

ANNUAL REPORT 2020

WELLNESS WITHIN CANCER SUPPORT SERVICES



ENHANCING THE QUALITY OF LIFE FOR THOSE
AFFECTED BY CANCER BEYOND OUR FOUR WALLS

WWW.WELLNESSWITHIN.ORG

A NOTE FROM OUR DIRECTOR ANNUS MIRABILIS

Translation: a remarkable or notable year in history. I think we can all agree 2020 was indeed remarkable! And arduous! It exposed our vulnerability and disorientated us in ways that demanded many of us to delve deep into our reservoir of coping mechanisms.

The pandemic turned many businesses across the world upside down and threatened Wellness Within's ability to continue services. But we knew that a world-wide pandemic was only going to add huge challenges for cancer patients and that newly diagnosed patients would have limited resources in a most uncertain time. We answered the call to meet the growing needs of all our regional hospitals. Our mind and hearts expanded in ways that gave our community a place to go for support and a sense of knowing that they were not alone.

We pivoted to new ways of service that none of us had foreseen. This required all hands-on deck. Our instructors were committed to continue teaching and providing classes on our newly created YouTube channel. This effort produced 75 videos with 4,000 plus views during the year! We also offered 130 Zoom classes to 750+ individuals, providing interactive experiences even though our in-house classes had been put on hold. And if that were not enough, in late Spring we launched a podcast series with weekly meditations, inspirational talks, and conversations with experts in the field. By the end of 2020 we had launched over 60 podcasts with over 2,800 listens.

Remarkable! Equally amazing is that these media are being utilized across five continents.

Yes, 2020 was a year that none of us will forget. The staff at Wellness Within dug deep to continue our mission of enhancing the lives of those impacted by cancer. We displayed grit, creativity, and determination. We flourished as a team in ways we never imagined. And it worked!

We could not have done any of this without the support of our community of donors, grant funders, and corporations. Many stepped up this year and we thank all those who enabled us to touch so many during such a difficult time. Most of all we applaud our clients who continue their cancer journey amidst all this! On to a new year!



**In hope, light and love,
Patti Brown, Founder**

OUR IMPACT

On March 11, 2020, Wellness Within closed the doors to in person classes with the hope of reopening in less than a month. However that did not stop the staff from releasing the first movement video within 48 hours. As the scope of the pandemic became clear, the team began to learn and utilize a wide variety of virtual and online resources to continue to provide quality resources to the cancer community. From Facebook Live, to Zoom classes and support groups and to launching a podcast series, every option was provided. Our clients words of support acknowledged the untapped potential of technology as a new way to provide resources beyond our four walls.



750+ ATTENDEES
IN OVER 130
ZOOM SESSIONS



4,000+ VIEWS
ACROSS
75 VIDEOS



2800+ LISTENS
ON OVER
60 PODCASTS

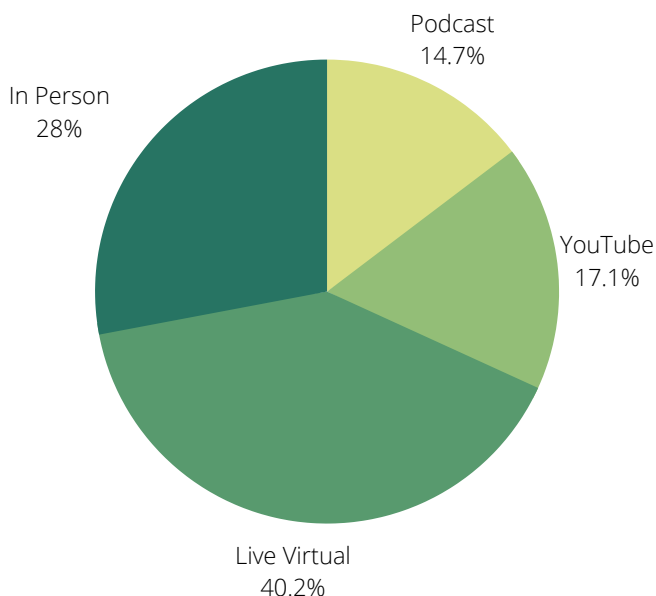


ENGAGEMENT
ON 5
CONTINENTS

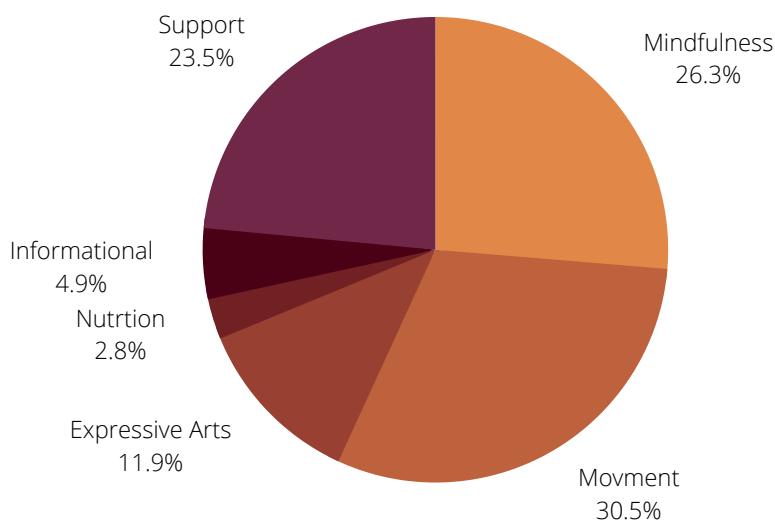


PARTICIPATION
FROM MEDICAL
COMMUNITY IN
PODCASTS

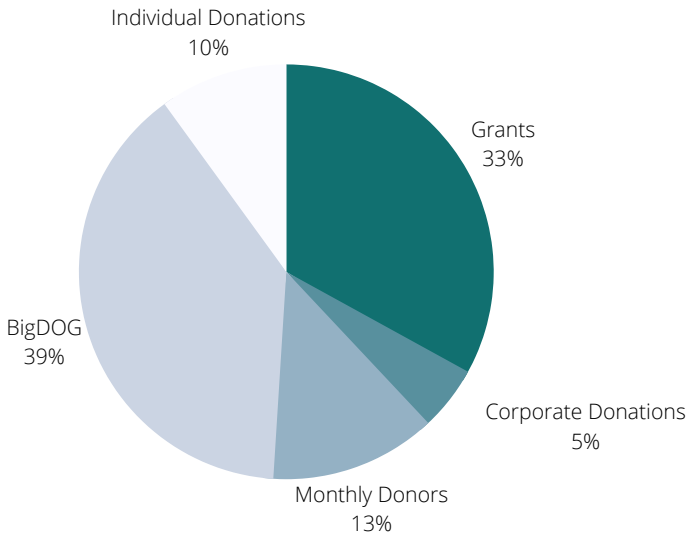
DELIVERY METHOD



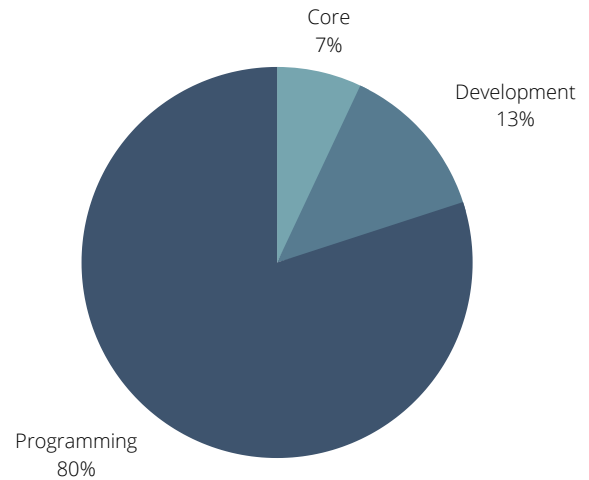
PROGRAM CONTENT



2020 FINANCES



INCOME \$ 274, 662



EXPENSES \$223, 860

2020 BOARD OF DIRECTORS

DAVE BROWN // PRESIDENT
BILL WALTERS, MBA // VICE PRESIDENT
DEENA MATH SPANN // TREASURER
LAURA CARAVELLO // SECRETARY
DONNA CHIPPS
BRIDGET HALVORSON, J.D.
PATRICIA MARQUEZ
PATTY MCELWAIN



STAFF

PATTI BROWN // FOUNDER & EXECUTIVE DIRECTOR
ELIZABETH KLEIN // DIRECTOR OF DEVELOPMENT & COMMUNITY OUTREACH
MARILYN LAPKASS // MANAGER OF OPERATIONS AND SYSTEMS SUPPORT

INSTRUCTORS

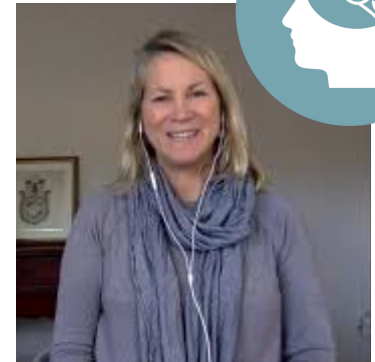
PATTI BROWN, MS MFT // MEDITATION & MIND-BODY SKILLS
LINDSAY PARKINSON, LMFT // ART THERAPY
IRAM KHAN // YOGA & IREST
JAN WEBB // MEDITATION
JOHN BREWER // QIGONG
LORI PENERY//CAREGIVING SUPPORT GROUP
SUSAN WHITAKER, MS // YOGA
TERRI WOLF, RN, MS // WRITING



GUEST EXPERT CONTRIBUTORS

Our podcast and video series presented information covering topics supporting our four pillars of our programming. We are extremely grateful for each of our guest expert contributors who stretched their abilities to reach our community via these new virtual platforms.

AMY SANDVOS
CATHIE APPLE
CATRINA CHOATE-HERETOIU
ELIZABETH PROETT
ERIN COSTA
JANET JOHNSTON
JENNIFER THIETZ
JEANETTE NORTHERN
JENNIFER VINCENT
JOHN IRVINE
KRISTIE HOWLETT
LESLIE DUKET
MICHELLE SANDERSON
NANCY BIRANG
NANCY NOVAK
SHANI THORNTON



YouTube: *Wellness Within Cancer Support Services*
Podcast: *Wellness Within Cancer Support* hosted on Buzzsprout

VOICES OF 2020

During this unprecedented year, our clients felt isolated and disconnected. Due to the continued support of our sponsors, community members, Big Day of Giving Donors, monthly donors (Friends of Wellness Within) and each individual donor, our clients were supported through Wellness Within programming providing connection and comfort, reminding them that they are not alone. From a simple thank you to a page long letter these heartfelt words illustrate the community of support Wellness Within provides.

I really appreciate the community you have developed

- #connection
- #not being isolated
- #cares for community

you guide us and help us

Thank you for providing this successful tool!

I received so much useful information for fighting my cancer.

I appreciate all you're doing to help during this time of isolation.

I just let all the meditation podcasts play through one after the other, not wanting them to end

It was so wonderful and comforting to me to listen to the video

What wonderful offerings as always!



It washed over me with such peace and comfort

Thank for your life changing work, our patients are more than lucky to have you in their lives.

Thank you so much for the continued support

this is very helpful and I am very grateful

This is an ideal meditation for this time. I use it almost daily.

The support from all of you at Wellness has been incredible and such a gift in connecting with us via emails, videos & zoom.

Was having a surge of anxiety and this helped

THANK YOU TO OUR MISSION LEVEL SPONSORS



Wellness Within Cancer Support Services

www.wellnesswithin.org 609 Oak St. Roseville, CA 95678 (916) 788-0333