

ons foundation NEWS

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ONS Foundation Launches Silver Anniversary Campaign at ONS 32nd Annual Congress

The Annual ONS Congress was the opportune time for the ONS Foundation to kick off its Silver Anniversary Campaign. Addressing a crowd of more than 6,000 members, ONS Foundation Board President Kevin Sowers, RN, MSN, emphasized the importance of the campaign and the collective responsibility to support the ONS Foundation for the future sustainability of the oncology nursing profession. Sowers highlighted the important role that oncology nurses play in the lives of patients with cancer and their families and the role the ONS Foundation has in supporting those nurses.

Currently, \$6.2 million has been committed to the Silver Anniversary Campaign. Of that amount, \$5.2 million is devoted to the endowment, which the ONS Foundation Board of Trustees has set a goal to build to \$10 million. The campaign will ensure an endowment structure that includes the original ONS Foundation endowment and three newly created pillars that provide support for oncology nursing in three specific areas.

- **Education:** ensuring support for oncology nurses by providing academic scholarships and continuing education resources
- **Research:** enabling nurses to conduct and participate in oncology nursing research through increased research funding
- **Leadership:** empowering oncology nurses to become leaders in the oncology community through leadership development activities

No celebration of this magnitude would be complete without the powerful testimonies of pa-

tients with cancer whose lives have been profoundly touched by oncology nurses. Several poignant moments occurred during opening ceremonies when three cancer survivors spoke of their personal experience with cancer and how important their oncology nurses were to them throughout the course of their illnesses.

Speaking to the crowd was Patsy Haupt, a breast cancer survivor, with her oncology nurse, Brenda Keith, RN, MN, AOCN®



Patsy Haupt with oncology nurse Brenda Keith, RN, MN, AOCN®

Keith, RN, MN, AOCN® (2000 ONS Foundation-funded Leadership Development Institute attendee). At her initial diagnosis, relying on county and state-sponsored catastrophic insurance, Patsy was facing bone marrow transplantation at a facility some 200 miles from her home when a newer facility was just 20 minutes from her home and the loving support of her family. Haupt credits Keith for "her caring heart and excellent nursing and for going to bat for me." Keith took on the hospitals and government insurance groups as a strong advocate, ultimately getting all to agree that the best treatment plan for Haupt would be in Phoenix near her family.

Also sharing her story was Amanda Castaneda with her son, Isaiah, and oncology nurses Jeannine Brant, PhD(c), APRN, AOCN®, and Susan Beck, PhD



Amanda Castaneda with oncology nurses Jeannine Brant, PhD(c), APRN, AOCN®, and Susan Beck, RN, PhD

(See "Congress" on p. 2)

ONS Foundation Recognizes Quiet Phase Corporate Donors

Corporate representatives on behalf of Platinum Sponsors Genentech BioOncology, Amgen Inc., GlaxoSmithKline, sanofi-aventis, and AstraZeneca; Silver Sponsor ONS; and Bronze Sponsors ONCC and Bristol-Myers Squibb were thanked on stage at Congress's opening ceremonies as their early gifts to the Silver Anniversary Campaign were announced.

Genentech BioOncology Signs on as First Supporter of the Silver Anniversary Campaign

Genentech BioOncology is a Platinum Sponsor for the ONS Foundation's Silver Anniversary Campaign. The *ONS Foundation News* talked with Genentech BioOncology representatives to learn more about the company and its interest in oncology nursing care.

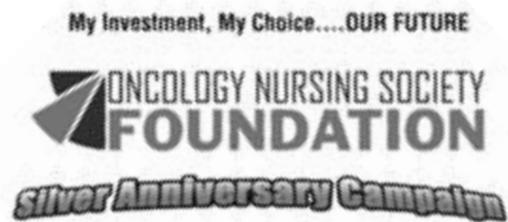
What is Genentech BioOncology's mission statement? Genentech BioOncology is committed to understanding cancer and translating that understanding into targeted biologic therapies that help patients. As the leader in antitumor therapeutics in the United States, we are fundamentally transforming the way cancer is treated.

Why has Genentech BioOncology chosen to support the ONS Foundation Silver Anniversary Campaign? Why has Genentech BioOncology consistently valued its interaction with oncology nursing? At Genentech BioOncology, we believe that investing in the education, research,

and development of oncology nurses is important to changing the way cancer is treated. Our commitment to the oncology nursing community will help to ensure high standards of integrity in contributing to the best interest of patients.

What do you believe is Genentech BioOncology's most valuable contribution to cancer care? Science remains the focus of Genentech BioOncology. Our ultimate goal is to fundamentally change the way cancer is treated and help move cancer toward a more chronic and manageable disease. As the industry leader in research and development, we are constantly looking for new breakthrough therapies to address unmet medical needs. We invest in clinical trial programs to answer real science questions and yield definitive results.

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



Special Campaign Edition

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Opportunities for Advancing Oncology Nurses in Education, Research, and Leadership Are Bright

Now is the time to reflect and celebrate our success. The ONS Foundation kicked off its Silver Anniversary Campaign during the ONS 32nd Annual Congress. The campaign will shape and advance the care that oncology nurses provide to their patients and their families for years to come and will create a lasting legacy for our profession by building future endowment resources.

Currently, \$6.1 million has been committed to the Silver Anniversary Campaign's \$10 million endowment goal (\$5.1 million to endowment and \$1 million in unrestricted funds). I deeply thank all who have contributed so generously. The box on page 1 highlights major corporate donors during the silent phase of this campaign, whose collective support is impressive and inspiring to all of us.

This is a memorable time in the history of the ONS Foundation. During its first 25 years, the Foundation distributed \$19,149,670 in funds to thousands of oncology nurses. We celebrate those first 25 years of service to oncology nursing by increasing our ability to serve oncology nurses in the future.

Planning for a New Era

Looking forward, I am excited that more opportunities will exist to provide funding that is core to our



mission: to improve cancer care and the lives of people with cancer by funding oncology nursing research, scholarships, awards, and educational programs.

The Silver Anniversary Campaign is an aggressive effort to dramatically increase endowment resources to meet the needs of oncology nurses for years to come.

An endowment gift is a living gift—the “gift that keeps on giving.” Your contribution to the campaign is an investment

because it helps build the endowment principal—allowing for greater financial returns—to support education, research, and leadership.

An endowment is the key element of financial security, and its benefits include

- A steady stream of available funding
- The support of education, research, and leadership initiatives
- A message of organizational vision and stability.

We each have a stake in our profession. Now is the time to participate in our future.

Blueprint for the Future

A \$10 million endowment will enable the ONS Foundation to focus on three specific areas to meet the needs of oncology nurses.

- Education: oncology nurses who are well educated and equipped with a tremendous depth of knowledge and specialized skills
- Research: research conducted by oncology nurses to improve quality of life
- Leadership: leadership advancements for oncology nurses that effect change and impact cancer care

The Important Part You Play

Oncology nurses play a tremendous role in the lives of individuals with cancer. Your financial commitment to this historic Silver Anniversary Campaign will help to ensure the ongoing availability of resources for oncology nurses.

I urge you to make your commitment now. Just complete the form on page 4 of this newsletter and mail it in or visit our Web site at www.onsfoundation.org to make your donation. Your investment makes a difference in how individuals with cancer are cared for. Designate your donation to education, research, or leadership—it's your choice. Our future is vital to individuals with cancer. Please join us in making a difference.

Kevin W. Sowers, RN, MSN
ONS Foundation President

Congress (continued from p. 1)

RN, PhD. Brant, an ONS Foundation 2004 doctoral scholarship recipient, was working with Beck who was conducting a follow-up research study to an Outcomes Research grant she had received from the ONS Foundation in 2000.

Brant recognized that Castaneda would greatly benefit from participating in Beck's study and encouraged her to participate. Castaneda was 13 weeks into her first pregnancy when she was diagnosed with acute myelogenous leukemia. Castaneda acknowledged Brant as the one she could always count on to stop by and give her a pep talk when things got tough. Castaneda said, “I don't know how I would have gotten through some of those days without Jeannine's care and compassion. Jeannine was willing to pray with me and encourage me in a way that friends do. She became the one I could talk to about anything. . . . I have been blessed to be cared for by such a wonderful nurse.”



Diana Allen's journey with oncology nurse Norissa Honea, RN, MSN, AOCN®, CCRP, began in October 1999 when Allen was diagnosed with a brain tumor. Honea—the recipient of a 1998 ONS Foundation master's scholarship and a 2005 doctoral scholarship—teamed up with Allen and her family, helping them navigate the complicated process of medical and emotional issues that accompany a cancer diagnosis. Honea never hesitated to search out and communicate information back to Allen in a way that she and her family could understand. With Honea's help, the stress level of dealing and decoding such a maze of information, issues, and emotions, was much less. “What a comfort to know that she was available and had my best interest in mind; giving me time to focus on healing and being with my family,” said Allen.

Each woman's story was a moving and insightful look at not only the courage and determination that people with cancer display every day throughout the

“I felt so humbled and honored that Patsy would do this for me. . . .”

Thank you for all the tremendous benefits provided through the work of the ONS Foundation. I am so proud of the organization and the countless opportunities that exist for oncology nurses that, ultimately, benefit those who matter most—our patients.”

—Brenda Keith, RN, MN, AOCN®

course of their illness but also the dedication and care oncology nurses give to their patients on a daily basis. The ONS Foundation is proud to support oncology nurses such as Keith, Brant, Beck, and Honea as they advance their careers and their profession. A sea of campaign scarves waved as these courageous women spoke to the heart of the oncology nursing profession: oncology nurses



who continue to improve cancer care and, ultimately, the lives of people with cancer by advancing their profession in areas of research, education, and leadership.

At the ceremony's end, many members made their way to the ONS Foundation booth to make their donation and add their scarves to the growing lifeline to the future—a visible reminder of what oncology nurses do for their patients with cancer and also what the Foundation does to ensure the future of the oncology nursing profession. As the scarves grew in number and length, nurses realized that they are all connected. Each one is dependent on the other, and each one plays a vital role in this continuum of cancer.

“An endowment campaign is the logical and prudent way to prepare for the future of our profession,” explained Sowers. “These funds will allow us to respond to the most pressing needs in the future for cancer care. We know dramatic changes in treatment therapies, healthcare economics, and workforce needs will occur over the next 5, 10, or 15 years. The establishment of these endowments will prepare the ONS Foundation to serve every oncology nurse who seeks our support for his or her professional advancement.”

ONS Foundation Names Friend of the Foundation Award Recipients

The ONS Foundation is pleased to announce the recipients of its most prestigious award, the Ellyn Bushkin Friend of the Foundation Award, to three individuals for their outstanding dedication and commitment to the mission of the ONS Foundation.



Susan Weiss Behrend, RN, MSN, AOCN®, with ONS Foundation President Kevin Sowers, RN, MSN



Dana Rutledge, RN, PhD (left), with ONS Foundation Trustee Lisa Schulmeister, RN, MN, APRN-BC, OCN®, FAAN

exemplary model of support to the Foundation by her long-standing annual gifts to the Foundation; and each believes in the future of oncology nursing and the many roles nurses play in education, research, and leadership.



Liesel Wabnig, RN, MN, AOCN®, with Sowers

Want to contribute to the ONS Foundation Silver Anniversary Campaign? See page 4 for a donation form.

Amgen Inc. Gives Largest Silver Anniversary Campaign Gift to Date

Amgen Inc. is a Platinum Sponsor for the ONS Foundation's Silver Anniversary Campaign. The *ONS Foundation News* interviewed Cynthia Schwalm, vice president and general manager of Amgen Oncology, to learn more about Amgen's interest in oncology nursing care and its vision for improved cancer care.

What is Amgen's mission statement? A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe, effective medicines from laboratory to manufacturing plant to patient. Amgen leverages innovative science and unique discoveries in molecular biology to create many of the most effective treatments for people fighting cancer. Amgen constantly strives to extend the frontiers of cancer research and treatment. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives.

Why has Amgen chosen to make a significant gift in support of the ONS Foundation Silver Anniversary Campaign? Amgen recognizes that oncology nurses are key members of the cancer healthcare team. Our \$1.5 million contribution



Cynthia Schwalm
Vice President and General Manager, Amgen Oncology

will help lead the initial phase of the Foundation's endowment campaign. We believe that these programs will make a difference for oncology nurses on the front lines of cancer care as well as help improve patient care.

Why has Amgen consistently valued its interaction with oncology nurses? Amgen is committed to fighting cancer in all the ways that we can. We understand that the best medical care is important when battling cancer, and we value the pivotal role that oncology nurses play in helping to educate and guide patients through treatment.

How has Amgen contributed to improved cancer care? Amgen products have transformed the treatment of anemia and neutropenia in people undergoing chemotherapy. Although we are continuing to develop supportive care therapies, we also are developing innovative targeted therapies to attack cancer itself. Focusing on seven major areas of cancer research, Amgen has many targeted therapies in the pipeline directed against cancer and serious unmet needs related to cancer.

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

GlaxoSmithKline Signs on to Sponsor Silver Anniversary Campaign

GlaxoSmithKline is a Platinum Sponsor with an unrestricted gift for the ONS Foundation's Silver Anniversary Campaign. The *ONS Foundation News* interviewed David Moules, vice president of the oncology business unit, to learn more about GlaxoSmithKline's interest in oncology nursing care and its vision for improved cancer care.

Why has GlaxoSmithKline chosen to support the ONS Foundation Silver Anniversary Campaign? GlaxoSmithKline and the ONS Foundation have a shared commitment and common cause to help patients now and in the future. The ONS Foundation's plan for opportunities in education, research, and leadership that will serve oncology nurses and the patients for whom they care is an inspiration and example to us all. As a strong supporter of oncology nurses and patients with cancer, GlaxoSmithKline wanted to take a lead role in this campaign.

Why has GlaxoSmithKline consistently valued its interaction with oncology nurses?



David Moules
Vice President, Oncology Business Unit, GlaxoSmithKline

ing? GlaxoSmithKline's interaction with oncology nursing extends to all settings where assisting patients is involved, such as prevention, diagnosis, treatment, counseling, and survivorship. Oncology nurses work with patients, families, communities, and other healthcare professionals to ensure the best healthcare goals. Their commitment and dedication are unsurpassed.

What do you believe is GlaxoSmithKline's most valuable contribution to cancer care? GlaxoSmithKline, one of the world's leading research-based pharmaceutical and

healthcare companies, is committed to improving the quality of human life by enabling people to do more, feel better, and live longer. GlaxoSmithKline's broad portfolio of innovative medicines—past, present, and future—bring treatment, relief, prevention, and hope to patients with cancer.

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

Oncology Nurse Explains Why She Is Grateful to the ONS Foundation

Why are you grateful for your ONS Foundation Congress scholarship? I appreciated being recognized by the ONS Foundation for being a staff nurse who works hard not only to deliver quality care to my patients but also to inspire other nurses on my unit to join ONS and recognize the importance of certification. After attending Congress, I feel revitalized, reeducated, and recommitted to bringing that spirit back to our small oncology unit. Thank you for recognizing the hard work of nurses in hundreds of small oncology units across the country.

Why do you support the ONS Foundation as a donor? I've been a member of



Sharon Boome,
RN, BSN, OCN®

other nursing organizations, but never have I seen an organization like ONS. I support the ONS Foundation because I'm so thankful to be part of an organization that is so enthusiastic about helping me be the best healthcare provider I can be. I appreciate the top-quality educational programs and professional opportunities that are made available to us at the annual ONS Congress and year round online and through sponsored programs. Each program is designed to improve the quality of the care I deliver and to improve my professional life with support and encouragement. Thank you, ONS Foundation!

New ONS CEO Shares Thoughts on the ONS Foundation

The *ONS Foundation News* welcomed Paula T. Rieger, RN, MSN, AOCN®, FAAN, chief executive officer, to ONS by asking for her thoughts on the importance of the ONS Foundation to oncology nursing. Here are some excerpts from that conversation.

Why does the ONS Foundation play a major role in

the future of oncology nursing? The ONS Foundation has a distinguished history of supporting oncology nursing research and professional practice through its grants, scholarships, and awards. The ONS Foundation will play a key role in shaping the future of oncology care by supporting the evolution of nursing practice and research to sustain the role and work of nursing in the changing paradigm of cancer care.

What encouragement would you have for each ONS member in his or her consideration of a gift to the ONS Foundation? I believe that each gift members make to the ONS Foundation counts in several ways. It is a demonstration of a member's belief in the worth of what he or she does each day in a way that will support the profession at large. Each gift by a member demonstrates to other prospective contributors that members are supportive of their Foundation. Even a small donation is magnified through the power of the number of ONS members. Imagine if each member donated \$10–\$20. The ONS Foundation is the only funder solely dedicated to advancing the profession of oncology nursing and oncology nursing research. What better investment can be made in one's profession?

How will the Silver Anniversary Campaign shape the future work of the ONS Foundation? The Silver Anniversary Campaign, with the goal of building the ONS Foundation's endowment, will provide the Foundation with the capacity to better support oncology nurses and the work they do. To prepare for the future of cancer care takes new knowledge, new research, and leaders to forge the way. These are the main pillars of the ONS Foundation's service to oncology nursing and are a vital complement to the work that ONS does to transform cancer care.



Paula T. Rieger, RN, MSN,
AOCN®, FAAN

Thank You, ONS Foundation Circle Members

The ONS Foundation Board of Trustees extends its grateful appreciation to the following Sustainer- and Patron-Level ONS

Foundation Donor Circle members for their support of the ONS Foundation's mission in 2006.

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Our Future:
Building Endowments
to Support Oncology Nursing**

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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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ONS Chapters Step Up to the Challenge

In March 2006, the members of the ONS North Carolina chapters issued a challenge to all ONS chapters to help build important resources for the ONS Foundation to help meet its mission. More than \$51,800 was raised by approximately 100 ONS chapters through this special challenge.

The 2006 Chapter Challenge Campaign was held in honor of Pearl Moore for her lasting legacy to oncology nursing. Thanks to all ONS chapters and members who participated.

Roche Offers Ongoing Support of the ONS Foundation News

The ONS Foundation News thanks Roche Oncology, the newsletter's underwriter, for its ongoing support of the ONS Foundation. Roche values its interaction with the Foundation and sees the newsletter as a forum for it to support the ONS Foundation and oncology nursing. Roche provides ongoing research in various cancer types as well as the overall quality of life of patients with cancer. The ONS Foundation is grateful for Roche's support in furthering our mission to improve cancer care and the lives of people with cancer.



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