

ANNUAL REPORT 2021

WELLNESS WITHIN CANCER SUPPORT SERVICES



BE A BEACON OF HOPE

WWW.WELLNESSWITHIN.ORG

Beacons were developed centuries ago, designed to attract attention to a location and serve as a mechanism to communicate over great distances. Beacons were so much more than just a light: they symbolized a return to home, and, functioning as a warning system, became a safety net that saved lives.

Through the storm of cancer, Wellness Within continues to shine brightly by providing life-altering programming and resources, steadfastly serving as an anchor to empower clients to seize quality-of-life over the tumultuous effects of cancer.

In this last year, while continuing to navigate the unpredictability of the pandemic, we forged forward. We now have well over 100 podcasts and YouTube Videos garnering over 16,000 user engagements. We are so excited to have a breadth of meditations from several of our expert instructors who understand the trauma of a cancer experience. We have podcast conversations with patients and cancer thrivers, who, through sharing their experience, let listeners know they are not alone; and informational podcasts from cancer-care experts – nurses, social workers, authors and doctors – on topics relevant to the cancer experience. Like the beacons of old, Wellness Within continues to radiate, reaching across the globe with empowering information and communicating messages of hope and resilience!

We also recognized the impact that a global pandemic had on our cancer community and knew that the prolonged isolation, constant anxiety and uncertainty were particularly difficult for those facing cancer. Remaining connected to clients in the Wellness Within community was a priority, and as a result, we provided over 250 facilitator-led virtual classes and support groups. Between our online and virtual live programming, we delivered over 1,000 hours of supportive content.

But that is not all we did! In 2021, we launched the first two modules of our new course system, called – you may have guessed it! - BEACON™. Modules are organized to meet a client specifically where they are in the cancer experience: in treatment, post-treatment, caregiving, grief, etc. We are so excited about the launch of BEACON™, bringing another transformative resource to the cancer community. The next module will be released in spring 2022.



None of this would be possible without you, the Wellness Within donors, supporters, friends, admirers. The light of Wellness Within is the collective community that believes in the mission that there is more that can be done for those who face cancer. It is those individuals who, together, believe that when cancer strikes there is a way to have power over cancer. In doing so, one confirms their identity, finds their joy, and seizes their quality-of-life. Each person of this collective community of supporters is a light. Together, we burn brightly: unwavering, resilient, and communicating powerful information to improve lives – like a beacon.

Thank You for being a Beacon of Hope

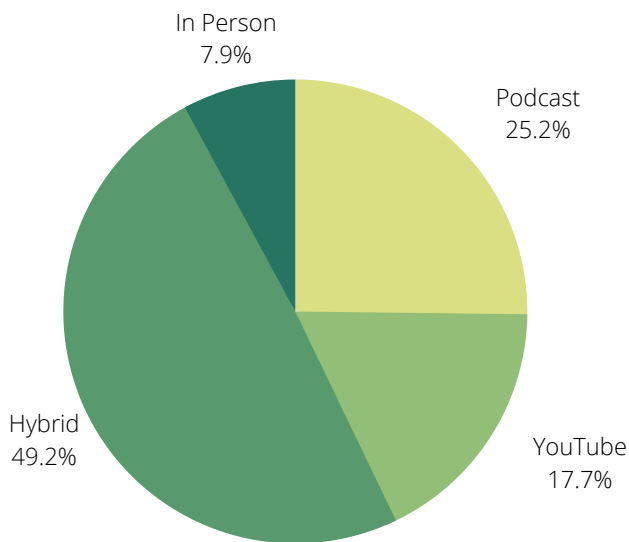
Patti Brown Founder, Board of Director

Elizabeth Klein Executive Director

OUR PROGRAMS & IMPACT

As the pandemic lingered on in 2021, our doors remained closed for in-center support for the majority of the year, always with the continued hope of reopening safely. Wellness Within provided quality resources to the cancer community through a variety of virtual and online platforms, as well as provided outdoor in-person movement classes thanks to the generosity of Sierra View Country Club. We found new strengths in our online presence, as our podcast downloads grew by over 200% from the previous year. We provided classes via Zoom, a variety of YouTube videos, including hosting an educational panel about Clinic Trials, and also provided videos for the underserved Spanish speaking community. Seeing how far our reach grew was all the encouragement we needed to continue offering hope, healing and support.

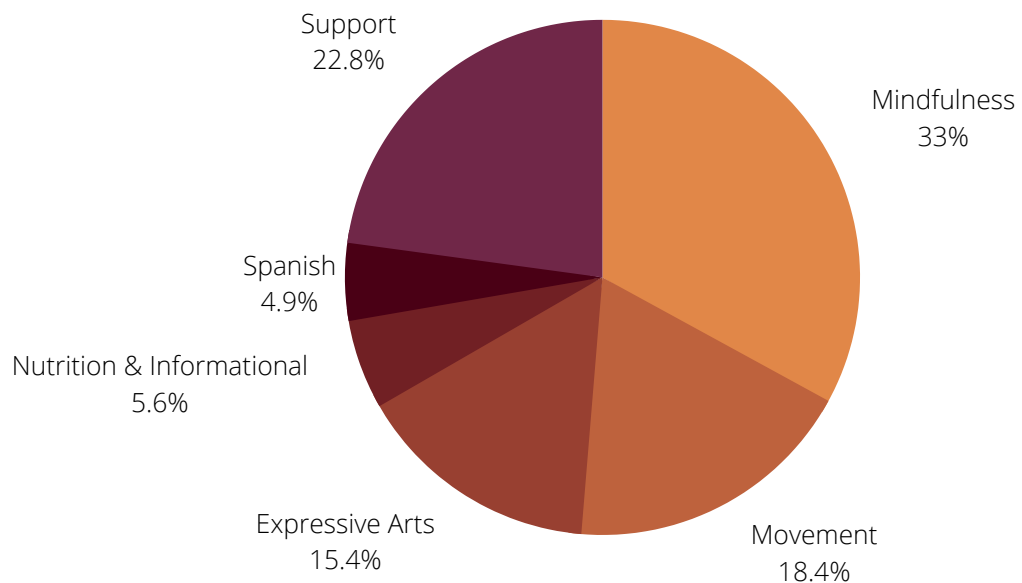
DELIVERY METHOD



Hybrid - In Person and Zoom Classes at same time



PROGRAM CONTENT



ONLINE, OUTSIDE AND IN PERSON


CLINICAL TRIALS
Learn from experts as they answer questions, provide information and guidance for patients navigating treatment decisions


Deepthi Behl, MD
Sutter Medical Center


Treasa McPherson
American Cancer Society


Kris Curt Johnston
UC Davis Comprehensive Cancer Center


Patti Brown, MS LMFT
Wellness Within

 Stream On-Demand on our Youtube Channel:
Wellness Within Cancer Support Services


Outdoor Yoga & Qigong


ALTERNATING MONDAYS AT 11:00 AM
Located at Sierra View Country Club



Reserve your spot online at www.wellnesswithin.org or call (916) 788-0333

Minimum 3 participants registered by noon Friday & weather permitting


Mindfulness Meditation
Attend Virtually via Zoom

The stability and non-reactivity you cultivate in meditation practice enhances your ability to navigate stress and anxiety better, elevate the immune system, improve pain management and sleep, and increase your capacity to experience more joy.

December 8th
1:00 PM with Patti Brown

December 14th
5:00 PM with Jan Webb



Pre-Registration Required. For more information or to reserve your spot please call 916-788-0333 or visit www.wellnesswithin.org

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LORI PENERY, LCSW//CAREGIVING SUPPORT GROUP
SUSAN WHITAKER, MS // YOGA
TERRI WOLF, RN, MS // WRITING
ANNIE MASCORRO, RN, MFA // POETRY



GUEST EXPERT CONTRIBUTORS

Our podcast and video series presented information covering topics supporting our four pillars of our programming. We are extremely grateful for each of our guest expert contributors who stretched their abilities to reach our community via these new virtual platforms.



AILEEN FLORENTZ
ANIKA MAHAVNI
CONSTANZA ROEDER
CELESTE KEITH MT-BC
DONNA GILREATH
DR. ALY COHEN
DR. ANNE KATZ
DR. DEEPTI BEHL
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MARIBETH WILLIAMS RN, BSN
MARGO FOWKES
NANCY BIRANG, BS, NC
NICOLE ELDREDGE
THERESA AINSWORTH
TREASA MCPHERSON



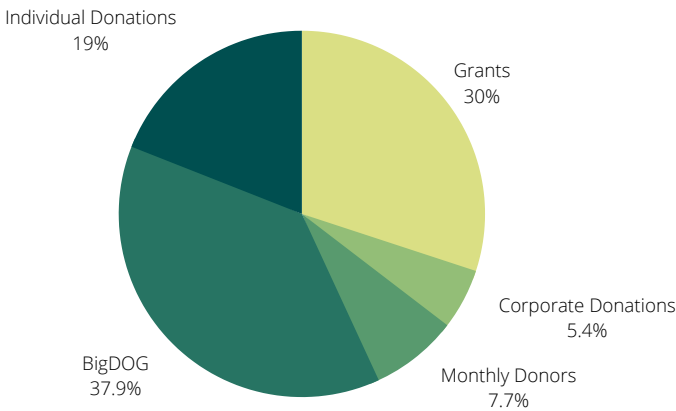
YouTube: *Wellness Within Cancer Support Services*
Podcast: *Wellness Within Cancer Support* hosted on Buzzsprout

MOVING FORWARD

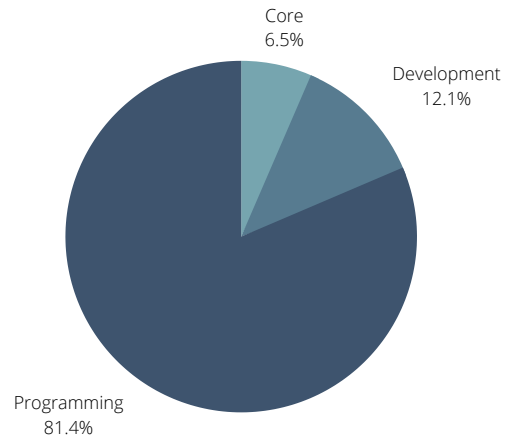
A key 2021 priority was developing new and innovative online and virtual tools to help clients cope with a cancer diagnosis. We accomplished this goal with the release of our new online learning management system BEACON™ (Beneficial Empowering Accessible Cancer Online Network). BEACON™ is a self-paced online system that provides cancer patients, caregivers, and survivors a place to learn and practice wellness. It is designed to support the individual based on where they are in their cancer experience. BEACON™ is available, 24 hours a day, 7 days a week, accessible wherever there is internet access. In 2022 Wellness Within will continue to expand BEACON™ as an additional resource to empower those impacted by cancer.



2021 FINANCES



INCOME \$ 274, 662



EXPENSES \$223, 860

THANK YOU TO OUR MISSION LEVEL SPONSORS



Wellness Within Cancer Support Services

www.wellnesswithin.org 609 Oak St. Roseville, CA 95678 (916) 788-0333