

Outlook

The Newsletter of the Emmanuel Cancer Foundation



Autumn
2008

Created in collaboration with the Independent Order of Odd Fellows of New Jersey- proud partners in support of kids with cancer. www.ioofnj.org

A Collaboration of Volunteers

ECF volunteers Guy Parker of Watersign Creative & Music, LLC, and Jesse Hershkowitz, aka "Urbalist," have joined forces to help promote ECF through the creation of several public service announcements. Joining them



in this effort is Beckerman PR, in Bedminster, the company of former ECF Board President, Michael Beckerman. This is an amazing feat, as these three individuals did not know each other prior to this group effort, yet they all volunteered to play a role

in working together to create an outstanding marketing tool for ECF.

"I was invited to get involved in a DVD project by former ECF board member Tony Caruso," Guy stated. "We got my friend Steve Onopa to shoot it. We made a video that I am very proud of and I hope people will take the time to watch." And we are still using that DVD today, thanks to his efforts.

Jesse is a new yet now familiar face at ECF. You may have read about him in ECF's last edition of *Outlook*, or perhaps you were fortunate enough to see him live as he performed tracks from his CD, **Cancerous Flow: Lyrical**

Journal, at the 25th Anniversary Gala. "Being a survivor of pediatric cancer myself, it was a natural fit for me to volunteer for ECF. I would love to be an inspiration for kids who are going through what I went through, and it wasn't that long ago." He has also volunteered to help set up ECF's online support group for kids.



A former ECF board member and President from 1991 through 1997, Michael Beckerman has never been more than a telephone call away. His unwavering dedication to helping us help kids with cancer is remarkable. "This isn't an organization you can just walk away from, even if your service on the Board is over," Michael told us. "The value of his contribution, providing public relations for ECF, is worth thousands and thousands of dollars. We are so grateful for this gift," said John Kwasnik, current President of ECF.

With these combined efforts, we look forward to a compelling PSA soon. Listen for it on your local radio and television stations.

Kids Helping Kids

On June 1, 2008 the Greater Atlantic Regional Center held its first **Kids Helping Kids** walk on the Ocean City Boardwalk. With the help of an active committee, Regional Director Sylvia Luongo needed very little publicity to register over 200 participants for the walk - twice the participation that was expected. The weather was ideal, and the Ocean City employees made the job not only easier but an absolute pleasure.

Walkers were warm and understanding especially when we ran out of tee shirts. After the walk they returned to spend the rest of the afternoon on Gillian's Wonderland Pier, which donated 200 bracelets for free amusements. Mr. Gillian extended the treat from two hours to four, and gave the kids and their families a full day of fun.

A special ECF child, Mitchell McAllister, lost his battle with cancer two years ago. When his mother, Marie, heard about the walk, her support was inspiring. Her entire family and a group of more than twenty friends showed up with tee shirts with Mitchell's image and walked as a team. According to Marie, Mitchell loved Ocean City.

Next year's event will be renamed: the Mitchell McAllister Kids Helping Kids Annual Walk.



Reflections from the Managing Director

Dear Friends,

As we continue to revel in the joys of celebrating 25 years of providing excellent services to our neighbors in New Jersey, I am still so pleasantly surprised at the generosity and the accomplishments of our Caseworkers, volunteers, board, and staff.

We told you about some exciting news in the last edition of *Outlook*, including ECF's new relationship with former Board President Mike Beckerman of Beckerman, PR, and our affiliation with Compassionate Communications and Hallmark. You can read more about our progress on these, and more, in this issue.

Recently, Guy Parker of Watersign Creative, who produced ECF's DVD several years ago, volunteered to produce several public service announcements for ECF. He is collaborating on this project with Jesse Hershkowitz, aka "Urbalist," the young hip-hop artist you also read about in the last issue of *Outlook*.

ECF's Board of Trustees has embarked upon an aggressive fundraising campaign, demonstrating their ongoing commitment to helping our families. As more and more new families are receiving services from ECF, we are expanding our program to include our first-ever online support group for kids with cancer. We have added several new Caseworkers to our team, insuring better coverage for all 21 counties in New Jersey.

Finally, we have renewed our partnership with several of ECF's major funders, including the Independent Order of Odd Fellows, Valero Refining Company, and the Thomas H. Hamilton Foundation. New funders have also joined our mission, including The Horizon Foundation for New Jersey, Borgata Heart & Soul Foundation, and Stouffers Nursing and Staffing Service. We are so grateful to them all, and to all of you who support our work.

Remember, you can access our newsletter, and other materials including ECF's Annual Report, online, at www.emmanuelcancer.org, where you will also be able to view a calendar of events for all five Regional Centers.

Please, continue to amaze me. Even in tough economic times, childhood cancer does not go away.

Here's to 25 more years,



Carol Davis, MA, LPC

Managing Director

Rebeckah came to ECF nearly 14 years ago, when she was just two years old and newly diagnosed with cancer. She had a tough road ahead of her, as she endured the amputation of her leg which required three surgical procedures, and extensive chemotherapy. A shy child, Rebeckah had to use a walker for mobility, but she adjusted well to her disability.



Setbacks followed, including a diagnosis of ADD and Juvenile Alzheimer's Disease. Shortly afterwards, she gave her mom a real scare when what they thought was a new tumor turned out to be a kidney stone, which she passed. Rebeckah continued to work with neurologists and other physicians in order to try to stop the deterioration of her brain. She gained back some of the weight she lost, and was fitted with a new prosthesis.

Rebeckah is now 16 years old and is going into the 10th grade. Her learning disability has become worse but, she is taking it in stride. She had surgery last October on her knee when the family learned that her growth plate in her leg had closed. This means that at 4'6" she is as tall as she is going to be, but she is doing well with this news.

Even after the family relocated from Gloucester County to Oklahoma, Rebeckah's mom, Stephanie, continues to be a part of the ECF family. She recently wrote, in an email, "As of August 20th we are eight years off treatment! I hope everyone is doing well and you guys are helping all the families as much or even more than the help you gave mine. If it wasn't for the foundation I would have lost my faith in myself and my ability to help Rebeckah. All the help has inspired me to help other families like ours. I am in hopes of one day starting a foundation much like yours to help the families here in Oklahoma."

"I want to thank all of you for the endless support and help in so many ways. I hope Rebeckah's story will

inspire other families and give them the encouragement as it did me for me."

And you and your family inspire all of us, every day. Thank you for sharing your story.



Inspiring Thoughts for Uncertain Times by James Boyle

Lately, it has been almost impossible to avoid hearing alarming reports about a slowing economy, rising fuel costs and the negative impact both are having on the lives of Americans. These bleak reports can take their toll on a person's psyche, especially in the case of donors, volunteers and nonprofit staff members who want nothing more than to provide the best services they can to those they serve.

Making a difference is difficult enough, but during such periods when "donor belt-tightening" is predicted, the challenges we all face grow beyond donations to include managing our internal loss of energy and motivation. Traditionally, economic downturns leave everyone feeling weak, lethargic and fatigued. It is natural to experience a drain of energy, but now is not the time to succumb. In fact, now is the time for all of us to step up and be a source of inspiration to those around us.

Energy, both high and low, is contagious. High energy is associated with positive thoughts and creates enthusiasm and movement, while low energy creates blocks and paralysis. Low energy must be overcome if we are to be a motivating presence in the world.

Here are some tips to help us shift our energy:

Be conscious of your thoughts

What we choose to focus our thoughts on dictates our energy level and the energy we transfer to others. We need to understand the source of our thoughts. Start by asking yourself how possible it is that the way you feel is really the result of a recent economic report, an encounter with a troubling neighbor, or even a personal event? It is easy to get caught in a cycle where negative thoughts take hold of our emotions and alter our moods. But being aware of what triggers our descent down the path of negative thinking affords us the opportunity to choose whether we continue down this path of negativity or to focus on positive thoughts that motivate and inspire us and those around us.

Be conscious of the energy levels of others

Just as your energy is contagious, so is the energy of those around you. What is the likelihood that you are absorbing the low energy of a colleague or friend who is talking about a terrible day? We can empathize with others, but the danger comes when sympathy becomes our approach. Sympathy means you have taken on the pain of someone's unfortunate circumstance, while empathy is about understanding the situation while not getting emotionally attached. It is not necessary to intentionally stop your own thoughts and feelings; rather, you must avoid getting caught up in them.

Make the shift

It is helpful to realize we have less of a chance to help others when we're in a state of low energy, so being conscious of your energy level is important. When you recognize low energy in yourself, activate thoughts that will make you feel good. Whether it is remembering a pleasant experience, hearing a favorite song or simply telling yourself, "I want to feel good," you have to push yourself to a place where your energy is high. We can be the spark that ignites the fire in others when we act on positive emotions, speak with a passionate voice, answer questions in an inspiring way or simply emit confidence and joy.

There are always different ways for us to approach what is happening in our world. It is a matter of choice. We can see tough times, higher gas prices and less money and conclude that things are hopeless. Or we can look at the world and see opportunities and possibilities. This is a time for us to make a difference, to be the kind of person that will inspire greatness from those we touch.

James works part-time with ECF as a fundraiser. He also volunteers his time through his leadership coaching company Higher Potentials.

Sharing the Healing Warmth of Words

The Emmanuel Cancer Foundation has joined forces with Compassionate Communications, a company dedicated to connecting people in need of support and encouragement with compassionate individuals who want to reach out to them.

Through a special arrangement with Hallmark Business Expressions (a subsidiary of Hallmark Cards, Inc.), they combine web-based technology and high-quality greeting cards to provide a simple, fast, and meaningful way to create healing moments of compassion for ECF kids.

Through Compassionate Communications' unique program, ECF kids can receive handwritten "healing cards" from people they may have never met. In the process, ECF receives funds to support our programs. 25% of the purchase price of all cards sold on the website goes straight back to the Emmanuel Cancer Foundation.

For more information on how this easy-to-use program works, please go to: www.compassionatecommunications.com, and be sure to click on the link that brings you the faces of the ECF kids who are waiting to hear from you!



GIFTS FROM \$100-\$500

Ablaze Communications, Inc.
Advance at Park Place
Aerospace Manufacturing Inc.
Allstate New Jersey Insurance
Company
Antioch Baptist Church
Bristol-Myers Squibb Foundation
Cape May County Emerald Society
Church of the Immaculate Heart of
Mary
Colorado Cafe, Inc.
Columbia Bank
Delta Delta Delta
Dental Associates at Pitman
Dr. Juliet A. Marciano
Dr. Martin L. Weinstock, D.D.S.
Dr. Robert A. Massaro
Estee Lauder, Inc.
Franklin High School
Girls Scouts Northern NJ, Troop 176
Healthcare Collection Specialists, Inc.
HoHoKus Woman's Club
Holston, MacDonald, Uzdavinis &
Ziegler
Independent Order of Odd Fellows
Industrial Cooling Corporation
Inserra Supermarkets
International Longshoremen's
Association
Jacobs Engineering Group, Inc.
Kings Crab Ranch
Knights of Columbus, Pope John XXIII
Council 5498
Lakebridge Community Service
Association
LionWhale Music, LLC
Long Branch Superior Officers
Association
Lutheran Church of the Redeemer
Marc Frost Deborah Frost Ttees
Matrix Realty Inc.
MPPi, Inc.
Mr. and Mrs. Anthony Avia
Mr. and Mrs. Anthony M. Pallotta
Mr. and Mrs. B. G. Paulson
Mr. and Mrs. Cameron H. Calder
Mr. and Mrs. Carmen S. Carfagno
Mr. and Mrs. Charles Montufar
Mr. and Mrs. Craig D. Abolt
Mr. and Mrs. Curtis Harmon Cornwell
Mr. and Mrs. Edward J. Gurak
Mr. and Mrs. Frank Manzi
Mr. and Mrs. Frederic Leif
Mr. and Mrs. Gerald P. Farber
Mr. and Mrs. Harry F. Carrick
Mr. and Mrs. J. Clarke Gray
Mr. and Mrs. James J. Cirone

Mr. and Mrs. James J. Murphy
Mr. and Mrs. John Shamilian
Mr. and Mrs. Joseph A. Marciano
Mr. and Mrs. Mark Holechek
Mr. and Mrs. Maynard M. McAllister
Mr. and Mrs. Michael Yellin
Mr. and Mrs. Peter A. Langerman
Mr. and Mrs. Raymond J. Tarantino
Mr. and Mrs. Rich Christel
Mr. and Mrs. Richard Cowlan
Mr. and Mrs. Richard T. Richardson
Mr. and Mrs. Rick & Lisa
Stammerjohann
Mr. and Mrs. Robert A. Flor
Mr. and Mrs. Robert C. Truhan
Mr. and Mrs. Robert Haass
Mr. and Mrs. Robert M. Loftus
Mr. and Mrs. Robert O. Kennedy
Mr. and Mrs. Sholom A. Sanders
Mr. and Mrs. Stephen H. Lundmark
Mr. and Mrs. Thomas W. Lee
Mr. and Mrs. Vincent Malfitano
Mr. and Mrs. William Kopcho
Mr. Donald L. Goodman
Mr. E. B. Backensto
Mr. Edward H. Fleischman
Mr. Francis T. Giuliano
Mr. James A. Kennedy
Mr. John A. Binko
Mr. Joseph F. Schmidt
Mr. Michael J. McCarthy
Mr. Michael Ratto
Mr. Robert M. Amen
Mr. Samuel J. Ragonese, Esq.
Mrs. Adriana Hoover
Mrs. Jane B. Henry
Mrs. Joan M. Jambor
Mrs. Marilyn E. Garrod
Mrs. Mary M. Provisiero
Ms. Betti B. Barrows
Ms. Elizabeth M. Demkin
Ms. Jean Marie Krahnert
Ms. Jenny Lynch
Ms. Linda J. Harth
Ms. Marilyn E. Maney
Ms. Ruth Cabral
Ms. Sue Vinciguerra
Mulder Enterprises, LLC
Normandy Gator Acquisition I, LLC
Normandy Nickerson Road, LLC
NuStar Foundation
Pellegrino Pontiac Buick GMC
Preferred Healthmate, Inc.
Saint James Catholic Church
Schaufler-Franzen Post #4303 VFW
Synthesis Consulting
The Evangelical Lutheran Church of
the Messiah
The Woman's Club of Wyckoff

United Methodist Women
United Way of Gloucester County
Vigon International, Inc.

GIFTS FROM \$501-\$999

Anonymous
Fanwood-Scotch Plains Service League,
Inc.
Jacobs Engineering Group, Inc.
Most Blessed Sacrament Church
Our Lady of Lourdes Church
Vehicle Management Services, LLC

GIFTS FROM \$1000-\$4999

American International Group
Dr. and Mrs. Carlo M. Nalin
Jack & Jill of America, Inc. Central NJ
Mr. and Mrs. George M. Macchia
Mr. William Frankel
The Junior Woman's Club of Ridgewood
The Westfield Foundation
The Westfield Service League
Wheelabrator Technologies, Inc.

GIFTS FROM \$5000-\$9999

Mr. Adam M. Abensohn
NYBOT Futures and Options for Kids
Tudor Foundation, Inc.

GIFTS OF \$10,000 and above

Robert and Joan Dircks Foundation

For your ongoing thoughtfulness

Ablaze Communiations
Antioch Baptist Church
Dr. and Mrs. Gerald Lowen
Dr. Gerald Savidge Martin
Most Blessed Sacrament Church
Mr. and Mrs. Franklin Yeich
Mr. and Mrs. James Cirone
Mr. and Mrs. Louis Francis
Mr. and Mrs. Rick Stammerjohann
Mr. and Mrs. Robert C. Truhan
Mr. and Mrs. William Emmrich, Jr.
Mr. Howard Hassman
Mr. Kevin Bayne
Mr. Robert Weiner
Mr. Shane Dargan
Mrs. Angela Kwasnik
Mrs. Marilyn Garrod
Ms. Adriana Hoover
Ms. Charlene Ng
Ms. Joanne Ramirez
Staff of Builders General
Wilson Park Seniors

*A special thanks to our newest board
member, Michael Kaufman from Cox
Printers, for donating this newsletter.*

More on ECF's Extraordinary Volunteers



Kevin McLaughlin has been providing ECF with a wide variety of volunteer services over the years. Most impressive, however, is the gift of his artistic talents. He uses this incredible gift to bring joy into the lives of ECF kids by donating the creation of his murals for the silent auction at the annual Celebration of Champions golf outing, where he also serves on the committee. Last year, Larry Heyman bid \$400 to have a mural created for Alyssa, a four-year old Middlesex County girl with neuroblastoma who is now first on the list for a kidney transplant. The mural of a castle was so well-received, that Kevin has volunteered to paint a mural for yet another lucky ECF kid.

In addition to brightening the lives of ECF kids, he has also helped raise funds for us by donating the creation of murals for bidders at ECF events. But it doesn't stop there. McLaughlin engages his own children in volunteering. Every



year, they help him stuff goody bags for event attendees, and one day he showed up with his daughter, Shana, to fill the planters in front of the Scotch Plains office. He is attached to this office, as he was instrumental in getting us moved in from our prior location.

When he is not busy with these activities, Kevin is also a volunteer driver, delivering groceries to ECF families in the Central Region. He even finds time to spend with his own kids enjoying one of his favorite pastimes.

ABOVE and Beyond



Case Manager Ilene Cannon has utilized technology to increase the level her services to families. Richard's mom frequently experiences periods of overwhelming stress when dealing with her son's treatment. To give her immediate relief, Ilene has set up a system for the two of them to communicate using text-messaging. Mom is able to receive a quick response from Ilene, without waiting for the next home visit. This technique helps her to work through her situation as it is occurring, thereby dissipating the anxiety and allowing her to be present for Richard when she is needed.

During a home visit, Ilene was speaking with a dad who is a single parent of an older teenage girl with rhabdomyosarcoma. Because this family of four had recently received a generous grocery delivery from the Central Regional Center, dad urged Ilene to take two bags filled with food to another family who might be able to use them more. That is just what Ilene did – she visited a new family, whose deliveries hadn't yet started. They were overjoyed to receive this unexpected help, and mom mentioned that they were low on food and that there were particular items in the bags that the family loved.



Jim DeMontigny, ECF Caseworker for the greater Burlington County area, sprung into action when he found out that one of his families did not have a clothes dryer, and they were unable to hang a clothesline outside due to lack of space and concern about theft. Jim contacted his friend who works for a local appliance company. The owner of that company, who wishes to remain anonymous, donated a brand new dryer to this family, and even arranged to have it delivered. Now, the family can attend to the more important things without the added worry.



Willy's parents were so delighted that their five-year son old was reaching his one-year milestone of being cancer-free, that they threw him a huge bash. In attendance for Willy were a large group of his friends and relatives. "We wanted to invite the people who were there for us every step of the way," Mom told Michele Miller, Willy's Caseworker. Michele was the only representative from the health care community who attended the Saturday night event.

ECF Events

Monday, September 22, 2008

3rd Annual Eastern Regional Golf Outing

9:00 am – 3:00 pm

Peddie Golf Course, Hightstown, NJ

Event includes a full day of golf, continental breakfast and a BBQ lunch, and admission to the sports auction.

Ticket Price per golfer \$150.00

Ticket Price per foursome \$600.00

Friday, October 3, 2008

Dance & Chance Casino Night

6:30 pm- 11:00 pm

Holiday Inn Select, Bridgeport, NJ

Join us for an evening of casino fun, auction table, dinner and dancing honoring Independent Order of Odd Fellows French Lodge No. 89.

Ticket Price \$60.00

Sunday, October 5th, 2008

5th Annual Richard's Run HHK 5K to benefit the Emmanuel Cancer Foundation

Check-in begins at 7:00 am; run begins at 8:30 am

Ho-Ho-Kus Borough Hall, Ho-Ho-Kus, NJ

This fun run is sponsored by the Ho-Ho-Kus Contemporary Club.

Fee: \$20 for pre-registration; \$25 if registering Oct. 4-5; \$50 family fee or \$55 if registering Oct 4-5.

For more information log onto: www.HHK5K.com

Sunday, December 14, 2008

Nosh, Shop & Style

2:00 pm - 5:00 pm

Congregation Beth Israel, Scotch Plains, NJ

A dawn to dusk fashion show, with clothing provided by Lord & Taylor, Westfield, NJ, with a light reception and a raffle.

Co-sponsored by Congregation Beth Israel and the Emmanuel Cancer Foundation.

Ticket Price Adults \$10, Children \$5

To register call: (908)889-1830

Sunday, February 8, 2009

2nd Annual Chocolate Lover's Delight

1:00 pm – 4:00 pm

Salem County - location information available on request.

An afternoon luncheon followed by a variety of chocolate delights.

Ticket Price \$45

Saturday, February 21, 2009

8th Annual Charity Ball

6:00 pm - Midnight

Channel Club, Monmouth Beach, NJ

An evening of dining, dancing, casino and auctions.

Ticket Price \$150

Friday March 20, 2009

Rockin' to the Oldies

7:00 pm-11:00 pm

Ramblewood Country Club, Mount Laurel, NJ

Join us for a Rockin' evening of dancing to the oldies, buffet dinner, entertainment, and auction tables.

Ticket Price \$35.00



ECF Wish List

ECF Headquarters

- New waste baskets(6)
- Screen doors and windows with installation
- Small refrigerator
- Raiser's Edge 7 (program, installation, and transfer of data)
- Monthly cleaning service and cleaning products
- New fax machine
- New paper shredder

Central Regional Center

- Compact DVD player with monitor
- New copy machine

Eastern Regional Center

- New copier with self-feed and sorting

Southern Regional Center

- New digital camera
- Monthly cleaning service

We Remember

*Michael
&
Anthony*