

The mission of Capital Breast Care Center is to provide comprehensive, culturally appropriate breast cancer screening services, and to promote health and wellness to women in the DC metropolitan area, regardless of their ability to pay.

Update SPRING 2010



CBCC Awarded Grants to Serve District Women

OUTREACH TO HOMELESS WOMEN

In January 2010, the DC Cancer Consortium awarded \$50,000 to Capital Breast Care Center to implement the first breast cancer awareness and outreach program

for women living in homeless and transitional housing in the District. "We are thrilled to have received this funding," said Beth Beck, CBCC Executive Director. "This is a recognition of the work we have done in the community to reduce barriers to breast cancer screening." Capital Breast Care Center is the only



breast cancer screening program in the District that conducts outreach and education to homeless women and women living in transitional housing. "We expanded our outreach efforts into the homeless community based on the success of our program *One By One*, which targeted women in living in the District's public housing properties," said Program Director Tesha Coleman. "*One By One* increased mammography rates by over 60 percent in women who had not previously had a mammogram. We are hoping to have similar results in this community," Coleman said.

SUPPORT FOR UNINSURED WOMEN

In March 2010, Capital Breast Care Center learned that it would be awarded a second grant from the DC Cancer Consortium to reach uninsured women ages 40–64 whose

household incomes are 250–350 percent above the federal poverty level. This award will provide continued funding for CBCC's transportation program via the 12-passenger van as well as provide funding for cervical cancer screenings for women ages 50–64. According to Program Director Tesha Coleman:

We are challenged to expand our community outreach and awareness messages to reach a population of women who are considered to be the "working poor," whose jobs do not provide them with insurance coverage, and whose earnings disqualify them for public assistance programs. We cannot forget about them.

CBCC will air public service announcements in several newspaper, radio, and television outlets to promote the program and to remind all women of the importance of early detection for breast cancer.

Staff Highlight

For the past five years, Eileen Giron has served as the voice of the Capital Breast Cancer Center staff. You have probably spoken to her when you called the Center or said hello to her as you walked in our doors.

Eileen has watched CBCC grow from 6 staff members to 11. For many women, she



Eileen Giron,
Patient Services Specialist

is their first point of contact who helps them determine how the CBCC can best support them.

Eileen is a key contributor to CBCC's warm, welcoming environment. She is bilingual in English and Spanish,

which allows for the growing majority of Spanish-speaking CBCC patients to communicate without the concern that someone will not understand them. Eileen reassures all patients as they walk in the door and answers any questions. Eileen says, "Working with the women—patients and staff—is why I love this job."

ART SHOW & RECEPTION, APRIL 22, 2010

Please join CBCC for an art show and reception Thursday, April 22, 6:30–8 PM. The Open House will feature the artwork of Lisner-Louise-Dickinson-Hurt Home. The Open House is an opportunity for you to learn more about CBCC's work and its impact on the community. Please RSVP for this event at 202.271.9090.

Fashion Fête

Is there a better way to spend a Saturday night than supporting a great cause while shopping at Rue 14 to the music of NYC's electro-pop band, Electropoint? We don't think so!

On February 27, Fête of Fashion, hosted by Fashion Fix, raised more than \$3,000 to benefit CBCC. The event sold out and exceeded its fundraising goal. First Lady Michelle Cross Fenty, WUSA9's Surae Chinn, and the CBCC staff joined Fashion Fix and their guests at Rue 14, a boutique store in DC. Guests received swag bags filled with items from local businesses and enjoyed clothing discounts.

This event joined a great cause—ensuring underserved women receiving the screenings—with a great organization—Fashion Fix. CBCC appreciates Fashion Fix's hard work in putting together an amazing evening.



Rue 14 owners Andrew Nguyen and Jiwon Paik with Fête of Fashion hosts Kim Tran and Tu-Anh Ho of Fashion Fix.



The sold-out event exceeded CBCC's fundraising goal

Dear Friends,

Welcome to our first Update of 2010. As for most nonprofits in the Washington, DC area, 2009 was a challenging year for Capital Breast Care Center. The number of new patients increased by 30 percent, while we experienced a 25 percent decline in our revenue. In spite of this, we met some important milestones. Capital Breast Care Center became a digital mammography facility, allowing uninsured women access to state-of-the-art technology and screening modalities. We screened a record 2,500 women for breast cancer, identified 14 cases of breast cancer (all in early stages), and navigated over 350 women for diagnostic evaluation.

As we began 2010, there continued to be much debate over the breast cancer screening guidelines released by the U.S. Preventive Services Task Force late last year. **We continue to recommend annual screening to all women beginning at age 40.** Also this quarter, the nation took the first step toward healthcare reform. I applaud this step because it will help remove one barrier to breast cancer screening.

CBCC's success with reaching uninsured women has encouraged us to develop outreach to women who are homeless or in transitional housing communities, who may have Medicaid, but do not have access to regular breast cancer screening. CBCC continues to identify disparities in breast cancer screening behaviors, and we have begun to work directly with DC Alliance Managed Care Organizations and Medicaid providers to address the importance of early detection with their patients and to increase patient referrals for breast cancer screening.

Much work remains to be done if we are to reduce breast cancer mortality rates in the District of Columbia and surrounding suburbs. Capital Breast Care Center, committed to reducing barriers to breast cancer screening, is a leader in this effort. Our model has been successful, but our work is far from over. It is only through community partnerships; collaborations with primary care providers; and support from our friends, neighbors, and generous donors that we will achieve measurable success.

Thank you for your support.

Beth Beck, Executive Director



CBCC STAFF MEMBERS

Beth Beck, M.A., CHES,
Executive Director
Tasha Coleman, MS, Program Director
Keisha Derricott, Operations Manager
Stacey Ferguson, Account Analyst
Susannah Fox, Development Director
Eileen Giron, Patient Services Specialist
Milajurine T. Lindsay, MPAS, PA-C,
Associate Director, Clinical Services

Wanda Lucas, MBA, Director of
Community Relations
Shinnell Nabinett, Medical Assistant
Ana Nunez, Patient Navigator
Bernice Williams, Patient Navigator
Chivon Wright, Mammography
Technician
Miriam Zanders, Transportation
Coordinator

Lombardi Comprehensive Cancer Center:

Peter G. Shields, MD, Lombardi
Comprehensive Cancer Center
Deputy Director
Jennifer Eng-Wong, MD, CBCC Senior
Medical Director, Lombardi Faculty

Clinical Partners:

Dr. Wanda Minnis-Dyson,
Washington Hospital Center

British Embassy Reception & Gift of Life Breakfast

In honor of Breast Cancer Awareness Month, Capital Breast Care Center hosted several fundraising/awareness events. On October 6, 2009, the British Embassy's Consul-General Menna Rawlings held a reception recognizing CBCC's work reaching medically underserved women. The District's First Lady, Michelle Cross Fenty—also president of CBCC's advisory board—and Mayor Adrian Fenty were guests of honor.

At the reception, Rawlings described the bond the UK and the United States share in battling against breast cancer. She noted:

Until our fine scientific institutions find a cure, we are fortunate to have organizations like CBCC, which performs an invaluable service to the Washington, D.C., community. And CBCC is, in turn, most fortunate to have Michelle Fenty as its most prominent advocate.

Knowing Michelle as we do, it is no surprise that CBCC has had such great success.

The next day, CBCC held its Third Annual *Gift of Life Breakfast*. Mrs. Fenty was joined by Congresswoman Debbie Wasserman Schultz and Senator Mary Landrieu in speaking about CBCC's work and the need for ongoing support. Representative Wasserman Schultz served as keynote speaker for the event; WHUR's Renee Nash served as the mistress of ceremonies at the breakfast. Attendees heard stories from CBCC patients about the effects of breast cancer, and were treated to a performance by Grammy Award-winning a cappella group Sweet Honey in the Rock.

Mrs. Fenty noted that "breast cancer is a unifying disease that everybody can relate to...[it] touches everyone and cuts



D.C. Mayor Adrian Fenty, CBCC President Michelle Cross Fenty, and British Embassy Consul-General Menna Rawlings

photo © Tony Powell

across socioeconomic, color, age, and religion." The District of Columbia has some of the highest breast cancer death rates in the nation, so CBCC's work in reaching underserved communities remains vital. The *Gift of Life Breakfast* raised \$100,000; these funds allow CBCC to continue to fulfill its mission.

Please mark your calendars: CBCC's Fourth Annual *Gift of Life Breakfast* will be Thursday, October 7, 2010, at the Grand Hyatt Washington.



CBCC-staff members (standing) with (seated, left to right) Senator Mary Landrieu (D-LA), CBCC President Michelle Cross Fenty, and Congresswoman Debbie Wasserman Schultz (D-FL) at the 2009 Gift of Life Breakfast

From the Development Department

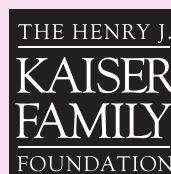
LONG & FOSTER

On November 20, Long & Foster generously selected Capital Breast Care Center as the recipient of its *Capital Canvas for a Cause* event. The night served as a wonderful opportunity to enjoy Liz Artbyliz Wilson's artwork and to mingle with friends.



KAISER FAMILY FOUNDATION

The DC office of the Henry J. Kaiser Family Foundation, a private, nonprofit foundation and a leader in health policy and communications, chose Capital Breast Care Center as the beneficiary of its 2009 holiday giving festivities. The Foundation matched employee donations, raising a total of nearly \$3,000.



VORNADO DRESS DOWN FOR A CAUSE

For the third year in a row, Vornado/Charles E. Smith hosted *Dress Down for a Cause Day* during Breast Cancer Awareness Month to benefit Capital Breast Care Center. This year, the company matched employee gifts, which helped raise more than \$13,000 for CBCC's operations.



Volunteer with Capital Breast Care Center

Dozens of hard-working, dedicated people have sought out volunteer opportunities with Capital Breast Care Center. Our volunteers support CBCC staff with numerous activities, such as patient support, writing newsletter articles, community outreach, and data entry. “Our volunteers have an array of skills that are proving to be invaluable,” said Wanda Lucas, Director of Community Relations and Volunteer Development. “The volunteer program is comprised of Georgetown University students who are using the experience to complement their academic studies, interns from SOME’s [So Others Might Eat] CET program, and caring individuals who found us via the Internet.”

“I have worked with volunteers throughout my nonprofit career,” states Beth Beck, Executive Director. “Not only are they valuable for their talent and time that they give to CBCC,” said Beck, “but they allow our small and very stretched staff to have some breathing room.”

Capital Breast Care Center has ongoing volunteer orientations. **For more information about volunteering with CBCC, contact Wanda Lucas at wal28@georgetown.edu or 202.784.2710.**



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Avon Walk for Breast Cancer

On May 1–2, 2010, the Eighth Annual Avon Walk for Breast Cancer kick offs in Washington, DC. Capital Breast Care Center is a beneficiary of the walk, and the Lombardi Comprehensive Cancer Center and CBCC have formed a team to participate in this important event. We need your help!

- To volunteer with the Lombardi/CBCC Cheerleading Team, contact Gina DeLuca at gmd34@georgetown.edu with your availability on May 1 and 2.
- If you are a medical professional and wish to volunteer for the Medical Team, please contact Wanda Lucas at wal28@georgetown.edu with your availability on May 1 and 2.

Although the walk is a two-day commitment, your daily volunteer hours on the medical or cheerleading team are flexible. There is also no fundraising component.

Golf Tournament to Benefit CBCC

The Executive Women’s Golf Association/Southern Maryland Tri-County Chapter has selected Capital Breast Care Center as the recipient of its Two Jacks & Two Jills Charity Golf Tournament. The tournament will be held Monday, April 26, starting at 8 AM. If you are interested in supporting this great event, please contact CBCC’s Wanda Lucas at wal28@georgetown.edu.

