

Santa Cruz CANCER BENEFIT GROUP

VOLUME ONE WINTER 2010

Funding local nonprofits and research since 1995



Kevin and Alison Butler

From the President,

When I joined forces with the Santa Cruz Cancer Benefit Group (SCCBG), I was looking for an organization where I could volunteer my time. At that point in my life, cancer was just a word. No one really close to me had been affected by it. That first year, my uncle died of stomach cancer and my aunt was diagnosed with breast cancer and needed a mastectomy. Thankfully, she is still with us, and that is due in part to a tremendous amount of research – and support of that research – by the community at large.

Nowadays, it's a regular occurrence that someone close to me is affected with cancer, and, sadly, I expect that this will happen more often as I grow older. The ray of light through the clouds for me is the impact that I know SCCBG is making in our community.

The researchers supported by SCCBG at UC Santa Cruz are involved in very promising projects. Their goal is to determine the cause of what makes a normal cell turn into an abnormal cell – eventually leading to finding a cure for cancer. In many instances, our Skye Tent – enabling people to be tested for skin cancer – is the first necessary step for individuals to get the treatment they need to tackle the disease. SCCBG also contributes funds to several groups who provide critical support to those diagnosed with cancer, as well as support for their families.

I am not in the medical profession nor involved in research, but by donating my time and money to the Santa Cruz Cancer Benefit Group, I know that I am making a difference – especially to those people in our local community who are struggling with this pervasive disease.

Please join us in supporting Santa Cruz Cancer Benefit Group
Alison C. Butler



*Spring Forward Against Cancer Gala
Saturday April 3, 2010
Chaminade Resort & Spa*



*Spring Forward Against Cancer
Tennis Tournament
Sunday, May 16, 2010
Imperial Tennis Courts*



*Gourmet Grazing on the Green
Food & Wine Festival
Saturday, September 25, 2010
Aptos Village Park*



“The Santa Cruz Cancer Benefit Group’s ongoing support of WomenCARE has played an enormous role in ensuring that women with cancer receive the emotional support services they want and need. In the words of one of our clients, “I don’t think I would have made it through my cancer journey without WomenCARE.”

Mary Kashmar,
Executive Director
WomenCARE



*Mary Hardin and Elsa Dooling
in the Skye Tent at
Women on Waves 2009*

2010 Officers

President Alison Butler

Treasurer Jerry Neilsen

Secretary Bob Munsey

1995-2009: \$1 Million Raised and Reflections on Success

Funds were crucial in keeping our beneficiary organizations and researchers working through the budget gaps in 2009. On behalf of our board of directors and beneficiaries, we would like to thank everyone for their support over the last 14 years. We are proud to announce that we have raised a total of \$1 million since the inception of Santa Cruz Cancer Benefit Group, and by reaching out to more people, families and organizations in our community in the coming year, we hope to generate greater fiscal support and increase awareness of our cause. Working together we can accomplish this goal.

A Truly Successful Launch in 2009: Our Skye Tent

In 2009, the Santa Cruz Cancer Benefit Group launched its’ Skye Tent Skin Cancer Screening Pavilion in partnership with **James Beckett, M.D.** and his team of Santa Cruz County-based volunteer dermatologists. Free skin cancer screenings and treatment information were provided at the 2009 Longboard Union Club Invitational and the Women On Waves Surf Contest events. We would like to share an inspirational story with you from Santa Cruz Cancer Benefit Group Board member Dr. Jim Beckett:

“After removing the sutures from the final excision of a very early melanoma, the patient asked me send a special thank you to all who participated in the skin screening at the *Women On Waves* surfing contest last October. She recounted her reluctance to have a skin cancer screening at the Skye Tent and was reassured and calmed by the volunteers. I identified an atypical mole on her back that she did not even know was there and recommended that she see a dermatologist to have it removed and analyzed. In late November she came to my office with a copy of the initial screening forms from the event. I performed a biopsy, which showed early melanoma. I explained to her that early detection and full excision should result in a cure. A full excision was performed shortly thereafter with no evidence of invasion. She wishes to thank you all for your kindness and presence there with the Skye Tent. For her it was a life-saving event.”

All the best,
Jim

—continued on following page

The Board christened our new pavilion the Skye Tent in memory and honor of our son Skye Ksander who died from melanoma in 1999 at the age of 24. Skye was an active member of the local surf community and was pursuing a career in the surf industry as well as his education in Marine Studies at UCSC prior to his diagnosis. The fact that the Cancer Benefit Group is helping others detect and find appropriate treatment for conditions that could be the precursors for melanoma under the roof of a pavilion named in honor of Skye makes his mother Mary and I very proud. Skye is proud too.



Skye Tent logo and tent set up at Women on Waves 2009

Thank you,
*Terry Hardin, Board Member
Santa Cruz Cancer Benefit Group*



We Have a New Look!

We would like to thank McDill and Associates for their help in creating a new emblem for our organization. Each of our annual events will continue to have their own unique logos, which reflect the personality and style of those events. Our desire was to have one symbol that represents the true spirit of our organization as a whole.

The wave represents the love put into action that founded the organization and keeps it vital. The wave is also a symbol of Santa Cruz. The heart represents the founders, family members and friends who inspire our mission, as well as the community and people who benefit from our work.

“By Santa Cruz – For Santa Cruz.”

Please visit our newly redesigned Santa Cruz Cancer Benefit Group website as well to stay connected: www.sccbg.org

A New Board Member!

Santa Cruz Cancer Benefit Group is very pleased to announce the addition of Mary Anne Carson to their Board of Directors. Ms. Carson is Senior Vice President and Director of Marketing and Community Relations for Santa Cruz County Bank.

“From my own personal experience with friends who have lost the battle to cancer, I cannot think of a more worthy way to dedicate my time.”

Mary Anne Carson

“SCCBG has been a significant contributor over the years and the support provided reflects the generosity of the Santa Cruz community.”

*Susan Osorio,
Executive Director,
Jacob’s Heart Children’s
Cancer Support and Services*

“Supporting basic research is crucial. This is why giving locally is great.”

*Seth M. Rubin,
Assistant Professor
Chemistry/ Biochem, UCSC*



Mary Anne Carson

Upcoming EVENTS—

15th Annual Spring Forward Against Cancer Gala Saturday April 3, 2010 • Chaminade Resort & Spa

An elegant, black tie-optional dinner, with live music, dancing, auctions (the largest wine auction in the county), and a giant raffle. An exciting night of bidding on vacations, spa services, restaurant passports, notable wines, as well as masterful art from local artists— with all proceeds benefiting cancer support and research organizations in Santa Cruz County. Tickets are \$125 per person, \$250 per couple, and \$1,500 for a sponsored table of ten. Tickets must be purchased in advance at our website at www.SCCBG.org or by calling (831) 465-1989. Seating is limited.



Spring Forward Against Cancer Tennis Tournament • May 16, 2010

Imperial Tennis Courts

Contact Diane Carter for more information: dianecarter@comcast.net



Gourmet Grazing on the Green Food and Wine Festival • September 25, 2010

Aptos Village Park

Visit our website: www.SCCBG.org for more information about this annual event!



We need your help throughout the year!

Help make a difference

Please visit our website www.SCCBG.org for volunteer and contribution opportunities. We offer critically important volunteer opportunities that empower all kinds of people to share their unique gifts to help make our mission possible.

Join the fight against cancer

- Become a sponsor or participant
- Donate or volunteer
- Create awareness

“The SCCBG fundraising events are by far the most fun to attend. The grants we have received from these events have allowed the KCRC to expand our client services in order to reach the needs of the cancer patients.”

Anne Lindberg, RN BSN
OCN Program Coordinator,
The Katz Cancer Resource
Center Dominican Hospital