



OMA 2011

Our first year of success

Report to OMA Board December 2011

We should be very proud of the progress we've all made with a new nonprofit this year. With the help of so many people, we're well underway to becoming a full-fledged nonprofit. The Rob Hill Just Believe foundation got us started in February and we branched off to create OMA in May. In October, the RHJB foundation began donating directly to OMA and OMA began paying the therapists directly through these funds and others that OMA raised. We submitted our 501(c)3 application to the Federal government on Nov 21, 2011 and received that status in January of 2012.

We approached individuals to be on our Board and Advisory Board starting in June and now have five Board members and seven Advisory Board members. We hope to increase these boards over the next several years with well qualified, enthusiastic individuals that will help us meet our goals.

The Numbers page will present the actual numbers we have reported in the monthly progress reports. It shows when OMA branched out into Texas Oncology Central location and the progress of our wonderful massage therapists. We started with just 4 therapists but now have 5 therapists at the end of 2011 going into the infusion rooms and a total of 9 therapists who have joined OMA.

The 2011 numbers also show that we have given 1033 oncology massages to patients and caregivers. And we have given 82 massages to the staff in infusion rooms.

Although our first year donation goal was \$24,550, we have raised over \$4,459 which allowed us to submit the cost of \$850 to apply for the Federal 501(c)3 status. The Rob Hill Just Believe foundation also generously donated funds to provide therapists at the Midtown location and continues to provide a monthly donation directly to OMA.

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The Numbers

Texas Oncology Midtown

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Monthly Goal
Patients caregivers touched	50	66	92	66	80	67	65	69	69	47	54	100
Massage therapists worked	4	4	4	4	4	3	3	3	3	3	3	5
Total days in Infusion Room	11	15	21	17	18	14	17	15	15	11	14	20
Staff massages	23	0	0	0	10	9	0	0	0	0	2	20
Volunteer hours	19	19	22.25	27	13.5	3.5	4	5.5	4.5	1.75	2.5	20
OMA paid hours ¹	20	31	32	40	36	31	34.5	31	31	22	25	40
Donations	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$750	\$550	\$200

Texas Oncology Central

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Monthly Goal
Patients caregivers touched				43	60	76	56	41	59	50	46	100
Massage therapists worked				3	3	6	4	3	3	4	4	5
Total days in Infusion Room				9	11	19	12	9	13	9	11	20
Staff massages				0	0	32	0	0	2	0	6	20
Volunteer hours				8.25	37	49.5	18.25	18	26	21.5	15.75	20
OMA paid hours				0	0	0	8	0	0	0	8	40
Donations			\$50	\$10	\$319	\$1,744	\$244	\$78	\$40	\$20	\$704	\$200

¹ These funds are a generous donation from the Rob Hill Just Believe foundation requesting it goes to pay for therapists at Midtown. Please note that RHJB sent the monthly funding directly to the therapists prior to November 2011.

OMA 2011 Financial Report

Below is a spreadsheet of the monthly finances of OMA starting at its inception in April, 2011.

OMA Finances 2011												
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	subtotal	TOTAL	
Donations/Dues											\$4,459	
	\$50	\$10	\$319	\$1,744	\$244	\$78	\$40	\$770	\$1,254	\$4,459		
Expenditures											\$3,373	
Marketing			\$44	\$104	\$24	\$24	\$87	\$154	\$253	\$690		
Administration	\$50			\$96	\$11	\$12	\$6	\$850	\$8	\$983		
Compensation					\$200			\$750	\$750	\$1,700		
Balance											\$1,086	

The Reports

Feb 2011

The Oncology Massage Program got underway in January of 2011 after presenting the program proposal to Kathy Partain, the Practice Director for Midtown. Through Mrs. Partain and Dr. John Sandbach (Board member of Texas Oncology), the program was eagerly approved to move forward. Dr. Sandbach was so enthusiastic about the program and our anticipated research that he said, "This is excellent, well thought out and within the bounds of what we want to accomplish by addressing more than the mechanics of hanging IV bags for our patients." We worked with the Texas Oncology Midtown social worker, Penny DeCou to formally process the massage therapists through their volunteer program paperwork and training. Penny has now left Texas Oncology and our new contact is Robyn Pritchett.

The general highlights of the program are as follows:

- Established a partnership with Texas Oncology. Each therapist signed a 1 year contract with RHJB foundation and completed volunteer paperwork for Texas Oncology Midtown.
- The therapists created a patient charting documentation form, monthly timesheet, general guidelines, and detailed program goals for all therapists to follow.
- Began formally working for the Foundation on February 1st with four oncology massage therapists.
- Touched 50 people during 11 days at Texas Oncology.
- Provided a day for medical staff by giving them complimentary chair massages.

March 2011

The Oncology Massage Program had its second month of activity and increased the number of people touched. Penny DeCou left Texas Oncology for a new position with Cancer Connection. We will miss her friendly, helpful spirit. Her position was filled with Robyn Pritchett, the new social worker for the Midtown location.

The general highlights of the program are as follows:

- The SXSW event this year gave us a great opportunity to showcase the RHJB foundation. We posted a sandwich sign noting 10% of the proceeds go to the RHJB and many people asked us more about the Foundation. We also posted brochures for people to see and ask about Rob. This event raised \$120!
- We touched 66 people in 15 days at Texas Oncology Midtown.
- We placed RHJB brochures in the library information room alongside other foundations and networks. We also distributed RHJB stickers and contact cards at the front desk where our 'Free Massages Today' sign was posted while we were onsite. Our Rob Hill Just Believe Foundation vests arrived and we began wearing them this month! It is a great visual for people to ask more about Rob and the Foundation.

April 2011

The Oncology Massage Program had its third month of activity and we branched out to include Texas Oncology Central as our second location! This helped increase the number of people touched by a third. We met with Lauren Brandt, the Social Worker at Central, and she welcomed us with open arms. The patients and staff at Central have been so appreciative of our presence. Dr. John Sandbach also came into the infusion room to thank us and welcome us to the Central location.

The general highlights of the program are as follows:

- We started going to Texas Oncology Central as OMA.
- We continued to have our presence at Texas Oncology Midtown supported by the RHJB foundation.
- We touched 92 people in 21 days at Texas Oncology Midtown and Central.
- We gave out RHJB brochures and stickers in the Midtown location library information room alongside other foundations and networks.
- We also give out contact cards at the front desk where our ‘Free Massages Today’ sign is posted while we are onsite at both locations.

May 2011

The Oncology Massage Program is proving to be a big success with staff and patients in both locations. We are committed to maintaining regular dialogue and status reports with our primary Texas Oncology contact, Kathy Partain, who is now receiving the monthly reports as well as direct updates from Gail. Wendy remains our Midtown location contact with Linda Brase, M.A., LPC, Licensed Professional Counselor and staff. We are also committed to maintaining Midtown as our primary location covering 4 of 5 days a week. Geri is our Central location contact with Joyce Schauburger, operating on a volunteer basis in through the Oncology Massage Alliance.

The general highlights of the program are as follows:

- We continue coverage at Texas Oncology Midtown 4 of 5 days through the generous support from RHJB and are covering Texas Oncology Central location with at least 2 of 5 days per week of additional volunteer work.
- We touched 66 people in 17 days at Texas Oncology Midtown.
- We touched 43 people in 9 days at Texas Oncology Central.
- The Oncology Massage Program therapists participated in the Street Youth Ministries volunteer appreciation block party May 15th by providing a Doggie Day Spa for all the homeless kids with dogs. We gave the dogs a dry bath, brushing, flea spray and ear mite cleaning. It was a lot of fun and the homeless kids really appreciated the care.

June 2011

OMA’s Oncology Massage Program continues to be successful. We continue to make progress with increasing our outreach efforts and educating the general public to the benefits of oncology massage. We are also making progress on our application as a 501(c)3 entity and are grateful for the letters of support we’ve received from the good folks at Texas Oncology, Cancer Connection, Breast Cancer Research Center, Livestrong and Friends of Cancer Support Community Central Texas. We are so grateful that so many people are showing such support for our foundation.

The general highlights of the program are as follows:

- We continue coverage at Texas Oncology Midtown 4 of 5 days through the generous support from RHJB and are covering Texas Oncology Central location with 4 of 5 days per week of additional volunteer work.
- We touched 82 people in 18 days at Texas Oncology Midtown.
- We touched 60 people in 11 days at Texas Oncology Central.

- The Oncology Massage Program met with potential massage therapists to add more trained therapists to our program at the Central location. From this meeting, we had 3 therapists sign up immediately, with one therapists intending to sign on in the fall.
- The Oncology Massage Program changed the policy for accepting donations at all Texas Oncology locations. This pertains to cash donations from patients. If someone wants to donate, we will refer them to the OMA website or they can give cash directly to the staff, who in turn will pass it on to the OMA contact. This is being done because we do not want patients to feel obligated to pay or tip the therapists for a hand or foot massage.
- The Oncology Massage Program has set a date of July 11th for complimentary chair massages for the Texas Oncology Central staff.
- The Oncology Massage Program is meeting the potential board members in early July, and will start fundraising efforts.

July 2011

The OMA's Oncology Massage Program continues to be successful and go on with our outreach efforts as we educate the public about the benefits of oncology massage. We are also making progress on our application as a 501(c)3 entity and appreciate the letters of support we've received. Last month our Founding Director, Gail Bailey and her husband are fulfilling a long time dream, and have moved to Port Orford, Oregon. She will continue to be a Founding Director and very involved with OMA. Gail is making contacts there to initiate an OMA location along the Oregon coast and will keep us posted.

The general highlights of the program are as follows:

- We continue coverage at Texas Oncology Midtown 4 of 5 days through the generous support from RHJB and are covering Texas Oncology Central location with 4 of 5 days per week of additional volunteer work.
- We touched 67 people in 14 days at Texas Oncology Midtown.
- We touched 76 people in 19 days at Texas Oncology Central.
- We have had two new Oncology Massage Program massage therapists, Susan Rader and Madeline Brock, successfully volunteering at the Central location. Two other therapists, Michelle Brown and Ariana Vincent, have joined OMA as well and will be listed as resources on our website.
- The Oncology Massage Program performed complimentary chair massages on 32 Staff on July 11th at the Central location and raised \$10 in donations.
- OMA will have their 9th board meeting August 16 at the LIVESTRONG location thanks to Geri's connection with that foundation. Potential Board members officially accepted their positions and consist of Delia Duffey, Barbara Formichelli, Diane Christopherson, and Samantha Bernacky.²

August 2011

OMA's Oncology Massage Program continues to grow. We continue to make progress with increasing our outreach efforts and educating the general public to the benefits of oncology massage. We are also making progress on our application as a 501(c)3 entity. Special thanks go to Barry Silverberg at Texas Association of Nonprofit Organizations for looking over our application, and giving us much appreciated feedback. We are very grateful to the support we've received from the good folks at Texas Oncology, Cancer Connection, Breast Cancer Research Center, Livestrong and Cancer Support Community Central Texas. We are so grateful that so many people are showing such support for our foundation.

² This was not in original monthly report.

The general highlights of the program are as follows:

- We continue coverage at Texas Oncology Midtown 4 of 5 days through the generous support from RHJB and are covering Texas Oncology Central location with 3 of 5 days per week of additional volunteer work.
- We touched 63 patients and 2 caregivers in 17 days at Texas Oncology Midtown location.
- We touched 54 patients and 2 caregivers in 12 days at Texas Oncology Central location.
- We have added a new Board Member, Yvonne Larue. Yvonne Larue is an experienced senior manager, technical professional, and mentor/coach. In her +30-year private industry career she has held corporate positions, enhanced her business and management skills with 12 years of international experience, and was a major contributor to the success of 5 start-up companies where she was recognized for the ability to “get the job done”. She has since expanded her experience to include both regional and international non-profit projects and organizations. A key to Yvonne’s success is her well balanced business and professional acumen, developed over the years and grounded in an undergraduate degree in Theoretical Mathematics, extensive information technology experience, an Executive MBA degree, and diverse management positions. She is currently involved in employment coaching and business start-up support as well as multiple volunteer activities. On a personal note, she is a firm believer in the healing powers of massage, having been a regular massage client for over 30 years.
- In a fundraising effort, OMA sponsored a raffle (\$75 for three massages and one facial). OMA raised \$ 350.³
- The contact people at Texas Oncology Central (Joyce and Lauren) sent Geri an email thanking OMA for the staff free chair massage session last month along with volunteering in the infusion Center. Lauren wrote, “What a wonderful service you provide to both patients (especially our patients) and staff. I know the staff really appreciated their massages. Not only was it evident when you saw them walk out of the conference room – beyond relaxed, but they verbally expressed how awesome it was to have a massage. We hope this can continue indefinitely and the donations continue in order to have this excellent resource at hand.”⁴

September 2011

We continue to make progress with the Oncology Massage Program and hope to expand to a new facility soon with the financial support from the Rob Hill Just Believe Foundation. More trained oncology massage therapists are also becoming familiar with our program and are expressing interest in joining our group (seven therapists have joined). We established a formal Fundraising Committee, headed by Gail and Delia, which will be meeting soon to discuss options for marketing, publicity, and possible event fundraisers. The 501(c)3 application has been completed and will be submitted to the Federal government in the next few weeks. With that status, we will be able to approach grants and large corporations for donations. Our Board of Directors has been very proactive and we are very fortunate to have filled it with knowledgeable, strong professionals that are helping us move forward. Our Board members are as follows; Dr. Delia Duffey (Finance Committee Co-Chair), Barbara Formichelli, Samantha Bernacky, Diane Chrisopherson, Yvonne Larue, Wendy Kamasaki Director of Finance, Colleen Ryan Director of Administration, Geri Ruane Director of Operations, and Gail Bailey (Executive Director and Finance Committee Co-Chair).

The general highlights of the program are as follows:

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⁴ ditto

- We continue coverage at Texas Oncology Midtown 4 of 5 days through the generous support from RHJB and are covering Texas Oncology Central location with 3 of 5 days per week of additional volunteer work.
- We touched 66 patients and 3 caregivers in 15 days at Texas Oncology Midtown location.
- We touched 41 patients in 9 days at Texas Oncology Central location.

October 2011

We continue to make progress with the Oncology Massage Program and hope to expand to the Brackenridge Hospital location in early 2012 with the help of the Rob Hill Just Believe Foundation. The staff and patients at the two current locations continue to show their gratitude and we are honored to be helping them. We see so much courage and compassion every time we go there and are meeting inspirational people. The Oregon division, under Gail's efforts, is making headway in the Medford and Ashland areas. There are several cancer treatment facilities including the Rogue Valley Medical Center and Providence Medical Center, which prove to be very promising.

The general highlights of the program are as follows:

- We continue coverage at Texas Oncology Midtown 4 of 5 days through the generous support from RHJB and are covering Texas Oncology Central location with 3 of 5 days per week of additional volunteer work.
- We touched 62 patients in 14 days at Texas Oncology Midtown location. We touched 52 patients, 7 caregivers, and 2 staff members in 13 days at Texas Oncology Central location.
- We added a new therapist, Mary Liebermann, from New Braunfels, TX. Mary is excited to join OMA, and wants to start working at the Cancer Care Center of Texas in New Braunfels. OMA is working with her on this.

November 2011

We continue to make progress with OMA's Oncology Massage Program and hope to expand to the Brackenridge Hospital location in early 2012 with the help of the Rob Hill Just Believe Foundation. The staff and patients at the two current locations continue to show their appreciation. We see so much courage and compassion every time we go there and are meeting some very inspirational people. The Oregon division, under Gail's efforts, is making headway in Oregon.

The general highlights of the program are as follows:

- We continue coverage at Texas Oncology Midtown 4 of 5 days through the generous support from RHJB and are covering Texas Oncology Central location with 4 of 5 days per week of additional volunteer work.
- We touched 43 patients, and 4 caregivers in 11 days at Texas Oncology Midtown location.
- We touched 49 patients, in 9 days at Texas Oncology Central location.
- We added a new therapist, Caren Terrell. Caren has started working at Texas Oncology Central, and is a great addition to the team!
- We collaborated with Wonders and Worries, a non-profit organization that works with children who have a parent coping with a life-threatening illness, and gave hand massages to their clients one Saturday, with the possibility of doing this on a more regular basis. "On a Saturday in November,

Colleen and Geri gave complimentary hand massages to their clients. Wendy has been in touch with them, with the possibility of OMA offering this free service on a more regular basis.”⁵

- We also earned a mention in the Society for Oncology Massage’s newsletter.
- OMA held their 10th official board meeting on November 15th at LIVESTRONG.⁶
- Two Board members resigned citing personal and professional issues that would prevent them from being active members. OMA appreciated the support that Barbara Formichelli and Samantha Bernacky gave to the organization these past few months. Barbara will be an Advisory Board member and Samantha said that she will always be supportive of OMA in the future.⁷
- Colleen went for advanced training in oncology esthetics and became a COE (Certified Oncology Esthetician) and Geri completed her advanced training in oncology massage therapy and became a COMT (Certified Oncology Massage Therapist).⁸
- Geri and Delia worked together on a bookmark project, which will start the first week in December. OMA is giving out “limited edition” keepsake bookmarks to the patients at Texas Oncology Central. The goals of these bookmarks: to create and increase awareness of OMA, and to provide a tangible remembrance of support and strength to patients (and caregivers).⁹

December 2011

We continue to make progress with the OMA Oncology Massage Program and hope to expand to the Brackenridge Hospital location in 2012 with the help of the Rob Hill Just Believe Foundation. The staff and patients at the two current locations continue to show their gratitude and we are honored to be helping them. We see so much courage and compassion every time we go there and are meeting some very inspirational people. One of our program goals is to encourage trained oncology massage therapists to join OMA. To encourage awareness and network exchange with therapists, we had our first Christmas party in December. All our therapists but one was able to make the meeting. OMA also had its first official Operations Committee meeting with Geri Ruane as Chair. We discussed many important topics about the program’s progress, refinement, evaluation, and future plan of action. The committee will present its activities to the next Board meeting in February.

The general highlights of the program are as follows:

- We continue coverage at Texas Oncology Midtown 4 of 5 days through the generous support from RHJB and are covering Texas Oncology Central location with 4 of 5 days per week of additional volunteer work.
- We touched 43 patients, 3 staff, and 11 caregivers in 14 days at Texas Oncology Midtown location.
- We touched 38 patients, 6 staff, and 8 caregivers in 11 days at Texas Oncology Central location.
- A bookmark project was implemented at Texas Oncology Central. The Limited Edition Bookmarks are designed and created by Delia Duffey and Geri Ruane are being passed out to patients and caregivers at Texas Oncology Central. They are very well received

⁵ This was not in original monthly report.

⁶ ditto

⁷ ditto

⁸ ditto

⁹ ditto

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