



## The Wellness Community of Philadelphia's Gala, May 21, 2010

CANCER VIXEN ART COURTESY OF MARISA ACOCELLA MARCHETTO



Join **The Wellness Community of Philadelphia** Friday evening, May 21, 2010, as *Glamour* and *The New Yorker* cartoonist and cancer survivor Marisa Acocella Marchetto, author of the graphic memoir "Cancer Vixen," receives the *Medal of Inspiration*, award-winning radio station B101-FM is presented the *Medal of Victory*, and **TWCP** participant and volunteer Bernie Brody is honored with the *Medal of Courage* at the 12th annual *Evening In The Park*.

Guests will enjoy fabulous food and cocktails by Susan and Patrick Loumange's Catered Events, a DJ, and more, all to benefit **TWCP**. Governor Edward G. Rendell and chair emeritus Keith and Alixandra Morgan are honorary co-chairs for the event and will be joined by evening co-chairs Tisa Baena and Joanie Hall. It will take place on-site at The Suzanne Morgan Center at Ridgeland. Immediately following a cocktail reception, guests will enjoy dinner and the awards ceremony. Tickets begin at \$350 per person and sponsorships are still available. Please visit [twcp.org](http://twcp.org), or call (215) 879-7733 for more information on how to purchase individual tickets or tables, to place an advertisement in the gala book, or to purchase raffle tickets for some great prizes, including a trip for two to Florida and a private box for a Philadelphia Phillies game.

In 1995, Marisa Acocella Marchetto published her first graphic novel, "Just Who the Hell is SHE, Anyway?" She has had ongoing cartoons in *Talk*, *Advertising Age*, *Modern*



PHOTO CREDIT: JEREMY BALDWINSON

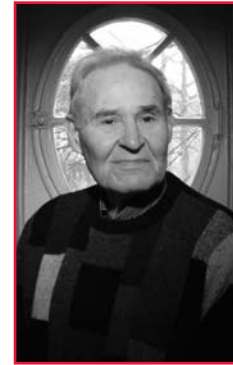
**Marisa Acocella Marchetto**



privately-held FM radio stations in a top-ten U.S. media market. Through the years, the station has been a leader in radio innovation, holding its position at or near the top of the Philadelphia market. In the age of radio consolidation, B101 has continued to thrive, winning many prestigious Marconi Awards. The company's mission includes supporting Lee's campaign to solve problems relating to employment, education and crime.

*Bride*, and *ESPN* magazines. In 2004, three weeks before getting married for the first time at the age of 43, she was diagnosed with breast cancer. When her *Glamour* editors found out, they asked her to document her battle with the disease. "Cancer Vixen," the graphic memoir, was published in October 2006. Recently, Marchetto established The **CANCER VIXEN FUNd**. It is dedicated to helping women who are uninsured receive the best breast care.

B101 has been a media sponsor of **TWCP** for over a decade. Founded in 1962, WBEB-FM was the first successful FM radio station in the country. Today, led by owner Jerry Lee, B101 remains one of the only



**Bernie Brody**

Bernie Brody was diagnosed with lymphoma 19 years ago and again about six months ago. But he is a survivor, whether one references his service work during the Battle of the Bulge in the mid-1940's or his recent cancer reoccurrence. He has been a volunteer for 18 years at **The Wellness Community of Philadelphia**, most of them on a weekly basis. Says Brody, "I anxiously wait to come here as much as a night watchman waits for the dawn. While I stuff envelopes, make phone calls or send out program calendars for **The Wellness Community of Philadelphia**, I think of the people I'm helping." He also helps keep up the spirits of patients at Lankenau Hospital's Cancer Center and has volunteered at other non-profits around the city for years.

Special thanks to print sponsor:



And radio sponsor:



**The Wellness Community of Philadelphia** is located in Fairmount Park, Philadelphia, PA.

The Suzanne Morgan Center at Ridgeland  
Chamounix Drive, West Fairmount Park  
Philadelphia, PA 19131

(215) 879-7733 • (888) 819-3553 • (F) (215) 879-6575

e-mail: [info@twcp.org](mailto:info@twcp.org) • [twcp.org](http://twcp.org)



## Dragon Boat Training Continues

The Wellness Community of Philadelphia is planning a team entry for the Philadelphia International Dragon Boat Festival that will take place Sunday, October 3, 2010. This is a wonderful opportunity to participate in a unique team sport, get in shape, have fun and help raise funds to support people affected by cancer at TWCP. The team has been meeting and practicing for months.

Visit [www.philadragonboatfestival.com](http://www.philadragonboatfestival.com) to learn more about Dragon Boating and the 2010 festival. Please contact TWCP assistant program director, Karen Neyer at (215) 879-7733 or [kneyer@twcp.org](mailto:kneyer@twcp.org) to learn more about the team.

The Wellness Community of Philadelphia is looking to secure a corporate team sponsor and for those interested in supporting the team and its members. Please contact Kim Hinkelman at [khinkelman@twcp.org](mailto:khinkelman@twcp.org) or (215) 879-7733 to learn more, or make a donation today for the team or individual members at [www.twcp.org/donation.php](http://www.twcp.org/donation.php).

## Wellness Community Awareness Week, April 17–23, 2010

The Wellness Community of Philadelphia once again held an Awareness Week April 17–23, 2010. As it did in its 15th anniversary year in 2008, TWCP worked with area companies along the City Avenue corridor to promote its free services for people with cancer and their loved ones. This year, however, it also raised funds for TWCP, and, in turn, drew attention to the neighboring businesses that are Wellness Community-friendly! City Avenue Special Services District organizations were asked to make an outright donation, or to contribute a percentage of sales for a period of time, or donate product, and to help promote TWCP's free programs and services. Check out [twcp.org](http://twcp.org) to learn who partnered with The Wellness Community of Philadelphia on Awareness Week, and frequent these establishments that support TWCP. Please call (215) 879-7733 or visit [twcp.org](http://twcp.org) to learn more.

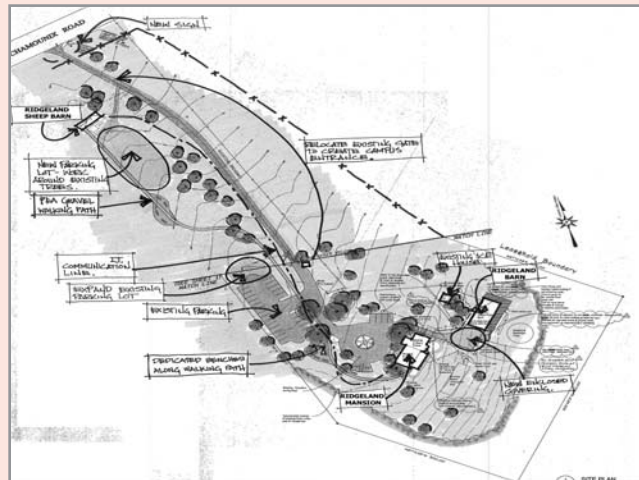
TWCP thanks the following sponsors: ARAMARK • Avril • Bala Pizza • Boston Market • California Pizza Kitchen—City Line • Eileen Matthews • Firsttrust Bank—City Avenue • Five Guys—Bala Cynwyd • Food Tek of City Line • Hilton Philadelphia City Avenue • Katz's Deli Kitchen • Lord & Taylor • Olive Garden—City Avenue • Potbelly Sandwich Shop—City Avenue, Theresa Malloy, GM • Rasansky Physical Therapy • Tony Roni's—City Line

Special thanks to the *City Suburban News*, the City Avenue Special Services District, and the student body of Saint Joseph's University for their help in promoting Wellness Community Awareness Week!



## The Research and Training Institute Finds a Home In Fairmount Park

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## ANNE McCOUCH CENTER NEWS

### “Spring Into Fashion”

Sunday, April 25  
at the Meadowlands Country Club

The fourth “Spring Into Fashion” show benefiting **The Wellness Community of Philadelphia** is back! Scheduled for Sunday, April 25, 2010 at The Meadowlands Country Club, 711 Boehms Church Road, in Blue Bell, Pennsylvania, the show runs from noon until 3:00 p.m.

All the models are cancer survivors and/or **Wellness Community** participants, and they will be showing fashions from Soma and Chico’s in English Village.

Learn more by visiting [twcp.org](http://twcp.org) and look under “Special Events.”



Board member  
Rachel Delano Schwartz  
helps out in the kitchen.

### “Cooking for a Cause” Benefits TWCP

The Penn Suburban Chamber of Commerce held “Cooking for a Cause” on Thursday, March 25 at the Normandy Farm Hotel & Conference Center. **The Wellness Community of Philadelphia** is one of three organizations that was a beneficiary of this fun event which drew over 70 people. There was meal preparation under the tutelage of a Normandy Farm chef, and casseroles made were given to soldiers returning home to a USO facility near the Willow Grove Air Base. Special thanks to the Penn Suburban Chamber of Commerce.

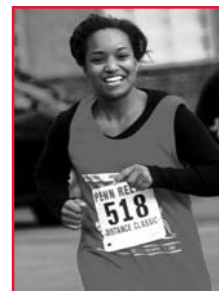
### TWCP’s “Strides for Hope” Team is Off and Running

“Strides for Hope” is a training team for long distance running and walking in which members raise money to benefit **The Wellness Community of Philadelphia**. The team is comprised of 18 TWCP participants, their family and friends, staff, board members, and those who believe in supporting its mission.

This year, participants were encouraged to train together but to participate in the event of their choice, whether it was the Penn Relays Distance Classic on Sunday, April 18, 2010 (5-kilometer and 20-kilometer), the Blue Cross Broad Street Run on Sunday, May 2, 2010 (10 mile), or another run or walk. There were 13 members who participated in the Penn Relays, five, the Broad Street Run, and two, doing both!! Come out to support the team at the Broad Street Run. Or, get involved by making a donation for a member of the team today!

This year’s co-captains are both from NBC 10: news reporter and co-host of “The 10! Show,” Lori Wilson, who attended the Penn Relays and cheered the team on, and news reporter Justin Pizzi, who is running in the Broad Street Run with the TWCP “Strides” team.

The team’s returning trainer, Shanley Rassler, devised individualized programs for all members. Each team member pays a \$50 registration fee and has a personal goal of raising \$500 for TWCP. Please contact Heather Baron at [hbaron@twcp.org](mailto:hbaron@twcp.org) or (215) 879-7733, ext. 202 for more information or to make a donation in support of the team or individual members. Or, make a donation today at [www.twcp.org/donation.php](http://www.twcp.org/donation.php).



Left: Co-captain Lori Wilson runs in last year’s Penn Relays on behalf of “Strides for Hope”  
Right: Justin Pizzi, TWCP “Strides” co-captain



Evie Rosen

## Planned Giving at TWCP

Enclosed is a check for \$10,000, a gift from the estate of my mother, Evelyn Rosen. In reality, however, she was the recipient of a great gift from **The Wellness Community** over the many years of her involvement with the organization. . . .

My mother was very fortunate to have had **The Wellness Community** as one of her “anchors.” The work that she did and the relationships that she developed there gave her reason to get up every day, put her make-up on and leave the house with a purpose. For this, we are grateful.

In a few short years **The Wellness Community** has built quite a legacy of helping individuals and families in very meaningful ways. I’m proud that my mother played a small part in that magnificent enterprise.

Please extend our gratitude to the staff and board of **The Wellness Community** and our best wishes for continued success.

Very sincerely,  
Ted Rosen

Think about how to remember **The Wellness Community** when estate planning. Please consider leaving a gift to **The Wellness Community** to help survivors and their loved ones in the future.

Please contact Kim Hinkelman at (215) 879-7733 or [khinkelman@twcp.org](mailto:khinkelman@twcp.org) to learn more or for help with planned giving.

## Annual Campaign Update



A special “thanks” to the generous friends who have helped **TWCP** near its \$150,000 goal during the 2009–2010 annual appeal. Over \$140,000 has already been pledged!

Each year, the public is asked to make a gift in support of ongoing operations and programs, and once again **TWCP**’s faithful responded with generosity and a commitment to help those who are dealing with cancer in their lives.

But more work needs to be done. The annual campaign enables **TWCP** to provide support groups, educational workshops, exercise and stress management programs, nutrition classes, art therapy, social and networking events, and off-site programs.

Richard Halloran, longtime board member at **The Wellness Community of Philadelphia** and cancer survivor, shares some personal reflections on giving to **TWCP**:

*The Wellness Community has been providing support and educational programs for people affected by cancer free of charge over the last 17 years. Every year hundreds of people find information, support, and hope.*

*I was very fortunate in having a tremendous network, beyond my*

*top flight physicians, consisting of family and knowledgeable friends to help me when I faced cancer eight years ago. I cannot imagine people surviving the challenges of cancer without the kind of support offered uniquely by **TWCP**. And the reality is that the survival of **TWCP** itself depends on hundreds and hundreds of contributions—large and small—by individuals like you.*

*I am asking you to join me in giving as generously as you can—so that in future years, people facing the unimaginable can continue to find real help, and hope. Please imagine the hardship for people who are fighting for their lives.*

Please consider making a contribution today to **TWCP**’s annual campaign. Mail a check to the address in this newsletter, call (215) 879-7733 to make a donation by phone, or visit [twcp.org/annual](http://twcp.org/annual) to see a representative list of what a donation can support and to make an online gift. Consider making a special tax-deductible gift today in honor of a friend who is battling cancer or in celebration of the recovery of a loved one.

All gifts, no matter what the size, make an enormous difference in the lives of participants at **The Wellness Community of Philadelphia**. Thanks!

## SUPPORT

### The Wellness Community of Philadelphia with a Donation that will be Everlasting

Buy a brick in honor or memory of a loved one and become permanently associated with **The Wellness Community of Philadelphia**. Each sponsored brick will be a visible part of the entrance pathway leading up to The Jean C. Holler Contemplation Garden at **TWCP**.

The purchase of a brick will help **TWCP** continue to provide free programs and services for people with cancer and their loved ones.

Each brick may be inscribed in many ways: to memorialize or honor a friend or relative, or even to contribute in the name of a business.



Purchase a brick today by calling Heather Baron at (215) 879-7733 or by visiting [twcp.org/donation.php](http://twcp.org/donation.php).

## Stephen Frishberg Endowment Fund



*Stephen and Barbara Frishberg*

Stephen Frishberg, who joined the board of directors back in 1999, has been an active fundraiser on behalf of cancer causes for many, many years. Last year, he was diagnosed with chronic lymphatic leukemia, and so his fight against cancer has become even more personal.

The Stephen H. Frishberg Endowment Fund has been established at **The Wellness Community of Philadelphia**. In just a short time, over \$23,000 has been raised.

Please consider a donation to The Stephen H. Frishberg Endowment Fund by calling (215) 879-7733 or visiting [twcp.org/donation.php](http://twcp.org/donation.php) and selecting "Fab Five Frishbergs" in the "I want my gift to support" box.

Thanks to the following sponsors who help make **TWCP's** programs possible:

- ADP Foundation
- AstraZeneca
- AXA Foundation
- Bernard Loeb & Bernadette Herbst Loeb Charitable Foundation
- Brun Family Foundation
- Cancer Project
- Corpus Christi Church
- Fourjay Foundation
- Genentech
- GlaxoSmithKline Oncology
- Herbert G. Feldman Charitable Foundation
- Maria Dickinson Logan Charitable Trust
- Merck Oncology
- Shirley Wellenbach Nutrition Education Fund
- The Breast Cancer Fund of National Philanthropic Trust
- The Jacob and Valeria Langeloth Foundation
- **TWCP** Board of Directors
- Wachovia Wells Fargo Foundation

### Donor and Tributes Note

Memorials and tributes may now be found online at [twcp.org](http://twcp.org), by request at [info@twcp.org](mailto:info@twcp.org), or by calling (215) 879-7733. Those now listed include donations processed from September 1, 2009 through February 28, 2010.

If an error or omission is discovered, please contact **The Wellness Community of Philadelphia** so that its records may be corrected.

# programs

## The Wellness Community of Philadelphia and Gilda's Club Reach Out to Veterans with Cancer

The Wellness Community of Philadelphia has joined Gilda's Club in outreach and programs for veterans and their loved ones coping with cancer. This initiative began in Bucks County last year at Gilda's Club under the leadership of Dr. Lawrence Schmitzer, DO, Joe Morrison, and Fred Wahler. A committee was formed to plan and coordinate programs and events. Thus far they have held educational programs that address specific issues for veterans with cancer (such as cancers resulting from exposure to Agent Orange and other toxins), outreach events at veterans organizations and programs, social events, and encouraged veterans and their families to participate in ongoing programs at Gilda's Club.

The Wellness Community is collaborating with Gilda's Club to expand this initiative to Montgomery County, and recruiting interested individuals to join a task force on Veterans and Cancer. This effort is supported by a grant for a feasibility study from the North Penn Community Health Foundation. An educational program for veterans with cancer and their family members is planned for Saturday, April 24 from 8:30 a.m. to 11:30 a.m. at Abington Health-Lansdale Hospital, Conference rooms E and F, 100 Medical Campus Drive, Lansdale, Pennsylvania, 19446. Speakers will include an oncologist and a representative from the Montgomery County Veterans Affairs office.

Please contact Sandy Bernstein for more information about this project at (215) 879-7733, ext. 102 or [sbernstein@twcp.org](mailto:sbernstein@twcp.org).

## The Wellness Community of Philadelphia's 12th Annual Celebration of Hope



Friday, May 21, 2010  
9:30 a.m. – 2:30 p.m.

Hilton Philadelphia City Avenue • 4200 City Avenue • Philadelphia, PA 19131

The Wellness Community of Philadelphia is pleased to announce its 12th annual *Celebration of Hope*, Friday, May 21, 2010, from 9:30 a.m. – 2:30 p.m. at the Hilton Philadelphia City Avenue. This annual symposium offers support, information, and inspiration to enable cancer survivors and their loved ones to live as fully as possible during and beyond their cancer experience. Seating is limited.

Please register by May 14 by calling (215) 879-7733, or visit [twcp.org](http://twcp.org) for online registration and directions to the hotel. There will be complimentary morning coffee, a free lunch will be provided, and there is free parking in the hotel lot.

The conference once again recognizes National Cancer Survivors' Day. The *Celebration of Hope* is TWCP's biggest educational event of the year as over 400 people are expected. The speakers include:

**10:15 a.m.** "A Kaleidoscope of Life – Experiencing the Many Perspectives of Cancer" with Mary Lou Galantino, PT, PhD, MSCE.

**11:00 a.m.** "Integrative Oncology: New Frontier in Cancer Survivorship" with Jun James Mao, MD, MSCE.

**1:00 p.m.** "Cancer Victim or Cancer Vixen" with Marisa Acocella Marchetto.

**1:45 p.m.** "Celebrate Life — Livin' in the Rhythm" with Mark Seaman's Earth Rhythms.

Presenting partner:  GlaxoSmithKline

Print sponsor:   

Radio sponsor:  #1 for TODAY'S Soft Rock

## TWCP Teams Up with The Junior League of Philadelphia Once Again Sunday, May 16 at 1:00 p.m.



Children engaged in arts and crafts activities at the Wellness Winter Wonderland last December.

TWCP is partnering with the Junior League of Philadelphia, Inc. to offer programs that support children whose families have been affected by cancer. Several free one-day events have already been held, and more are forthcoming. The next one will be a "Children's Carnival" for youngsters with a loved one with cancer," Sunday, May 16 from 1:00 p.m. to 4:00 p.m. There will be carnival games and entertainment, face painting, arts and crafts activities, refreshments, and a separate program for parents. Boost Camp, part of the Junior League of Philadelphia, hosts this event at TWCP for children 6-15 who have a loved one with cancer. Parents are invited for a separate program. Food, fun and support are included; please RSVP at (215) 879-7733.

The Wellness Community of Philadelphia thanks the Junior League of Philadelphia for their support of this program. If interested in supporting other programs at TWCP, please call (215) 879-7733, ext. 203 or email Kim Hinkelman at [khinkelman@twcp.org](mailto:khinkelman@twcp.org).

## TWCP WELCOMES NEW MEMBERS TO BOARD OF DIRECTORS

The Wellness Community of Philadelphia added a number of new members to its board of directors. The list includes:



**Frances G. Atkinson** is vice president, marketing at Kennedy Health System. Prior to joining Kennedy, she held a variety of management positions at CIGNA Corporation, including vice president for product development at CIGNA's Intracorp managed care division. She holds a BFA in painting from the Tyler School of Art, Temple University, and an MED in organization development from Temple.



**Donna Francher** is a global product vice president at Astra-Zeneca Pharmaceuticals. She has over 25 years of clinical and research experience in the pharmaceutical industry with a focus on oncology. She has a BS in biology from Syracuse University where she was a Wilcox Scholar.



**Melissa Grimm** is president and founder of Gramercy Group, LLC, where she offers organizations strategic planning, project leadership, issues management, and external relations strategy. Prior to starting Gramercy, she was director of corporate and public affairs for Aqua America. She holds a BS in business administration (cum laude) from Villanova University and earned a JD from Georgetown University.



**Joanie Hall** has a most eclectic background. She worked for Kidder, Peabody & Co., where she was in retail sales, and at the equities desk for The Chicago Corporation. She owned a gift shop, "Among the Flowers," and was

an illustrator for a children's book, "On this Day." She has also worked at Vera Bradley in sales and as a consultant. She holds a BA in interdisciplinary humanities from Michigan State University.

**Elizabeth "Beth" Maggio** is director of community investment at Comcast Corporation. Prior to joining Comcast in 2008, she held the position of director and senior relationship manager at the Fidelity Charitable Gift Fund, in Boston, Massachusetts. She holds a BA in political science from the University of Michigan.



**Stephanie M. Pompey** is a partner at Delany & O'Brien, civil litigators in Philadelphia. She has over 10 years' experience as a litigator. Her BA and MA are from the University of Delaware, and her JD is from Widener University School of Law.



New ex-officio member: **Lisa Barsky** is currently in private practice working to help adolescents and adults better understand and develop their learning styles and strategies. She is a participant and volunteer at **The Wellness Community of Philadelphia**. She is a breast cancer survivor. She holds a BA (Phi Beta Kappa) in psychology from Swarthmore College, and an MA in psychology and MEd in education from the University of Pennsylvania.

New emeritus member: **Jill Dolgin** has joined the emeritus board. She joins other members including **William DeVinney, Thomas F. Dooney, Bruer C. Kershner, Marc Rudofker, Joy Elliott Shugrue and Lyn Wiesinger.**

## A Shared Vision: The Campus Plan at Fairmount Park

Many friends and participants of **The Wellness Community of Philadelphia** may already be aware that the national office launched a Research and Training Institute in 2009. The Institute examines the critical role of social and emotional support for those living with cancer and studies the distinctive needs of survivors and caregivers throughout each phase of the cancer experience. The Institute is conducting peer-reviewed research, sponsoring patient and caregiver forums, hosting educational retreats for oncology professionals, and directing state-of-the-art training programs for health care professionals.

What may be news is that a wonderful new design that will create a campus-like home for both **The Wellness Community of Philadelphia** and the **Cancer Support Community's** Research and Training Institute is taking shape in and around historic Ridgeland Mansion in Philadelphia's beautiful Fairmount Park. The Suzanne Morgan Center at Ridgeland Mansion, the current home of **TWCP**, and its surrounding grounds and outbuildings have been reconceived in a lovely plan that embraces both restoration and innovation. As designed by Meyer Architects, Inc., the new site is warm, welcoming, functional and efficient.

The site includes three buildings: historic Ridgeland Mansion, the Sheep Barn and the Ridgeland Barn, each of which will be connected by pathways, signage and landscaping. Ridgeland Mansion will be updated to provide for new meeting rooms, technology upgrades throughout, a computer lab and library and accessible restrooms.

"The Commonwealth of Pennsylvania has great confidence in the project," said Jill Durovsk, chair of the Research and Training Institute. "We received a generous matching grant from Pennsylvania to help kick start this construction project and our efforts now turn to private philanthropy, to help us see it through to completion."

*Thanks to the Cancer Support Community's Research and Training Institute for help with this story.*

