

ONS Foundation News

PROMOTING PROFESSIONAL EXCELLENCE IN ONCOLOGY NURSING RESEARCH, EDUCATION, AND LEADERSHIP

VOLUME 15 ■ NUMBER 1 ■ SPRING 2008

Potomac Area ONS Chapter Holds First Fundraiser to Benefit the Silver Anniversary Campaign

On October 24, 2007, the Potomac Area ONS Chapter (PAON chapter) held its first fundraiser to benefit the ONS Foundation's Silver Anniversary Campaign. The PAON chapter regularly holds fundraisers to benefit various causes that support cancer; however, this was the first one undertaken solely for the benefit of the ONS Foundation.

The idea originated when Chapter President-Elect Paula Muehlbauer, RN, MSN, OCN®, attended Mentorship Weekend in July 2006. During the weekend, Kevin Sowers, ONS Foundation Board president, shared the story of a cocktail party he held at his home in Raleigh, NC, for board members and chapter presidents. At that time, he challenged chapters to consider hosting future fundraisers of their own, stressing the impact of such events on the ONS Foundation.

"The PAON Chapter adapted the idea because it sounded like so much fun and a good way to raise funds," Muehlbauer said.

PAON's fundraiser was held at Caddies on Cordell in Bethesda, MD. Caddies has been a regular supporter of the chapter's fundraising events and generously donates a portion of the event's proceeds to each fundraiser they host.

The day of the event, Sowers flew to Washington, DC, to lend his support and to urge people to donate to the cause.

"This fundraiser is a model for other chapters to use in creating a community event to support changing the lives of patients with cancer and their families," Sowers wrote in an e-mail after the event. "They should be proud of the event they worked together to create."



Members of the Potomac Area ONS Chapter raised more than \$3,400 during a fundraising event to benefit the ONS Foundation.

decision to hold this fundraiser was the PAON chapter board of directors' philosophy of philanthropy," Muehlbauer said. "Fortunately, our members feel the same way about giving back—in this case, to the ONS Foundation—so we had volunteers who were willing to pull it all together."

The PAON chapter raised \$3,443.56 at the event and donated all of the proceeds to the Silver Anniversary Campaign. The hard work and continued success of PAON's fundraising events have set the stage for other chapters to take on the challenge and create fundraising events of their own.

"One of the ideas that led to the

"For nurses to continue to learn, we need to take advantage of what the ONS Foundation offers us. Whether a nurse received funding in the past or wants to apply for funding in the future, it is so important to give back to the Foundation to keep it going."

—PAON Chapter President-Elect Paula Muehlbauer, RN, MSN, OCN®

What makes an event like this so important is the impact it has on the Foundation and on oncology nurses in the long run. Muehlbauer emphasized the importance of having the ONS Foundation available as a vital tool for nurses to use in their pursuit of advancing their careers.

"The ONS Foundation is a necessary resource for oncology nurses, for many just to be able to further their education, research, and leadership opportunities or to attend an Institutes of Learning or Congress conference," she said.

Thank you, Caddies on Cordell and PAON chapter, for your hard work to benefit the ONS Foundation.



Caddies on Cordell generously hosted the PAON chapter fundraiser and even donated a portion of the proceeds to the chapter as a gift to the ONS Foundation.

Thank You to Our Supporters . . .

The ONS Foundation Board of Trustees and staff would like to express their appreciation to all who donated to the ONS Foundation Silver Anniversary Campaign.

Silver Anniversary Campaign Meets \$10 Million Endowment Goal

The ONS Foundation Board of Trustees and staff members are pleased to report that progress continues in raising endowment funds through the Silver Anniversary Campaign. The campaign's goal is to raise endowment funds to sustain the oncology nursing profession well into the future. To date, \$6,482,127 has been raised for the three key endowments of education, research, and leadership development, bringing the Foundation's endowment to more than \$10,000,000.

- **Education:** funding opportunities to ensure long-term support for oncology nurses through academic scholarships and continuing education resources
- **Research:** funding opportunities to enable oncology nurses to conduct and participate in oncology nursing research
- **Leadership:** funding opportunities that empower oncology nurses to become better equipped leaders in their communities through advanced leadership activities

The ONS Foundation will continue to accept campaign donations through the 2008 ONS Congress (May 15–18). If you haven't yet made your donation to the Silver Anniversary Campaign, please consider giving a gift now. And remember, raising funds for the Foundation is an ongoing process—endowment gifts can be made at any time.

ONCOLOGY NURSING SOCIETY
FOUNDATION

Thank You for Your Support During My Tenure as President

Serving as the ONS Foundation president during the past three years has been an honor, and I have mixed emotions as I write my final message. I have been surrounded with an incredible Board of Trustees and talented ONS staff that have supported the advancement and growth of the Foundation. I am excited as I look back and realize the number of oncology nurses that have directly benefitted from funding through the Foundation for education, research, and leadership development. This overwhelming commitment to advancing the practice of oncology nursing helps improve the lives of people diagnosed with cancer.

What a privilege it has been for me to have been a part of the Board that created the ONS Foundation Donor Circle and to watch firsthand as the number of Circle donors has grown over the past several years. I have watched ONS chapters grow and become creative in their efforts to develop events to raise money, educate the public, and increase awareness about supporting the oncology nursing profession through the Foundation. I have seen oncology nurses work together to support various grants and scholarships. Single ideas have led to funds being created to honor and recognize on-



cology nursing colleagues, with their donations changing the lives of many individuals.

I helped lead the early discussions about the Foundation's need for a larger endowment to meet the needs of oncology nurses for years to come. I remember quite vividly the Board meeting where we agreed to move forward with the Silver Anniversary Campaign to create a \$10 million endowment that would generate funding for our future. I am proud to have been a part of this historical milestone in the Foundation's history. The Foundation now has an endowment worth more than \$10 million, and we continue to secure endowment funds thanks to the immense generosity of our corporate donors, ONS members, individual donors, and ONS employees. I extend my warmest thanks to each of you for your support in fulfilling the ONS Foundation mission.

Yes, we are making lasting progress. The collective efforts of the ONS Foundation and ONS chapters, donors, and volunteers have led to an increased awareness of oncology nurses and the vital role we play in the multidisciplinary team of oncology professionals. We need to keep up the momentum!

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As I transition from the role of ONS Foundation president, I wish to thank everyone I've met and worked with in developing and implementing our strategies to improve cancer care. Each of you has been an important part of the Foundation's growth and journey. The future trustees have the responsibility of ensuring that your donations are used in the most effective and efficient way to make certain that everyone facing cancer has a well-educated oncology nurse, providing scientifically based care with confidence and compassion.

Maggie Frogge, RN, MS, will serve as the next ONS Foundation president. She is an incredible leader who has a vision for the future, a solid understanding of our mission, and a commitment to further advance the practice of oncology nursing and improve care for people with cancer. My best wishes to her and the ONS Foundation Board as they begin the next chapter in our history as an organization.

I ask that each of you remain committed through your gifts and contributions to the ONS Foundation. You make an incredible difference.

Kevin W. Sowers, RN, MSN
ONS Foundation President

ONS President Explains the Importance of Giving Back

ONS President Georgia M. Decker, MS, RN, CS-ANP, AOCN®, knows how important it is to give back to the oncology nursing profession—through gifts of time as well as finances.

Decker's career in nursing has included various roles such as staff nurse, clinical nurse specialist, home-care nurse, nurse faculty, cancer screening program director, and nurse practitioner. Her interest in complementary and alternative medicine therapies for symptom management and nutrition during and after cancer treatment began as a result of conversations with patients. Decker was an associate editor for the *Clinical Journal of Oncology*



Georgia M. Decker,
MS, RN, CS-ANP, AOCN®

Nursing and has been a consistent contributor to the ONS Foundation. Although her term as ONS president will move on to immediate past president as of May 2008, she remains active in ONS at the national and local levels.

When asked about her regular contributions to the ONS Foundation and its ongoing appeals and various campaigns held over the years, Decker replied, "Being in a leadership role, I have come to understand and appreciate the difference between the various campaigns and the focus and importance of each of them." Although annual appeals and special campaigns vary in their individual meanings, their common goal is to increase funding.

Decker described her role as a contributor to the profession. "I want to give back to help ensure quality cancer care. I often say that I am leading the charge of the baby boomer generation, and it is with this generation that we will see increasing numbers of patients who will have cancer diagnoses coinciding with a critical nursing shortage. I want to give back to help ensure quality cancer care, so that when patients and their family members or loved ones might have to face a cancer diagnosis and its subsequent treatment and care, I know that oncology nurses will be the ones who provide that care."

Decker also stressed the need for oncology nurses to maintain their position as leaders in the oncology nursing community, including legislative efforts and participating in programs such as ONStat, so they can continue to lead the way in the transformation of cancer care.

Silent Auction Attracts Shoppers at 2007 IOL/APN Conference

"Bid high, and bid often" was the theme during the 2007 Institutes of Learning (IOL) and Advanced Practice Nursing (APN) Conference in Chicago, IL. The ONS Foundation staff welcomed conference attendees to their booth to peruse such tempting items as a "Shop Till You Drop" package with a variety of gift cards and a gift card for a shopping day meal, a Winter Wonderland Package featuring an L.L. Bean gift card, and more. Special thanks to all of the ONS chapters and corporations that donated auction items.

The auction was a fundraising event for the ONS Foundation, but it also attempted to meet the needs of busy professionals who were looking for some early holiday shopping. Nearly \$8,000 was raised, helping to empower the mission of the Foundation in providing educational scholarships, research grants, and leadership development.

The Silver Anniversary Campaign also was featured at the ONS Foundation booth, and many conference attendees stopped by to pledge their support and gather more information about the important campaign to build an endowment of \$10 million for the future of cancer nursing.

The ONS Foundation continues to strive for opportunities that support the professional aspirations of all oncology nurses. Stop by the ONS Foundation booth at the annual IOL/APN Conference and Congress to see what's in store for you or to make a gift to the ONS Foundation.

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Correction

The fall 2007 issue of the *ONS Foundation News*, in "Your Dollars at Work: ONS Foundation Endowment Grant Support Partnership With Africa," reported that the team provided "palliative care training and certification to African nurses." The sentence should have said that they provided training and *certificates* to the nurses.

Thank You, ONS Staff!

The ONS Foundation extends a sincere thank you to ONS staff members for their outstanding participation in the Silver Anniversary Campaign. Nearly 85% of staff members pledged their support.



CHAPTER PROFILE

Los Angeles ONS Chapter Partners With ONS Foundation to Raise Funds

The Los Angeles (LA) ONS Chapter had a busy year in 2007. Under the guidance of former LA Chapter President Cindy Idell, RN, BA, MSN, AOCN®, the chapter saw tremendous growth and professional development among its members, many of whom took their own initiative from the national ONS strategic goals and achieved impressive milestones. Included among them was the chapter's decision to partner with the ONS Foundation to raise funds in support of oncology nurses.

In September 2007, the chapter hosted ONS Foundation Executive Director Linda Worrall, RN, MSN, and Director of Development Craig Byrum, BA, at an informational meeting to discuss fundraising activities the chapter could conduct for the Foundation.

"It put a human face on the dedicated outreach efforts undertaken by the ONS Foundation," said President-Elect Sosy Bardakjian, MN, CNS, AOCN®, "and also provided the opportunity for our chapter to examine its familiarity with the beneficent resources offered through the ONS Foundation.

"We wanted to improve ourselves as a chapter and 'complete the circle' by giving back to the ONS Foundation, as it gives so much to us as members," she said.

Bardakjian shared her perspective on what it meant to partner with the ONS Foundation.

"What was interesting was to put additional goals [to work with the ONS Foundation] out to

"We wanted to improve ourselves as a chapter and 'complete the circle' by giving back to the ONS Foundation, as it gives so much to us as members."

—LA Chapter President-Elect
Sosy Bardakjian, MN, CNS, AOCN®

the chapter members and see what would happen. Well, we achieved those goals, and I'm glad of that."

Throughout 2007, the LA chapter partnered in various ways with the ONS Foundation, such as providing a \$400 gift donation for raffles and several individual donations from chapter members. The chapter concluded the year by contributing a collective donation of \$500 to the ONS Foundation's Silver Anniversary Campaign.

"We were very fortunate to have so many members on board," Bardakjian said, "and all that we've accomplished has truly been through a team effort."

If your chapter is considering a fundraising event and would like more information on how to do that, contact the ONS Foundation at +1-412-859-6100 or foundation@ons.org. The Foundation is here to help you to succeed in these activities, in addition to its daily work to provide funding to oncology nurses who wish to advance their profession.

Thank you, LA chapter, for your tremendous support of the ONS Foundation.

Note. The ONS Foundation is pleased to announce that the LA chapter was the winner of the 2007 Chapter Challenge to increase efforts to raise funds for the Silver Anniversary Campaign. The chapter received a \$750 prize.

MEMBER SPOTLIGHT

I AM . . . bright, compassionate, caring, gentle, thoughtful, smart, considerate, knowledgeable, concerned, attentive, kind, experienced, quick . . . I AM AN ONCOLOGY NURSE.

Nurse Shares What It Means to Be an Award Recipient

Sharon K. Byrne, MSN, RN, APN, C, advanced practice nurse at Cooper University Hospital in Camden, NJ, received a \$1,000 ONS Foundation Advanced Practice Nursing Conference Scholarship.

"It has been my pleasure to receive an award from the ONS Foundation," Byrne said. "The award has had a positive impact on my professional development as a nurse practitioner in the specialty of oncology nursing."

The scholarship, supported by Genetech BioOncology, allowed Byrne to attend the ONS Advanced Practice Nursing Conference in Pittsburgh, PA, in November 2006.

"The conference provided a variety of presentations of interest to me as an advanced practice nurse," Byrne said. "It sparked my interest in becoming politically active related to the oncology nursing practice environment and forged peer relationships with fellow nurse practitioners."

Grant awards through the ONS Foundation have many positive benefits. In Byrne's case, the financial support served as a springboard for her current practice focus on cancer disparities, fostered a change in her employment setting to an urban university-based hospital setting, and supported her pursuit of doctoral education with a dissertation focus on healthcare avoidance behaviors in ethnic and racial minority women.

"I would like to use this testimony to thank the ONS Foundation for supporting such worthwhile programs," Byrne said. "I encourage my peers to apply to the Foundation and become an award recipient. The professional benefits are wonderful, and the personal gratification is indescribable."



Sharon K. Byrne,
MSN, RN, APN, C

New Investigator Award Renamed in Memory of Victoria Mock

Victoria Mock, PhD, RN, FAAN, an ONS distinguished nurse researcher, colleague, and friend, lost her battle with cancer on November 15, 2007. Mock was best known for her quiet, gentle spirit, though she never hesitated to offer her time, talents, and knowledge when it came to educating the public about the disease she dedicated her profession to.

Upon the unanimous recommendations of the ONS distinguished nurse researchers, the name of the ONS New Investigator Award has been changed to the Victoria Mock New Investigator Award and is



Victoria Mock,
PhD, RN, FAAN

supported through donations to the ONS Distinguished Nurse Researcher Fund through the ONS Foundation in memory of Mock and her lifelong passion for the oncology nursing profession. The first Victoria Mock New Investigator Award will be presented at the ONS Research Conference in February 2009. Historically, the award has recognized the contributions of an oncology nurse who has conducted or promoted research that has enhanced the science and practice of oncology nursing.

Contributions to the Victoria Mock New Investigator Award can be sent to the ONS Foundation.

Survey Offers Insight on the Information That Newsletter Readers Are Looking For

The ONS Foundation News conducted a reader survey in January 2008. The survey, which sampled 4,000 randomly selected readers, had a 9% response rate.

Readers reported a high interest in the current content, with 93% indicating they were "very" or "somewhat" interested in the Message From the ONS Foundation President, 86% in profiles of ONS Foundation award recipients and ONS chapters, 85% in ONS Foundation activities (e.g., Fun Run, ONS Foundation raffle), and 76% in profiles of the ONS Foundation's corporate supporters.

Approximately 55% of respondents indicated that they would be interested in reading the ONS Foundation News electronically, either on the ONS Founda-

tion Web site or via an e-mail message. The good news is that the Foundation News is available online at www.onsfoundation.org/newsletter.shtml.

Fifty-three percent of newsletter readers share the ONS Foundation News with others, including coworkers (40%), colleagues (24%), and employees or staff (17%). Seventeen percent use the newsletter as a resource to learn about ONS Foundation awards, grants, and scholarships, and 7% have applied for an award after reading about it in the newsletter.

Thank you to all of the readers who responded to the survey; your opinions, comments, and suggestions are appreciated! Keep an eye on future issues as some of the ideas are implemented.

Sign Up for the ONS Foundation/Pfizer Fun Run, Walk, and Wheel

The 2008 ONS Foundation/Pfizer Fun Run, Walk, and Wheel will take place at ONS's 33rd Annual Congress in Philadelphia, PA. The 5k run and 2.5k walk will be held on Saturday, May 17, at 6:30 am, in Fairmont Park. A \$20 registration fee includes a race t-shirt (while supplies last), participation in the race, and refreshments following the event.

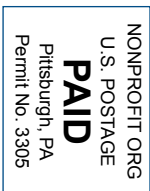
All proceeds benefit the Ann Olson Memorial Scholarship Fund, which was established in 1990 to honor the memory of Ann Olson and improve clinical nursing by assisting one RN per year in fulfilling his or her educational goals.

For information about the Fun Run and new Fun Run activities, visit www.onsfoundation.org. For on-site Fun Run registration, visit the Pfizer Oncology Booth in the Exhibit Hall before the race.



A participant prepares for the 2007 Fun Run, Walk, and Wheel in Las Vegas, NV.

ONS Foundation
 125 Enterprise Drive
 Pittsburgh, PA 15275-1214



Upcoming ONS Foundation Deadlines

June 15, 2008
 Research Fellowships

August 15, 2008
 Mara Mogensen Flaherty
 Memorial Lectureship
 Institutes of Learning/Oncology
 Advanced Practice Nursing
 Conference Scholarships

For more information, visit www.onsfoundation.org or call the ONS Foundation at +1-412-859-6100.

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Make a Gift to Support Oncology Nursing

Did you know that the ONS Foundation has funded more than 2,022 scholarships, grants, and awards since 1981? **We need your help in supporting oncology nursing!** Please fill out this card and return it with your donation to the 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 _____
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Please make checks payable to
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 P.O. Box 3258
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FN

Special Thanks to ONS Foundation Donor Circle Members

The ONS Foundation Board of Trustees and staff extend their sincere appreciation to the following Patron-, Sustainer-, and Leader-level ONS Foundation Donor Circle members for their distinguished support of the mission of the ONS Foundation during 2007.

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Sustainer: Pam Hinds, Victoria Mock, Sheila Wroblewski

Leader: Susan Coles

Build a Legacy for Tomorrow's Dreams: Make a Planned Gift to the ONS Foundation

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.

You can leave a lasting legacy to the ONS Foundation in many ways. To learn more, call 866-257-4667, option #4, or visit www.onsfoundation.org.