

Twist Out Cancer Annual Report 2018-2019



What we do:
Twist Out Cancer provides psycho-social support to individuals touched by cancer through creative arts programming.

How we do it:
Our core program, Brushes With Cancer, improves the quality of life for previvors, survivors, caregivers and loved ones through a unique art experience.

Creating Unexpected Intersections:
Brushes with Cancer strategically matches artists with those touched by cancer to create unique pieces of artwork reflective of their personal journey with cancer. Over a period of four months, selected pairs connect in person, online, by phone, or by email. Their relationships are guided and supported by Twist Out Cancer mentors with the intention of creating a support system for both the Artist and Inspiration. Participants have opportunities to engage in art therapy programming and connect with the Twist Out Cancer community. The program finishes on a high note with a celebratory art exhibition, gala and auction

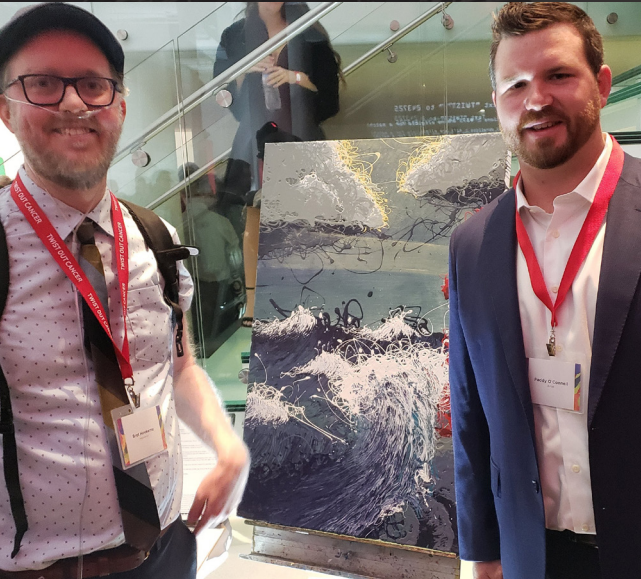
where the artwork is revealed. In certain cities, the artwork will travel to hospitals, art galleries or public spaces where the exhibition can be viewed by the community.

What started in 2012 as a small art exhibition in Chicago for 20 Inspirations and Artists has now become an international program that has touched over 19,300 people around the world. Recent programs were held in Chicago, Ann Arbor, Tel Aviv, Montreal, Toronto, Detroit, Philadelphia and Austin.

Brushes with Cancer events:

2018	2019
Tel Aviv Beit Andromeda, Tel Aviv, Israel. 400 Attendees–Sold Out 50 Program Participants Total Host Committee Members: 15	Detroit 250 Attendees 46 Program Participants Total Host Committee Members: 6
Montreal Rialto Theatre, Montreal, Quebec 400 Attendees–Sold Out 50 Program Participants Total Host Committee Members: 12	Philadelphia 450 Attendees–Sold Out 58 Program Participants Total Host Committee Members: 20
Chicago November 3, 2018, Chez, Chicago 550 Attendees–Sold Out 60 Program Participants Total Host Committee Members: 20	Austin 300 Attendees 52 Program Participants Total Host Committee Members: 6
Total numbers served through Brushes with Cancer in 2018: 1,557	Chicago 550 Attendees 74 Program Participants Total Host Committee Members: 4
	Total numbers served through Brushes with Cancer in 2019: 1,816

Total individuals impacted by Brushes with Cancer in 2018 and 2019: 3,373



“When I first met Bret, he looked like a guy that had a story that needed to be told. He and his family have gone through a lot over the years with his battle with cancer. He told me about all the different surgeries and treatments he had gone through. I had never realized the rigor involved in looking for treatment for something that was wrong with me. I learned the longer your battle with cancer the more finding treatments can become a full time job. Of all the things I learned from Bret and his story the most important was his family and the love he shares with his wife and daughter. I listened to him talk about his wife: how they met, their ups and downs with cancer, and most importantly their daughter. When he talked about his wife, I could hear how much she means to him. Throughout his battle with cancer she has been the lighthouse on the coast while he weathers the storm at sea. She provides light and hope that the unrelenting waves of cancer will soon pass. This is what my painting reflects, the love and devotion between two people and their daughter that seems to be unwavering in the face of great turmoil. When the clouds clear and the waves return to a rolling tide that lighthouse will still stand strong as a symbol of safety just like the love between Bret, his wife and his daughter.”

—Artist Paddy O’Connell

TwistShops

“TwistShops” are art therapy focused workshops that promote healing, relaxation and emotional recovery through art therapy based interventions that are designed to reduce symptoms of depression, anxiety and stress related to cancer.

TwistShops welcome individuals who have been touched by cancer to engage in art therapy based workshops that focus on utilizing the arts as a mechanism for healing. Survivors, caregivers, and previvors are invited to participate. Participants will be guided by a licensed art therapist through a variety of art-making activities that will allow participants to process their past and current experiences as a patient, caregiver or supporter of someone with cancer. Through storytelling and mindful art-making, the intention is to help participants explore different emotions, and in turn revive self, heal and find ways to move forward.

Created and developed by Twist Out Cancer Board Member Jacqueline Carmody, Licensed Clinical Professional Counselor and Registered Board Certified Art Therapist, the program was envisioned in 2018 and implemented in 2019.

“My goal as an art therapist is to provide a safe space for everyone and offer them guidance in exploring different emotions that develop throughout their experience. What typically transpires is an evening filled with art-making, bonding, and camaraderie.”

- Jacqueline Carmody

Twist Out Cancer and Batsheva Dance Company Present–An Evening of Gaga
Suzanne Delal Dance Center, Tel Aviv
20 participants

Twist Out Cancer and Imerman Angels Present:
TwistShop for Mentor Angels and Community Members
Sunday, April 7th at Fulton Street Collective
26 attendees

Brushes with Cancer Chicago Participant Kick-Off
Thursday, June 6th at Fulton Street Collective
50 attendees

“Twist On Cancer: Brushes with Cancer not only found a way to raise cancer awareness through the creative arts but helped me forge friendships with Ella Hawk and Alison Conklin that I will value for the rest of my life. These are strong women who are creative, intelligent and caring. I would never have shared my soul like I did while speaking with them. They brought me comfort and companionship and a reason to share my journey with others. I am grateful for my family, new and old friendships, a multidisciplinary team at Jefferson Cancer Center and Wills Eye Hospital who have kept my spirit alive and my journey much easier to manage with positive encouragement and laughter. I have found joy and I will be okay!”

—Denise Gurrera Myers, Brushes with Cancer Philadelphia Inspiration, South Jersey



Brushes with Cancer Philadelphia Participant Kick- Off
and Challah Bake featuring Dr. Beth Ricanati.
70 attendees
Old City Jewish Art Center

Brushes with Cancer Philadelphia TwistShop with Michaela Herr,
Licensed Art Therapist at the Old City Jewish Art Center.
20 Attendees
Old City Jewish Art Center

Total of individuals served: 186



“One of the wonderful things that are so unique about Twist, is the ability to see the direct impact that the dollars raised have on the participants. The much needed emotional support, which the inspirations gain, is a direct result of participating in the TwistShops and the art collaboration. None of this would be possible without the involvement of volunteers and generous donors. It’s so inspiring to be able to offer support to the participants at such a vulnerable time. Unique and powerful are definitely the terms that come to mind when thinking about Twist Out Cancer.”

—Fran Highbloom, Brushes with Cancer Philadelphia Co-Chair

Events and Partnerships

Pynk Affair

Sunday, June 30th at Yards Brewery

Yards Brewery held a sold-out event with 300 people that included live art, music, food, drink, and interactive experiences to celebrate the launch of the year round Pynk line of beer. Proceeds raised benefited the mission and work of Twist Out Cancer.

Let's Break a Sweat and Twist Out Cancer

November 28, 2019

Fit Body Boot Camp

1820 W. Webster, Chicago.

15 attendees

Lipstick Journey

Twist Out Cancer partnered with The Lipstick Journey for a Mother's Day initiative. Anna Warner-Mayes, The Founder of The Lipstick Journey is a proud mother of five-and four-time cancer survivor living with metastatic thyroid cancer, and was an Inspiration for Brushes With Cancer in Detroit in 2019.

“Cancer has always colored my moods and lipstick has helped me communicate them....I discovered that beauty comes from story and that lipstick can be your expression. Each color I've chosen communicates a mood or a feeling—no words necessary.”

—Anna Warner-Mayes

Speaking Engagements

- Oncofertility Consortium National Conference
- Creative Chicago Mornings
- Moncrief Cancer Center Young Adult Survivor Coalition
- BPHL Innovation Festival
- Katz JCC Cherry Hill

Growth—New Hires

Amelia Hanrahan

Program Director

Jacqueline Carmody

Licensed Clinical Art Therapist, ATR-BC

Website 3.0

Twist Out Cancer revealed its brand new updated website in September 2019.

Partnerships

Imerman Angels—Chicago, Illinois

Sharsheret—Chicago, Illinois

Oncofertility Consortium—Chicago, Illinois

University of Illinois at Chicago—Chicago, Illinois

Fit Body Boot Camp—Chicago, Illinois

Kelz PR—Chicago, Illinois

American Cancer Society—Detroit, Michigan

Gildas Club—Detroit, Michigan

Karmanos—Detroit, Michigan

The Lipstick Journey—Detroit, Michigan

Yards Brewing Company—Philadelphia, Pennsylvania

Old City Jewish Art Center—Philadelphia, Pennsylvania

Jewish Community Center—Cherry Hill, New Jersey

MD Anderson at Cooper—Camden, New Jersey

Batsheva Dance Company—Tel Aviv, Israel

Thrivacious—Tel Aviv, Israel

Moncrief Cancer Center—Fort Worth, Texas

Sinai Hospital—Toronto, Canada

Launch of Online Art Auction—One Cause

In an effort to reach thousands of supporters around the world, Twist Out Cancer partnered with One Cause, an online auction site that allows us to showcase the Brushes with Cancer exhibitions online and encourage bidding and donations electronically. Individuals that are unable to attend the celebratory events are still able to view the artwork, learn about the stories that inspired them and purchase artwork that benefits Twist Out Cancer's mission.

“Marianne knew what she wanted to say, how to express her emotions and experiences surrounding her cancer diagnosis, treatment, and life after. All she needed was a medium for that expression to be shared with the rest of the world. Though everyone's experiences are unique and individual, Marianne and I can only hope that our joint effort has produced a work of art that conveys to the rest of the world some of the difficulties of the cancer journey, and the hidden joys often discovered along the way.”

—Sophia Görgens, Brushes with Cancer Philadelphia Artist, Atlanta, Georgia

The inspiration is Iris Alapin who lost her partner, friend, and family member of 17 years to cancer. Iris' husband was diagnosed with stage 4 colon cancer and underwent aggressive chemotherapy as well as two surgeries. Throughout the disease, he was strong willed, determined to fight, always dignified and hopeful. Despite the inevitable fatigue and pain, he continued to work, he continued to plan, he continued to live. One could even argue he was more alive during his last year of life than he'd ever been. Iris was five months pregnant when he passed away. What she learned from him was the urgency to live fully, and what she got from him was a beautiful life—her son.

The artist is Clio Honig, who was immediately moved by Iris' sincere kindness and warm soul. Iris was always smiling and you would never know of the incredibly difficult period she endured when losing her husband to cancer. In this watercolor, the poised woman and her bold stare represents the courage and confidence that Clio associates with her dear friend Iris.

From Brushes With Cancer in Montreal, May 10, 2018

2018 and 2019 Partners

Sponsors

The Coleman Foundation
The Schusterman Foundation
The Smith Family Foundation
Dentons LLP
Willow Group
Cloz Talk
Pivot Point
Iris B. Communications
Liska and Associates
Fullline Printing
Moncrief Cancer Center
MD Anderson at Cooper
LexArts
University of Illinois at Chicago
Kelz PR
Clear Channel
GTI

TD Bank
Lettuce Entertain You
Sushi San
RPM
Lifeway
NovoFogo
Bar Harvest
Sprinkles
Cupcakes for Courage
Kitchfix
Zevia
Treaty Oak
Titos
Breakthrough
Industry Juice
Joan Shepp

Media Coverage

Profiles

Forbes

September 20, 2018

"Cancer Survivor Launches A Movement With A Twist" by Devin Thorpe.

Better Magazine

July 23, 2019

"Better Best of 2019: Best Gala." Brushes With Cancer won the Best Gala in the 2019 Better Awards.

Podcasts

NonProfit Ally Podcast

March 8, 2018

"NPA o84: From Survivor to Founder"

Your Mark on the World Podcast

September 20, 2018

"Cancer Survivor Launches A Movement With A Twist—Jenna Benn Shersher" #997

Interviews

Picture This Post

July 10, 2019

"Twist Out Cancer Presents BRUSHES WITH CANCER Preview," by Amy Munice. The online article included a Q&A with August Spree about Brushes with Cancer in Detroit.

NBC 10 Philadelphia

February 12, 2019

"Twist Out Cancer Connects Artists and Those Touched by Cancer." Live interview with Jenna Benn Shersher on Brushes With Cancer Philadelphia.

FOX32

November 3, 2018

"Twist Out Cancer's Brushes With Cancer Event." Live interview with Jackie Carmody and Renee Kunkel about Brushes With Cancer.

Board of Directors 2019–2020

Executive Board & Officers

Jenna Benn Shersher—Founder
Executive Director and Board President
Bryn Mawr, PA

Andrew Edelman
Board Treasurer
Glencoe, Illinois

Dan Hadad Aviad
Chair Canada
Toronto, Ontario

Sharon Marcushamer
Chair Canada
Toronto, Ontario

Alana Dugandzic
Past Board Chair USA
Austin, Texas

Rachel Kunkel
Treasurer
Chicago, Illinois

Emma Peck Block
Secretary
Chicago, Illinois

August Spree
Pontiac, Michigan

Erin Green
Chicago, Illinois

Joelle Bilow
Glencoe, Illinois

Joshua Taustein
Deerfield, Illinois

Stephanie Plein
Deerfield, Illinois

Arlene Bonnet
Cherry Hill, New Jersey

Iris Marreck
Chicago, Illinois

Advisory Board

Eryn Bizar
Portland, Oregon

Jennifer Katz Margolis
Washington, DC

Jacqueline Carmody
Chicago, Illinois

Becky Galvez
Chicago, Illinois

Gudrun Wu Synder
Chicago, Illinois

Jeffrey Guerrero
Chicago, Illinois

Dr. Gena Khodos
Highland Park, Illinois

Mardi Kaplan
Chicago, Illinois

Twist Out Cancer Canada

April Gibson
Toronto, Canada

Jessica Sharafi
Montreal, Canada

Suzanne Cronin
Montreal, Canada

Tim Richardson
Toronto, Canada

Staff

Jenna Benn Shersher
Founder and Executive Director of Twist Out Cancer

Amelia Hanrahan
Program Director of Twist Out Cancer

Online Impact

Our online social media platforms have over **22,000 supporters** that are active and engaged in Twist Out Cancer activities.

Our donor database has reached over **7,000** and our monthly newsletters have a **18% average open rate**, well above industry standard.

Financials

2018

Programmatic Expenses

\$219,585

General and Administrative

\$19,056

Fundraising

\$21,305

Total

\$259,946

85% of all funds raised go towards programming.