

ONS FOUNDATION NEWS

VOLUME 14, NUMBER 2
FALL 2007

Your Dollars at Work

ONS Foundation Endowment Grant Supports Partnership With Africa

In 2007, the ONS Foundation provided a \$58,200 grant from endowment funds to support a project that sent a team of four nurses, one physician, and one staff assistant/course coordinator to Africa to spend two weeks in July at the Ocean Road Cancer Institute in Dar es Salaam, Tanzania. The team went to provide training in end-of-life cancer care to nurses throughout the country.

Practicing nursing in Tanzania is very different than it is in the United States. According to team member Betty Ferrell, RN, PhD, FAAN, "There is very limited access to drugs and a 1:50 nurse-to-patient ratio in Tanzania."

Thirty nurses from rural hospitals throughout Africa traveled to The Tumor Hospital in Dar es Salaam for the specialized training developed by the End-of-Life Nursing Education Consortium.

The minister of health for Tanzania opened the conference and acknowledged the historic significance of the first palliative care training in Tanzania. His presentation aired on an evening television news station.

Also attending were a key staff member from the Ministry of Health/Nursing Education and staff mem-

"There is an overwhelming need for end-of-life care in Tanzania. The ONS Foundation grant helped to provide critical nursing training in palliative care."

—ONS Foundation President Kevin W. Sowers, RN, MSN



Conference attendees listen to a presentation from Betty Ferrell, RN, PhD, FAAN.

bers from the World Health Organization cervical screening project. The education program was viewed as pivotal in extending increased palliative care efforts to other hospitals in Africa. Currently, the country of 40 million people has only five oncologists.

"The Tumor Hospital is the only hospital located in Tanzania," said Ferrell. "Originally intended for 160 patients, the hospital now holds 220, so many patients sleep on the floor. The hospital has open wards, one mostly full of women with cervical cancer, one with children diagnosed with lymphomas and other large tumors, and another ward for men."

Team members spent another day traveling in the African bush, performing home visits. Most of the patients live about two hours outside of the city in small villages, primarily in mud and wood huts. Those who

(See "Africa" on p. 2)



The faculty provided palliative care training and certification to African nurses through an ONS Foundation grant.

We're Almost There! ONS Foundation Silver Anniversary Campaign Winds Down

Now is the time to make your year-end donations to the ONS Foundation. The ONS Foundation's Silver Anniversary Campaign is winding down until it ends on December 31, 2007. Individual support will continue to be solicited, and an increased focus will be given to chapters as the campaign comes to an end. Of course, it is never too late to make a donation to the ONS Foundation. The Foundation's everyday work is dedicated solely to supporting the oncology nursing profession.

The Silver Anniversary Campaign originally was established by the ONS Foundation to secure much-needed endowment funds in three pivotal areas of the oncology nursing profession.

- **Education** to ensure oncology nurses have an in-

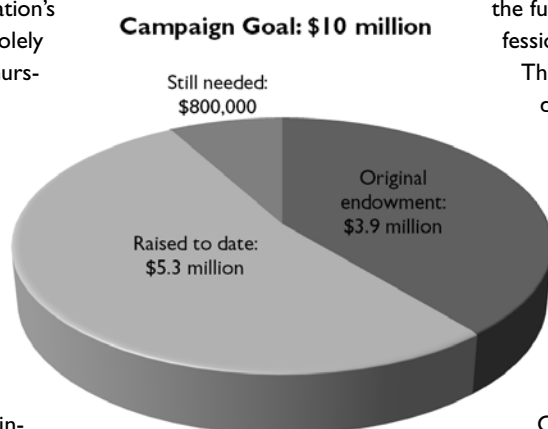
depth knowledge of the latest cancer care products

- **Research** to enable nurses to conduct and participate in oncology nursing research
- **Leadership** to empower oncology nurses through leadership development activities

The Silver Anniversary Campaign is about securing the future of oncology nursing professionals for many years to come.

The campaign went into effect to dramatically increase endowment funds in oncology nursing education, leadership, and research.

Have you made your investment to sustain our profession? Make your gift now to ensure the future of oncology nursing. Your Investment. Your Choice. Our Future.



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2007 Brought Many Successful Events, and More Are in Store for 2008

As the year end draws near, we at the ONS Foundation would like to share our thoughts with you as we look back on 2007 and ahead to the future. As always, we will continue in our efforts to support the oncology nursing profession. The ONS Foundation works with the knowledge that, although we each have a unique role to play in our profession, we all share a common thread to provide the best possible care to people who are faced with a cancer diagnosis. That thread weaves all of us together and encapsulates all that we do as oncology nursing professionals.

In 2007, the ONS Foundation awarded a grant that developed an incredible partnership with nurses in Africa with a mutual desire to provide quality cancer care and end-of-life care to people diagnosed with cancer. We also announced two large nursing research grants (\$200,000 each) to study compliance in patients taking oral agents.

I think about the Silver Anniversary Campaign and what it means to the future of our profession. I recall the generosity of our donors and how it changes lives and makes our dreams attainable. Thank you to all who gave so generously of your time, talents, and finances to make the campaign the success that it has been.



Thank You, Corporate Sponsors

Thank you to our corporate sponsors, the pioneers who led the way in the past and gave so generously to the campaign during its early stages. Page 3 highlights two major corporate donors, AstraZeneca and sanofi-aventis, whose support during the quiet phase of the campaign was significant and much appreciated. The campaign has added \$5.3 million toward our endowment.

Be assured that the ONS Foundation will continue in its efforts to secure funding for the endowment. The endowment is the legacy that will be there for oncology nurses now and in the future to support their need for education, research, and leadership development.

Thank You, Chapters, for the 2007 Chapter Challenge

I offer my warmest thanks to the ONS chapters that historically have partnered with the ONS Foundation and for those that have stepped up again and supported the ONS Foundation Silver Anniversary Campaign. The 2007 Chapter Challenge encouraged personal gifts from chapter members, chapter treasuries, and chapter local community corporate and/or foundation gifts.

The Foundation Plans for the Future

Another opportunity to keep in mind is the gift that "keeps on giving"—the planned giving gift. With planned giving, a donor establishes a charitable gift during his or her lifetime or by way of a bequest from his or her estate. The ONS Foundation will continue to share educational opportunities and resources to educate you about planned giving opportunities and the impact of those gifts on an endowment such as the

Silvery Anniversary Campaign. Page 3 spotlights what motivated one oncology nurse to establish an ONS Foundation planned giving gift and the legacy such a gift leaves to future oncology nurses.

Your Part in Our Legacy

Did you know that in 2006, approximately 1,478,194 public and private nonprofit organizations were reported in the United States? The ONS Foundation is the only foundation that is dedicated exclusively to the advancement of oncology nursing education, research, and leadership development. As we strive to reach our \$10 million endowment goal, I ask you to thoughtfully consider an end-of-the-year tax-deductible gift to the ONS Foundation as you think about your charitable gift giving.

The ONS Foundation will continue to develop strategies to address the future of oncology nursing. During the next five years, the Silver Anniversary Campaign will become another legacy for our profession. Each one of us can give a gift that keeps on giving to each other and to those who will follow us in the future.

Remember that every gift counts and no contribution is too small, whether it is \$10, \$20, or whatever amount you can afford. The endowment is about what we are able to do collectively as a profession that will have a tremendous impact on cancer care and on the lives of the people who are touched every day by what we do as oncology nursing professionals.

Kevin W. Sowers, RN, MSN
ONS Foundation President

Africa (continued from p. 1)



Cancer and AIDS leave many local African children, such as these, orphaned.

could walk came outside and sat on mats to be examined; those who could not walk were seen in their homes.

"The nurses and the doctors were fabulous to see—very compassionate, very close with patients and families," said Ferrell.

The average lifespan in Africa is 48 years and the average annual income is \$300. Patients walk several miles to get to the main road that leads to the cancer hospital. Patients were open to the team's visit, and the doctors and nurses were eager for new ideas to improve cancer care.

Back in the city, the team met with the director of the cancer hospital. Palliative care is new to Africa, and the director said that he would like to see such training expand throughout the country. The presentations on pediatric palliative care were some of the first ever to be seen in Tanzania.

Throughout the training course, many nurses shared their personal experiences with end-of-life care and the challenges they've faced as caregivers, citing the same issues in palliative care that are shared by nurses around the world. The Tanzanian nurses were excited to be pioneers of palliative care in their country.

Upon completion of the training program, a graduation ceremony was held as the nurses received their certificates and pins provided by the ONS Foundation. They also signed a document that stated the training course was the first palliative care course in the country.

"Thank you, Kevin," said Ferrell, "and the ONS Foundation, for making this trip possible."

Foundation Helps Chapters Accomplish Goals

During the July 2007 ONS Mentorship Weekend, the ONS Foundation engaged chapter leaders in a creative version of the TV game show *Deal or No Deal*. Before the weekend, ONS chapters with projects relating to research, education, or leadership could apply to participate in the game.

Fifteen projects were chosen by a review team and were displayed at the ONS Foundation booth during Mentorship Weekend. Chapter representatives voted on their favorites, and the top 10 were selected as grant recipients.

ONS Foundation President Kevin W. Sowers, RN, MSN, led the special ONS Foundation version of *Deal or No Deal*. Ten Board members held silver cases. Inside nine of the cases was \$500, and one case had \$1,000. Each chapter recipient selected a case; as the chapters opened their cases, the Intermountain UT Chapter proved to be the game's luckiest chapter, having chosen the \$1,000 case.

The following submissions received grants.

- **Florida Space Coast Chapter**, "Oncology Palliative Care Conference"
- **Greater Tampa Chapter**, "Reach for the Stars"
- **Intermountain UT Chapter**, "2007 Cancer Survivorship Summer"
- **Lake County Florida**, "Oncology Emergencies for All"
- **Lanier Georgia Chapter**, "Traveling BEACONS—Breast Exam and Cancer Education Oncology Nurses"



Detection"

- **Los Angeles Chapter**, "Exploring the Concept of Burnout in Oncology Nurses"
- **Metro Detroit Chapter**, "Lung Cancer Prevention"
- **New Orleans Chapter**, "Cervical Cancer Prevention and Early

Detection"

- **New York City Chapter**, "Putting Evidence into Practice"
- **Wiregrass AL Chapter**, "Memorial OCN® Scholarship"

Throughout the weekend, Sowers shared information about the unique partnership that exists between the ONS Foundation and ONS chapters. He emphasized the opportunities for oncology nurses, including grants and scholarships to assist in career advancement, lectureships, leadership and research initiatives, cancer public education projects, and reviewer opportunities.

Thank You, Wyeth Pharmaceuticals and Sanofi-Aventis Oncology

The ONS Foundation would like to thank Wyeth Pharmaceuticals and sanofi-aventis Oncology for serving as generous supporters of the Foundation's 2007 spring appeal.

Through the support of corporate sponsors such as Wyeth and sanofi-aventis, the ONS Foundation is able to significantly impact oncology nursing and cancer care by continuing to provide learning and research opportunities to oncology nursing professionals nationwide.

Please consider a donation to the ONS Foundation as you think about your end-of-year charitable contributions.

Sanofi-Aventis Supports Silver Anniversary Campaign “Because Health Matters”

Sanofi-aventis is a Platinum Sponsor for the ONS Foundation’s Silver Anniversary Campaign. Frank Clyburn, vice president and head of the oncology and internal medicine business units, comments on sanofi-aventis’s interest in oncology nursing and its vision for improved cancer care.

Why has sanofi-aventis chosen to support the ONS Foundation Silver Anniversary Campaign? Sanofi-aventis’s work in oncology is based on one overarching dynamic: because health matters. The Silver Anniversary Campaign exemplifies that credo, providing nurses with the training and opportunity to help patients live longer with a high quality of life. Supporting ONS Foundation initiatives is one way sanofi-aventis helps to make a difference in improving cancer care, a core ONS value shared by the company.



Frank Clyburn
Vice President and Head of the Oncology and Internal Medicine Business Units, sanofi-aventis

Why has sanofi-aventis consistently valued its interaction with oncology nursing? We believe strongly in the need for a multidisciplinary team in cancer care that includes oncology nurses. The oncology nurse is a critical healthcare professional to learn from in our efforts to meet the needs of patients with cancer for the development of effective and well-tolerated treatments.

What do you feel is sanofi-aventis’s most valuable contribution to cancer care? We have played a major role in developing chemotherapy drugs that remain the backbone of cancer therapy. Sanofi-aventis remains committed to providing safe and effective therapeutics to help healthcare professionals provide cutting-edge patient care.

To read more of this interview, visit the ONS Foundation Web site at www.onsfoundation.org.

AstraZeneca Sponsors Silver Anniversary Campaign to Help Achieve Common Goals

AstraZeneca is a Platinum Sponsor for the ONS Foundation’s Silver Anniversary Campaign. Lisa Schoenberg, vice president for oncology and neuroscience at AstraZeneca, comments on the company’s interest in oncology nursing care and its vision for improved cancer care.

Why has AstraZeneca chosen to support the ONS Foundation Silver Anniversary Campaign? For more than 20 years, AstraZeneca, ONS, and the ONS Foundation have worked together on educational and informative programs. Like the ONS Foundation, AstraZeneca believes that research, leadership, and education are essential in providing better care to patients with cancer.

Why has AstraZeneca consistently valued its interaction with oncology nursing? AstraZeneca



Lisa Schoenberg
Vice President for Oncology and Neuroscience, AstraZeneca

recognizes that oncology nurses are a vital component of the multidisciplinary cancer treatment team. Through the direct care, support, and education of patients and their families as well as through cancer research, oncology nurses today hold a more critical role than ever before.

What do you feel is AstraZeneca’s most valuable contribution to cancer care? For more than 30 years, AstraZeneca has been an active member of the oncology community, committed to delivering new medicines to improve the lives of people with cancer. More importantly, AstraZeneca understands that the needs of patients with cancer go beyond the treatments they receive.

To read more of this interview, visit the ONS Foundation Web site at www.onsfoundation.org.

Donor Offers Her Perspective on Planned Giving to the ONS Foundation

Deborah K. Mayer, PhD, RN, AOCN®, FAAN, shares her feelings and motives for establishing a planned gift through the ONS Foundation.



Deborah K. Mayer,
PhD, RN, AOCN®,
FAAN

Why was it important for you to make a planned gift to the ONS Foundation? After receiving funding from the ONS Foundation toward my doctoral degree a few years ago, I know firsthand the importance of the ONS Foundation in shaping not only my impact on cancer care but the impact of many others.

The work of the ONS Foundation is vital to oncology nurses and the patients for whom we care. The ONS Foundation should be seen as a valuable resource in advancing the careers of thousands of cancer nurses through education, research, and leadership opportunities. The ONS Foundation Silver Anniversary Campaign is building endowments for the future and will dramatically increase the Foundation’s ability to meet the needs of future oncology nurses.

Giving a planned gift allows me to give a larger gift in the long run with money I would have been donating anyway.

What advice would you have for others who are assessing their support of the ONS Foundation as one of their charitable concerns? Each of us needs to be a stakeholder in the future of the Foundation, whether we’ve been fortunate to receive funding or might need support from the Foundation at some point in the future of our career.

Ultimately, our financial support of the ONS Foundation, either through a planned giving arrangement or an outright gift, helps to continue the work of the ONS Foundation. We owe it to the next generation of oncology nurses and patients with cancer.

First Annual Red Bug Motors Golf Tournament Benefits the ONS Foundation

On May 12, Red Bug Motors held the First Annual Red Bug Motors Invitational Golf Tournament at Indian Mounds Golf Course in Jekyll Island, GA. The ONS Foundation, sole recipient of proceeds from the event, received a \$700 donation from Red Bug.

How did Red Bug Motors’ support of the Foundation

come about? Clayton Porter, a Red Bug Motors business partner, was speaking one day with a volunteer for the golf tournament whose granddaughter was going to school to become an oncology nurse. Porter also has a close friend whose 18-year-old son, A.J. Donohue, had passed away from bone cancer in 2006.



“I just went on the Internet, started researching oncology, and found the ONS Foundation, and I liked what I saw,” Porter said.

A.J. was 16 years old when he was diagnosed with bone cancer. He could not attend school because of his chemotherapy treatments, so Red Bug Motors “let him

work around our office to give him something to do,” said Porter, “and my business partner, Richard Van Iderstynne, who is also an international pilot with Delta Airlines, gave A.J. flying lessons.”

A.J. died in September 2006, and the golf tournament began what will become an annual tribute to support

youth and the oncology nursing profession. “This was our first experience in fundraising, but we hope there will be many more donations to come,” Porter said.

The ONS Foundation is honored to be the recipient of proceeds from the First Annual Red Bug Motors Invitational Golf Tournament.

Southeast Minnesota Chapter Creates Enduring Fund in Memory of a Beloved Member

As a lasting tribute to Mary J. Scherbring, RN, MSN, AOCN®, members of the Southeast Minnesota Chapter of ONS have established the Mary Scherbring Institutes of Learning Scholarship Fund to support the important mission of the ONS Foundation.

Scherbring had a passion for educating people with cancer and advocating for patients and their families. She spent her career at the Mayo Clinic working on the Cancer Adaptation Team and committed much of her time to the continuing education of other oncology nurses, especially in the areas of genetics, advanced prac-

tice, and certification. Scherbring also served as planning team chair for the ONS Seventh Annual Institutes of Learning in Pittsburgh, PA, in November 2006.

Southeast Minnesota Chapter members have spearheaded a campaign that has raised nearly \$50,000 for the Mary Scherbring Institutes of Learning Scholarship Fund, which will provide annual support to qualified nurses wishing to attend the ONS Institutes of Learning.

The chapter’s tribute to Scherbring’s memory enables her vision of supporting oncology nursing education to be carried on through their efforts.

Build a Legacy for Tomorrow’s Dreams

Making a planned gift to the ONS Foundation helps ensure its important mission . . . improving cancer care and the lives of people with cancer by funding oncology nursing research, scholarships, awards, and educational programs.

Through a planned gift such as a bequest, life income gift, gift of life insurance, or charitable lead trust, you create a legacy that will ensure the professional dreams of oncology nurses for many years to come.

Unlike outright gifts, planned gifts benefit the ONS Foundation in the future and may provide added benefit to you and your loved ones as powerful wealth management tools.

There are a variety of ways you can leave a lasting legacy to the ONS Foundation. To learn more, call 866-257-4667 OPTION #4 or visit our Web site at www.onsfoundation.org.



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My Investment, My Choice, Our Future: Building Endowments to Support Oncology Nursing

____ Yes! I want to guarantee that educational, research, and leadership resources will always exist for oncology nurses. Here's my gift for the Silver Anniversary Campaign.

My Contact Information

Name: _____

Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

E-mail: _____

ONS Member ID: _____

Gift Levels

- \$1–\$499 "Supporter"
- \$500–\$2,499 "Friend"
- \$2,500–\$4,999 "Bronze"
- \$5,000–\$9,999 "Silver"
- \$10,000–\$24,999 "Gold"
- \$25,000–\$34,999 "Platinum"
- \$35,000+ "Special Named Gift"

Please designate my gift to:

____ Education ____ Research ____ Leadership
____ All three areas of need as determined

After reviewing levels, I would like to secure my gift/pledge of \$ _____

Please clip and mail with your check payable to "ONS Foundation," 125 Enterprise Drive, Pittsburgh, PA 15275-1214.

____ Please call me about setting up a pledge to the Silver Anniversary Campaign via credit card or electronic funds.

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Upcoming ONS Foundation Deadlines

December 1, 2007

Congress Scholarships
Career Development Awards
Cancer Public Education Grants

February 1, 2008

Bachelor's Scholarships
Master's and Post-Master's Certificate
Scholarships
Doctoral Scholarships

For more information, visit www.onsfoundation.org or call the ONS Foundation at 412-859-6100.

Roche Oncology Continues to Underwrite the ONS Foundation News

Roche Oncology, sole underwriter of the ONS Foundation News, is a longtime supporter of oncology nurses and quality cancer care. Although the company focuses on colorectal and breast cancer, Roche also performs research in various tumor types and generously supports programs that emphasize quality of life.



The ONS Foundation is grateful for Roche's continued support of the oncology nursing profession and its mission to advance cancer care and improve the lives of people with cancer.

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Contact the ONS Foundation

125 Enterprise Dr., Pittsburgh, PA 15275-1214
866-257-4667 (toll free); 412-859-6163 (fax)

foundation@ons.org (e-mail)

International callers should dial 412-859-6100.