

# ons foundation NEWS

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## Partners Will Match Donations During 30 Years of Excellence Challenge

**O**NS is turning 30 this year! To celebrate 30 years of excellence in oncology nursing, the ONS Foundation and a group of partners are teaming up for a special fundraising event. This fundraising effort will create and maintain learning and research opportunities for oncology nurses nationwide.

The 30 Years of Excellence Challenge will be held April 1–May 1, 2005. During this period, the ONS Foundation and a very special group of partners are challenging ONS members to raise \$30,000 to benefit oncology nursing.

How is this fundraiser different from those in the past? Amgen, AstraZeneca, Novartis Oncology, Oncol-

ogy Education Services, Inc., and Sanofi-Aventis will match every dollar raised—up to \$30,000 per company (Gold Level). Biogen Idec, Eli Lilly and Company, MGI Pharma, Merck Oncology, and (OSI) Oncology will match up to \$10,000 per company (Bronze Level). Thus, the grand total that the ONS Foundation can collectively raise for oncology nursing is more than \$230,000.

To reach the \$230,000 target, the ONS Foundation needs your help. Join us in celebrating 30 years of ONS by participating in the 30 Years of Excellence Challenge.

You have four ways to donate from April 1–May 1.

(See “30 Years,” page 3)

### Your donation makes a difference! We did the math.

Your tax-deductible donation of	\$10	\$30	\$50
Matching donations from our partners	+\$100	+\$300	+\$500
<b>Total dollars raised for oncology nursing</b>	<b>\$110</b>	<b>\$330</b>	<b>\$550</b>

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## ONS Foundation Debuts First eBay® Auction

**F**ire up the computer and get ready to place your bid on a variety of outstanding prizes in the ONS Foundation's first-ever Congress eBay® auction. This 10-day online auction will open promptly at noon (EST) on Monday, April 25, and will end at noon (EST) on Thursday, May 5. Prizes will include celebrity-autographed items, electronics, travel, and home and garden items, as well as nursing-specific items such as registrations for ONS's 31st Annual Congress in New Orleans, LA, or ONS's 2005 Institutes of Learning in Phoenix, AZ. Best of all, proceeds raised will benefit oncology nursing through the ONS Foundation.

Here's how you can support oncology nursing while winning great prizes.

1. Visit [www.onsfoundation.org](http://www.onsfoundation.org) from Monday, April 25, at noon (EST) to Thursday, May 5, at noon (EST)

and click on the eBay auction link. This will link you directly to ONS Foundation's eBay auction.

2. Browse the prizes and choose the ones on which you would like to bid.
3. Follow eBay's instructions for registering as a new user or, if you're already an eBay user, log in.
4. Place your bid.
5. At the end of the eBay auction, eBay will e-mail all winners. Simply authorize payment within the specified time frame, and eBay will charge your credit card for your winning bid amount.
6. You'll receive your prize in the mail just a few days later.

For additional details, visit the ONS Foundation online at [www.onsfoundation.org](http://www.onsfoundation.org) or call 866-257-4667 (choose option #4 on the menu).

## Oncology Nursing. My Choice. My Career. My Passion.

By Tina Mason, RN, MSN, AOCN®

**T**his year, the ONS Foundation challenged ONS members to create the Oncology Nursing Month theme that would appear on nursing month products and posters in hospitals and cancer care centers nationwide. More than 450 themes were proposed, making the selection process a difficult one.

Credit for the 2005 Oncology Nursing Month theme, “Oncology Nursing. My Choice. My Career. My Passion,” goes to Carey Oliphant, MS, RN, director of Oncology Services at Florida Hospital and treasurer of the Central Florida ONS Chapter.

According to Oliphant, the theme represents her experience as an oncology nurse for the past 14 years. From her experience, she says

that she has gained an understanding of what being an oncology nurse means and has made it her career.



Carey Oliphant, MS, RN

“Now I find myself surrounded by an amazing group of nurses, talented physicians, and a community that trusts our team at Florida Hospital for care during an uncertain time,” Oliphant said. “I am so grateful I have the chance to make a difference doing what I love every day!” she said.

Oliphant will attend ONS's 30th Annual Congress and serve as a volunteer from one of the hosting chapters. “I am very excited that my theme is being used the year that the ONS Congress is held in Orlando,” Oliphant said.

In recognition of her theme's selection, Oliphant was the first to receive the special lapel pin, t-shirt, and lanyard that feature the 2005 Oncology Nursing Month logo.

To view the new 2005 Oncology Nursing Month product line, visit [www.onsfoundation.org](http://www.onsfoundation.org) or call 866-257-4667 (choose option #4) for a catalog.



## Consider Giving Back to the Organization That Has Given to You



Laura J. Hilderley, RN, MS  
ONS Foundation President

As I complete my term as president of the ONS Foundation, I would like to share some thoughts with you about ways in which you and I can be involved in the future of ONS and build for those who will follow us.

In the spring of 1976, after eight months in oncol-

ogy nursing, I attended the first ONS Convention in Toronto, Canada. My employer, the chief of radiation oncology, had returned from an American Society of Clinical Oncology meeting, impressed by the group of oncology nurses in attendance who had organized as ONS in the previous year. He urged me to attend their Toronto meeting and "see what it's all about."

I remember it very clearly: walking into the Toronto hotel lobby, seeing a smiling woman seated alone at a small registration table marked by an ONS poster, and being greeted warmly by the treasurer, Connie Henke Yarbrow. I registered, paid my \$20 dues, and began a professional "love affair" with ONS that continues today, 29 years later. I have been fortunate to attend Congress every year since that time.

This year, ONS celebrates its 30th anniversary, and the ONS Foundation will commemorate that milestone with our 30 Years of Excellence Challenge. The Foundation is asking our 30,000 members to help us

raise \$30,000 from April 1–May 1 to help support our many programs of nursing scholarship, education, and research. The exciting news is that your \$30,000 will be matched by a number of sponsoring partners (see p. 1).

Thirty years is a long time, and 30,000 members is a truly impressive number! What if each member donates \$30 to this challenge? Or perhaps some could donate \$1 for every year they have reaped the benefits of being an ONS member? I have 29 years to celebrate; how about you? No matter how much you decide to contribute to our 30 Years of Excellence Challenge, your thoughtful gift will multiply and be appreciated.

Now, think ahead with me about the next 30 years and beyond. You have heard me on several occasions talking about Planned Giving, a means by which you can help to ensure that ONS continues to carry out its mission. The Foundation's Planned Giving program was launched in 2004 with information sessions during Congress. These sessions will again be held during Congress in Orlando.

We are pleased that a number of ONS members have already made their commitment to leave a charitable gift to the ONS Foundation. We hope that many more will follow. Planned Giving requires thoughtful consideration, as illustrated in this four-step PLAN that can be very helpful when you are considering a meaningful planned gift.

- **Ponder:** Think about what you want to accomplish. What motivates you? What can you afford to give after personal and family needs are met? Careful, unhurried creative thinking works for most individuals.
- **Learn:** Gather information about any organization

you may be considering as a beneficiary. Talk with knowledgeable advisors about the various vehicles available for charitable gifts. Be sure you are satisfied with what you have learned and are comfortable with your decision to proceed.

- **Act:** Follow through with your decision to make a charitable gift after you are fully satisfied that such a move is right for you. This sometimes can be the hardest part of the process.
- **Notify:** When you have completed your planned gift, you have the option to notify the designated organization(s). The ONS Foundation believes that gift notification is important to you and the Foundation. It helps to complete the planned giving process, and it allows the Foundation to respond to you with thanks and appropriate recognition. Knowledge of your gift helps us to plan for the future, helps to validate the Foundation's financial stability, and can be a positive stimulus for others who may be considering a planned gift.

And now it's time to turn the presidency over to Kevin Sowers, RN, MSN. Kevin is well known to many of you for his creative musical and theatrical talent. He is also an expert clinician and administrator and will bring these skills and broad experience to the presidency. We all look forward to Kevin's leadership of the ONS Foundation.

My thanks to all who have so generously supported the ONS Foundation.

Laura J. Hilderley, RN, MS  
ONS Foundation President

## ONS Foundation Honors Massey Charitable Trust With Friend of the Foundation Award

By Joy Pakkianathan, RN, MSN, CNS, AOCN®

This year, the ONS Foundation will present the 13th Ellyn Bushkin Friend of the Foundation Award to Massey Charitable Trust, which has demonstrated outstanding, continued support of oncology nursing through the ONS Foundation since 1991.

Massey Charitable Trust will be honored at the ONS 30th Annual Congress in Orlando, FL. The award was designed to recognize individuals, chapters, and organizations that demonstrate the goals and values of the ONS Foundation. The ONS Foundation provides many opportunities for oncology nurses to either ob-

tain higher education (e.g., earn a degree), provide professional development (e.g., attend Congress or other ONS Foundation-sponsored continuing education programs), promote research (e.g., conduct research through ONS Foundation-funded research grants), or acknowledge quality patient care (e.g., provide recognition to exemplary oncology nurses through career development awards).

Past Friend of the Foundation award recipients demonstrated that they were committed to quality and excellence in oncology nursing by supporting the ONS Foundation on a consistent basis using a variety of methods. They also shared the desire to encourage professional growth and development, enhance clinical knowledge, and provide financial resources to individuals who demonstrated these values at the bedside and beyond.

Anthony J. Jannetti was the first recipient of the award in 1991. His commitment to the Foundation and its mission motivated him to initiate and financially support the Pearl Moore Career Development Award, which continues to provide opportunities to recognize outstanding oncology nurses each year.

In 1995, Ortho Biotech received the Friend of the Foundation Award for its support of the Fatigue Initiative through Research and Education (FIRE®) research project. This project provided the opportunity to educate and enhance awareness regarding cancer-related fatigue for patients and healthcare providers based on research that oncology nurses collected.

In 2004, three chapters (the Greater Lehigh Valley Chapter, the Chicago Chapter, and the Houston Chapter) were honored with this award for their consistent commitment to the ONS Foundation.

The Ellyn Bushkin Friend of the Foundation Award promotes excellence in oncology nursing that will enhance and continue quality patient care now and in the future. That mission exemplifies what it means to be a friend of the foundation.

For details about the Friend of the Foundation Award, visit [www.onsfoundation.org](http://www.onsfoundation.org).

## ONS Foundation/Pfizer Fun Run/Walk & Wheel Will Take Place at the ONS 30th Annual Congress



The 2005 ONS Foundation/Pfizer Fun Run/Walk & Wheel is scheduled for Saturday, April 30, at 6:30 am at the ONS 30th Annual Congress in Orlando, FL. The 5k run and 2.5k walk will begin and end at the Pointe Orlando Hotel, located within easy walking distance of Congress hotels.

A \$15 registration fee includes a t-shirt featuring the 2005 Fun Run/Walk & Wheel logo, a continental breakfast at the event, and online access to your race time.

All proceeds benefit the Ann Olson Memorial Scholarship Fund, which was established in 1990 to honor the memory of Ann Olson. The scholarship assists one RN per year in fulfilling his or her educational goals at the doctoral level. To date, 14 oncology nurses have received the scholarship.

For additional information about the Fun Run, visit [www.onsfoundation.org](http://www.onsfoundation.org).

## Have You Made Your Donation to the 30 Years of Excellence Challenge?

Donate online ([www.onsfoundation.org](http://www.onsfoundation.org)), by phone (866-257-4667), or send in the donor card you received in the mail. Your gift makes a difference!

Did you know that the ONS Foundation has funded more than 1,420 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:**

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Address \_\_\_\_\_

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P.O. Box 3258

Pittsburgh, PA 15230-3258

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# Susan Bauer-Wu Named 24th Mara Mogensen Flaherty Memorial Lecturer

By Tina Mason, RN, MSN, AOCN®

Susan Bauer-Wu, DNSc, RN, director of the Phyllis F. Cantor Center for Research in Nursing and Patient Care Services at Boston's Dana-Farber Cancer Institute, is the 24th Mara Mogensen Flaherty Memorial Lecturer. Bauer-Wu's lecture is titled "Seeds of Hope, Blossoms of Meaning."



Susan Bauer-Wu, DNSc, RN

The annual Mara lecture, which focuses on the psychosocial aspects of cancer, will be held on Saturday, April 30, at 8:30 am during ONS's 30th Annual Congress. The 2005 lecture is underwritten by Sanofi-Aventis.

During her career, Bauer-Wu's strengths included her ability to connect with patients and guide others in making those connections, such as listening to the hearts and minds of patients and providing healing programs for patients using innovative methods.

After being immersed in academia and research since about 2000, Bauer-Wu said that she realized that she needed to return to direct involvement with patients.

Subsequently, Bauer-Wu founded and cofacilitated healing groups called Paths to Healing With Cancer and Retreats to Renew: Clarity and Creativity for Healing. Bauer-Wu also has been instrumental in the Virginia Thurston Healing Garden. These healing

programs—for patients, families, and healthcare professionals—combine creative and expressive therapies, meditation, massage, supportive and authentic dialogue, and connection with nature.

Experiences and stories from her work with these programs will be the foundation of her lecture. Bauer-Wu also will thread metaphors and images of gardening and gardens throughout her lecture. The message will translate beyond the role of nurse as caregiver to

include the importance of self-care and healing for the oncology nurse.

"With gentle attention and occasional weeding, we all have the potential to develop strong roots and beautiful blossoms," Bauer-Wu said. The presentation also will highlight examples of how oncology nurses'

sense of hope and meaning facilitate connection and enhance the experience for patients with cancer and their families.

Bauer-Wu has been a member of ONS for 18 years and frequently has attended Congress. After learning she will receive the lectureship, she said that she appreciates the significance of this award and lectureship.

"What a gift it has been for me to be able to do what I love professionally, to be personally enriched in the process, and to be satisfied knowing that I've made a difference, in small and large ways, to enhance the lives of patients with cancer, families, and colleagues," she said.

In addition to her position at Dana-Farber Cancer Institute, Bauer-Wu is an instructor of medicine at Harvard Medical School in Boston. She holds adjunct faculty appointments in nursing at the University of Massachusetts at the Boston and Worcester campuses.

The Mara Mogensen Flaherty Lecture was established in 1981 by the ONS Foundation in a collaborative effort with Porter Novelli and Associates and the National Cancer Institute's Office of Cancer Communications.

The annual Mara lecture was created in memory of Mara Mogensen Flaherty, a cancer survivor for 14 years before her untimely death in 1980. Mogensen Flaherty, who was diagnosed with Ewing's sarcoma, lived a full and rich life despite her cancer and extensive periods of treatment. By her example, she continues to inspire the lectureship, which emphasizes the importance of psychosocial health for patients with cancer.

## Capital Campaign Ends With Many Accomplishments

The ONS Foundation's 1998 Capital Campaign for the creation of the Center for Leadership, Information and Research (CLIR) resulted in many educational and research opportunities for oncology nurses. The campaign's focus included specific oncology nursing projects and supported the Foundation's endowment.

Currently, 99% of corporate pledges, 93% of ONS chapter pledges, and 88% of individual pledges have been fulfilled. Approximately 70% of the funds raised in the capital campaign were restricted to specific education, leadership, and research projects or for the endowment.

Through CLIR, the ONS Foundation supported more than 30 major research grants that ranged from \$20,000–\$500,000. Worth noting is that these grants enabled nurse researchers to study many areas within the ONS Research Agenda. In addition, each funded education program had a dissemination component. Nurses who participated in these programs committed to disseminate, in some manner, content that they had learned from the program. As a result, the content of these educational programs has been able to reach and impact thousands involved with the care of patients with cancer.

The ONS Foundation endowment continues to fund a variety of projects that benefit oncology nurses, patients, and families. One example of endowment fund support has been the ONS Mentorship Weekend. Since 2002, the Foundation Board has voted to partially fund this event, which provides leadership education to ONS chapter leaders. The Foundation Board is committed to providing support for this event and leadership education now and in the future.

For complete details about the many programs supported by the ONS Foundation capital campaign, contact the ONS Foundation or visit [www.onsfoundation.org](http://www.onsfoundation.org).

## ONS Foundation Sponsors Poster and Podium Sessions at Conference on Cancer Nursing Research

The ONS Foundation was a funding source for 21 podium and 9 poster presentations at ONS's Eighth National Conference on Cancer Nursing Research held in Ft. Lauderdale, FL, in February.

Among Foundation-supported presentations were those on family dynamics and relationships, treatment and symptom issues (e.g., fatigue, pain, nutrition, distress), smoking in women with lung cancer, Internet

use in cancer care, bone marrow donation in the African American population, survivorship issues, quality of life, and end-of-life care.

Poster topics at the conference—supported, in part, by Foundation grants—included those about depression in patients with cancer, quality of life, instrument development, Web-based applications in research and patient care, patient education, and practice standards.

## 30 Years *(Continued from page 1)*

- Online:** Visit [www.onsfoundation.org](http://www.onsfoundation.org). Click on "Donate Now" under the "30 Years of Excellence Challenge." Fill out the user profile or enter your log-in information, and make your donation. Be sure to check out the virtual wall, hosted on the ONS Foundation Web site, for your name.
- By mail:** Fill out the donor card that you recently received in the mail announcing the 30 Years of Excellence Challenge and return it in the envelope that was enclosed with the mailing. Can't find your card? Just download a form on the ONS Foundation Web site at [www.onsfoundation.org](http://www.onsfoundation.org) and send it to the address on the form.
- By phone:** Call 866-257-4667 (choose option #4 on the menu) and use a credit card to donate.
- In person:** To make your donation in person at ONS's 30th Annual Congress in Orlando, FL, visit the ONS Foundation Booth in the ONS Resource Area from April 28–May 1. Your name will be post-

ed on the special Congress Wall—a wall actually constructed at Congress—in addition to the virtual wall that will be posted on the Foundation's Web site.

If you donate via any of these methods, your name will be placed on ONS Foundation's 30 Years of Excellence Virtual Wall at [www.onsfoundation.org](http://www.onsfoundation.org). **Donate \$30 or more and receive a limited-edition ONS 30th anniversary cloisonne pin.**

## Planning for Your Financial Future?

Attend one of the free, one-hour informational sessions about Planned Giving at the ONS 30th Annual Congress. Sessions will be offered on Thursday, April 28, from noon–1 pm and 5:15–6:15 pm. To register or learn more, call 866-257-4667 and choose #4 on the menu options.

## Approaching ONS Foundation Deadlines

**June 1, 2005**

Research Fellowship

**November 1, 2005**

Small Grants

**December 1, 2005**

Continuing Education  
Career Development  
Cancer Public Education Projects

**February 1, 2006**

Academic Scholarships

For more information about these ONS Foundation grants and awards (and to download applications), visit [www.onsfoundation.org](http://www.onsfoundation.org) or call 866-257-4667 (choose option #4).

## Roche Supports ONS Foundation and Oncology Nurses by Sponsoring the *ONS Foundation News*

By Joy Pakkianathan, RN, MSN, CNS, AOCN®

This year, Roche is the exclusive sponsor of the *ONS Foundation News*. As an introduction, here are some comments from the company's spokesperson, Virginia Valenze, director of public affairs.

"Roche has always believed in and highly valued the oncology nurse, which is one of the reasons we have partnered with ONS in the past and why we are so delighted to expand that partnership to include the ONS Foundation," said Valenze. "We have always felt that the oncology nurse has a tremendous amount of influence on the patient and impacts the quality of care that they receive."

"Oncology nurses have a critical role in playing the part of the liaison with the patient, family, and other members of the healthcare team. You may see it as the 'personal touch' or comfort zone that they create for each individual patient or by the myriad of questions they can answer throughout the treatment process, which can be of enormous help to the patients and their families," she said.

Roche's commitment to the *ONS Foundation News* demonstrates its support of ONS and the ONS Foundation throughout the years. According to Valenze, Roche has witnessed the key role that ONS has played in communicating with its membership about a wide area of activity—legislative issues, current and upcoming trends in research, new treatment options, and symptom management. The company knows that these issues also are important to the community at large, where nurses consistently improve the quality of care for patients with cancer.

Valenze said that sponsorship of the *ONS Foundation News* is a cultural fit with ONS and the Foundation, emphasizing commonly shared ideas and goals, dedication to quality patient care, and the desire to cultivate a lasting long-term relationship with ONS and the ONS Foundation.

The joint effort of the ONS Foundation and Roche allows for the production and distribution of a quality

newsletter, which is a vehicle for communicating news from the Foundation with the ONS membership and Foundation community.

Included in Roche's support of the *ONS Foundation News* is Roche's in-kind donation of staff time, services, and materials in actually printing the newsletter in Roche's corporate print shop. Because of the compa-

ny's generous support of the newsletter's production and distribution, the ONS Foundation is able to mail the newsletter to you.

The next issue of the *ONS Foundation News* will highlight how Roche has supported quality care for patients with cancer, including its programs about breast cancer awareness.

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