



2016 ANNUAL REPORT

ENGLISH SPEAKING CANCER ASSOCIATION



WHY CANCER SUPPORT IN ENGLISH ?

BECAUSE anybody who is confronted with a major health crisis should be able to communicate in the language they and those who are close to them find most comfortable. According to the most recent census, nearly 40% of the more than 480'000 people living in the canton of Geneva come from 192 different nations (www.citypopulation.de). English is spoken by about 25% of the local population, and by a majority of foreigners (www.geneva.info).

The English Speaking Cancer Association is the only cancer support organisation that offers services in English in the Léman region. Many people are not fluent enough in French to speak it reliably, nor do they understand the medical terminology. This group comprises not only native English speakers, but many who rely on English as their main second language.

CANCERSUPPORT and YOU

- join as a member
- become a volunteer
- make a donation



MISSION

to have a positive impact
on the lives of those affected by cancer
by providing emotional support,
practical help and information
in English
within Geneva, Vaud and neighbouring France

VISION

to provide a friendly environment which is
supportive, non-judgemental and confidential
and
to become well integrated
within the region's medical community



MEDICAL COLLABORATION

ESCA works closely with
the two cantonal university hospitals
and several private clinics

GENEVA

HÔPITAUX UNIVERSITAIRES de GENEVE

Maternity
Prostate Centre
Oncology nursing staff
Social workers

VAUD

CENTRE HOSPITALIER
UNIVERSITAIRE VAUDOIS

Centres for Breast Cancer
and Gynaecological Tumours

Contacts which were initiated with
oncology clinics in the Lausanne region
in the course of 2016
and with the Swiss International Prostate Centre
have opened new avenues for future collaboration.



MESSAGE FROM THE PRESIDENT



JANE ROYSTON, President

2016 was a coming of age for ESCA, with all the joys and excitement that brings, together with the sadness of saying goodbye to a more carefree, youthful life.

As we grew, through a concerted focussing of our efforts on outreach, we slowly became more professional, introduced more structure, welcomed new faces, gained legitimacy in the local medical community and broadened the range of our activities for both cancer sufferers, but also for the growing community of cancer survivors.

The Dragon Boat festival, our 10th, was the biggest and best yet. Ten years is also a landmark, and we feel we are now a part of many people's and corporations' calendar. An immense thank you to everyone who makes it seem so effortless, year after year. We are not fooled: it takes 2,500 volunteer hours to make it seem to happen so naturally.

As with every organisation, life is not a "longue fleuve tranquille" (a long quiet river) – all our clients have discovered this the hard way – and ESCA is also facing its own big challenges.

The most immediate, and potentially important, is the remodelling of the Ecumenical Centre building which has been our home since 2004. Every crisis brings its opportunities, and this is a chance for us to think about who we are, what we would like to become "when we grow up", who we serve, where we should be located, whether we should partner or remain independent, and many other questions.

We are at the enviable stage where all options are open – provided we are able to afford them. Which segues directly into our second big challenge: guaranteeing our financial serenity. Our wonderful donors have put us in a comfortable financial situation today, but every franc we spend has to be raised, as we are not subsidised. Maintaining the quality of what we do, mainly through the amazing work of our volunteers, is vital.

Our third big challenge is to continue to attract volunteers, as the needs of our clients evolve significantly over time.

2017 will continue to be a year of transition, as we continue to move towards increased professionalism and structure, whilst we broaden our activities both for cancer patients and their loved-ones, as well as for the growing community of cancer survivors. 2017 will also see the departure of our beloved Thea Marais after 14 years of running our counselling services. This gives us an opportunity to welcome new faces, but her wise presence will be a sorely missed.

I would finally – last but certainly not least – like to express my most heartfelt thanks to all our donors, both to those who contribute financially to the organisation, but also, and mainly, to those who equally generously donate their time to the organisation. Without you, ESCA would simply not exist. Without you, many hundreds of people would not have their lives changed, their burden lightened, and joy brought back to their lives. Thank you in the name of all our clients.



2016 ANNUAL REPORT

- 2 OUTREACH
 - 5 COUNSELLING
PEER SUPPORT, TRAINING
 - 7 VOLUNTEERS
 - 8 DROP-IN CENTRE AND LIBRARY
 - 9 GYM CLASSES
YOGA
ART THERAPY
WALK n TALK
 - 10 COMMUNICATIONS
FUNDRAISING
 - 11 PADDLE FOR CANCER
 - 14 ESCA A BRIEF HISTORY
-
- 17 ANNEX

OUTREACH

ESCA's commitment :

- reaching out to people in need
- touching people who have particular needs because they have been affected by cancer
- offering help to their families, their friends
- and involving the wider community when possible

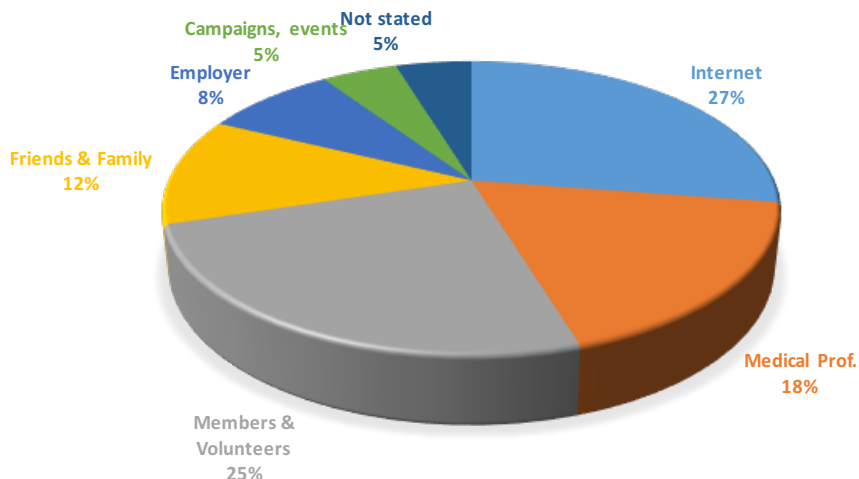
The outreach strategy focuses on an integrated approach to increase the organisation's visibility and recognition as an important humanitarian partner in the region. While building on what has been accomplished during past years, the organisation is also concentrating on identifying new awareness opportunities and partnerships.

This year's goal was to expand the association's outreach activities. Because of a new position created the previous year, there has been increased collaboration with a variety of private medical clinics, apart from the hospital units with whom the association had already developed a relationship. This made it possible to participate in different ways in most local events that dealt with various aspects of cancer. Participation has also been further increased in the Lausanne region.

The association's presence in the wider community grew through regular collaborations with the medical community and local support. As a result, direct referrals from them have increased. ESCA is the only organisation equipped to contribute the English language element in most of these settings.

New links with medical and community groups were established, with partnerships and memberships maintained from previous years (see annex for details).

HOW CLIENTS WERE REFERRED



OUTREACH

CONFERENCES : SEMINARS : EVENTS

ESCA attended

- 18ème Congrès suisse d'infirmières en oncologie in Bern
- Soins en oncologie Suisse rencontre Vaud-Valais-Neuchâtel
- HUG Scientific Breast Cancer Conference
- CHUV : La promesse de l'immunothérapie contre le cancer
- CHUV : défis des femmes atteintes par un cancer du sein
- HUG : Breast cancer in older women
- Réseau Lausannois cancer du sein : mouvement et cancer du sein
- Ligue genevoise brunch conferences
- November prostate cancer awareness
HUG cancer de la prostate : quelle prise en charge?

ESCA contributed and presented

- Geneva Associations Forum : a presentation to increase the awareness of ESCA amongst HUG doctors and nurses, as well as other associations
- CHUV 6th Symposium – Sexualité, fertilité et cancer during the September childhood cancer and ovarian cancer awareness month
- CHUV : les rayons sont dangereux, during the October breast cancer awareness event
- HUG nursing oncology training presentation and info stand

COMMUNITY AWARENESS

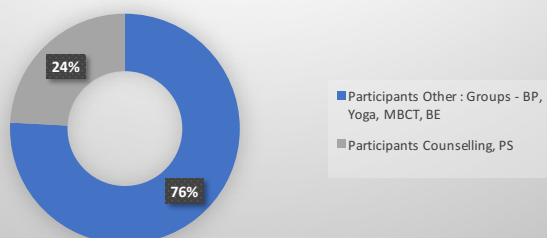
Either with a staffed information stand, or as a participant in activities, the association was present at a wide range of events that were organised by the medical or international community in the Léman region.

Information stands were set up at Jim's Mini-Market Anniversary (April); Léman Fair at Lausanne Palace (May) and again at Beau Rivage (November); World Health Promotion Day (May); Ovarian Cancer Awareness organised by HUG and Ligue Genevoise (September); Breast Cancer Awareness at Migros Onex (October); Expat Expo (October).

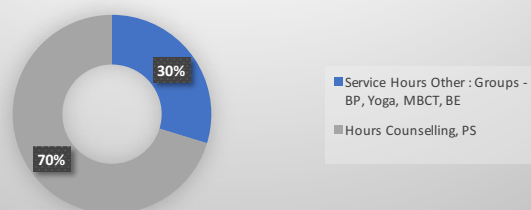
Members participated in the observation of World Cancer Day "We can you can" (February); at the 35ème marche contre le cancer (June), and the Terry Fox Walk for Hope during the Ovarian cancer awareness month (September) – both organised by the Ligue Genevoise; Eaton/Accuracy event; and finally, members and volunteers walked and raced at the December Escalade celebrations.



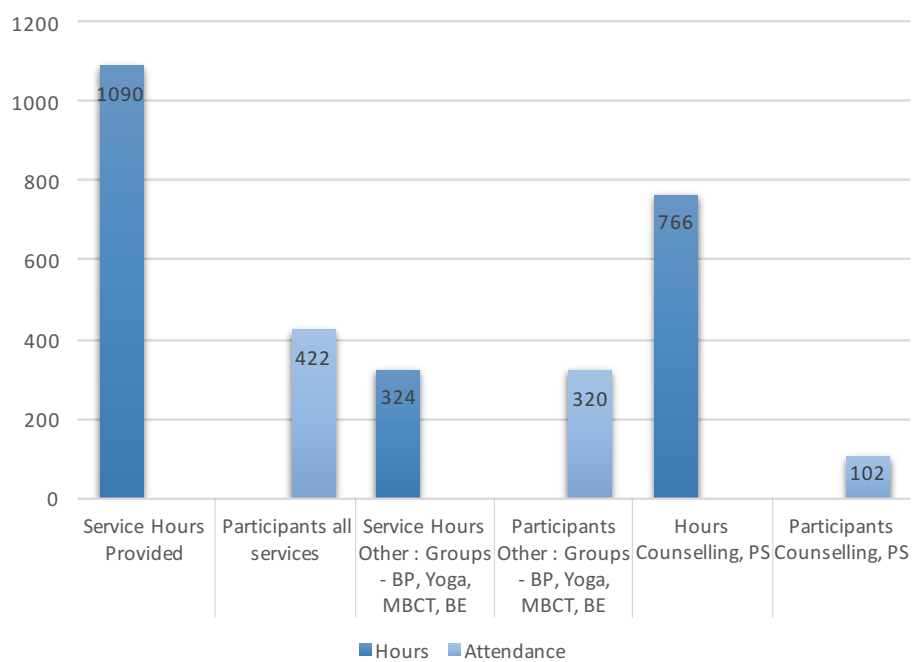
Clients Served by Type of Service



Support Hours Provided by Type of Service



Support Hours & Participants



COUNSELLING



THEA MARAIS



RAYNELLE ARCAINI



ANTONIA CALAME



PATRICIA MATTHEWS

Client support is at the heart of ESCA. This support is delivered through professional individual and group counselling, volunteer peer support, as well as via information and support meetings, visits to the Drop-In Centre and library, and physical and emotional health-promoting support activities.

In order to meet growing client needs after Bianca King left, Patricia Matthews and Antonia Calame joined Thea Marais and Raynelle Arcaini. Throughout the year the team continued their work with client support activities, as well as the training of volunteer peer supporters.

Again, a number of seriously ill clients and their families have been in need of counselling, but their insurance policies did not provide coverage. Thanks to the generosity of participants and supporters of the Paddle for Cancer festival, it is now possible to offer between one and ten counselling sessions at no charge.

During 2016 purpose-designated donations from Cargill allowed the counsellors to run two eight-week MBCT-Cancer groups for those in treatment and two eight-week Bereavement support groups for those who had been recently bereaved. Both groups enabled exchanges with professional staff as well as fellow participants.

*"This course has been my rock in rough seas.
I am humbled and grateful
for the time given to us.
I have learned to view things differently,
from another perspective."*



PEER SUPPORT : TRAINING

In addition to working with clients, the counsellors train volunteer peer supporters, supervise their work and provide ongoing guidance.

Following the peer supporter training for new members in November, the team of 31 were offered two additional days of advanced training. Nine peer supporter supervision meetings took place, which were attended on average by 15 volunteers.

Ongoing and advanced training improves skills and levels of competence of peer supporters resulting in a more advanced level of peer support to clients.

The counsellors themselves – individually or together – have benefited from advanced training in Mindfulness Based Stress Reduction (MBSR) at the Centre for Mindfulness in Massachusetts; Mindfulness Pain Management training in England; MBCT-Cancer teacher training in Wales; and they were able to attend the Union Internationale Contre le Cancer (UICC) conference in Paris.

Clients as well as volunteer peer supporters benefit from the additional skills, new insights and practices that the counsellors gain through advanced training and pass on. It is important to note that the advanced training activities which the counsellors attended have been largely self-funded.

The counselling team represents a cohesive unit, with every member offering individual skills and expertise.

"This group has meant care and professionalism, solidarity and humanity in a small, safe place."

"I have moved from a state of emotional apathy to willingness to carry loss like a badge. I am more conscious of my feelings, the causes, my behaviour and actions."

"This group has provided a very useful sharing in an atmosphere rich with emotion, wisdom and sharing."

cancersupport.ch



VOLUNTEERS

The strength of ESCA is founded on people who offer their time and skills to help others. The anchor of its mission and vision is the **strong commitment** and the **professional integrity** of its volunteers. Their **loyalty** and **dedication** make it possible for the organisation to grow and increase its wide range of services.

As with many other volunteer organisations, the turnover is high due to the changing population of the international community, but new volunteers regularly join the team of participants. **Recruits must first attend training workshops before they become involved in various activities.** In 2016 **eight new volunteers** joined the existing team of around 50 volunteers, hailing from many countries and backgrounds, whose skills and ages contribute to the richness and diversity of the association.

Throughout 2016 volunteers organised and staffed stalls at conferences and events; represented the association at various events to raise awareness and promote fundraising; staffed the Drop-In Centre twice weekly; and assisted with the administrative running of the office. At the 10th anniversary of the Paddle for Cancer event volunteers ran numerous stalls, registration and sales tents and provided food for 120 persons who helped to make the week-end happen.

Volunteers give various reasons for joining. Solidarity, reciprocity, mutual trust and working with a group of like-minded people are mentioned in feedback from them. This all contributes to their sense of belonging and empowerment and to the growth of an organisation driven by humanitarian values.

DROP-IN CENTRE



The Drop-In Centre invites visitors into a friendly and quiet space. Information on support services and activities is available in this welcoming, confidential environment. The Drop-In opens twice weekly, as well as by appointment. Throughout 2016 it was open to the public for 400 hours and staffed by 30 trained volunteers. They introduced visitors to the library or provided cancer-related information and handled phone enquiries. One of the two volunteers on duty during the opening hours of the Drop-In is a trained peer supporter.

Since the Drop-In was refurbished in 2016, it has become a more versatile space to organise group training sessions and support group meetings led by counsellors. Organised programme activities included meetings of the bereavement support group; MBCT sessions for cancer patients; art therapy for those living with cancer; peer support training; and volunteer orientation training. It has now also been used for peer support meetings, Bosom Pals coffee morning, Look Good Feel Better sessions, open house discussion groups as well as meetings of the board and management teams.

LIBRARY



The library functions as one of the resources of the Drop-In Centre. Library news is featured on the website to announce new books, as well as brief descriptions and book reviews contributed by volunteers. In 2016 cancer related films on DVD were added to the library, as well as 35 new books and new Macmillan brochures. The collection is kept stable at 300 volumes due to space restrictions; obsolete or older titles are removed regularly.



GYM CLASSES



Throughout the year one weekly gym class was attended by clients with breast cancer; another weekly class catered to a mixed group of participants, including clients suffering from other cancers, caregivers and members. Sessions were led by a licensed physical therapist who donates her time and is an ESCA volunteer as well. Each group meets 30 times and the breast cancer class was followed by a one-hour support coffee meeting. Outside the breast cancer gym classes the group developed social activities, which included twenty participants and some family members taking part in the Escalade walk.

All association activities provide a caring environment which makes it possible to bond within a group. The feedback from participants has been very positive.



YOGA FOR PEOPLE LIVING WITH CANCER ART THERAPY FOR CANCER PATIENTS



With yoga for cancer patients, breathing exercises, gentle movements, and mindfulness techniques create conditions conducive to physical, mental, and emotional healing. Art therapy develops coping strategies by allowing cancer patients to incorporate their experience and express themselves through colour, form, and matter. Licensed specialists conduct the workshops and are additionally trained to work with cancer patients. Participants discover their own resources for developing coping strategies.



A new monthly walking group has been set up, open to all members, volunteers and clients wishing to participate. Walking provides a gentle start to regaining a degree of fitness, and spending time together on walks also provides a way to be part of an informal support group.



Four volunteers, experienced hikers, organise the programme of walks and ensure that at least two of them are available to lead each walk. To date, walks have alternated between left and right banks in Geneva, as well as in the canton of Vaud, and are proving increasingly popular.

COMMUNICATIONS

In 2016 the main task of the communication coordinator involved the [redesigning of the cancersupport.ch website](#). After 200 hours of work by volunteers and additional time contributed by a professional photographer, the redesigned site was [launched in September](#). In its early days, the site received 297 visits over a 30-day period and 1,694 page views. User-friendly and visually inviting with a reduced amount of text, it includes regularly updated information, testimonials, a calendar of events, book reviews and much more. Visitors to the site are invited to get involved as a member, volunteer or donor.

The [monthly newsletter](#) was also redesigned and concentrates on upcoming events. [New hand-out materials](#) were designed, published and distributed at various events throughout the year. [Two writers](#) have joined the committee, to help produce material that focuses on ESCA actions and services. The communication and outreach committees worked closely together to maintain the flow of information.

FUNDRAISING



The annual Paddle for Cancer Dragon Boat Festival remains the main source of income for the organisation but other [volunteer-driven fundraising events](#) took place in 2016. All of these fundraising efforts contributed to balancing the budget.

Funds raised during 2016

• Paddle for Cancer Dragonboat Festival	CHF 397'000
• Karin De Lamarter's gym class	CHF 3'595
• Barry Metcalf's Golf Tournament	CHF 2'539
• Escalade	CHF 635
• Jim's Mini Market and Guardian Wealth Management	CHF 600
• Used book sales	CHF 441
• Centime collection	CHF 55

Volunteers give their all to support those with cancer. One even [sacrificed a three-year growth of golden locks to make a wig for a little girl suffering the affects of treatments](#). His family, friends and other festival participants cheered him on by adding their cash donations which totalled [CHF 740](#).





2016 CHAMPIONS

CORPORATE TEAMS

- 1st Trafigura,
- 2nd Cargill
- 3rd IATA

OPEN TEAMS

- 1st Power HQ
- 2nd Super Heroes in Sync
- 3rd Cougars & Co

ALL-FEMALE TEAMS

- 1st Paddle HQ
- 2nd Sisters in Sync.



September 4 marked the 10th year of Paddle for Cancer Dragonboat Festival, the association's major fundraising and cancer awareness campaign. Proceeds from the festival underwrite all service programmes and ensure continued vitality.

Special 10th anniversary activities included

- a dedication ceremony led by singer Kristy Griffiths
- a Dragonboat Tug of War
- rowing machine races on land from L'Abbaye Rowing Club
- magic shows, monster bubbles, candy floss and crafts corner from Jour de Rêve
- drone video coverage from Drone Impulse
- photo Sharing Box

THE TEAMS

In recognition of their loyalty, GOLD and SILVER TEAMS were named to the Paddle for Cancer Dragonboat Festival Hall of Fame.

GOLD TEAMS (10 years of racing)

- CORPORATE TEAMS
Cargill : Merck
- OPEN TEAMS
Dons & Divas : ESCA Paddlers : BP Paddlers

SILVER TEAMS (5 to 9 years of racing)

- CORPORATE TEAMS
Barclays Wealth : Bunge : Caterpillar : Eaton :
Firmenich : IMD : Intuitive Surgical
- OPEN TEAMS
Ecolint La Chât : Ecolint Nations : Power HQ :
Paddle HQ : The Birds of Paradise

2016 FESTIVAL PADDLERS (less than 5 years of racing)

- CORPORATE TEAMS
Accuray : BD : Capital Group : Genomic Health
: IATA : Incyte : Lenz & Staehelin : Louis Dreyfus
Company : Trafigura : Voisin Consulting : INEOS
: HEC UNIL : CHUV Radio-oncology : Capstone
Partners : Beckman Coulter
- OPEN TEAMS
Art of Healers : Cougars & Co. : IB Sharks (GEMS
World Academy) : La Côte International School : Super
Heroes in Sync : Zoe4Life : Sisters in Sync : Collège
du Léman Panthers



FESTIVAL PARTNERS



PROMO SPONSORS



CHALLENGE DONORS



The annual Fundraisers CHALLENGE – the competition that encourages participants to raise funds above and beyond their registration fees – raised a record-breaking CHF 297'000.

For the third consecutive year, the Corporate Fundraisers CHALLENGE champions were Trafigura who raised the helm-shattering amount of CHF116,500. That amount was then matched by the Trafigura Foundation. An exceptional day for the Trafigura teams as they also took home 1st place in the races.

The winners of the Open Teams were the Cougars & Co, who raised an impressive CHF 10,095.

Funds from the Fundraisers CHALLENGE are allocated directly to the vital support services and outreach efforts. A portion of this year's amount went to the PASTEC Project (Promotion de l'Activité Sportive Thérapeutique pour l'Enfant atteint de Cancer), a collaboration between the Hémato-Oncology Pédiatric unit of the CHUV and the Sports and Health Centre of the University of Lausanne-EPFL. PASTEC provides a venue, equipment and professional sports therapeutic supervision for children with cancer.

Other proceeds of the day came in through registration fees, training fees and other fundraisers, such as the AIWC and AIC Charity Bake Sale, the Tombola, the Used Book Stall, the Therapies Tent run by Crossfit HQ, the Drinks Stand and merchandise sales stand. Promotional and Event sponsors made important financial and in-kind gifts to the event. Proceeds generated in this way came to just over CHF 69'000.

THE ARMADA

Once again, VOLUNTEERS dedicated a great deal of time and energy to ensure that Paddle for Cancer was a success. Many of these volunteers have been contributing their time for a number of years, some since the festival began and others even flying in from abroad. During the weekend more than 2500 volunteer hours were spent running the Paddle for Cancer Dragonboat Festival.

Approximately 120 of the volunteers stayed overnight on Saturday before the event and helped with the demanding tasks of setting up and then running the festival. Other helpers included family members of the dragonboat teams, 25 students from Webster University as well as those from local international schools.

As in previous years, Felix Meier and his professional team from dragonboatevents.ch provided the dragonboats and extended technical support to the management of the races.





ESCA A BRIEF HISTORY

In 2000, the English Speaking Cancer Association was created by an American man who suffered from cancer and a counselling student from Webster who was giving him emotional and social support. The man lived in Geneva, away from family and familiar surroundings, and missed a nurturing environment during a difficult time. Soon ESCA became the first non-profit association to provide emotional support, practical help and information in English to cancer patients, their carers and their loved ones in the Geneva, Vaud and French border region.

Cancer strikes across all language barriers – and a concentration of English speakers of many nationalities live in the Geneva area. In the past, if they were suddenly confronted with cancer away from home and family – either directly or indirectly – they had no support network, where many of their questions could be answered in a familiar language.

Initially the association provided certain basic support and counselling services. In the 16 years of its existence it has expanded and grown into an organisation that lives up to its initial vision :

To provide a friendly environment which is supportive, non-judgemental and confidential, and to become well respected in the region's medical community and widely known throughout the Lac Léman region.

The association's goal for the future remains to reach as many people as possible who are affected by cancer.



INVITATION TO JOIN

MONTHLY discussion and information meetings
at ESCA Drop-In Centre and Webster University

MONTHLY

"BOSOM PALS" PINK CUP COFFEE MEETINGS
for breast cancer survivors

ESCA Drop-In Centre

10.00-12.00 Friday mornings once a month

GYM CLASSES led by a licensed physical therapist

MONDAYS 18.30 – 19.30

International School Nations Campus

THURSDAYS 9.30-10.30

Webster University, Bellevue

for information contact karin@delamarter.ch

WALKING GROUP

One walk a month on different days

DROP-IN CENTRE

10.00-14.00 Tuesdays/Thursdays

and by appointment

150 route de Ferney, 1211 Geneva

FOR MORE INFORMATION

022 791 6305 : info@cancersupport.ch

www.cancersupport.ch

MEMBERSHIP FEE CHF40/year

Thanks to generous supporters, all ESCA services can be provided at no charge.
Donations are always welcome :

ENGLISH SPEAKING CANCER ASSOCIATION

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Secretary	Sally Alderson
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MANAGEMENT TEAM

Director	Terri Kluzik
Counsellor Support	Raynelle Arcaini
Counsellor Peer Support	Thea Marais
Events Paddle for Cancer Coordinator	Patsy Allen
Volunteers	Leanne Lynch
Outreach	Andrea Hayes
Drop-In-Centre	Margaret Stourton
Communications	Patsy Morgenstern

Annual Report	Patsy Morgenstern Monique McClellan
Graphic Designer	Lynn Hegi

ANNEX

Partnerships and memberships maintained from previous years :

- Look Good Feel Better (LGFB)
- Fondation genevoise pour le dépistage du cancer du sein
- Hôpitaux Universitaires de Genève (HUG)
- Centre hospitalier universitaire vaudois (CHUV)
- Ligue genevoise contre le cancer (LGC)
- Ligue vaudoise contre le cancer (LVC)
- Réseau cancer du sein
- PROSCA
- Leman Events
- American International Women's Club Geneva (AIWC)
- Expat Expo

New links established in 2016

- Le Réseau Lausannois du Sein (RLS)
 - World Health Promotion Alliance
 - Association romande des familles d'enfants atteints d'un cancer (ARFEC)
 - Vivre comme avant
 - Soins en oncologie Suisse
 - Palliative Care Suisse
-