



WICWC.ORG

West Island Cancer Wellness Centre

Until there's a cure
Empowering and giving strength
to people living with cancer

Newsletter, Fall 2011



WICWC begins our third year of operation

October marks the beginning of our third year of operation at the WICWC—a great time to review how the Centre has grown—how it needs to continue to grow— and, most importantly, to say **thank you to those who support the Centre and give strength to people battling cancer.**

Our rapid growth reflects the need

The rapid growth of the WICWC in terms of participants and the programming is a literal reflection of both the onerous rate of cancer diagnosis and the powerful, positive effect of psychosocial services in cancer care.

- To date, close to 450 people have registered and used our free programs and services—with the number of annual registrations doubling from year one to year two.
- To date we have reacted to the requests for our programs and services by increasing the programming hours from our original 50 hours per month to now providing an average of over 200 hours of programming per month.
- From 2009 to May 31, 2011 our Volunteer Professionals have provided over \$132,000 in free programs and services to the participants of the WICWC.
- We now offer over 45 various programs and services.

Recent WICWC Impact Study directs our future

This summer an Impact Study was conducted that focused on our programs and services. Interviews with approximately 10% of our participants provided key learning, revealing what's working and where we need to grow and develop. See Page 2 for details.

Your support needed more than ever

All indications are that we will continue to grow exponentially, which means we'll need to continue to grow from a funding standpoint. Your support is more important than ever so that we may continue to give strength and empower people living with cancer.

See "Did You Know?" on page 3 for a new, great, easy way to support us!
See "Upcoming Events" on Page 2



"I love the Centre. It's my safe place.

The people and programs gently help me heal. I can go there, I am not judged, I can share what I'm really feeling, learn, participate, and be real. During my time with cancer, it has been the cornerstone to healing."

WICWC participant

CONTENT

WICWC Impact Study.....2
Upcoming Events.....2
Increase in Volunteer hours.....3
Did You Know?.....3
Meet our Ambassador Club.....4

Where do they live?

At the WICWC both participants and volunteers alike are traveling from across Montreal and both the North and South Shores.

Interesting Statistics

All statistics here: 2009 to May 31, 2011		Female Participants	
		Cancer Patients	210
		Caregivers	76
		Male Participants	
		Cancer Patients	44
		Caregivers	35
Fiscal Year	Hours of Programming		
2009-2010	1162.5		
2010-2011	2031		

WICWC Impact Study details

This summer's Impact Study offered key learning for the WICWC about the effectiveness of our Programs and Services and the need for larger facilities:

- The WICWC's mission statement asserts that the Centre aims to "be a home-away-from-home: a warm environment staffed by caring people." In general, it is safe to say that the Centre has overwhelmingly attained this objective.
- While the survey shows an average rating of 4.5/5 for quality in programming and 4.7/5 for diversity in programming, with regard to space, it is clear that the Centre has begun to outgrow the current house/building. On several occasions, participants brought up the fact that they felt that the rooms were quite small...and the number of rooms in the house limits scheduling that would satisfy the number of people and the frequency in which they can partake in certain programs.
- What came up repeatedly as being crucial with regard to WICWC Volunteer professionals and staff is their success and dedication to being open-minded and non-judgmental.
- Participants were 'thrilled' that, even though professionals conducting the programs and services are all volunteers, the Centre continually strives to provide them in both French and English.
- The Centre's goal of education has been achieved on many levels. Most obvious with regard to participants' learning is the practical, concrete knowledge they state they have gained from programs.

crete knowledge they state they have gained from programs.

Excerpts from conclusion:

- *"Indeed, the WICWC is a place that inspires hope and courage, teaches and empowers, and keeps men and women from embarking alone on this challenging journey that is cancer."*
- *"What stands out within this impact evaluation study is that the WICWC has become absolutely invaluable to its community."*

As one interviewee put it:
*"I don't think any cancer patient can live without it (WICWC).
Let's put it that way!"*

Upcoming Events

Benefiting the
West Island Cancer Wellness
Centre

Saturday October 22, 2011

LePage Global

1st Annual Charity Pumpkin Drive
Make a donation and grab a pumpkin!
100% of the proceeds benefiting the
West Island Cancer Wellness Centre

9:00 am to 12:30 pm

**2981 St. Chares Boulevard, Kirkland
514-697-4460**

Saturday, November 12, 2011

Palate to Palette Fundraising Gala

Savor an exquisite four-course dinner, dance to the musical stylings of Generation **Big Band**, bid for wonderful wine and art during the auction, and experience renowned artist Eric Waugh painting LIVE. Semi-formal attire.

Location: **Elm Ridge Country Club in L'ile Bizard.** www.elmridgecc.com
Call WICWC: 514.695-9355 ext 16.
6:00pm - Tickets \$250

Wednesday, December 7, 2011

Hemsleys Give²

Shopping for holiday gift giving will have more meaning when you attend The 2nd Annual Hemsleys Give² fundraising event and purchase at exclusive sale prices. Proceeds benefiting the West Island Cancer Wellness Centre. Sample scrumptious hors d'oeuvres by Scalo Restaurant (www.scalo.ca) exciting door prizes, raffles items.

www.hemsleys.com

2355 Trans Canada, Pointe Claire.
6:00pm to 9:00pm – Free Admission

February 12, 2012

**2nd Annual Eat Love Live
Ladies Only Evening**

After a superb sold-out debut, this ladies-only evening has its encore! Dine with your friends while enjoying the wonderful cuisine at Towne Hall Restaurant. The evening will include raffles, great silent auction items, and Pointe Claire firemen! An event not to be missed!

www.townehall.ca

50 Brunswick Blvd, DDO
Call WICWC: 514 695-9355 ext. 16
6:00pm - Tickets \$150

Significant increase in volunteer hours

One of the challenges facing the Wellness Programming staff at the Centre is keeping up with the growing demand within each program category.

In response to the increasing demand, thanks to the generosity of many, we have been able to continue to increase the number of professionals who volunteer their expertise and the hours they offer the Centre. (For example, we began with one yoga professional offering one hour per week, we now have five yoga professionals providing yoga five days per week!)

We would like to take this opportunity to thank the active Professional Wellness Volunteers who collectively volunteer over 200 hours of their time and services each month...

Wellness Guide Volunteers

Annie Colligan
 Carol Feilders
 Joan Lawton
 Josee McCarthy
 Julie Keleratas
 Penny Dexter
 Sandy Fitzpatrick

Dolores MacKenzie Touch Therapy
 Donna Olinik Reflexology
 Doreen Bray Healing your Life
 Eric Antonette Yoga
 Fabrice Piche QiGong Instructor
 F. Courtemanche Reflexology
 Frank Pitman Colorectal Group
 Ginette Lavalier Hospital Liaison-
 Gerry Weintraub Caregiver Support
 Group

Nancy Mitchell Reflexology
 Nasser Yassine Nutritional Info
 Neil Clelland Yoga /Meditation
 Nevine Elchibini Nutritional cooking
 Nicole Thevenet Comfort Keeping
 Pat Roe Caregiver Group
 Ramzi Cheety Perception dermo-
 Contracto

Roxana Vornicu Touch Therapy
 Sharon Arcand Peer Support
 Group Facilitator
 Shaunna Changnon Lymphedema
 Therapy

Professional Program & Service Volunteers

Anna Raimo Peer Support
 Adam Fiore Acupressure
 Anne Whelan Glass Fusion
 Barbara Pearce Yoga Instructor
 Brigitte Bauhart Yoga
 Brenda Lapierre Reiki
 Celyne Bondoux Reiki master
 Carol Hardwood Bodywork Shop
 Cindy Finn PhD Psychologist
 Danielle Hirsh QiGong
 Danielle Morin Presenter
 Diane Fagg Healing Touch

Gloria Wener Reflexology
 Jackie Roberge Healing Course
 Jennifer Ong Tone Nutritional Info
 Karen Runnels Creams & Lotions
 Karmel Johal Yoga / Meditation
 Lesley Pasquin Journal Writing
 Liliana De Leo Laughter Yoga
 Lise St. Aubin Therapeutic Art
 Lise Salagnon Reiki
 Mariam Bowen Coping Skills
 Marie Eberlin Library
 Matthew Alfano Reiki
 Monique Gregory Therapeutic Touch

Sheryl Mendritzki Yoga
 Shirleen Johnson Reiki
 Sonia Oberman Support Group
 Stéphane Bensoussan On The Road
 To Health
 T. Sherwin-Labelle Yoga
 Veronique Beniak Reflexology
 Vicky Rizothanassis Naturopathy (ND)

Did you know?

- **WICWC is on Facebook**—<http://www.facebook.com/pages/West-Island-Cancer-Wellness-Centre/59321205815>. Click on this link and then “like” us to join the page!
- **WICWC is on Twitter!** Our Twitter name is WICWC. Join us!
- **A Wellness Guide** is assigned to each person who registers to use the Centre. Their role is to help plan a personal Wellness Program for each participant.
- **You can support us more affordably now by donating monthly**—it’s easier on the budget! Visit “DONATE NOW” on our website: www.wicwc.org.
- Our youngest participant so far was seven years old, our oldest was 92 years young—they’re both doing great!
- WICWC participants say their use of the Centre has a powerful, positive impact on many people in their lives. An informal survey thus revealed the Centre has had an affirmative impact on over 3,500 people so far.
- The **newest member of our Board of Directors** is: Mark Auger, VP, Managing Partner, Desjardins Private Counsel Group.
- See our monthly programming calendars on our website: www.wicwc.org.

“Living with cancer requires building a bridge from illness to wellness. How quickly we cross that bridge depends on the support available to us. A journey through cancer can be a difficult and lonely road, but it also presents a time to examine wellness from the perspective of body, mind, and spirit. I am convinced of the power of resilient thinking and action as ways to lead us toward a state of wellness. A place such as the WICWC is a sanctuary where healing can happen for people with cancer and their loved ones.

Although I chose to volunteer at the WICWC as a way to give back to my community, I am the one who has been given great gifts over the last year and a half. During my time volunteering at the Centre I have been reminded of the force of the body, the power of the mind, and the nobility of the human spirit.”

Cindy Finn, Ph.D., OPQ (Volunteer, Program Planning Committee)

Meet our Ambassador Club

The WICWC Ambassador Club (AC) is an amazing group of women who are highly dedicated to our Centre. Their mission is to promote us in the community, help us with gifts-in-kind, and raise important funds.

In February 2011, they held the first annual Eat, Love, Live event (for women only!). It sold out almost two months BEFORE the event! 222 women enjoyed each other’s company, dinner, and some firemen who served them martinis as part of the night’s fun!

The evening raised over \$44,000 for our Centre. And this February, it will be happening again! See details in the



Check presentation at February’s Eat, Love, Live Event at Towne Hall Restaurant, Pointe Claire.

“Upcoming Events” section on Page 2.

AC Members: *Barbara Eplett, Donna Bursey, Joanne Kennedy, Kim Bellas-Boyd, Lynn Brown-Poole, Marie-Josée Gendron, Marisa Trottier, Muriel Longlade, Nicole Vien, Olga Assaly Rhonda Massad, Rosanna Musto,*

Stephanie Simard, and Susan Reid.

If you are interested in joining the Ambassador Club, please contact:
jill@wicwc.org

(WICWC Director of Development).



There is no better way to
thank everyone who supports the West Island Cancer Wellness Centre—
donors and volunteers alike—than through the words of the people who the
Centre is here for:

“I wish to convey my deepest thanks to those who helped me to recover from the darkest days of my life. The cancer ‘process’ is a long, hard journey for the body, the mind, and the spirit. The West Island Cancer Wellness Center is a unique environment helping cancer victims make the best of a devastating situation. It’s been the backbone to my recovery. I do not know where I would be now if I hadn’t had the support of your team. Thanks to you, I am looking forward to a bright future with a positive outlook. I, again, thank each and every one of you, and I hope the Centre will have many more years of success in the community.”

Maureen - Pierrefonds, QC