

Elixir Fund, Inc  
[elixirfund.org](http://elixirfund.org)



LIFE • LOVE • HEALING  
CANCER COMFORT CARE

Annual  
Report  
2016

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## MESSAGE FROM THE BOARD CHAIR

“My joy is found in the joy of others.” This statement, penned inside the cover of my late wife’s well-worn Bible, inspired me in 2009 to form a foundation in her memory dedicated to directly assisting women with cancer. Seven years later, in 2016, after financially assisting over 200 women during their battles, the time came to close the foundation’s doors.

During the lifespan of our foundation, I had the privilege of meeting and working alongside Meg McQuarrie and the Elixir Fund. Our respective missions – of providing direct assistance to those battling cancer, and their caregivers – were very closely aligned. After closing the books on our foundation, I remained compelled to further this mission through other means. When Meg contacted me mid-2016 to assist with the Registry project, I knew I had found my avenue, and in the Elixir Fund, a new partner, through which to continue this journey.

Today’s environment is challenging for small nonprofit organizations like ours. We must compete alongside large national organizations with mammoth marketing budgets and glittering celebrity endorsements. Despite this, thanks to the hard work and dedication of the Elixir Board and Executive Director, 2016 was a pivotal year. We completed the development and testing of the Registry. This culminated in the “beta” launch with Hunterdon Regional Medical Center – a true milestone event. Early feedback from Elixir’s networks of patients, businesses, and health care providers in Hunterdon and Mercer counties has been encouragingly positive.

While the expansion of the registry’s reach will take time, I am excited and optimistic that in 2017, Elixir’s mission will be realized in new and innovative ways. The Registry will enable us to facilitate the distribution of a wider range of comfort care resources for those with cancer and chronic illnesses – and their caregivers.

I am proud to be a part of the important work done by The Elixir Fund. I’m confident that 2017 will be a banner year as we see comfort care extended to more and more deserving people. And that will truly be a reason for joy.

Tom Mazanec  
Board Chair



## **MESSAGE FROM THE EXECUTIVE DIRECTOR**

As we close out our thirteenth year, I am proud of all we have accomplished and excited for what is to come. The Elixir Fund Registry has been a long-term project and we have learned so much along the way. Our partnership with Hunterdon Healthcare has allowed us to interface with patients and caregivers to learn more about exactly what they would like to see included.

We continue to serve patients and caregivers nationwide as we respond to calls and emails helping them to identify and access support services in their local areas. Our conversations with them further demonstrate that the Elixir Fund Registry will be a viable way for those impacted by cancer and other chronic illnesses, to empower their friends and family to provide direct and relevant support. As more organizations are finding it difficult to sustain financial grants, the Elixir Fund Registry will help fill that gap; providing patients and caregivers support in meeting their day-to-day needs, so that they can use the resources they do have to meet their medical expenses. The Elixir Fund Registry will be open to all with no requirements in terms of financial need, diagnosis, or geography. It will be another important weapon in the arsenal against cancer.

We thank you for your continued support. You are key to the success of the Elixir Fund.

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

### THE ELIXIR FUND REGISTRY

**Hunterdon Regional Cancer Center:** We successfully launched the Elixir Fund Registry at Hunterdon Regional Cancer Center and are working with staff to recruit patients and caregivers. Patients have the option of creating a private or public registry. We included the Elixir Fund Registry as part of our holiday giving campaign and invited our supporters to help registrants with their wishes.

**Grant from the Mary Anne Mazanec Ovarian Cancer Foundation:** The Mary Anne Mazanec Ovarian Cancer Foundation offers financial grants to women who have been diagnosed with ovarian cancer in New Jersey. The foundation granted us \$3000 to establish a fund that will be used to make purchases off of the Elixir Fund Registry. Social Workers can apply to the fund for patients that are in need, or it can be used to make an initial purchase off of a registry that has not had any activity for a few months.

### ADDITIONAL PROGRAMS



Executive Director, Meg McQuarrie with one of the new chemotherapy chairs at Hunterdon Healthcare.

**Chemotherapy Chair:** The Elixir Fund facilitated the purchase of a new chemotherapy chair for Hunterdon Hematology Oncology at Hunterdon Healthcare in NJ. This is the second new chair that we have helped to purchase for Hematology Oncology and the patients are thrilled. The new chairs are in high demand.

**Lunch with Elixir:** In September, we hosted “Lunch with Elixir” at Hunterdon Hematology Oncology at Hunterdon Healthcare in NJ. There are a number of patients that have to spend many hours in chemotherapy. It is a long day for both the patients and their caregivers. Since we have been working closely with Hunterdon Hematology Oncology and the staff at Hunterdon Healthcare, they suggested it would be a nice thing to offer lunch to the patients and caregivers.

We provided bagged lunches and gave out gift bags that included information about the Elixir Fund Registry and promotional items from participating businesses. As Denise Donofrio, (center in the photo to the right), said to us, “As a cancer survivor myself, I couldn’t think of a better way to elicit business, support my community, and provide products and services to those in need.”



Executive Director Meg McQuarrie (l), Denise Donofrio, participating business owner (c), and Board Chair Tom Mazanec (r).



## PROGRAMS (continued)

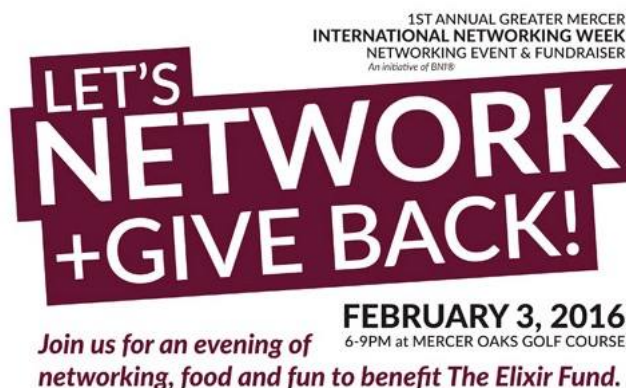
**National Support Services:** The Elixir Fund has continued to serve as a national resource helping patients and caregivers to identify support services in their local areas. We have heard from people across the country including a 24-year old daughter taking care of her father on hospice in New Jersey, a Stage 4 Breast cancer patient in Texas, and the mother of a 5-year-old leukemia patient in Maryland. All were reaching out to ask for assistance for food, transportation, and household expenses. We pointed them to local resources but their requests demonstrate the need for making the Elixir Fund Registry a national program.



## EXPANDING OUR REACH

**In 2016 we had a variety of third party and Elixir events that allowed us to expand our reach, introduce our programs to a variety of new donors and raise over \$25,000. We would like to thank:**

**Mercer BNI** for choosing the Elixir Fund as the beneficiary for their 2016 International Networking Week Fundraiser.



Executive Director Meg McQuarrie (l), Kate Finnegan of The MAX of East Windsor, and Laura Quinn, Elixir Board member.

**The MAX of East Windsor** for hosting a Cocktail Party and Auction to benefit the Elixir Fund.





## EXPANDING OUR REACH (continued)

**Danny Girton, Jr.** who took on rain and chilly temperatures for his first marathon that he did as a fundraiser for us.



Danny Girton, Jr.



TEAM KEVIN (1 to r): Jenny Godnick, Jill McConnell, Erin Hoesly, Meaghan Sheehan, & Suzie Baer.

**TEAM KEVIN** reunited for a third triathlon. Jenny Godnick, Jill McConnell, Erin Hoesly, Meaghan Sheehan, Suzie Baer, and Susan Clifford set their sites on the Nation's Tri in Washington, DC this year.

**TEAM ELIXIR** took on the TCS New York City Marathon once again. This year our team was comprised of Audrey Graham, Andrea Lipton, Greg Kalamar, Patrick Samuels, and Meg McQuarrie.



TEAM ELIXIR from (1 to r) Meg McQuarrie, Andrea Lipton, Patrick Samuels, Greg Kalamar & Audrey Graham.



Meg McQuarrie, Mariska Hargitay & Audrey Grahams.

After the race, Meg and Audrey were surprised by Mariska Hargitay who saw them having their photo taken and jumped in. It was definitely a highlight of a long but incredible day.

**MEDIA:** The Elixir Fund was profiled on “Positive Energy” a talk show hosted by Michele Granberg. Michele is the owner of the Center for Relaxation and Healing in Plainsboro, and is a participating business in the Elixir Fund Registry. Meg McQuarrie was invited to appear on the show to talk about the benefits of integrative therapies for those with cancer, as well as the Elixir Fund Registry. You can view the full interview at <https://vimeo.com/191018059>



Executive Director Meg McQuarrie with Michele Granberg host of “Positive Energy.”

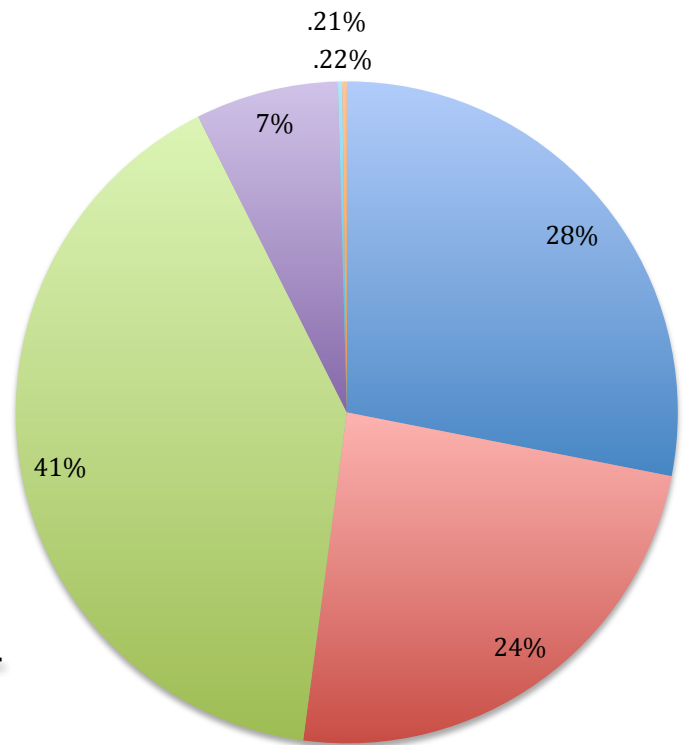




## FINANCIALS

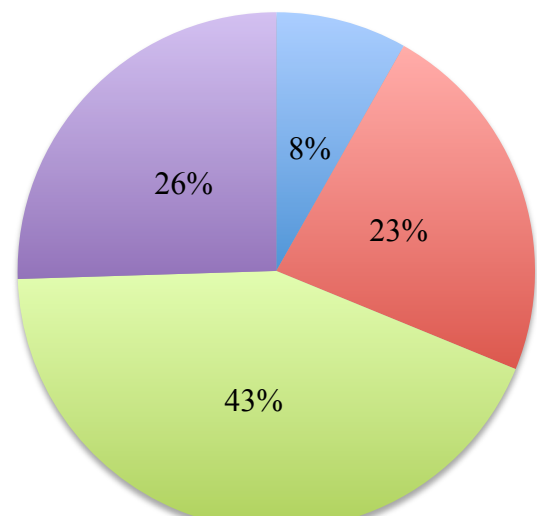
**INCOME:** **\$62,463**

■ Donations	<b>\$17,546</b>
■ Foundation	<b>\$ 15,000</b>
■ Events	<b>\$25,286</b>
■ Program	<b>\$ 4,361</b>
■ Interest	<b>\$ 133</b>
■ Misc	<b>\$ 137</b>



**EXPENSES** **\$49,992**

■ Events	<b>\$ 4,101</b>
■ Fundraising	<b>\$11,493</b>
■ Program	<b>\$21,650</b>
■ Operating	<b>\$12,747</b>





## LOOKING AHEAD

As we look forward to 2017, one of our primary goals will be to expand the Elixir Fund Registry. Our focus will still be here in New Jersey. If you know of a patient or caregiver that could use support whether it be short or long-term; due to a chronic illness, surgery or other care need, please refer them to us.

There is no fee to businesses that would like to sell gift certificates for their services through the Elixir Fund Registry. Any money that we receive, minus the credit card fees, will be remitted back to the business. We are always looking for businesses that would like to participate.

We are looking for marketing help to get the word out regarding the Elixir Fund Registry. If you would like to volunteer your time and expertise, we would be interested in talking with you more.

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](https://facebook.com/elixirfund), or on twitter at [@elixirfund](https://twitter.com/elixirfund). Like, share and re-tweet - this will help us to expand our base.



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