

Elixir Fund's

Annual Report

2020



LIFE • LOVE • HEALING
CANCER COMFORT CARE

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MESSAGE FROM THE EXECUTIVE DIRECTOR

It hardly needs to be said that 2020 was a different, and difficult year. The Elixir Fund was not the only nonprofit that needed to assess our programs and how we deliver them. Fortunately, we were able to make adjustments and found ways to continue to provide support and comfort to cancer patients and their caregivers. By expanding our partnerships and converting our programs to online delivery, we were also able to increase our services.

As we look ahead to 2021 with the possibility of returning to some in-person programming, we are also planning to continue offering our programs virtually. This will better enable us to meet our mission of serving greatest number of patients and caregivers nationwide.

Meg McQuarrie
Executive Director



THE ELIXIR FUND

Vision

We aim to be a national resource for patients and caregivers to access support through referrals and program development.

Mission Statement

The Elixir Fund is dedicated to improving the comfort and care of cancer patients and their caregivers.

Value Statement

We recognize that the diagnosis of a serious illness can overwhelm and exhaust both cancer patients and their caregivers. We believe that people deserve to take a break from the cancer journey by shifting the focus from treatment to living.



PROGRAMS

PATIENT & CAREGIVER NAVIGATION: A cornerstone program for the Elixir Fund is navigation services. We field phone calls and emails from patients and caregivers across the country looking for assistance. This year we saw an increase in requests following an article about the Elixir Fund that was published in Conquer: The Patient Voice, a magazine published by the Academy of Oncology Nurse & Patient Navigators. A few examples of the people that reached out to us this year:

- A woman from Ocean, NJ looking for resources for her elderly aunt and uncle.
- A woman from Florida who was interested in finding a psychologist that works with patients. She had already done her own research and was looking for help.
- A woman in NJ that was looking for help in finding support and wig resources for her mother who lives in DE.

The requests are varied. This year was a particularly challenging year in terms of accessing resources, and those that reached out to us were extremely grateful to have a place to turn to for help.

ELIXIR FUND REGISTRY: The pandemic and the related shutdown caused us to rethink the design of the Elixir Fund Registry. We wanted to make it more easily accessible to patients and caregivers, but also easier for businesses to participate. We relaunched the registry in late 2020 and continue to recruit registrants. Based on the feedback, we will make additional improvements. The Elixir Fund Registry continues to be a resource available to anyone with care need, and it serves as a way to empower friends and family to help in a way that is needed. The registry affords patients the opportunity to receive help even if they do not feel like they have a support network. We look forward to expanding this service to a wider audience in 2021.

CANCER THRIVING AND SURVIVING: With in-person groups being canceled, Hunterdon Mercer Regional Chronic Disease Coalition (HMR CDC) asked for our help, and provided us with a grant, to adapt the Cancer Thriving & Surviving (CTS) program to an online platform. We were able to offer a program in the fall with additional programs planned for 2021.

In a year where patients and caregivers felt particularly isolated, we were grateful to be able to continue to offer this opportunity for them to connect.



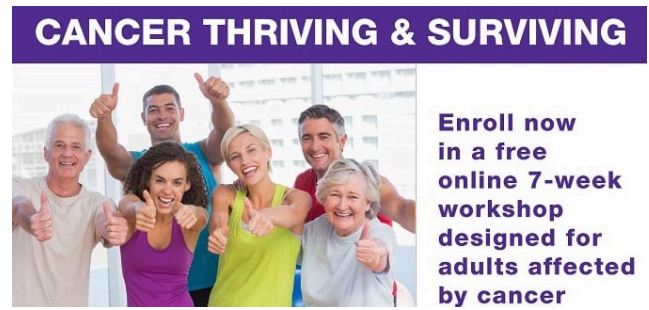
PROGRAMS (continued)

CANCER THRIVING & SURVIVING continued

While it was an adjustment for patients and caregivers to participate online, the feedback overwhelmingly positive and one participant wrote:

“Before classes, I was concerned about cancer effects w/ chemo. Actually, to get the treatments! Had a healthy lifestyle and I questioned as to why this happened to me. I prayed a lot. With Megan’s and Bonnie’s help, I knew I must fight and go on with life and adjust.”

We already have three additional CTS sessions planned for 2021.



ADDITIONAL SUPPORT PROGRAMS: Using the CTS program as model, we have worked to develop programs that go in to more depth than the CTS program allows. In 2019 we developed “Are you Good to Go?”, a facilitated discussion about future health care planning, what documents are needed such as a living will, and how to discuss these things with family. Based on the feedback and requests from our CTS participants, we decided to offer it again in December, 2020. HMRCDC and Sand Hills Community Wellness Center co-sponsored the discussion. Participants were polled following the session and all agreed the information was helpful. They also had excellent follow-up questions.

Are You Good To Go?

A discussion about End of Life Issues

- What documents do you need to have in place?
- Where do you get them?
- How do you share this information with your family?
- How do you start the conversation?

We also developed a program titled “Just Breathe: An introduction to Meditation.” This was also co-sponsored by Hunterdon Mercer Regional Chronic Disease Coalition and we offered it twice in 2020. We polled participants following the session and all expressed that they had learned a variety of forms of meditation and that they were going to continue on their own. One participant commented in an email the next day, “I had the best night’s sleep in a long time.” We have plans to offer additional meditation sessions in early 2021.



TAKE A MOMENT TO MEDITATE



EXPANDING OUR REACH

#GIVINGTUESDAYNOW & #GIVINGTEUSDAY Recognizing that patients and caregivers were experiencing additional hardships as a result of the pandemic, we utilized #GivingTuesdayNow in May and #GivingTuesday in November to host special fundraisers. The



money raised was earmarked to provide direct grants to families effected by cancer that were experiencing additional impacts because of the pandemic.

We worked with social workers to help us identify the families in need, and developed an easy application. Both the social workers and patients expressed extreme gratitude.

One recipient wrote a thank you note and said, “Your kindness and generosity has been overwhelming... Your grant has eased some of our financial burdens.”

Christina Murphy, one of the social workers that referred patients to us wrote to say, “Each patient and family member has been incredibly gracious of the generosity and kindness that you have showed them. Many were brought to tears in gratitude to be able to pay off their numerous overdue medical and home bills.”

As a result of the #GivingTuesdayNow fundraiser were able to provide grants to 24 individuals and families. The profits of the #GivingTuesday fundraiser have allowed us to provide grants to an additional 15 families and we are continuing to work with social workers to help identify families and individuals in need.

VIRTUAL RACE: With in person events having to be canceled this year, that meant we could not participate in, or host, our traditional fundraisers so we decided to try a new event; a virtual race. Participants were invited to log miles however they chose- run, walk, swim, treadmill, bike, or any other creative way- either as an individual or as part of a team. They also had the option of setting it up as a fundraiser. We offered prizes for the most miles logged and the most money raised, either as an individual or team captain.

The event was a tremendous success. We provided a leader board on our web site and invited participants to share their miles throughout the week. Our participants seemed to enjoy challenging themselves. With in-person races still questionable for 2021, and based on our previous success, we are looking to host another virtual race.

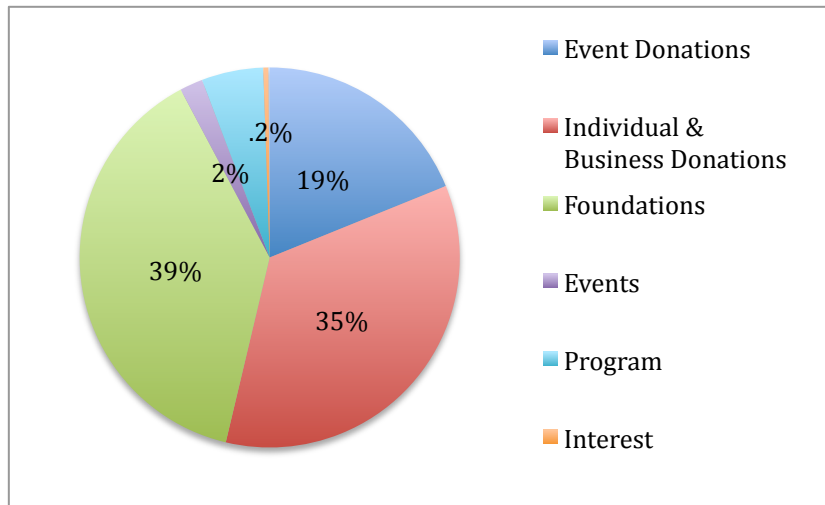




FINANCIALS

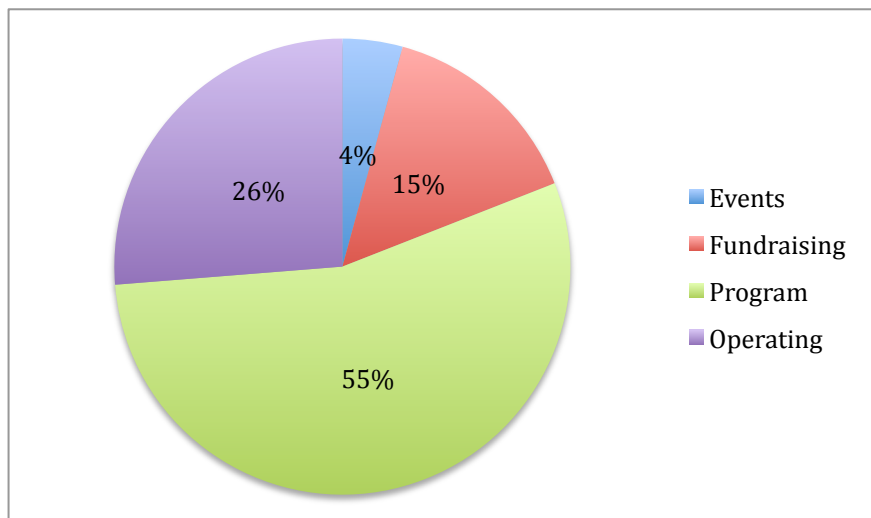
Income \$57,106

<u>Event Donation</u>	<u>\$10,774</u>
<u>Individual & Business Donations</u>	<u>\$19,901</u>
<u>Foundations</u>	<u>\$22,000</u>
<u>Events</u>	<u>\$ 1,120</u>
<u>Program</u>	<u>\$ 3,000</u>
<u>Interest</u>	<u>\$ 256</u>
<u>Merchandise</u>	<u>\$ 55</u>



Expense \$66,379

<u>Events</u>	<u>\$ 2,832</u>
<u>Fundraising</u>	<u>\$9,810</u>
<u>Program</u>	<u>\$36,301</u>
<u>Operating</u>	<u>\$17,436</u>





LOOKING AHEAD

Based on our successes in 2020, we are looking forward to further expanding our partnerships in 2021 and offering more virtual programming. We are already working with both the Hunterdon Mercer Regional Chronic Disease Coalition and Sand Hills Community Wellness Center to do just that.

Our focus will be on virtual events at the beginning of the year with the possibility of small in-person events towards the end of the year. However, 2020 has taught us that we need to be flexible and to be prepared that we may need to change our course.

Thank you for your support of the Elixir Fund. We are always looking for ways to spread the word about our organization and the Elixir Fund Registry. If you know of opportunities whether it be speaking engagements, conferences, or having a table at any event, we would be interested in hearing about them.

You can also help by spreading the word. Please let friends and family know about the Elixir Fund Registry. Follow us on Facebook at facebook.com/elixirfund, or on twitter at [@elixirfund](https://twitter.com/elixirfund) and on instagram, [@elixirfund](https://www.instagram.com/elixirfund). Like, share and re-tweet - this will help us to expand our base.