

ons foundation NEWS

VOLUME II, NUMBER 2
FALL 2004

ONS Foundation Maintains the Gift That Keeps on Giving

Joy Pakkianathan, RN, MSN, CNS, AOCN®

In April 2004, the Greater Lehigh Valley Chapter, Chicago Chapter, and Houston Chapter were honored with the Ellyn Bushkin Friend of the Foundation Award at ONS's 29th Annual Congress. What makes these three chapters stand out? How did they become Friends of the Foundation? Is there a common denominator that the three chapters share? The answer is consistent support—financial or otherwise—of oncology nursing through the ONS Foundation.

Dot Freeman, RN, OCN®, Greater Lehigh Valley Chapter president, enthusiastically shared why her chapter consistently supports the Foundation: "We give because the Foundation is the biggest voice in ONS. It focuses on the importance of learning, providing support and the ability to network.

"Since our chapter was founded in 1985, Elizabeth Sowers [the first chapter president] mentored the belief that the local chapter must support both ONS and the Foundation. It is our responsibility to help them. This philosophy was passed down to every Greater Lehigh Valley president who followed.

"It is like the wedding ring—a constant circle. The Foundation helps the chapters, and the chapters help the Foundation. There is so much that we get in re-



turn—academic scholarships, Congress scholarships, and awards. Even though we are a small chapter

(about 100 members), we feel that every little bit helps," Freeman said.

"The chapter board has been fortunate to have savvy treasurers that have ensured we can give on a consistent basis. The members have firsthand knowledge about what the Foundation offers to all ONS members.

"Many have been awarded grants to attend Congress," Freeman said. "Others have been given scholarships to further their education."

Houston Chapter President Millie Toth, RN, MS, OCN®, AOCN®, Past President Colleen Jernigan, RN, MSN, AOCN®, and President-Elect Debra Adornetto, RN, MS, AOCN®, shared why they feel a strong commitment to the Foundation.

"The membership has a strong belief in supporting the Foundation, with so many benefits that specifically impact each member," Jernigan said.

"So many of our members have benefited from the various awards and grants that the Foundation offers," Adornetto added.

"The general consensus is that we are committed to supporting the wonderful resources that the

(See "Gift" on page 4)

You Don't Have to Be a Chapter to Make a Difference

Four oncology nurses at Doctors Hospital of Sarasota, FL, recently spearheaded efforts to honor the memory of well-respected colleague, patient advocate, and ONS member Doreen Illovic, RN, OCN®. Illovic, who moved to New York from Scotland in 1960, practiced oncology nursing for 15 years before joining the oncology unit in 1996 at Doctors Hospital. She passed away in December 2002.

In October 2003, the Sarasota nurses held a "Celebration of Life" dinner. Approximately 50 of Illovic's friends and colleagues gathered to remember and celebrate Illovic and the outstanding contributions she made as an oncology nurse. As part of the celebration, raffle tickets were sold

to raise money for a gift in her honor to the ONS Foundation.

Ellen Mera, RN, OCN®, and Leah Atwell, RN, BSN, OCN®, two members of the industrious group of nurses who led the effort, agreed on why they chose to make the gift. "Our hope is that by donating to the ONS Foundation in Doreen's name, we will help to fulfill her wishes of inspiring ongoing improvements in the field of oncology nursing.

"If only one nurse is enabled by this donation to help one patient with cancer, all of our efforts will be rewarded."

The Foundation donation in Illovic's name totaled \$1,200.

ONS Foundation Announces the Winners of the Gold 'n Big Apple Raffle

Mischelle Knipe of Dassel, MN, and Paula Forest of Iowa City, IA, are winners of ONS Foundation's Gold 'n Big Apple Raffle. Knipe won first prize—a weekend getaway for two to New York City. Forest won the grand prize—an H. Stern 18 karat gold and diamond jewelry package.



This year's Gold 'n Big Apple Raffle and Annual Congress Raffle raised \$25,375 to benefit oncology nursing.

Special thanks to the many chapters and corporate partners who donated raffle prizes and to the many people who purchased raffle tickets!

CONTENTS

ONS Foundation Board Members Have Diverse Backgrounds	2
ONS Foundation Launches Planned Giving Program	2
Scholarships Help Nurses Attend ONS Congress	3
2004 Congress Activities Raise Funds for ONS Foundation	3
ONS Foundation Holds Silent Auction	3
Welcome to ONS Foundation News' New Cosponsor	4

Did You Know?

Donors who make cumulative annual gifts of \$100 or more enjoy exclusive ONS Foundation benefits? Visit www.onsfoundation.org to learn more about joining the ONS Foundation Circle.

Upcoming Deadlines

November 1, 2004

Small Research Grants

December 1, 2004

Congress Scholarships
Continuing Education
Career Development
Cancer Public Education

February 1, 2005

Academic Scholarships



ONS Foundation Board Members Have Diverse Backgrounds

"Donors to any nonprofit organization have the right to be informed of those serving on the organization's governing board and to expect the board to exercise prudent judgment in its stewardship."

From the Donor Bill of Rights created by the American Association of Fund Raising Counsel, Association for Healthcare Philanthropy, Association of Fundraising Professionals, Council for Advancement and Support of Education

Philanthropy is defined as a tradition of giving and sharing that is primary to quality of life, a voluntary action for the common good. As a philanthropic organization, the ONS Foundation strives to ensure that we merit the trust and respect of our donors. Recently, I came across a Donor Bill of Rights that clearly outlines expectations that any donor may reasonably have for the nonprofit organizations they choose to support. One of the 10 rights in the document is quoted above and pertains to a donor's right to information about the members of a nonprofit board. I thought you might be interested to learn more about our four at-large members who bring their unique perspectives to the work of the ONS Foundation as representatives of the corporate community.

Paula Calvert Bass, RPh, is a senior marketing manager with Amgen, responsible for educating oncology nurses about specific oncology products. Her work brings her into close contact with nursing advisory boards and thought leaders, working collaboratively to develop appropriate educational materials, speaker training, and online support. Through her corporate employer, Paula serves as a sustaining member of ONS and also holds associate membership as an individual.

In the course of her work in multiple settings, Paula is a knowledgeable advocate for oncology nursing and ONS. Her professional education as a pharmacist and her years of marketing experience enable her to effectively market the Foundation to multiple audiences, including those outside of oncology nursing.

Paula is a breast cancer survivor who experienced firsthand the impact that nurses can have, "particularly on the quality of patients' lives as they go through a life-changing and very scary experience. Nurses are the



*Laura J. Hilderley, RN, MS
ONS Foundation President*

Claude P. George, MD, MSc, first learned about volunteerism when he arrived in the United States from France in 1987. "For many years, I was too busy—or I thought I was too busy—to really commit myself to a time-consuming volunteer activity." When he learned about the ONS and the work of the ONS Foundation from a colleague, Claude applied for a position on the Board. "Now that I have discovered the wonderful ONS world, I must say that I am even more interested. The ONS values of caring for patients with cancer are close to my heart. . . . There is also a desire to improve and serve that is really fantastic. Attending Congress in 2003 was a real eye-opener for me. The main focus of the meeting was the care and the well-being of the patient with cancer and his or her relatives."

Claude is a physician, board certified in intensive care medicine and internal medicine. He is president of Global Development Associates, Inc., a pharmaceutical consulting company. His company provides drug development services (particularly clinical development) to pharmaceutical and biotechnology companies. In addition to his experience

ones who pay attention to how the patient feels and can advocate for the patient, making a horrible experience easier. I want to do whatever I can to help advance the oncology nursing profession." Paula is the newly appointed secretary of the Board and has been active on the Development Committee.

ence in management and medical research, Claude brings the non-nurse medical perspective and extensive contact with the pharmaceutical corporate world to the work of the Board. He recently completed two years as chair of the Foundation's Investment Committee. Claude is proud to hold associate membership in ONS.

Teresa S. Houser, BS, has a profession probably as far from the oncology field as one can be. Teresa is a marketing manager for Emerson Process Management, a provider of controls systems to the power and water/wastewater industries. She is manager of a group that provides technical sales support.

Although her occupation is outside of oncology, Teresa has experienced the family perspective of cancer, having lost both parents to the disease. This personal experience inspired her to volunteer for the American Cancer Society, where she applied her management skills to income development and service as chair of the Greater Pittsburgh Unit. Teresa's leadership abilities caught the attention of other nonprofit organizations, including the ONS Foundation. She has been a valued member of the Development Committee and now serves as Foundation treasurer.

Teresa's family experience with cancer affirmed her belief that "patients with cancer must receive the

very best care possible. The ONS Foundation is instrumental in helping to ensure that, by providing scholarships and education." As a resident of the Pittsburgh area, Teresa has acted as spokesperson for the Foundation when groups are meeting at the ONS National Office. Teresa's enthusiasm for the mission of the Foundation is contagious.

Kathryn A. McKenzie, RN, MSM, is the newest at-large member elected to the

ONS Foundation Board. We welcome Kate as she brings the combined perspective of the professional nurse and that of a public relations manager in the pharmaceutical industry. In her corporate position with AstraZeneca, Kate interacts with patient advocate, patient services, and allied health professional groups around the company's key cancer product areas.

In the process of supporting special projects with these various groups, Kate brings her expertise in relationship development for the benefit of all involved. She is a new member of our Development Committee, where the Foundation will benefit from Kate's experience as we pursue our mission of resource development.

Kate has been a nurse for more than 30 years with a broad background that includes administration in operating room nursing and with ambulatory surgery centers, women's health, and family planning, and in a screening program focusing on the underserved that offered mammography, community outreach education, and patient advocacy. She has been an active member of ONS for 10 years and is a member of the Delaware Diamond Chapter. Kate is eager to be involved with the Foundation "bringing both the for-profit and not-for-profit experiences into the Foundation Board review and decision making."

Now that you have met our four trustees at large, I'm sure you will agree that we are supported in our work by a strong, talented, interested group of individuals actively supporting the mission of ONS and the Foundation. We hope that all of you will continue with your support as well.

*Laura J. Hilderley, RN, MS
ONS Foundation President*



The 2004-2005 ONS Foundation Board of Trustees. Pictured standing (L-R) are Claude George, Catherine Burke, Kevin Sowers, Paula Bass, and Teresa Houser. Pictured sitting (L-R) are Barbara Summers, Brenda Nevidjon, and Laura Hilderley. Absent are Linda Abbott and Kathryn McKenzie.

ONS Foundation Launches Planned Giving Program

The ONS Foundation launched its first formalized planned giving program at the ONS 29th Annual Congress. The intent was to help ONS members plan for their own futures and the future of oncology nursing.

Why be a part of the Foundation's planned giving program? ONS member Jeannie Vanderkruik, RN, BSN, OCN®, explains.

"A couple of years ago, I had an opportunity that allowed me to move closer to my aging parents. I'm single and—yes—about the average age of our nursing population.

"I decided to set up a trust. I found an attorney who specialized in estate planning and trusts.

"In working through the process, I identified beneficiaries who I wanted to receive gifts and the percentage of the trust designated for those gifts. Yes—I immediately knew that family would be included as beneficiaries, but I also had the opportunity to identify any other people or groups as beneficiaries.

"I knew I wanted to give back. . . . I wanted to give something back to society as well. I figured the best and wisest way to do that was to include as beneficiaries the ONS Foundation and my church. My family members are aware of my trust and what is in it. They support my choices.

"I was a little ahead of time. I had my trust set up before the ONS Foundation even launched its planned giving program. I am truly honored to include the ONS Foundation in my trust. This is a

decision that took no time at all to make; it was just there and the right thing to do for me.

"Yes, I have been an active ONS member. I have had opportunities to donate my time and knowledge to help ONS. But ONS has given back to me even more: knowledge, friendships, opportunities, etc. When I die, the ONS Foundation will receive one final gift from me. But instead of my time or knowledge, it will be one last gift from my trust," Vanderkruik said.

Liz Gomez, RN, MSN, AOCN®, recalls the process that led to her decision: "When our first child was born, my husband and I made our will. We did not have one before that. We also had not thought about estate planning.

"Planned giving decreased our estate taxes. We decided to each pick a charity to leave some monies to. I picked the Foundation. Our accountant recommended that we do this because, in the event of our death, the government would get the money anyway.

"The process of giving to the ONS Foundation was pretty painless; the staff was helpful. I just sent them a copy of the will. I hope when my kids read the will they will know that this is something that I was committed to. It will be another lesson that I taught them," Gomez said.

To learn more about planned giving or to make a planned gift to the ONS Foundation, contact the Foundation at foundation@ons.org.

Scholarships Help Nurses Attend ONS Congress

Interested in attending the ONS 30th Annual Congress in Orlando, FL, for free (or almost free)?

The ONS Foundation, in partnership with corporate supporters Aventis, Genentech, Oncology Education Services, Inc. (OES), and Sanofi-Synthelabo, collectively will make more than 50 Congress travel scholarships available to RNs involved in cancer nursing. These \$1,000 Congress scholarships will aid oncology nurses in offsetting Congress registration, travel expenses to and from Congress, and per diem Congress expenses.

Submitting an application to win a Congress travel scholarship is simple. Applicants can nominate themselves, colleagues, chapter members, or SIG members to receive a scholarship. The brief Congress scholarship application includes a biographical data sheet and a 350-word (maximum) essay about responding to challenges in practice.

Joanne Itano, RN, PhD, OCN®, received a 2004 Congress scholarship supported by Sanofi-Synthelabo. She found the application process to be a simple one: "I downloaded the application and first read completely through it. I filled in all the blanks and made notes in response to each section requested. The application is very clear," she said.

The result? "I was very pleased and excited to be awarded a 2004 Congress scholarship! The financial support and recognition of my contributions were a nice validation of my work."

Itano's advice to others who are considering applying for a 2005 Congress scholarship? "Go for it.



Joanne Itano
RN, PhD, OCN®

You have nothing to lose except a few hours of application preparation time."

Norma Sheridan-Leos, RN, MSN, AOCN®, CPHQ, who received a 2004 Congress scholarship supported by OES, also was organized during the application process. "I wrote the essay and rewrote it again. I wanted it to be formal yet still reflect my heart. The process itself was simple. I just followed the directions on the Foundation's Web site," Sheridan-Leos said.

Sheridan-Leos was especially pleased to be chosen for the 2004 Congress because several of her colleagues were presenters. "The money not only helped me, but it meant that more authors could attend," she said.

Sheridan-Leos's advice to applicants was to "get the application as soon as possible. Read it over. Start collecting your thoughts. If a nurse has a CNS [clinical nurse specialist], ask the CNS to help you with the application," she said.

Marie Decker, RN, MSN, OCN®, who received a 2004 Congress scholarship supported by Sanofi-



Norma Sheridan-Leos
RN, MSN,
AOCN®, CPHQ

Synthelabo, was nominated by her Bucks-Montgomery, PA, chapter. "It meant updating my resume as well as developing an essay. Both lifted my spirits as I documented my experiences," she said.

When Decker was notified that she was a scholarship recipient, she reread the award notification several times. "I couldn't believe that it was that simple," she said. "There were surely other nurses more deserving than I. However, I had stepped out in faith and took a chance. What a reward!"

Several months later, Decker walked into the Anaheim Convention Center. "Fifty-four hundred oncology nurses—humming to the sounds of the Beach Boys at opening ceremonies—brought tears to my eyes. It still does," she said.

"Inner feelings of pride and a strong sense of belonging overcame me. I treasure my involvement in ONS. I also now realize that the ONS Foundation provides more than financial support. It fulfills dreams!"

Applications can be downloaded from the ONS Foundation Web site at www.onsfoundation.org. The deadline for 2005 Congress scholarship applications is December 1, 2004.



Marie Decker
RN, MSN, OCN®

2004 Congress Activities Raise Funds for ONS Foundation

ONS Foundation/Pfizer Fun Run Raises Nearly \$6,000

A total of 287 runners and walkers in the ONS Foundation/Pfizer 5K Fun Run/Walk & Wheel raised \$5,945 to benefit the Ann Olson Memorial Scholarship Fund that was established in 1990 to honor the memory of Ann Olson. The fund's intent is to improve clinical nursing by assisting one RN per year in fulfilling his or her education.



all funds donated by Congress attendees—up to \$10,000 per company.

Attendees raised \$12,981, almost \$3,000 more than the \$10,000 goal set by the ONS Foundation. After Amgen and OSI Pharmaceuticals matched the donations, the ONS Foundation Congress Challenge raised a total of \$32,981 to benefit oncology nursing.

Amgen and OSI Pharmaceuticals Help Raise Funds for Oncology Nursing

Congress attendees "made their mark" on the ONS Foundation Congress Wall in May, motivated by a challenge from Amgen and OSI Pharmaceuticals, in partnership with the ONS Foundation, to raise funds to benefit oncology nursing. Both companies matched

SIGs Raise Funds for ONS Foundation

ONS special interest groups (SIGs) played an important role in raising funds in the ONS Foundation Congress Challenge. Collectively, SIG members raised \$800, with Amgen and OSI Pharmaceuticals matching those donations for a grand total of \$2,400.

The Radiation SIG, led by Coordinator Marilyn Haas, PhD, ANP-C, sold red Radiation SIG/ONS Foundation bucks at its SIG reception. The SIG raised almost \$400 for the wall, covering nearly an entire panel. After Amgen and OSI Pharmaceuticals matched the funds, the donation was almost \$1,200.

"Many radiation oncology nurses have received ONS Foundation awards, scholarships, and small grants," Haas said. "In deciding to use the Radiation SIG/ONS Foundation bucks to donate to the Wall, many expressed it would be like giving up their coffee bucks."

Haas said that the Radiation SIG/ONS Foundation bucks idea emerged from a discussion about how wonderful it would be if every ONS member (now more than 30,000) would donate just one dollar. That simple strategy would raise \$30,000.

Fueled by its success at the 2004 Congress, the Radiation SIG intends to make this same challenge at the 30th Annual ONS Congress in 2005, Haas said.

Congress Attendees Cycle for Research

The Bristol-Myers Squibb (BMS) "Tour of Hope Ride for Research" at the ONS 29th Annual Congress challenged attendees to raise funds for research by cycling on exercise bikes at the BMS booth. For each mile ridden, BMS made a \$5 donation to the ONS Foundation to establish a small research grant devoted to clinical trials research. Attendees cycled 1,170 miles, raising \$5,850. BMS rounded this number up, donating a full \$10,000 to the Foundation.

ONS Foundation Holds Silent Auction

The ONS Foundation will hold a silent auction in conjunction with the Fifth Annual Institutes of Learning in Nashville, TN.

How it works: Visit the ONS Foundation online at www.onsfoundation.org to check out a list of more than 50 silent auction prizes, such as Congress and Institutes of Learning registrations, one-year ONS memberships, gift baskets, a Panasonic VHS-C camcorder and carrying case, cash, and much more. Each prize has a minimum bid price as well as required bidding increments. Bidding will start at the minimum bid price. After a minimum bid has been submitted, subsequent bids need to increase by at least the required increment. For example, if the minimum bid is \$20 and the required increment is \$5, the next bid should be at least \$25.

Bid online, over the phone, or in person: Bids will be accepted by phone, by e-mail, or in person at the Institutes of Learning in Nashville, TN. To submit a bid, simply download a form from the ONS Foundation Web site, fill it out completely (including your maximum bid amount), and call or return it to the ONS Foundation using the contact information at the bottom of the form. The ONS Foundation will submit your bid in the auction, increasing it in required dollar increments as needed, until your maximum bid amount is reached. **You will be charged only what is required to win the prize. If the full amount of your maximum bid amount is not required, you will not be charged this price.**

Auction dates: Bids will be accepted from Tuesday, October 19, at 9 am (EST) to Saturday, November 6, at 5 pm (EST). Winners will be announced on the ONS Foundation's Web site.

All funds raised will benefit oncology nurses through the ONS Foundation.

Please visit the ONS Foundation at www.onsfoundation.org starting on October 19 for complete rules and details.

Did you know that ONS Foundation has funded 1,296 scholarships, grants, and awards since 1982? **We need your help in supporting oncology nursing!** Please fill out this card and return it with your donation to ONS Foundation at the address below.

Enclosed is a contribution of \$ _____

- In honor of _____
 In memory of _____
 General donation
 Endowment

Please notify:

Name _____
 Address _____
 City, State, Zip _____

Gift from:

Name _____
 Address _____
 City, State, Zip _____

Please make check payable to
 ONS Foundation
 P.O. Box 3258
 Pittsburgh, PA 15230-3258

FN

Watch Your Mailbox
ONS Foundation's 2004 semiannual appeal will be arriving in mid-October. Please consider making a tax-deductible donation to support learning and research opportunities for oncology nurses nationwide.

Gift (Continued from page 1)

Foundation provides on a consistent basis. We do not raise special funds or organize projects specifically to finance any request that the Foundation has," Toth said. "However, we [the board] and the membership agree that the expectation is clear: When the Foundation asks, it is our duty to provide."

For the past five years, the Houston Chapter has been the top seller of the Foundation raffle tickets for large chapters. "It truly is a gift of giving. The chapter has always reaped more than what we have sown," Toth said.

Mary Beth Riley, RN, MSN, AOCN®, president of the Chicago Chapter, expressed a similar sentiment about giving to the Foundation: "The membership truly values the Foundation and what it has to offer."

"The Foundation provides a strong commitment to oncology nursing. There are so many opportunities for growth and development for individuals, chapters, and others. The Foundation has a desire to enhance education, promote research, and award scholarships that demonstrate excellence in our profession."

"Our chapter is fortunate to have the financial stability to give on a consistent basis and participate in the sale of raffle tickets every year," Riley said. "We have clearly seen the benefits of a commitment to the Foundation and what it does for oncology nursing."

The message is clear: Size and numbers are not important. Whether you are an individual or a group, a small or larger chapter, or new or old to the ONS family, your contribution makes a difference. Every

little bit helps. The key is to be consistent with your contributions to the Foundation.

Consistency facilitates the opportunity to grow and touch so many in various ways: helping someone to finish a degree, allowing someone to share the experience of Congress, and providing the monetary support to provide evidence-based research to improve quality in patient care. The Foundation is the mechanism that maintains "the gift that keeps on giving."

Correction

Our apologies for inadvertently omitting the names of two very special donors in the ONS Foundation's 2003 Annual Report. Special thanks to the **American Cancer Society** and **Cynthia N. Rittenberg** for your support during 2003.

Welcome Aboard, Roche!

The ONS Foundation is pleased to welcome Roche as a new cosponsor of the 2004 *ONS Foundation News*. Thanks to the support of Roche and Novartis Oncology—cosponsors of this issue—ONS Foundation can bring important learning and research opportunities and updates in the newsletter to more than 30,000 oncology nursing professionals nationwide. Thank you!

ONS Foundation News Editorial Board

Ellen Carr, RN, MSN, AOCN®, *Editor*
Tina Mason, RN, MSN, AOCN®, *Contributing Editor*
Joy Pakkianathan, RN, MSN, CNS, AOCN®, *Contributing Editor*

Board of Trustees

President
Laura J. Hilderley, RN, MS

President-Elect
Kevin Sowers, RN, MSN

Secretary
Paula Calvert Bass, RPh

Treasurer
Teresa S. Houser, BS

Trustees
Linda I. Abbott, RN, MSN, AOCN®, CWOCN
Catherine Burke, MS, APRN, BC ANP, AOCN®
Claude P. George, MD, MSc
Kathryn A. McKenzie, RN, MSM
Brenda M. Nevidjon, RN, MSN
Barbara L. Summers, PhD, RN

ONS President and Ex Officio
Karen J. Stanley, RN, MSN, AOCN®, FAAN

National Office

Chief Executive Officer and Ex Officio
Pearl Moore, RN, MN, FAAN

Executive Director of the ONS Foundation
Linda Worrall, RN, MSN, OCN®

ONS Foundation Director of Development
Heather Inch-Desuta, BA, MPM

ONS Foundation Executive Assistant
Bonny Revo

ONS Foundation Development Assistant
Michelle McKissick

Publisher
Leonard Mafra, MBA, CAE

Managing Editor
Vikki Newton, BA

Copy Editor
Elisa Becze, BA

The ONS Foundation does not assume responsibility for the opinions expressed and information provided by authors. Acceptance of advertising or corporate support does not indicate or imply endorsement of the company or its products by the Oncology Nursing Society or the ONS Foundation.

Contact the ONS Foundation

125 Enterprise Dr., Pittsburgh, PA, 15275-1214
866-257-4ONS; 412-859-6160 (fax)
foundation@ons.org (e-mail)
International callers should dial 412-859-6100.