



Annual Report 2017

OMA's Mission: to help reduce stress, promote healing, provide emotional support for cancer patients in the infusion/radiation centers and to increase public awareness of oncology massage.

Board of Directors

Diane Christopherson, Chair

Yvonne Larue, Treasurer

Wendy Kamasaki, Secretary

Geru Ruane, member

OMA Staff

Executive Director, Gail Bailey

Director of Operations, Geru Ruane

Director of Finance, Wendy Kamasaki

Operations Coordinator, Ashley Hiatt

Recruiting Coordinator, Destiny Lehew-Collins

Presentation Coord. Texas, Pete Deckinga

Presentation Coord. Oregon, Sarah La Rosa

OMA Advisory Board:

Arann Sheperd, Dr. Delia Duffey, Barbara

Formichelli, Dr. Chad Dehipitiya, Colleen Ryan,

LMT, Liana Wheatley RN, OCN, and Gina

Kuenstler, BSN, RN, OCN

OMA 2017 Accomplishments

OMA provided services at fifteen infusion and radiation centers in 2017: Texas Oncology Central Texas locations Midtown, Central, North, Round Rock and South; Austin Cancer Center locations North, Round Rock, Georgetown, Park St. David, and Lakeway; the North Cypress Cancer Center in Houston, the Texas Oncology-Baylor Charles Sammons Dallas; Texas Oncology New Braunfels and in Medford Oregon the Noel Lesley Infusion Center at Providence and the Asante Rogue Regional Medical Center Radiation oncology.

In 2017, OMA provided complimentary massage to 3,234 patients and 302 caregivers and staff at these infusion/radiation locations. This brings a total of **15,776 patients** and **1,641 caregivers and staff** for which OMA has provided its services since its inception in 2011.

Financially, OMA raised a total of **\$50,404** in donations and funding from corporations, events and individuals. This includes Texas Oncology-Central Texas and Austin Cancer Centers in Texas and Asante Rogue Regional Medical Center in Medford, Oregon. Our major individual donor, Betty Kuhl also continues to generously provide monthly donations to fully fund OMA therapists at the Texas Oncology Midtown location where her son, Robert McComb Hill was treated.

With the financial support from our generous donors, the expert advice and direction from our Board, Advisory Board, and staff, along with the extraordinary massage therapists who tirelessly volunteer their time, and all the heartfelt support from the public we serve, 2017 proved to be an exciting year of growth for OMA.

OMA added 6 new and experienced therapists in 2017: Brenda Bianchi, Christopher Fritel, Destiny Lehew-Collins, Clare Landy (Austin TX), Amy Scottino (Dallas TX) and Sarah Carter (Oregon) We are so grateful for all our therapists who are dedicated to helping!

To help spread the word about oncology massage, serve our communities and tell people about OMA's services, we strive to participate in community outreach events every quarter. OMA's 2017 events are described below.

What we did in 2017

2017 Quarter 1:

20 Colors / 20 Hours Re:Cancer Austin TX - February 4th



Monica and Sharie give chair massages to participants

Once again, OMA provided chair massage for the men and women attending the Re:Cancer indoor cycling event to raise money for this nonprofit. High energy, lots of music and different groups of people participated in this fun event. Therapists Sharie Wiseman, Monica Marler, Pete Deckinga and Geri Ruane along with Board Treasurer Yvonne Larue attended.

2017 Breast Cancer Issues Conference Providence Medford OR – March 11



Held at Providence Medford Oregon Medical Center to raise awareness and support for breast cancer services, OMA therapists Gail Bailey and Lisa Johnston hosted an information booth to spread the word about OMA and oncology massage.

AMTA Texas Conference Waco TX - March 30th



OMA therapists Ashley Hiatt (AMTA Board member and OMA therapist) and Shaylyn Walker (Waco OMA therapist) participated at the convention. Shaylyn hosted our OMA table to distribute information to everyone.

2017 Quarter 2:

Cancer Community Town Hall Austin TX – May 25



OMA was invited to participate in the May 25th Cancer Community Town Hall event, which was hosted by LIVESTRONG Cancer Institutes. Diane Christopherson and Geri Ruane represented OMA at this productive meeting, held at the new Dell Medical School, where OMA was able to network with other Austin cancer support organizations, such as the American Cancer Society, Wonders and Worries, Hospice Austin and Pancreatic Cancer Action Network.

Hillcrest Committee Medford OR – April 13

OMA Oregon therapists, Gail Bailey, Lesley Moehle, Lisa Johnston and Sarah La Rosa provided hand massages to the Ladies of Hillcrest Committee as part of the 5 year anniversary of their financial support toward the Noel Lesley Infusion Center. During his cancer treatment, Noel Lesley wanted to establish a comfort-centered infusion room setting that provided a nurturing atmosphere so patients could better relax and feel like family. After his death, his wife, Mary took this task on and through the generous help of Hillcrest Committee, Noel's vision continues. With OMA now providing relaxation massage for the patients, his full vision is even more represented.

Casting for Recovery West Virginia – April 21-23



Mary Liebermann of OMA and Casting for Recovery (CfR) was again asked to be on staff with CfR's next outstanding project. CfR has teamed up with Project Healing Waters Fly Fishing to provide a 2 1/2 day retreat free of cost for female disabled military veterans with a VA rating (any%) who have also received a breast cancer diagnosis. Mary also provided chair massages to the participants!

Relay for Life Medford OR – June 3



Gail Bailey, Lesley Moehle and Lisa Johnston provided chair massage to cancer survivors participating in the annual Relay for Life this year. It may have been a hot day but we had a sweet spot under the shade where participants could relax and take a breather.

Providence Survivor Fair Medford OR - June 5



Providence Cancer Center in Medford Oregon had a Survivor Fair to give information, gifts, food and hand massages to people attending. OMA therapists Gail Bailey, Lesley Moehle, Lisa Johnston and Sarah La Rosa provided hand massages to all.

State Wellness Fair Austin TX – June 15



This is the fifth year that OMA is participated in the fair which includes educational information about wellness, health and physical fitness. There are more than 800-1000 employees who typically attend this annual event, so it's an excellent way to make the public aware of OMA and the benefits of massage therapy for cancer survivors. OMA board members Diane Christopherson and Arann Shepard along with massage therapist Martha Iglehart talk with the public, meet other healthcare vendors and

spend time connecting with one another. For those who have attended in the past, it is a lot of fun and a great networking day!

2017 Quarter 3:

Providence Cancer Center Medford OR – September 21

PCC Breast Cancer Center provided an opportunity to give thanks to one of their Foundation donors Dutch Brothers by inviting all the staff to attend an informative tour of their facility. OMA therapist Gail Bailey provided hand massages to demonstrate OMA's services.

Komen Race for the Cure Austin TX – September 24



OMA massage therapists participated again this year in the Komen Race for the Cure. Our Therapists, Pete Deckinga (taking pic), Clare Landy, Kelly Bien, Wendy Kamsaki, and Sharie Wiseman provided complimentary chair massages for survivors during the Race in the Survivor Tent. All of our OMA massage therapists are trained in oncology massage. We had so much fun and helped to raise money for breast cancer research!

2017 Quarter 4:

Neuropathy Alliance Texas Talk

Austin TX - October 9

Presenting “Easing Chronic Pain with Massage” is OMA’s Pete Deckinga. This is the third year in a row Pete presented to the Neuropathy Alliance Texas on the topic of how massage can ease chronic pain. Pete is also our Texas Presentation Coordinator and another valuable asset to OMA!

Light the Way

Medford OR – October 14

It was a beautiful, starry night and although we had a small crowd, we all had a great time and raised \$815.00! There were a few people who showed up because they saw the event in the Medford Mail Tribune that day. Sponsors were Women’s Fitness Company, Organicos Bakery, and Bill and Karen Bailey.

NXNW Oktoberfest

Austin TX – October 28

We thank NXNW for including our nonprofit once again in their annual event. We appreciate their generosity and got the word out to our contacts to come out to support all of the great nonprofits attending - and enjoy the great food, fun and brews NXNW offers each fall. OMA Massage Therapist/Board member Wendy Kamasaki participated in this fun event to spread awareness of OMA and oncology massage. As a result, they donated part of their proceeds \$800 to OMA! Thanks to NXNW for promoting OMA and highlighting many good causes!

Texas Oncology Holiday Event

Austin, TX – Dec 6

OMA participated in the annual Holiday Chair Massage sponsored by Dr. Patt and physicians at Texas Oncology Central. Two OMA therapists, Ashley Hiatt and Sharie Wiseman, provided chair massages to appreciative staff.

Who We Helped in 2017

Ultimately, OMA's goal is to make oncology massage accessible and affordable to patients undergoing cancer treatments by educating therapists, the medical community, cancer patients and the general public about the benefits of massage on overall health. In order to do that, OMA helps massage therapists to acquire oncology massage training through education stipends. In 2017, OMA awarded the Education Stipend to Sarah La Rosa.

With support from our donors, in 2017 we were able to reach out to 3,234 patients, 227 caregivers, and 75 medical staff at 15 locations and with a force of 34 Practitioner and Support oncology massage therapists. To highlight this more clearly, the following table illustrates OMA’s growth with your financial help.

Year	Number of patient Massages	Number of Locations	Number of OMA Therapists
2011	1033	2	9
2012	1224	3	10
2013	1201	5	14
2014	3055	7	28
2015	3292	11	38
2016	2737	13	32
2017	3234	15	34

OMA’s growth over the years

We hope in the years to come that more medical facilities will incorporate oncology massage services. Then, with your continued donations, we can spread our message and provide services to new locations.

OMA 2017 Finances - What did we spend and what was the source of our funding?

OMA received **\$50,404** in donations, facility payments and fundraising efforts in 2017, which is a major increase from 2016.

OMA Finances 2017	
Total Income Texas	\$48,902
Total Income Oregon	\$1,502
Major Individual Donors	\$12,803
Serviced Corporate Donors	\$28,627
General Individual Donors	\$4,436
Location Donors	\$3,329
Partnership	\$314
Events	\$897
Total Expenses	\$44,549
payments to Therapists	\$38,836
Operating Costs*	\$3,089
Support costs**	\$2,624

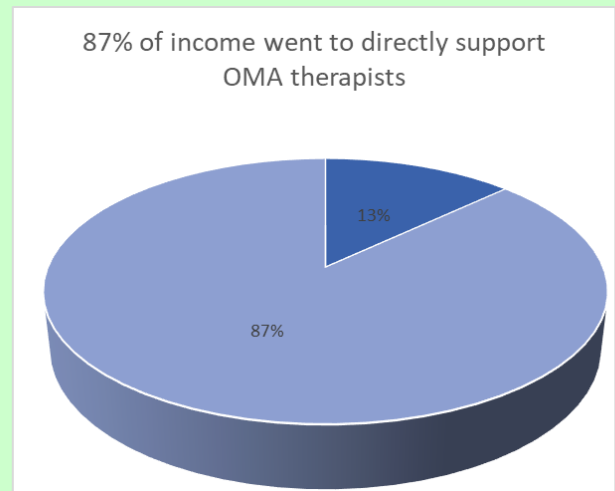
The table above illustrates the 2017 donations and expenditures. Both total Income and expenditures slightly decreased from last year yet we were able to expand in two more facilities in Texas.

The *Operating Costs: Note that no salaries are paid for any administrative work including the executive director of OMA, but these costs may include print, postage, software and materials, fees, and professional payments.

** Support Costs are related to OMA Mission and may include seed money for expansion to new facilities and locations, increased

compensation to therapists when possible, therapist vests, meetings and materials. In addition, all Practitioner therapists added OMA to their business liability insurance as an Added Insured for liability coverage the issue arises.

The OMA Board and Founding Directors operate strictly on a volunteer basis and try hard to ensure we meet our goal of providing hand and foot massages free of charge to the patient, caregiver, and medical staff in the facilities we service. As a result, we are proud to show these results that attest to the growth and success we've had in 2017.



The graph above shows 87% of our funding was given directly to support 19 of our 34 OMA therapists for their time in the infusion/radiation facilities and massage events while 13% was used for education, therapist support, marketing, web design and administrative staff costs.

We are proud to acknowledge that our success is directly related to the generosity of you, our Donors. Without your contributions, we could never do the work or accomplish these great results.

Our Outstanding Donors

We are grateful to have the support of our major donor, Texas Oncology. Their patients, caregivers, and staff have all seen the benefits from including OMA's services at their facilities.

Austin Cancer Centers became another major funding source thanks to Jennifer Manatt for being our champion to make this happen. In addition, and thanks to Gail Kessler, the Asante Radiation Oncology in Medford Oregon joined our team in November of 2017.

We are also very thankful to Betty Kuhl, who has exclusively supported the Texas Oncology Midtown location since 2011 and also supports us with general donations. Her son, Rob McComb Hill, passed away in 2010 as a result of cancer treatment. He was the inspiration behind the founding of OMA, and we are most appreciative to Betty Kuhl.

Our many generous donors have helped OMA grow and succeed.

GOLD DONORS (\$1000 or more)

Texas Oncology
Austin Cancer Centers
Betty Kuhl
Arann Shepherd

SILVER DONORS (\$500 - \$999)

Asante Radiation Oncology Oregon
Diane Christopherson
Texas Oncology Central Physicians
Mary Coco
NXNW Restaurant
Yvonne Larue

BRONZE DONORS (\$100-\$500)

Barbara Formichelli
Bill & Karen Bailey
Christine Ziegler
Cynthia Leigh
Cynthia Ramsdell
Deborah Schott
Gail Bailey

Geru Ruane
Michael Colby
Organicos Bakery Medford OR
Robert and Vickie Chaffee
Shelley Vidal
Women's Fitness Company Medford OR

OTHER DONORS (under \$100)

Adrienne Johnson
AmazonSmiles
Amy Cuddy
Catherine Larue
Charon Bolin
Denise Brady
Destiny Lehew-Collins
Diana Day Yaeger
Fred Meyer Kroger
Janet Leifur
Jodi Christianson
Joel Tendler
Kelly Bien
Michele Spurza
Monica Marler
Parker Ramsdell
Pasqual Perez
Randalls
Rutesh Parikh
Sandra J. Bieri

And many, many thanks to all those unnamed individuals who donated at the infusion or radiation locations throughout the year.

A special note of heartfelt gratitude goes to all of the 2017 OMA massage therapists - for they are indeed the heart and soul of our organization:

Gail Bailey, Brenda Bianchi, Kelly Bien, Sarah Carter, Phoebe Courcy, Andrea Cutshall, Peter Deckinga, Kazuko DeVirgilio, Christopher Fritel, Susan Gee, Ashley Hiatt, Renee Houston, Martha Iglehart, Jessica Johnson, Lisa Johnston, Wendy Kamasaki, Sarah La Rosa, Clare Landy, Destiny Lehew-Collins, Mary Liebermann, Alicia Lingenfelter, Monica Marler, Lesley Moehle, Joanna Moses, Catherine Murphy, Lisa Nemeckay, Martha Paull, Marita Peppard, Susan Prins, Janis Rosebush, Geru Ruane, Cindy Spence, Lyn Teel, Vashti Torres, Sharie Wiseman, Gloria Umphress, Shaylyn Walker, and Janice Vick.

Oncology Massage Alliance

1509 Suffolk Drive

Austin, Texas 78723

A 501(c)3 Nonprofit Organization

Texas and Oregon

Testimonials to Oncology Massage Alliance

A female patient in her 50's asked for a foot massage. She told me that today was her first chemotherapy and that she was pleasantly surprised and appreciative of receiving a foot massage during her treatment. She was anxious, but hopeful that it would help her get better. While she received her massage, she said, **"You have a gifted touch. I can tell that it is really helping me to receive this massage. Thank you."**

~ Oncology Patient

"I worked on a female patient. She cried as she told of her cancer treatment and how hopeful she is for a positive outcome. She appreciated the hand massage and the company. It was a beautiful connection between giver and recipient."

~ Oncology Massage Therapist