



Fall/Winter 2015 Newsletter

Sunflower Wellness empowers people living with cancer to find strength and support through exercise

Take It From Me! Martha Domont

In February of 2005, I was diagnosed with breast cancer. My treatment included chemotherapy, radiation and multiple surgeries, including a mastectomy. During chemo, I continued to work daily, play tennis, hike, bike and swim. I figured that the more I did to push the poison in my blood through my system to the end of every capillary, then the chemo could seek out every hiding cancer cell and destroy it. If I was fatigued or sick, I was fine to lay low and sleep or watch baseball. I got sick and fevered at times, but it passed and I was up and at it. All in all, I had fared well until January 1st, 2006 when I learned that I was suffering from lymphedema. I finally let go and just cried. However, after learning of a friend's paralysis from ALS, I got myself up and went to work to clear my arm of this new challenge.

I began learning the gentle massage techniques to lead to lymph re-routing. I got a compression sleeve and wore it religiously. My approach was to learn as much as I could and keep finding better improvements. *(continues on page 2)*



A Plan For The Future: Our New Strategic Plan

Earlier this year, Sunflower Wellness was selected by a joint partnership of the UC Berkeley Haas School of Business and McKinsey & Company to receive hundreds of consulting hours for the development of a five-year strategic plan. The effort kicked off in January and was completed in May 2015.

We've recognized that making a greater positive impact in the cancer community means growing our services. To figure how to do that meant we needed a big picture perspective of where we're going and how we'll get there. As a result, the consultation effort analyzed internal and external factors to identify critical areas that need to evolve to sustain our current scale and a high quality of service while allowing for the growth of our programs.

During the consultation effort, we addressed the challenges of meeting the rising demand for our services and the overall financial sustainability of our organization. The consulting team conducted market research to highlight the needs of our existing and potential customers, strategic partners, and funding streams. They also investigated and compared potential business models that would achieve growth in services as well as sustainable revenue sources that are in line with our mission as a nonprofit. *(continues on page 2)*

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 - Upcoming Events



Swim Across America Bay Swim

THANK YOU DONORS & TEAM !

Swim Across America Bay Swim Recap

Please give a huge round of applause to our Swim Across America team, the Sunflower Wellness Swimmas! Our team, a fun bunch of fitness fans and avid swimmers within the Sunflower Wellness support network, was an amazing success. Thanks to your wonderful support, we surpassed and nearly doubled our fundraising goal of \$10,000, and reached a grand total of \$19,505! Collectively, over 300 dedicated swimmers swam a mile and half to Marina Green. The total funds raised by the SAA Bay Swim event came to an impressive \$495,920.68, thanks to the tireless efforts of Bay Swim event director and Sunflower Wellness advocate Susan Helmrich.

Our Sunflower Wellness Swimmas Team included: team captain Kimberly Kouri, Teresa Arrighi-Campbell, Cookie Arrighi, Maria Chiam, Margaret Currivan, Steve Czekala, Ted Hiscox, and Lisa Spencer.

Thank you very much to everyone who supported us by joining our swim team and sponsoring our team with a donation. Your contribution will fund cancer research, prevention and treatment at UCSF Benioff Children's Hospital in San Francisco and Oakland. We are grateful for your generosity. We're making waves and working towards a cancer-free world! See you next year Swimmas!



Upcoming Events

Save the Date for Spring Bling 2016! Our next fabulous party will be held in late March 2016. Stay tuned for details.

Winter Solstice Celebration with Erin Fleming. Sunday, December 20th - 2:00 - 4:00pm at Studio One, Bay Club Marin. All levels welcome at this seasonal 2-hour yoga class which traditionally includes candlelight, soothing music, mindful movement, relaxation techniques, symbolic poems and readings about welcoming winter and celebrating inner light. Holding the space for a peaceful practice during a stressful time of year is really fulfilling, especially since the class shines a spotlight on local causes such as Sunflower Wellness.

The Winter Solstice Celebration is a charity yoga event Erin created when she first started teaching yoga at Bay Club Marin 15 years ago. As a native of Marin, Erin wanted to do something to help bring more awareness to and raise money for organizations that she admired. Over the years, Bay Club Marin willingly supported this event that has helped raise funds for Prison Yoga Project, Pristine Mind Organization, Spirit Rock's Teen Meditation Program and Erin's personal favorite, Sunflower Wellness. A \$25 donation is suggested. Space is limited, so please register with Linda Morello at 415-945-3053 or via email Linda.Morello@bayclubs.com.

On Saturday, March 19, 2016 Sunflower Wellness will host a table at the **15th Annual Allison Taylor Hollbrooks BJB Breast Cancer Conference**. The conference is located at Golden Gate Club, 135 Fisher Loop, The Presidio, San Francisco from 8:00 AM - 3:30 PM. For more information Email: education@cpic.org Phone: (510) 608-5165. Sponsored by the Cancer Prevention Institute of California.

Like Us and Follow Us



(Take It From Me - continued from page 1)

I became the breast cancer representative at the National Lymphedema Conference in Nashville and met some amazing researchers and doctors. I told them that I swim and learned that the best thing I could do for my lymph system was to be in water. The natural pressure from water presses against the gentle lymph system and aids its work. I love swimming, always have, and began a more rigorous program of swimming and working my arms and fingers in the water by swimming laps.

I also was stretching the webs of scar tissue I have across my chest and under my arm that can cause me to clam up. Within the next year, after exercising my arms and swimming, my lymphedema slowly subsided and my swelling is non-existent today.

I encourage every person I see with lymphedema to swim or at the very least get in the water or a tub and move your arms under water. It can only help. So many sufferers are afraid of doing physical activity with their swollen arms, but that is exactly what they need to do. I am now 10 years in remission and I swim as often as I can. Last year I swam from Alcatraz to San Francisco and have been in relays across Lake Tahoe.

When Rolling Hills Club was first approached to join the Sunflower Wellness program to provide a venue and teachers for cancer patients I was on board. I really enjoy my time talking with clients and encouraging them to stay fit and keep treading the water. Their lives will benefit and so will everyone they have in their hearts. It's a pleasure for me to sit in my office and watch the classes in the pool or drop by the Group Fitness Center and see people taking control over their bodies and not letting cancer control them or define them. Fighting cancer is not fun, but opening our eyes each morning to what great joys lie ahead is. Staying diligent and regarding any unusual occurrence in the breast should be checked out immediately regardless of genetics. Know your bodies and take care!

With her husband Rob, Martha Domont is the owner of the Rolling Hills Club in Novato, CA., which features several Sunflower Wellness classes.

(Our New Strategic Plan - continued from page 1)

At the end of the consulting effort, the project team delivered a set of strategic goals with a recommended five-year implementation plan focusing on the most promising opportunities. We're thrilled to be implementing our business plan and feel confident knowing that we have taken the time to consider significant opportunities and assemble a core set of strategic imperatives for Sunflower Wellness to accomplish our goals and mission.

Call For Volunteers

Sunflower Wellness is actively seeking volunteers, committee leaders and board members with experience in sales, finance, accounting, healthcare and human services, marketing communications, branding, PR, social media, IT and web design. Our organization is growing and requires leadership and hands-on assistance from seasoned professionals who are committed to making a lasting impact in the fight against cancer. Your support and energy will be a critical part of our growth and long-term impact to reach more patients, expand our partnerships, increase our funding/donations and remain a sustainable force in cancer care and recovery. Interested candidates should send their resume and a cover letter to BOD@sunflowerwellness.org.



In Brief

Thank you to **Calypso St. Barth in Marin**, and co-hosts Meagan Williams, Kendra Appelbaum and Kristen Kelly! They raised \$1,000 at a fantastic 2-hour shopping event supporting Sunflower Wellness on October 21st.

The San Francisco office of **Macquarie Group** just wrapped up its first-ever philanthropic campaign benefitting Sunflower Wellness. An amazing team of seven employees created a weeklong fundraising campaign with events such as a pizza lunch, winetasting and an exercise class, all designed to inspire the SF-based employees to give. Boy did they ever! They collected in excess of \$11,000, from an employee group of approximately 70 people. Thanks to a 2-for-1 match from the Macquarie Foundation, they raised more than \$30,000 for Sunflower Wellness and Project Open Hand. Thank you all!



South Bay Expansion: Stanford Cancer Center

In September, our nearly three-year old clinical partnership with Stanford Health Care expanded to the new Stanford Cancer Center South Bay campus in Los Gatos. We're delighted and honored to see our relationship grow with Stanford and make a positive impact for more people in the Bay Area.

Sunflower Wellness Exercise Counselor, Julie Grosvenor leads the Stanford South Bay program. Exercise Counseling helps to establish the foundation of an individual exercise program as patients cope with and recover from cancer. Exercise Counseling sessions are free for all cancer patients and are held every Wednesday. The program includes a free weekly class at Bay Club Courtside in Los Gatos for people living with cancer.

Bay Club South Bay Expansion

Sunflower Wellness will launch additional classes at Bay Club Courtside in Los Gatos early next year. We've already started a Bay Club class as part of our Stanford South Bay expansion. In early 2016, we plan to offer additional classes at all Bay Club locations in the South Bay. As the new classes become available, our clients will be eligible to sign up for Sunflower memberships at the participating Bay Clubs.

We're grateful for our partnership with the Bay Club and that with their support we're able to offer discounted club memberships and low-cost class passes and scholarships for qualifying individuals.

Sunflower Wellness Salutes Holly Gautier

The Sunflower Wellness team wishes to extend many thanks and warm wishes to Holly Gautier, who is retiring at the end of November from her position as Director of the Cancer Supportive Care Program at Stanford Health Care. Holly personally established our Exercise Counseling program at both Stanford locations, along with many other programs to benefit cancer patients. Thank you and good luck, Holly!

New Cancer Exercise Class Program at Fitness SF

Another significant achievement was the addition of a new San Francisco-based class and gym partner. Our class program with Fitness SF kicked off in October and includes Strength & Balance and Yoga classes at the Mid Market location (adjacent to Twitter headquarters). This new program increases our line-up of weekly Bay Area cancer exercise classes to almost 30. We expect to continue this growth in 2016.

The Sunflower Wellness membership program is available at Fitness SF Mid Market and Fitness SF Fillmore and is offered at a special \$25 monthly membership rate. We also offer scholarships at our Fitness SF locations so that people can get exercise regardless of their financial situation.



Visit us at sunflowerwellness.org