





Focused on Cancer Centered on You



2019 ANNUAL REPORT















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## Dear Donors and Friends,

The Cancer Foundation of Santa Barbara and Ridley-Tree Cancer Center share a close partnership with the goals of ensuring and providing every patient and their family excellent care, close to home. This relationship has been strengthened through the challenges of the last six months, as we continued to deliver critically-needed medical services despite a global pandemic. The fulfillment of our mission during this time and over the last year would not have been possible without the generous and loyal support of our community. It is a privilege to be able to express our gratitude and appreciation to you for helping us achieve many milestones during 2019, our 70th year as the premier regional resource for the diagnosis, management and prevention of cancer.



Our steadfast commitment to helping patients with a verified need for financial assistance is one of the strong pillars of our partnership. The **Arthur J. Merovick Endowment for Patient Assistance** surpassed the \$2 million mark in 2019, a tremendous testament to the importance of this fund and the promise to ensure everyone in our community has access to the best cancer care, regardless of their ability to pay. Ridley-Tree's cutting-edge **Clinical Research Program** that advances and expands care is funded by the Cancer Foundation and places us on par with major academic institutions. These options for patients are only available because of consistent support from donors and our community partners, like the **Rancheros Visitadores**. This past year, the group exceeded \$1 million in contributions to the Cancer Foundation, the eighth on record raising breast cancer awareness and funds in conjunction with its annual Solvang horseback ride and parade.

In addition to our compassionate, highly-trained physicians and staff and world-class technology, our investment in evidence-based Wellness and Supportive Care Programs has resulted in thousands of patients finding healing and connection. In December of 2019, the Cancer Foundation joined Ridley-Tree in celebrating art instructor Rick Stich for teaching 20 years of his class, "Painting the Pictures of Health." Offering respite and relief from the effects of cancer treatment, whether that comes from an infusion nurse, a social worker, a financial counselor or a massage therapist, is powerful medicine. A 2019 grant from Athena Cosmetics Corporation supplied patients with cooling caps designed to prevent hair loss during chemotherapy as part of a research study. An expansion of our Acupuncture Program provided complementary therapy for those managing treatment-related symptoms. These types of contributions have significant and meaningful impact on those we serve.

We know you have many choices of where to invest your valuable resources and we thank you for choosing the Cancer Foundation of Santa Barbara and Ridley-Tree Cancer Center. Your kindness has allowed us to accomplish a tremendous amount in the course of one year, and guarantees a legacy of excellence that will continue to flourish for generations to come.

Low Willis

Lori Willis
Executive Director
Cancer Foundation
of Santa Barbara

Frank H. Foster
Board Chairman
Cancer Foundation
of Santa Barbara

Kurt N. Ransohoff, MD, FACP CEO and Chief Medical Officer Sansum Clinic

Matthew Kunkel, MHA Vice President Oncology Services Ridley-Tree Cancer Center





# **Ensuring Excellence** in Cancer Care

he Cancer Center of Santa Barbara and Sansum Clinic forged a strategic partnership in 2012 to elevate the level of cancer care available and to build a world-class regional cancer center, Ridley-Tree Cancer Center. Out of this union re-emerged the Cancer Foundation of Santa Barbara, the financial partner of the Cancer Center since its inception in 1949. For the past 70 years, thanks to the generosity of patients, foundations and supporters, the Cancer Foundation and its trustees have provided steadfast vision, leadership and support to deliver on its mission to ensure superior cancer care is available in Santa Barbara regardless of a patient's ability to pay. What began with a gift from Elisha Converse of a one-million volt x-ray machine - one of seven in the country at the time - has grown into more than a half-century commitment to unparalleled cancer care for residents on the central coast.

The Foundation is proud to be the leading non-profit fundraising and grant-making institution dedicated to cancer care in Santa Barbara County. The Cancer Foundation is the leaseholder and largest annual donor to the Ridley-Tree Cancer Center, the leading provider of cancer care in our region. Each year, the Foundation commits a minimum of 85% (up to 100%) of the proceeds from its endowment and fundraising efforts to support cancer diagnosis, treatment, research, technology and support programs at the Ridley-Tree Cancer Center. The remaining 15% may be used to support cancer-related programs in Santa Barbara County. Historically, these have included oncology bench research at University of California Santa Barbara and pediatric cancer research at Cottage Health. All Foundation proceeds must be used to support cancer care in our community.

While the physicians and staff of the Ridley-Tree Cancer Center continue their diligent work diagnosing and treating those touched by cancer, the Cancer Foundation maintains its singular focus on fundraising and grant making to ensure Santa Barbara remains in the vanguard of cancer care. The Cancer Foundation raises and distributes millions of dollars each year to the Ridley-Tree Cancer Center allowing the Center to deliver a higher level of care than would otherwise be possible in a community our size.





# Cancer Foundation of Santa Barbara

The mission of the Cancer Foundation of Santa Barbara is to ensure superior cancer care for all citizens of Santa Barbara County regardless of means.

The Cancer Foundation invests in programs, research, services, technology and facilities that aid in the prevention, diagnosis and treatment of cancer for those living in Santa Barbara County. While the vast majority of support goes to Ridley-Tree Cancer Center, the Foundation also partners with local research and support organizations.

## **Board of Trustees**

The volunteer Board of Trustees of the Cancer Foundation of Santa Barbara provides steadfast vision, leadership and support to ensure superior cancer care is available in Santa Barbara County.





# 2019 Highlights

Priscilla Higgins, PhD
received the 2019 Woman
of the Year Award from
the Santa Ynez Valley
Foundation. Priscilla
recently completed her
fourth year on the Cancer
Foundation's Board of
Trustees.

Generous support of Cancer Foundation donors allowed Ridley-Tree Cancer Center to re-launch the **Oncology Acupuncture Program**. The Rancheros Visitadores topped the \$1M fundraising mark in conjunction with their annual ride. All of the funds raised through their annual fundraising efforts support breast cancer programs at the Ridley-Tree Cancer Center.

Nearly 25 Ridley-Tree
Cancer Center staff received
funds from the **Toby Ann**Parisse Memorial Education
Fund and Thomas H.
Weisenburger, MD Fund to
pursue continuing education
related to patient care.

\$286,906 was granted to the Ridley-Tree Cancer Center for the purchase of new infusion chairs for the Ridley-Tree locations in Solvang and Santa Barbara, and the UroNav, MR/Ultrasound guided fusion biopsy system, the next generation of prostate cancer detection. The Cancer Foundation welcomed **Amalia Priego** to the Board of Trustees.













# Named Endowment Funds

Named Endowment Funds require a minimum of \$100,000 to be established. The principal in a named endowment remains protected and grows over time, while annual distributions ensure that the Ridley-Tree Cancer Center receives a perpetual source of philanthropic support for the purpose designated by the donor. To learn more, contact Lori Willis, Executive Director of the Cancer Foundation of Santa Barbara at (805) 898-2187.

### **Toby Ann Parisse Memorial Education Fund**

Richard Parisse and his three children honored their wife and mother, Toby Ann Parisse, with a memorial gift dedicated to benefitting the patients at the Cancer Center by funding continuing education for physicians, nurses and staff, an expression of gratitude to the medical teams who cared for Toby throughout her valiant 21-year battle with breast cancer. The **Toby Ann Parisse Memorial Education Fund** was formally dedicated in 2011.

#### Arthur J. Merovick Endowment for Patient Assistance

To honor Art Merovick's extraordinary contributions to the Cancer Foundation as its Director of Development for 17 years, the Cancer Foundation Board of Trustees unanimously approved the creation of the **Arthur J. Merovick Endowment for Patient Assistance** (AJM Endowment Fund) and a \$500,000 match from the general endowment to provide financial assistance to patients with documented need for medical services. A generous gift of \$200,000 from the Merovick Family launched the fund.

#### **Elizabeth McEwen Jacobs Endowment Fund**

The **Elizabeth McEwen Jacobs Endowment Fund** is dedicated to medical or scientific research related to genetic cancer with primary emphasis on brain cancer, and equipment and research of brain cancers in the Tri-Counties. The fund was created in memory of Beth Jacobs by her family and friends after she lost her battle with brain cancer.

#### Elvira Broome Doolan Endowment Fund

The **Elvira Broome Doolan Endowment Fund** was funded in 1991 from the estate of Elvira Broome Doolan and is restricted for research. She was a patient at the Cancer Center and her husband, Jerome Doolan, was a trustee.

#### Julie Main Endowment Fund

The **Julie Main Endowment Fund** is restricted for wellness exercise programs for patients. Julie was a trustee of the Cancer Foundation, founder of the Well-Fit Exercise Program and instrumental in organizing the annual Cancer Center Walk/Run. The fund was created in 2009 with funds raised from the Main Event, a celebration of Julie's life.

#### **Nan Cox Endowment for Lung Cancer Research**

The **Nan Cox Endowment** is earmarked for lung cancer research protocols performed by the Cancer Center, often in concert with other research institutions. The fund was established by Wilbur K. "Bill" Cox in memory of his wife Nancy Clare Finch Cox ("Nan") who was a Cancer Center patient who passed away from lung cancer in June of 2000.

#### Scott D. Smith Memorial Fund

The **Scott D. Smith Memorial Fund** is restricted for colorectal screening and prevention programs. The fund was created in memory of Scott Smith by his parents, Mr. & Mrs. P. Gene Smith, and their family through the donation of real estate in Fallbrook. Scott lost his battle with colon cancer and his family wanted to support early screening and detection.

### **Mary Solis Fund for Oncology Social Work**

The Mary Solis Fund for Oncology Social Work was created in recognition of Mary's 34 year career in oncology social work at the Cancer Center. Proceeds support the programs and services that ensure psychological, social and financial stresses associated with the diagnosis and treatment of cancer are addressed.

## Thomas H. Weisenburger, MD Fund

The **Thomas H. Weisenburger, MD Fund** was established to recognize Dr. Weisenburger's retirement in 2012 after 28 years of service at the Cancer Center of Santa Barbara. Proceeds support the education of medical personnel and the acquisition of radiation oncology equipment.

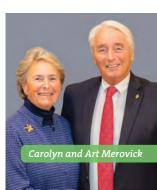
# AJM Endowment Fund Surpasses \$2 Million Milestone

One of the core aspects of the Cancer Foundation's mission is to ensure access to today's best cancer care for everyone in our community regardless of their ability to pay. Ridley-Tree Cancer Center's capacity to deliver on this commitment was strengthened in 2011 with the establishment of the **Arthur J. Merovick Endowment Fund for Patient Assistance** (AJM Endowment Fund), created in honor of Art Merovick for his many years of service to the Foundation. Through the generosity of Art's family, friends and members of our community, the AJM Endowment Fund surpassed the \$2 million mark at the end of 2019. As the need for this charitable support continues to grow, the extraordinary success of the AJM Endowment Fund enables the Cancer Center to continue providing the finest cancer care to patients who are unable to cover the cost of their treatment or who are not adequately covered by Medicare and insurance.

Cancer care is often expensive and leaves many Santa Barbara residents unable to afford potentially life-saving treatments. Support of the AJM Endowment Fund means that world-class care offered by the Ridley-Tree Cancer Center's medical team will

continue to be available to everyone in our community who faces a cancer diagnosis, allowing them to focus on their recovery without the burden of the inevitable accompanying financial challenges.

In 2019, the Cancer Foundation provided \$169,472 from the AJM Endowment Fund for financial support of more than 970 patients. Thank you to all who have supported this effort, allowing us to continue to deliver on our commitment to the Santa Barbara community. •



# The Elaine & Edward Stepanek Legacy Society

The Elaine and Edward Stepanek Legacy Society honors donors who have chosen to support the Ridley-Tree Cancer Center by including the Cancer Foundation of Santa Barbara in their will, living trust or other planned agreements.

Peter & Rebecca Adams Mr. & Mrs. William H. Allaway\* Christina Allison\* Mrs. Karine Anderson Anonymous (2) Ms. Jeano Bailard\* Mr. & Mrs. William J. Bailey\* Mr.\* & Mrs. Eugene C. Baum Dr. & Mrs. Richard A. Baum Carolyn M. Bedard\* Betsy Bertero\* Jack & Marguerite Bianchi Mr. D. Craig Bigelow\* Mr. Joseph Bleckel\* Joanne & Bob Bouslough

Mr. & Mrs. Dean Brown\* Ms. Helen J. Brown\* Barbara Burket & Bob Hodges\* Mr. Karl & Dr. Katherine Burrelsman Mr. \* & Mrs. George C. Goranson Les & Zora Charles Robert & Janice Contons Greg R. Corso Mr. John L. Courtois\* Mr. Lloyd E. Cox, Jr.\* Linda Crabtree-Reed Tom & Nancy Crawford Mr. Michael Dalv Mr. Wallace T. Drew\* Ms. Jan Everote Janice Bahler Fitzgibbons

Joanne S. Freeman Richard E. Freeman\* Mario M. Gonzales\* Mr. & Mrs. Ronald Green Anna & David Grotenhuis Mr. & Mrs. John Haigh\* Ms. Lorraine S. Hansen Ms. Eva P. Harris\* Mr. Byron Haskin\* Ms. Yvonne Baker Heltman\* Grethe & Henning Jensen Kenneth & Frances Jewesson Ms. Alvah M. Kaime\* Mr. & Mrs.\* Herbert Kendall

Mr. & Mrs. Richard Kickliter Mr. & Mrs. William L. Kimsey Henry & Heidi Kirkwood Mrs. Gregorio Kogan\* Mr. Otto Korntheuer\* Ms. Mary Ann Kriebel\* Edward T. & Bertha Lang\* Marilynn Lang Shirley & Seymour Lehrer Chris & Mark Levine Mr. & Mrs. Thomas N. Lewis\* Mr.\* & Mrs. Jim Lindsey Julie Lopp Barbara S. & Robert Stanley MacLean\* Cherry Post

Mrs. Fatemah Marshall

Mrs. Kathleen Mayes Patricia A. McCormack Mr. & Mrs. Arthur J. Merovick Mrs. Jane Merovick\* Janet Millar Dennis & Soledad Morelos Jean M. Nell Gary & Anna Nett Mr. & Mrs. Joseph G. Noh\* Mr. Austin H. Peck, Jr.\* Nancy Ann Peschek Barbara Pieters Mr. Mickey M. Plaut Mr. & Mrs. Hal Rich

Ms. Penny Ridgeway\* Lady Leslie Ridley-Tree John & Janeanne Rinaldi Mr. Timothy K. Ross Mr. & Mrs. William Samson\* Rodney Sangster & Rebecca Morrison Mr. & Mrs. James A. Tilton Mr. & Mrs. Daniel A. Sattler\* Richard\* & Maryan Schall Kathleen D. Schepanovich Mr. & Mrs. Rick Scott Mr. & Mrs.\* Peter Simeth Judge & Mrs. C. Douglas Smith\* David & Carolyn Spainhour Mack & Judy Stanton\* Charles & Patricia Stevens\*

Mr. Charles Storke\* The Strand Family\* Sue & Scott Suttner Susan Taylor Dr. & Mrs. H.T. Thoreson Susana Lee Udden Jean & Davis H. Von Wittenburg Ms. Jennifer Wells Frank & Parm Williams Mr. Otis Williams\* Ms. Marie A. Wolford\*

\*deceased

# The Power of a Planned Gift

vonne Baker Heltman was born in January of 1924.

The only child of Emmit Baker and Vera Rasor, she grew up in Carpinteria in a small, two-bedroom home a few blocks from the ocean. At the young age of 16, Yvonne purchased the house from her mother for "\$1 plus love and affection" and became a meticulous caretaker and record keeper of the family's finances. While working as a secretary for the Carpinteria Lemon Association, she met her husband, Bruce Heltman, and the couple married in 1945. Cancer impacted Yvonne's life in many ways. She lost both her mother and husband to the disease two weeks apart in 1982. Yvonne received her own breast cancer diagnosis two years later, resulting in a mastectomy performed by longtime Sansum Clinic surgeon and former Cancer Foundation trustee Ronald G. Latimer, MD. In the 1990s, Yvonne was treated by breast surgeon Rosa Choi, MD, FACS for several procedures. Inspired by the care and compassion she received, the **Cancer Foundation of Santa Barbara** was Yvonne's charity of choice. A private person, she always declined Foundation event invitations but she stayed wellinformed about the Foundation's efforts to advance cancer care in the local community.

Without any children of her own, Yvonne designated the Cancer Foundation as the sole beneficiary of her estate, making a decision that will have a lasting impact for generations. "It is rare that a person will select us as both the executor and trustee of their will, however Yvonne had great foresight in making such a generous gift," noted **Lori Willis**, the Foundation's Executive Director. "She trusted us with all of the finances that she had independently and carefully tended for most of her life." Yvonne's lifestyle was not extravagant and she was a savvy investor without the help of an accountant or stock broker. When Yvonne passed away in 2018, the value of her estate had tripled from the time she changed her will to include the Cancer Foundation. The sum total of her real estate properties, stocks, bank accounts and jewelry is a significant donation towards ensuring the best treatment, technology, research and critical programs are available at Ridley-Tree Cancer Center. Yvonne is an important example of how all kinds of people can make legacy gifts that not only allow their cherished values to live on, but may even save a life. •



## **Accountable**

The Cancer Foundation of Santa Barbara voluntarily submits to an annual financial audit by an independent accounting firm. Financial statements are presented in accordance with generally accepted accounting principles.

## **Ethical**

The Cancer Foundation of Santa Barbara issues an annual attestation letter provided by an independent accounting firm that bears witness to our expenditures.

## **Efficient**

The Cancer Foundation of Santa Barbara ensures that all fundraising efforts clearly portray the purpose of the funds to be raised and that all contributions received are used for those specific purposes.

## **Integrity**

The Cancer Foundation of Santa Barbara requires all board members and employees to abide by a conflict of interest policy that encourages high standards of ethics and integrity.

## Secure

The Cancer Foundation of Santa Barbara protects the privacy of our donors by not marketing our mailing list.

## **Trustworthy**

The Cancer Foundation of Santa Barbara posts IRS Form 990 on www.guidestar.org annually and we invite your review.



# **Funds Raised by Cancer Foundation**

## Gifts Received

Designation	2019	2018
General Support	\$725,699	\$822,681
Capital Projects/Ridley-Tree Building	\$2,568,733	\$4,141,577
Research	\$552,157	\$99,726
Patient Assistance	\$74,269	\$108,140
Endowment	\$5,193,990	\$284,736
Patient Navigation	\$82,905	\$354,732
Oncology Supportive Care/		
Genetics/Wellness	\$504,974	\$276,673
Equipment	\$585,283	\$65,520
Event Sponsors	\$7,500	\$9,113
Other	\$26,200	\$5,260
Total	\$10,321,710	\$6,168,158

All figures represent funds collected; no pledges are included.



# **Grants Made to Ridley-Tree Cancer Center**

In 2019, the Foundation committed proceeds from its endowment and fundraising efforts to support cancer diagnosis, treatment, research, technology and support programs at **Ridley-Tree Cancer Center**.

Program	Annual Grant	
Capital Projects	\$286,906	
Community Health	\$84,788	
Education & Resource Library	\$119,000	
Genetic Counseling	\$321,295	
Nutrition	\$294,439	
Patient Assistance & Charity Care	\$169,472	
Patient Navigation	\$538,054	
Research	\$379,593	
Social Services	\$549,809	
Staff Education	\$24,000	
Music Therapy	\$100,000	
Wellness	\$202,495	
Total	\$3,069,851	





# Ridley-Tree Cancer Center Programs and Services Funded by the Cancer Foundation

The Cancer Foundation funds the following programs and services to ensure that local cancer patients receive care for their specific medical, psychological, social and logistical needs.



Ridley-Tree Cancer Center leads the community in cancer research, participating in an array of global studies alongside other major medical facilities. This includes providing our patients with access to the most current treatments on clinical trials at leading cancer centers and academic centers around the country.

### **Top Cancer Types in Trials:**

34% 14% 10% 10% 7% 3% 3% 3% Breast Lung Lymphoma Prostate Renal Glioblastoma Multiforme Pancreatic Ovarian

3% 3% 10% Anal Urothelial Other



The Genetic Counseling program offers hereditary cancer risk counseling to help patients and families with a history of cancer better understand and manage the risk of developing cancer through genetic risk assessment and genetic testing. In 2019, the department achieved a 15% increase in average monthly referrals as a result of greater community outreach efforts.

719 Patients were seen for hereditary cancer risk counseling

**525** Patients pursued genetic testing and follow-up genetic counseling



The Ridley-Tree Cancer Center partners with other community agencies to coordinate outreach programs and events to improve public understanding of the importance of early detection and prevention of cancer, as well as developments in diagnosis and treatment.

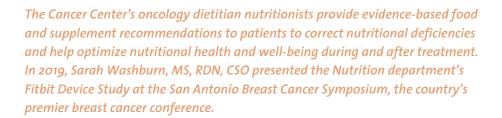
**32** Symptomatic patients received diagnostic colonoscopies

 $264 \ \ \textit{Youth attended Raising Awareness Yields Sun Safety (RAYS) youth skin} \\ cancer prevention program$ 

Ridley-Tree Cancer Center's patient navigators provide valuable care coordination and education to patients and families, offer support at times of transition in care and act as liaisons between individual patients and their various healthcare providers. In 2019, the number of patients navigated increased by 15% to include patients with more complex needs.

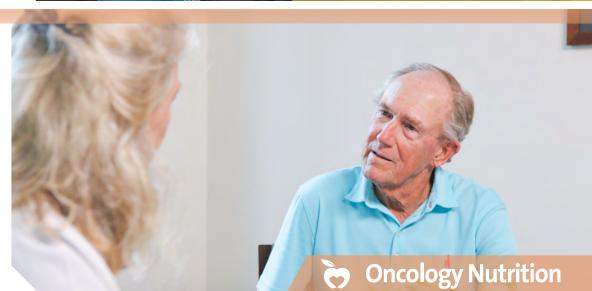
**1,312** Unique patients assisted by Patient Navigation team

11,952 Patient encounters with Patient Navigation team



**1,168** Unique patients received nutrition assistance

3,549 Total patient visits with the Nutrition department



**Patient Navigation** 

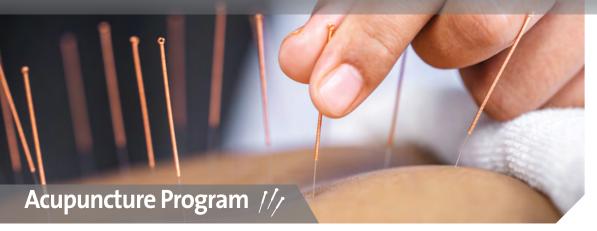
The Oncology Social Work team is dedicated to helping patients with psychological, social and financial stresses associated with the diagnosis and treatment of cancer. This includes individual and family counseling, case management, support groups, assistance with home care and long-term care, insurance, transportation, finances and advocacy.

**2,135** Unique patients served by the Social Work team

\$2,801,036 Free medications secured by the Social Work team

**1,005** Unique patients received financial assistance





This program provides acupuncture for management of symptoms including nausea, fatigue, neuropathy, joint pain and mood disturbances. Our licensed acupuncturist is passionate about working with cancer patients and offers appointments at his private clinic.

**97** Unique patients received Acupuncture

**647** Total Acupuncture visits



The Wellness department offers many programs that complement conventional medical care for patients and their caregivers. Programs include yoga, exercise programs tailored for all phases of treatment, painting, flower arranging, meditation and more.

430 Unique patients attended Wellness programs

**3,600** Total attendees in Wellness programs



The Resource Library offers a comfortable place where patients and families can find current, comprehensive information about all aspects of cancer. Our library manager helps answer questions, offers research assistance and also provides staff with scientific medical literature that is in support of our evidence-based approach to care. Additionally, this department organizes free educational programs for the public. Community Lectures provides patients, caregivers and community members an opportunity to learn about current topics in cancer care and prevention.

700 Inquiries made to the Library by physicians, patients and family members

4 Community Lectures



The Elly Nadel Music Therapy Program provides music therapy services and support to cancer patients, family members and loved ones in a way that meets various physical, social, emotional and spiritual needs in a one-on-one or group setting. Under the leadership of our trained music therapist, patients can explore musical experiences throughout their cancer journey. This program is generously underwritten by Julie Nadel.

75 Unique patients attended Music Therapy classes

# **Grants Made to Other Local Organizations**

As part of its mission, the **Cancer Foundation of Santa Barbara** supports cancer-related programs in Santa Barbara County. In 2019, these five organizations received grants:

Local Organi	zations Receiving Cancer Foundation Grants	Funds Granted
SBNC Sents Der her Heightorhood Chrics Your Health Home	Santa Barbara Neighborhood Clinics – Cancer Prevention and Care Program Coordinator	\$66,000
Cottage Health	Cottage Health – Clinical Research Coordinator for Pediatric Oncology	\$42,000
Teddy Bear CANCER FOUNDATION	<b>Teddy Bear Cancer Foundation</b> – Family Resource Specialist	\$21,500
UCSANTA BARBARA SUMMER SESSIONS	<b>UCSB - Research Mentorship Program</b> – UCSB PhD candidates mentor select high-school students on cancer-related research projects	\$11,000
сатр кеsem	UCSB - Camp Kesem – Summer program for children whose parents have ca	ncer \$10,000
	TOTAL	\$150,500



# Partnership Highlight

he Cancer Foundation of Santa Barbara is a proud supporter of Camp Kesem at UC Santa Barbara. Camp Kesem is a nationwide program driven by passionate, highly trained college student leaders that supports children through and beyond their parent's cancer. Camps are 100% free-of-charge. Serving children ages 6 to 18, campers experience a warm and loving environment with other children who have similar life experiences. This community provides the foundation for confidence building, improved communication skills and enhanced life outlook and attitude.





# **Cancer Foundation Events 2019**

## **Barbara Ireland** Walk and Run for Breast Cancer

**Barbara Ireland Walk** and Run for Breast Cancer March 2019

The annual Barbara Ireland Walk and Run for Breast Cancer marked another milestone for its 19th year and raised more than \$50,000! Set along the scenic Santa Barbara waterfront, the Walk and Run has made changes over the years, originally beginning as a 13-mile walk in the fall and now hosting a 5k, 10k and 15k in the spring. This event is dear to Barbara Ireland, who lost a friend to breast cancer in 2000. All proceeds from this event directly support breast cancer research, genetic counseling and patient navigation services at Ridley-Tree Cancer Center. With a special Kick-Off event at Dargan's Irish Pub & Restaurant, the playful connection between St. Patrick's Day and breast cancer awareness remains stronger than ever. The Spirit Award was granted to Barbara Fabian, and Save Second Base was awarded the Pink Ribbon trophy for being the team that raised the most money. This event has raised **more than \$900,000** since its inception.





# Tough Enough to Wear Pink Rancheros Ride May 2019

In May the Rancheros Visitadores and Wrangler Jeans took to the streets of Solvang for the eighth consecutive year to support the Cancer Foundation by raising funds and awareness for breast cancer. Club members raised a total of \$181,800 for research and support programs at the Ridley-Tree Cancer Center. Over the course of this event, Rancheros have raised in excess of \$1 million. As always, the parade of pink provided a sea of smiles from locals, tourists, families and breast cancer survivors.



Follow our events on social media for updates, photos and ways to get involved!

Facebook.com/cancerfoundationsb



instagram.com/cancerfoundation



## Cancer Center Walk/Run October 2019

On a crisp Sunday morning in October, the 27th annual Walk/Run gathered nearly 850 participants for this lively event in Montecito. \$168,503 was raised this year in support of Ridley-Tree Cancer Center's research and supportive care programs. Patricia Mojarro was honored with the beloved Julie Main Inspiration of Hope Award and Julie Main's team raised more than \$20,000 as the leading fundraising team. The **Silver Cup** was presented to **Team Karl Storz**, the team with the highest fundraising average per team member. Once again, Miracle Chefs landed the award for the largest team with 47 participants! In the past 27 years, this event has raised \$3,788,638, and we look forward to the next 27.



## Volunteer Spotlight: Anh Vuong

nh Vuong began volunteering at the Cancer Foundation in the summer of 2010. Like many volunteers, she wanted to give back after the son of a close friend was diagnosed with cancer and underwent treatment. When a friend of hers, Cliff Fujimoto, a volunteer, asked if she wanted to help him in his work at the Cancer Foundation, she jumped at the chance. The two worked alongside one another until Cliff passed away in 2012, and Anh pick up the torch and continued coming in every Thursday morning. Anh shares, "I continue to volunteer at the Cancer Foundation for many reasons. The women I work with are friendly and down-to-earth and treat me with respect." In her spare time she enjoys taking dance lessons, listening to music and reading a good book, but not much keeps her away from her Thursday morning projects. The Cancer Foundation of Santa Barbara is grateful to have a core group of volunteers: Julie Payne, Blair Radisich and Ellen Stein join Anh Vuong, who assist on a weekly basis with mailings, data entry and a variety of other projects, as well as the hundreds of volunteers who help at our Barbara Ireland Walk and Run in the spring and the Cancer Center Walk/Run in the fall. The Foundation is especially grateful to the students from Cate School who helped at the 2019 Walk/Run. Their time and efforts were greatly appreciated!







# Integrated Approach to Oncology Care

Ridley-Tree Cancer Center takes a multidisciplinary approach to cancer care where highly-trained physicians and staff utilize the latest technology, treatment protocols and clinical trials to give patients every opportunity for a successful outcome. This method also includes research-based supportive care and wellness programs that are proven to lead to better healing and recovery. All of the people and parts of this critical process are housed in our flagship building in Santa Barbara, with an additional location in Solvang, and the Nuclear Medicine Department located within Santa Barbara's Cottage Hospital, which allow us to provide all patients in Santa Barbara County access to the myriad services we offer, close to home.

# Partnering for Excellence in Cancer Care

Ridley-Tree Cancer Center collaborates with many providers from the broader community to facilitate seamless, high quality and multi-disciplinary care for all cancer patients in our area. Our partnerships center on five **Multidisciplinary Tumor Board Conferences** where community specialists from surgery, medical oncology, radiation oncology, radiology, pathology, genetics and research examine a patient's condition to determine the optimal treatment plan. Through this integrated approach, patients benefit from the collective knowledge of Santa Barbara County's diverse team of cancer experts.



# Ridley-Tree Cancer Center at Sansum Clinic

## **Top Diagnoses 5.2%** Gynecologic Cancers Melanoma & Other Skin Cancers -**9.4%** Prostate & Other Male Cancers 6.8% Lung Cancer 11.9% **14.6%**Gastrointestinal Cancers 24.5% 68,674 65

Visits to our oncology departments

# 2019 Highlights

Sansum's first fellowshiptrained breast surgeon, Katrina Mitchell, MD, IBCLC, FACS, joined Rosa Choi, MD, FACS to expand the Breast Surgery **Program**. Dr. Mitchell adds specialization in pregnancy and postpartum breast cancer and maternal complications of lactation.





The Gastrointestinal (GI) **Cancer Program** earned high-volume pancreatic surgery status from The **Leapfrog Group**, driven by surgical oncologist W. Charles Conway, MD, FACS. Cristina Harnsberger, MD, joined the GI surgery team bringing additional fellowship training and expertise in colorectal surgery.





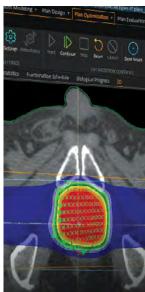
Sansum Clinic's Palliative Care and Advance Care **Planning Program** was launched in 2019 based at Ridley-Tree Cancer Center, and made possible through generous support from J.S. Bower Foundation. William Williams, Natalie Orfalea Foundation and Lou Buglioli, Lady Leslie Ridley-Tree, Benjamin Wayne and Valerie Mizuhara, Warren and Mary Lynn Staley and Hollye and Jeff Jacobs. Led by **Deborah Meyers**, **MD**, the team works to ensure patients with serious illness understand their diagnoses, and create individualized plans for patients to improve quality of life, alleviate suffering and provide extra support.



The Radiation Oncology team acquired the **RayStation treatment** planning system, a sophisticated software tool that optimizes the power of our linear accelerators by targeting and treating cancer in a more efficient and precise way. This heightens the caliber of care confirmed by our accreditation from American Society for Radiation Oncology (ASTRO) as an Accredited **Program for Excellence** (APEX).

11,982

Unique cancer patients treated



To meet the growing need The Santa Barbara Breast for cancer care in mid-Santa Barbara County, we welcomed medical oncologist Eric Bank, MD who serves patients at our Solvang location. We also expanded the facility to create office space for authorization, nutrition and social work staff members.



Care Alliance. our local 'breast center without walls,' achieved recertification from the **National Accreditation Program for Breast** Centers (NAPBC), marking the 11th year as the only NAPBC-accredited team in the region providing comprehensive and highquality care for breast cancer patients.



Ridley-Tree Cancer Center hosted four Community Lectures at Wolf Education and Training Center with more than 207 guests in attendance. The lecture series aims to inform and educate the community on relevant topics related to cancer care and prevention, such as Medical Cannabis and Cancer, Improving Outcomes from Colorectal Cancer. Stress and Cancer. and Genetic Counseling and Hereditary Cancer.

Average age



## Our Physicians



# Medical Oncology & Hematology



Mark Abate. MD

With the Cancer Center since 1988, Dr. Abate received his medical degree from the University of Connecticut School of Medicine. He completed his internship at Dartmouth College/Hitchcock Medical Center, and fellowships in Hematology at Stanford University and Hematology/Oncology at the University of California, Los Angeles (UCLA).



**Eric Bank, MD** 

In 2019, Dr. Bank returned to his hometown and joined Ridley-Tree Cancer Center after completing a Hematology and Oncology fellowship at University of California Los Angeles (UCLA)/Olive View/Cedars-Sinai. He earned his medical degree from Columbia University College of Physicians and Surgeons, and did his Internal Medicine residency at UCLA Medical Center.



Julian Davis, MD

Dr. Davis joined Ridley-Tree Cancer Center in 2018 after completing his Oncology and Hematology fellowship at University of California Davis Comprehensive Cancer Center. He previously finished his internship and residency at the University of Pennsylvania Health System-Pennsylvania Hospital, and medical degree from the Royal College of Surgeons in Ireland. Dr. Davis is an active clinical researcher with focus in blood cancers and melanoma.



Dan Greenwald, MD

Dr. Greenwald joined the Cancer Center in 2007 after completing his medical education, internship, residency and fellowship at Stanford University, where he is now a board member for the School of Medicine's alumni association. An accomplished researcher, he also participates in clinical trials with a focus on lymphoma.



Mukul Gupta, MD

A member of the Medical Oncology and Hematology Department for 16 years, Dr. Gupta received his medical degree from the University of Zambia in southern Africa. He completed his internship at Los Angeles County/University of Southern California (USC) Medical Center and his fellowship in Medical Oncology and Hematology at USC.



Dr. Kass is the Medical Oncology Director at Ridley-Tree Cancer Center where he's practiced since 1990. He received his medical degree from Tufts University. Dr. Kass completed his internship and residency at Yale New Haven Hospital, and his Oncology fellowship at Harvard's Dana-Farber Cancer Institute. He is passionate about cancer prevention, nutrition and palliative care for patients and their families.



Ryan F. Kendle, MD

Dr. Kendle joined the Cancer Center in 2016. He received his medical degree from Drexel University College of Medicine in Philadelphia, and completed his internship and residency at the University of California Davis Medical Center. He continued his post-graduate training at the University of California Los Angeles (UCLA) David Geffen School of Medicine where he did his Oncology and Hematology fellowship.



Gregg Newman, MD

Dr. Newman joined the Cancer Center in 1999. He received his medical degree from the Icahn School of Medicine at Mount Sinai in New York City. He completed his internship and residency at the University of California Davis and a Hematology/Oncology fellowship from Cornell University at New York Presbyterian Hospital.



Dr. Penn joined the Cancer Center in 2015. She received her medical degree from the Sackler School of Medicine in Tel Aviv, Israel. She did her internship at Cottage Hospital in Santa Barbara, and then subsequently completed a residency in Internal Medicine and Radiology and a fellowship in Hematology and Oncology at University of California Los Angeles (UCLA).



Novejot K. Sekhon, MD

Dr. "Neetu" Sekhon joined the Cancer Center in 2016. She earned her medical degree from the George Washington University School of Medicine and Health Sciences in Washington, DC. Dr. Sekhon completed her internship and residency at Thomas Jefferson University Hospital in Philadelphia, and her Oncology and Hematology fellowship at the University of California Los Angeles (UCLA) Olive View Medical Center.



Julie Taguchi, MD

On staff with the Cancer Center since 1993, Dr. Taguchi received her medical education at the University of Southern California (USC) Keck School of Medicine. She completed an internship and Hematology fellowship at Kaiser Foundation Hospital in Los Angeles, and an Oncology fellowship at USC. She previously worked with the City of Hope Hematology & Bone Marrow Transplantation Department.



Thomas Woliver, MD

Dr. Woliver has practiced medicine at Sansum Clinic since 1983, and joined the Cancer Center in 1990. He earned his medical degree from the University of Cincinnati College of Medicine. He completed his internship and residency at Cottage Hospital and was an Oncology and Hematology fellow at the University of California San Diego (UCSD).



## Surgical Oncology



#### W. Charles Conway, MD, FACS

Dr. Conway is a high-volume pancreas, liver and esophageal cancer surgeon. He joined Ridley-Tree Cancer Center in 2017 from Ochsner Medical Center in New Orleans. Dr. Conway completed his medical degree, internship and General Surgery residency at Detroit's Wayne State University. He received his fellowship training in Surgical Oncology at John Wayne Cancer Institute in Santa Monica, CA.



Cristina Harnsberger, MD

Dr. Harnsberger is a board certified general and colorectal surgeon. She earned her medical degree from the University of California, Irvine and then completed her internship and residency at University of California San Diego (UCSD), as well as a research fellowship in Minimally Invasive Surgery. Dr. Harnsberger completed a second fellowship in Colon and Rectal Surgery at the University of Massachusetts.



## Palliative Care and Advance Care Planning



#### Deborah Meyers, MD

Dr. Meyers joined Sansum Clinic in 2019 to lead the new Palliative Care and Advance Care Planning Program located at Ridley-Tree Cancer Center. She earned her medical degree from the University of Washington and completed her residency at Virginia Mason Medical Center in Seattle. After her residency, Dr. Meyers worked in an outpatient practice at the Everett Clinic, and was board certified in Hospice and Palliative Medicine in 2012.



## **Radiation Oncology**



#### Lindsay Blount, MD

Dr. Blount received his medical degree from the Medical College of Wisconsin. He completed his residency in Radiation Oncology at the University of California Los Angeles (UCLA.) Before joining the Cancer Center in 1991, he worked as an instructor and Assistant Clinical Professor in Radiation Oncology at UCLA.



#### George C. Cheng, MD, PhD

Dr. Cheng joined the Cancer Center in 2004. He completed his medical education at Harvard Medical School and his internship at Brigham and Women's Hospital, His training included a research fellowship at the Joint Center for Radiation Therapy, and a clinical fellowship at Harvard Medical School. Dr. Cheng is a distinguished researcher and completed the Medical Scientist Training program at the National Institutes of Health.



#### Shane Cotter, MD, PhD

Dr. Cotter earned his Doctorate in Molecular and Cellular Biology and his medical degree from Washington University in St. Louis. He completed his internship at Cottage Hospital in Santa Barbara and a Radiation Oncology residency at Harvard Medical School. He joined the Cancer Center in 2012 following faculty positions with Harvard Medical School and Dana-Farber Cancer Institute Brigham and Women's Hospital.



#### W. Warren Suh, MD, MPH, FACR

Dr. Suh joined the Cancer Center in 2009 following faculty positions with Harvard Medical School and Dana-Farber Cancer Institute Brigham and Women's Hospital. He holds a joint degree in Medicine and Public Health from the University of Chicago's Pritzker School of Medicine and Harvard University's T.H. Chan School of Public Health. He completed his Internal Medicine residency at Mayo Clinic and a Radiation Oncology residency from the University of Michigan.



## **Breast Surgery**



#### Rosa Choi, MD, FACS

Dr. Choi joined Sansum Clinic in 2001. She received her medical degree from the University of California Los Angeles (UCLA) and completed her internship and General Surgery residency at Massachusetts General Hospital. Dr. Choi is a board certified general surgeon who now focuses her practice in the treatment of breast cancers and diseases. She helped develop and continues to participate in the Santa Barbara Breast Care Alliance.



#### Katrina Mitchell, MD, IBCLC, FACS

A breast surgeon and a certified lactation consultant, Dr. Mitchell joined Ridley-Tree Cancer Center in 2019 from Presbyterian Healthcare in Albuquerque, New Mexico. She received her medical degree from Dartmouth Medical School, completed her General Surgery residency at New York Presbyterian/Weill-Cornell Medical Center, and received her Breast Surgical Oncology fellowship training at MD Anderson Cancer Center Network Hospital in Houston.



## **Nuclear Medicine**



#### David Carlson, MD

Dr. Carlson is the only Santa Barbara physician with academic training in both PET and CT imaging. He received his medical degree from the University of Oklahoma College of Medicine. Dr. Carlson completed a surgical internship at the University of California Los Angeles (UCLA) and a three-year Nuclear Medicine residency at the University of California San Francisco (UCSF).



#### William Pace, MD

A Santa Barbara physician since 2002, Dr. Pace is the Nuclear Medicine Department's Medical Director. He received his medical education at the University of Iowa and completed his General Surgery internship at Santa Barbara's Cottage Hospital. Dr. Pace did his residency at Stanford University where he also received fellowship training in Nuclear Cardiology.

## **Community Physician Partners**

Ridley-Tree Cancer Center would like to recognize the physicians below for their invaluable partnership, ensuring that all local cancer patients receive coordinated, multi-disciplinary care.



#### Peter L. Baay, MD

Dr. Baay is a cardiothoracic surgeon who came to Santa Barbara after 20 years in practice with the Amarillo Surgical Group in Amarillo, TX. He received his medical degree at the University of Texas Southwestern Medical School, and completed his surgical training and fellowship in Cardiothoracic Surgery at the University of Utah. He has a special interest in thoracic oncology and robotic surgery.



#### Kimberly P. Grafton, MD

Dr. Grafton is a breast cancer surgeon practicing at Advanced Surgical in Santa Barbara. She received her medical degree from the University of Southern California School of Medicine and completed her surgical residency at Kaiser Permanente Medical Center, Los Angeles and Internship at LAC/USC Medical Center. Dr. Grafton specializes in surgical treatment of breast cancer and other diseases of the breast, as well as malignant melanoma. She serves on the board of the Santa Barbara Breast Care Alliance.



#### W. Michael Hogan, MD

Dr. Hogan is a gynecologic oncologist and received his medical degree from Baylor College of Medicine. He completed his internship and residency in Obstetrics and Gynecology at the Hospital of the University of Pennsylvania and completed his Fellowship in Gynecology Oncology at the University of Pennsylvania School of Medicine. Prior to practicing in Santa Barbara, he was Chief of Gynecologic Oncology at both the Lankenau Hospital and Fox Chase and Jefferson Health System in Pennsylvania.



#### John K. Park, MD, PhD

Dr. Park is a neurological surgeon who received his medical degree and PhD at Harvard Medical School. He completed his residency training at Harvard at Brigham and Women's Hospital and Children's Hospital, and a research fellowship at Dana Farber Cancer Institute. He received advanced spine training at Cleveland Clinic and has particular expertise in the treatment of brain and spinal tumors and degenerative disorders of the cervical and lumbar spine.



#### Anne O. Rodriguez, MD, FACS

Dr. Rodriguez is a gynecologic oncologist at Gynecologic Oncology Specialists in Lompoc, Ventura and Santa Barbara. She earned her medical degree from Northwestern University Medical School in Chicago, and completed an internship and residency at the University of North Carolina at Chapel Hill. Dr. Rodriguez received fellowship training in Gynecologic Oncology at the University of Miami Jackson Memorial Hospital. She serves on the board of the Santa Barbara Breast Care Alliance.



#### Marc A. Soares, MD

Dr. Soares is the Medical Director of the Aesthetic Center for Plastic Surgery, where he practices plastic and reconstructive surgery. He received his medical degree at Cornell University, and surgical training at the Institute for Reconstructive Plastic Surgery at New York University. He specializes in complex reconstruction of the breast, head and neck, and extremities. Dr. Soares serves on the board of the Santa Barbara Breast Care Alliance.



#### Lexine N. Yurcho, MD, FASCRS

Dr. Yurcho is a colorectal surgeon practicing at Advanced Surgical in Santa Barbara. She received her medical degree from Ross University School of Medicine and completed her surgical residency and internship at University California San Francisco in Fresno, California and a fellowship in Colon and Rectal Surgery at Saint Vincent Hospital/Allegheny Health in Erie, Pennsylvania. Dr. Yurcho specializes in diseases of the colon, rectum and the anus.

# **Christopher Martinez's Story**

hristopher Martinez was determined not to let chemotherapy interfere with his daily exercise routine. The Lompoc firefighter started his daily six-mile run and 500 push-ups at 4:30 am to avoid the sun, following a recommendation from his medical oncologist and hematologist Mukul Gupta, MD. Sometimes Christopher would run accompanied by fellow firefighters, friends or family, but most of the time he would push through alone, wrestling with his thoughts, fighting off nausea and fatigue. Christopher knew this physical activity would help him tolerate the chemo, but it was also his way of coping. "I wanted to prove to myself and others that mentally we can get through anything in life – even cancer and a sixmonth chemo regime. I was determined to be stronger from this and turn my cancer diagnosis into a positive," explains Christopher.

A colon cancer diagnosis in May of 2019 came as an incredible shock for the 44-year old in impeccable health. Unusual blood work results discovered during an annual screening required by the Lompoc Fire Department set in motion a series of tests. Sansum Clinic's **David** Phreaner, MD, Martinez's primary care doctor, had given Christopher a clean bill of health just eight months prior during a yearly physical exam. The changed picture over a short amount of time was puzzling. Dr. Phreaner referred Christopher to Sansum Clinic gastroenterologist Vincent DeRosa, MD for a combined endoscopy and colonoscopy. Those procedures and a subsequent biopsy confirmed Christopher had stage II colon cancer. The 2018 exam

The Martinez Family

for Christopher's care team in tracking how his cancer had developed quickly with no symptoms, and in a non-smoker with no family history of cancer – except that he was a firefighter.

The next step in Christopher's cancer journey would require the knowledge and skills of surgical oncologist W. Charles Conway, MD, FACS. Dr. Conway's attention to detail and welcoming, caring manner put Christopher at ease and he patiently answered many questions from Christopher's wife, Xochitl, and sister, Laura, both nurses at Cottage Hospital. "He listened to all of us," says Christopher. "It was a big weight off my shoulders." Dr. Conway successfully removed a large portion of Christopher's colon, along with 46 lymph nodes, and predicted the firefighter's overall health and fitness would help him to recover well, which he did. Post-surgery, Christopher and his family took time to choose an oncologist and selected Dr. Mukul Gupta. Christopher appreciated the lengthy consultation with Dr. Gupta that helped them understand all of the important medical information and research which drove his treatment recommendation for the oral chemotherapy drug, Xeloda<sup>®</sup>. "I felt like he gave me the opportunity to feel empowered in the decision-making process," notes Christopher.

Once the treatment plan began, the personal attention from his regular care team including nurse practitioner Erica Koeppen, DNP and medical assistants Elizabeth Cuevas and Kathy Judy made Christopher feel at home during his visits. Patient navigator Sam Howland commanded logistics, which he thought especially helped when the brain fog from chemo kicked in. "Sam's response was always, 'no problem'," he relays. Sam introduced Christopher to the multidisciplinary approach purposely incorporated into care at Ridley-Tree Cancer Center, and all of the people and services he could access. Oncology nutrition dietitian Sarah Washburn, MS, RDN, CSO

done by Dr. Phreaner would prove to be an important reference point outlined the symptoms he might experience from the chemotherapy, and assisted with a personalized diet as Christopher's sense of taste began to change. Having lost his mother as a third grader, Christopher battled the emotional weight of seeing his eight year-old daughter, Luisa process his illness at the same age. Oncology social worker April Calderon, MSW met with Luisa several times to work through the stress of having a parent with cancer. Luisa told her father that it was helpful to talk with someone who understood what she was going through. "I was not going to leave my daughter. Sorry, not happening," Christopher reiterates with his characteristic steely resolve. "But

## **I** I felt like he gave me the opportunity to feel empowered in the decision-making process. ""

sometimes dealing with cancer, your kids take a lot of that brunt. Ridley-Tree supported that aspect so I could focus on recovery."

Christopher's firefighter family contributed funds and placed blue Colon Cancer Awareness stickers on their engines among many actions to support him. But it was the department-sponsored physical exam that saved his life. His Lompoc colleagues could not make sense of how their "healthy hippie" – who they would tease for his University of California, Berkeley education, choice to drive a Prius and mainly plant-based diet – could be the one to have cancer. Firefighters face an increased risk of cancer compared with the general public because of their exposure to carcinogens on the job.

Today, Christopher is in remission and has returned to work, but is now a passionate cancer awareness advocate for first responders and the importance of annual physical exams with blood tests. He wants other cancer patients to know if they choose Ridley-Tree Cancer Center for their care, they are in great hands. "I got an A+ team and I am completely blessed to have this care in my backyard. If you have cancer, this is the perfect place. They are going to set you up for success."



# Ridley-Tree Cancer Center Medical Services

Ridley-Tree Cancer Center offers the latest technology and treatment in the following modalities of cancer care.

Surgery is a key component in the care of patients living with cancer. Our trained surgeons specialize in various types of cancer including breast cancers and gastrointestinal (GI) cancers, and they provide comprehensive evaluation, treatment planning and surgical approaches to ensure the best possible outcomes for our patients. The GI Cancer Program is a high-volume pancreatic surgery program. The Breast Surgery Program treats breast cancer and breast diseases, including complications of lactation.

1,238 Unique patients | 2,194 Total visits

The Medical Oncology department provides systemic medical care to patients, including the administration of chemotherapy, biologic and immunotherapy, and supportive and preventative care. Ridley-Tree medical oncologists have been trained at the country's leading cancer programs and they partner with oncologists nationwide to bring cutting-edge clinical studies to our community.

8,156 Unique patients | 41,907 Total visits

As the premier provider of Radiation Oncology in Santa Barbara County, Ridley-Tree Cancer Center is proud to provide the latest treatments available, including stereotactic radiosurgery, brachytherapy and image-quided radiation therapy. Our radiation oncologists are board certified and have received extensive training from world-renowned institutions and practiced at academic centers of excellence, including Harvard and UCLA, prior to their move to Santa Barbara.

1,680 Unique patients | 19,399 Total visits

Nuclear Medicine plays a critical role in cancer diagnosis and treatment by capturing images that deliver vital information about the function of cells and major organs. This involves the use of radioactive materials to create images that allow clinicians to study the structure and measure the function of organs and to identify tumors, areas of infection or other disorders. Both physicians in this department are fellowship trained at world-class institutions.

**4,174** Unique patients | **5,174** Total visits

Our new Palliative Care and Advance Care Planning Program enables us to enhance the quality of life for all patients who are being treated for a serious illness. The Palliative Care Team works to address patients' physical, emotional, social and spiritual needs with individualized care plans that provide an extra layer of support for patients and their families. The program was launched in mid-October 2019.











**74** Unique patients

126 Total visits

# Lifetime Giving

The Cancer Foundation of Santa Barbara is honored to recognize the individuals and organizations whose generous lifetime commitments equal \$100,000 or more.



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We have made every effort to represent gifts accurately. We apologize for any errors or omissions and invite you to bring them to our attention by calling (805) 898-2116. Thank you.

#### Lillian T. Converse \$10.000 +

In 1949, Elisha Converse donated funds to open the Cancer Center in memory of his wife, Lillian. Mrs. Converse, who died of cancer, wished to provide a local resource to help others with the disease.

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Evans Pillsbury led the Cancer Center for many years through several significant changes, including the move to the facility in the basement of Cottage Hospital. He is remembered for his generosity and untiring efforts.

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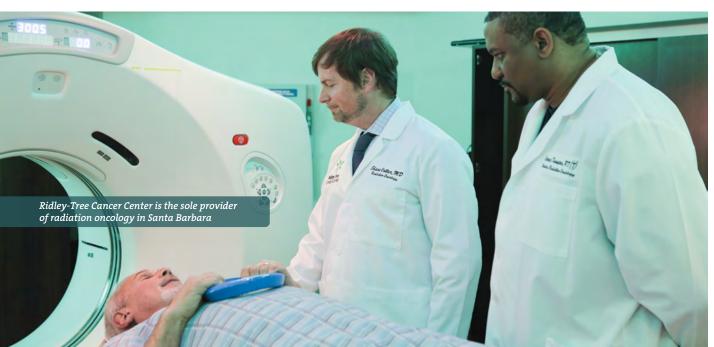
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