouth, ME 04105  
207-773-2533

[mainecancer.org/donate-now](http://mainecancer.org/donate-now)