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Calendar of Events

- "The Many Dimensions of Loss", Lecture by Ken Doka, PhD, January 19, 2011, Fort Myers, FL
- "Transformative Grief: Growth in the Midst of Loss", Lecture by Ken Doka, PhD, January 21, 2011, Sarasota, FL
- Get Your Rear in Gear 5K run/walk/kid's fun run, March 26, Fort Myers, FL
- Cruisin' for C.A.R.E. Car, Truck and Motorcycle Show, March 27, Fort Myers, FL
- Skin Cancer Screening, May 2, Immokalee, FL
- Spring Update for Cancer C.A.R.E., May 13 – 14, Las Vegas, NV

(Continued on page 4)

EMBRACEABLE WRAPS

We are excited to announce a new program called "Embraceable Wraps". Conceived by two Fort Myers, FL women who love to knit and wanted to make a difference with their craft, Embraceable Wraps provides shawls, hats, blankets, and socks for women who will be undergoing chemotherapy. Having chemotherapy can be a long and uncomfortable experience, and these two ladies, Terri Eisenfeld and Lois Geisler, wanted to make patients as comfortable as possible

during the procedure. They outreach to hospitals, chemotherapy clinics and individual patients to donate the items. As a



A recipient of a cap and shawl models her gifts



starting point, Terri and Lois decided to reach out to women with women's cancers. The beautifully made, cloud-soft items will also be for sale to help raise funds to support the program. Embraceable Wraps is generating quite a lot of excitement in the Fort Myers community. It was even featured in the Fort Myers News-Press!



CANCER SCREENINGS

Did you know that fewer than 60% of people who should undergo screening for colorectal cancer actually do? Reasons vary, from fear of the procedure to lack of insurance, to not thinking it's necessary. While we may not be able to solve all the barriers to screening, we do offer free colon cancer screenings every year.

So we can reach even more people, we are starting, in 2011, a 5K run, walk, and kid's fun run to raise money specifically for colorectal cancer education, screening and treatment. Besides colon cancer, we also provide free screenings for prostate and skin cancers. It is well documented that proper screening saves

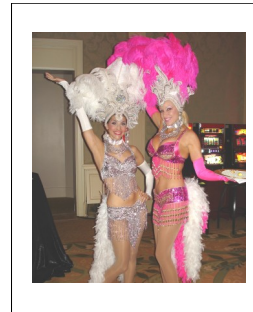
lives, and we believe that catching cancer early, or even before it becomes cancer, is critical in our fight against this disease. By going out into the community and teaming with other trusted local organizations, our hope is to reach out to people, especially underserved people, who otherwise would not get screened.

CASINO NIGHT FUNDRAISING EVENT

On Saturday March 13, at the Ritz-Carlton Golf Resort in Naples, Florida, we came together with Naples Community Hospital Foundation to host a fun and exciting Las Vegas style Casino Night, with dinner, dancing, and of course, "gambling". Following a cocktail reception, Dr. Daniel Dosoretz, CEO of 21st Century Oncology, and Dr. Allen Weiss, President and CEO of the NCH Healthcare System gave brief speeches, then introduced Dr. Jay Loeffler,

special guest and esteemed physician from the Massachusetts General Hospital. Dinner was exceptional, but then the real action started as the "gambling" swung into full gear.

Expertly put together by board member Jackie Bearse, the setting was resplendent with Las Vegas show girls, slot machines, and other accoutrements of a Las Vegas casino. Of course, all "gambling" was done with "funny money" and



proceeds will be used to help cancer patients in Lee and Collier counties. With the help of our generous sponsors, more than 230 guests, and our exceptional volunteers, we raised over \$178,000!

PATIENT ASSISTANCE PROGRAM EXPERIENCES RAPID EXPANSION

In 2007, 21st Century C.A.R.E. established a new program to provide financial assistance to cancer patients in need. Since then, the program has grown by leaps and bounds.

Our goal in starting this program was to help patients get through their cancer treatments by alleviating them of the burden of having to find funds to pay for incidental expenses relating to treatment. We feel that patients shouldn't have to miss doctor appointments because they don't have the money to buy gas for their car, or should be deprived of sound nutrition because

they can't afford groceries. Cancer treatment is challenging enough for

way the patients can concentrate on what's important – beating their disease.

I am 77 years old and have had active cancer since 2009. As you all know, people like your organization allows us to keep positive and keep "fighting the FIGHT". Thanks so much.
— Mrs. B

We want to thank the 21st Century CARE foundation for the money that they donated for my husband's transportation. I hope they realize what a relief it was not to have to worry about rides.
— Mrs. C

patients to get through without having to worry about such incidental expenses, and we felt that by helping out in this

In 2010 to date, we have assisted over 500 patients in 35 states with transportation assistance, grocery cards, temporary housing, medical supplies, and other similar needs.

The program has become our most popular, with increases in requests for assistance each year. Compared to \$8,000 in 2008 we will have distributed over \$100,000 in assistance in 2010.



It's time to make your reservation for the "Spring Update on Cancer CARE" Conference
May 13—14 in Las Vegas!

Some of the confirmed speakers include:

*Robert Timmerman, M.D.
Dept. of Radiation Oncology
University of Texas Southwestern
Medical Center*

*John Pagel, MD, PhD
Dept. of Medical Oncology
University of Washington School of
Medicine*

*Mack Roach, MD
Dept. of Radiation Oncology
University of California San Francisco*

*Arno Mundi, MD
Dept. of Radiation Oncology
University of California, San Diego*

*Donald Abrams, MD
Integrative Oncology Research Program
University of California San Francisco*

*Robert Kuske, MD
Arizona Breast Cancer Specialists*

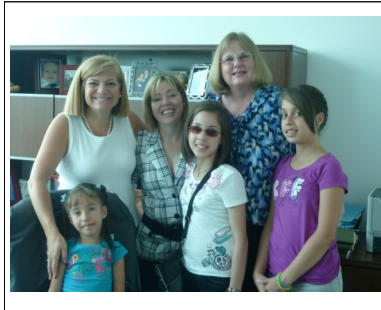
*Brian Lawenda, MD
21st Century Oncology, Inc.*

*Amy Alderman, MD
Swan Center for Plastic Surgery*

DAYANNA GETS A NEW EYE WITH HELP FROM 21ST CENTURY C.A.R.E.

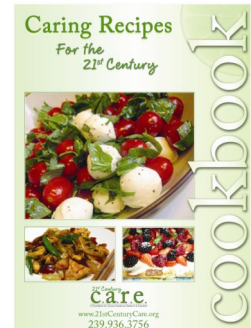
Dayanna Obando, 12, was diagnosed with a rare type of eye tumor when she was only 2 years old. She came to the United States from her native Costa Rica and received radiation therapy at the treatment clinic of 21st Century Oncology in Fort Myers, FL before returning to Costa Rica. This sweet little girl quickly captured the hearts of everyone in the clinic. Unfortunately, over the years her condi-

tion worsened and she recently had to have her eye removed. 21st Century C.A.R.E. established a special fund to bring Dayanna back to Fort Myers to have an eye prosthesis made, and raised almost \$11,000 to pay for the family's trip and Dayanna's new eye! Dayanna was thrilled with her eye, and both her parents said "We have our little girl back again. She is always smiling now, like she used to be".



Dayanna (with her new eye and wearing protective glasses), with Margarita Suarez (left) who sponsored the family, Sharon Salenius (back), 21st Century C.A.R.E. Executive Director, and Dayanna's mom and sisters

COOKBOOK RAISES FUNDS FOR CANCER PATIENTS



What do you get when cancer patients and their families from across the country compile their most beloved recipes? You get a cookbook that is chock-full of goodness and love.

21st Century C.A.R.E. solicited recipes from patients, employees, physicians and board members in an effort to create a cookbook as a fundraising component to its cause. What resulted is "Caring Recipes for the 21st Century," a hardbound three-ring binder boasting 386 recipes.

For a \$15 donation to 21st Century C.A.R.E., you too can have a copy of the cookbook.

For sample recipes or to order a cookbook, please visit our web site at www.21stcenturycare.org

SPOTLIGHT ON FUND RAISING AROUND THE COUNTRY

We were fortunate this year to have the help of 21st Century Oncology volunteers who held fundraising events in various regions of the country. Our biggest fundraiser, the gala event held in Naples, Florida, was a great success, but many smaller events also contributed significantly to our fundraising efforts. Through a great deal of creativity and hard work, these events together raised over \$50,000, funds that stay in the communities where they were raised to help local cancer patients.

Starting off the fundraising season was the "Cast Away Cancer" fishing

tournament held in Nanticoke Harbor, Maryland, hosted by Regional Administrator Chris Remo. With prizes awarded for the largest blue, rock, hardhead and catfish, the anglers are already eagerly awaiting next year's tournament. Regional Administrator Nicole Bodnar held a "mix it, Pour it, Shake it, CURE it!" happy hour in Cherry Hill, New Jersey. The



event was well-attended, with the participants clamoring for another happy hour in the Spring. October brought three golf tournaments, the first in Chandler, Arizona and hosted by Antonio Cabrera and Sue Frazier, the second in Redding, California organized by Regional Administrator Peter Crawford, and the third in Fort Myers, Florida.

We are grateful for the tireless energy and dedication of these individuals and others who volunteered their time to help with these events. They should be very proud to know that their efforts will help cancer patients in their own communities.

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Eduardo Fernandez, MD, PhD
Secretary & Treasurer

Leonardo Garcia
Board Member

Sharon Salenius, MPH
Executive Director

Calendar of Events

(continued from page 1)

- Health Forum colorectal and prostate cancer screenings, September 24, Dunbar, FL
- 4th Annual Swings Against Cancer golf tournament, October 9, Fort Myers, FL
- 23rd Annual Fall Foliage Cancer Conference, October 21-22, Asheville, NC

ABOUT 21st CENTURY C.A.R.E.

21st Century C.A.R.E. is a 501(c)(3) not-for-profit charitable foundation originally established in 1996 and dedicated to cancer patients. We provide national and community-based educational programs for physicians and other medical professionals, patients, and the general public, financial assistance to cancer patients in need, cancer screening events, cancer support groups, and contribute to cancer research. Our vision is help prevent cancer, improve cancer patient survival, and reduce cancer treatment side effects. We are headquartered in Fort Myers, Florida, and operate in all 50 states.

EDUCATIONAL ACTIVITIES

In 2010, 21st Century C.A.R.E. hosted several educational events around the country. Our popular Fall Foliage Cancer Conference, now in its 22nd year and held in Asheville, North Carolina, was well attended, with lectures on Head & Neck cancer from experts from leading institutions such as Yale University, Duke University, and the American Cancer Society. The first annual Spring Update on Cancer Care held in Las Vegas had a similarly impressive faculty.

We also held a number of community-based programs. Dr. Ken Doka, a leading expert on end of life, palliative care and grief, gave a free lecture in Sarasota, Florida to nurses, social workers, clergy, and the general public. In Fort Myers, Florida, Dr. Bruce Lipschutz gave a lecture on preventive care to senior citizens, and in Crestview, Florida, Dr. Eddie Reed gave a talk to local physicians about clinical trials. 21st Century C.A.R.E. is very pleased that we are able to offer such outstanding speakers to provide quality educational opportunities in the local community.



Attendees listen to a lecture at the Fall Foliage Conference

THANKS TO OUR GENEROUS C.A.R.E. SOCIETY DONORS!



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www.21stcenturyoncology.com

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