

# When you share, the world opens up.

**Jenna Benn Shersher**  
Founder and CEO of Twist Out Cancer

When Jenna Benn Shersher was 29, she was diagnosed with Grey Zone Lymphoma, a rare form of cancer that at the time impacted less than 200 people worldwide. She struggled openly with feelings of loneliness and isolation as a young adult facing a rare type of cancer. The more Jenna shared her story with the online community - the more the world seemed to open up.

Jenna is a dancer at heart, but midway through treatment, she was isolated due to a compromised immune system. Alone and longing for the days when she could dance freely, she created an online video of herself doing the twist and asked her friends to join her on a virtual dance floor. When Jenna completed treatment, she knew that she wanted to give back in a meaningful way. She recognized the power of sharing and the importance of creating a support community that caters to the psychosocial needs of those impacted by cancer. This is how Twist Out Cancer was born!

#### Our Mission

Twist Out Cancer provides psychosocial support to individuals touched by Cancer through creative arts programming. What started in 2012 as a small grass roots online community movement has evolved into an international non-profit that has touched over 130,000 people around the world through our online platforms and community wide programming. With programs in Chicago, Ann Arbor, Detroit, Toronto, Montreal, Tel Aviv, Philadelphia and Austin, we are a global community of support comprised of previvors, survivors, caregivers, supporters and artists.

## Support Us

#### Cause Marketing Partnerships

Twist out Cancer staff will work closely with your team to create innovative and unique collaborative marketing campaigns that will help to further your business goals and objectives while working to advance Twist Out Cancer's mission.

#### Corporate and Individual In-kind Donations

Twist Out Cancer relies on the generosity of our corporate and individual in-kind donations. We are always looking to work with pro bono accountants, marketing and communications professionals, designers, and grant-writers to help offset necessary expenses for Twist Out Cancer's growth. We also are actively seeking artists, videographers, photographers, and curators to help create unique experiences for our Brushes with Cancer participants and attendees. To donate your time and professional resources click here.

#### Corporate Matching & Partnerships

You can maximize your employee giving program by joining our corporate matching program. Corporate matching donations will help to support your employees' philanthropic efforts and double the impact of their gifts! Recognition for your brand is available to our global audience. You can also consider hosting a unique and engaging lunch and learn events as an employee benefit. Your team can learn about the value of expressive arts as a mechanism for wellness with hands-on activities.

#### Monthly Donations

Consider making a recurring donation to help sustain Twist Out Cancer's critical work in the community. A pledge can be securely set up with a credit card online or through United Way Employee Giving payroll programs.

#### Donate

Through your generous donations, we are able to provide psychosocial support to survivors, caregivers, and supporters. All donations to our 501c(3) organization are tax-deductible. Visit our website at [www.twistoutcancer.org](http://www.twistoutcancer.org) to make a donation. You can also mail a check to:

**Twist Out Cancer,  
702 N. 3rd Street  
Philadelphia, PA 19123**

#### Want to Join the Movement?

Contact Us at [info@twistoutcancer.org](mailto:info@twistoutcancer.org) to sign up for e-newsletter. You can stay up-to-date on all upcoming Brushes With Cancer programs, Twistshops, and other events. Email our founder at [Jenna@twistoutcancer.org](mailto:Jenna@twistoutcancer.org).

[twistoutcancer.org](http://twistoutcancer.org)

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# what's your twist?



Share. Connect. Heal.





## Share - Connect - Heal

### Twistshops

*“This experience pushed me to open up and share the feelings I had been grappling with on my own. It was great to connect at the Twistshops with others who were experiencing the grief of losing a parent.”*

Anne Agostinelli, an Inspiration from Chicago, Illinois

Twistshops are art therapy-based workshops that focus on utilizing the arts as a mechanism for healing. Twistshops 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.

Survivors, caregivers and previvors 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.

*“Twist Out Cancer’s Twistshops have been immensely valuable to our patients and caregivers. It’s not always easy to put your thoughts and feelings about something as complex and painful as cancer into words, but art provides a more flexible medium for expressing those emotions. And the magic of the workshop is that once you’ve had the chance to paint, sculpt, or collage some of those feelings they become a little clearer. The opportunity to be doing art with fellow survivors is powerful, especially when it comes time to share about your piece with the group, because find out you’re not alone in your experiences! After the last Twistshop a caregiver approached me and said that her daughter hadn’t said more than two words about her cancer journey since completing treatment, but after hearing others’ stories, she spent several minutes opening up and sharing with the group. She was amazed!”*

Ana Gordon, LCSW, OSW-C, the Assistant Supervisor of Health Social Work, the Psychosocial Oncology Program Manager at UI Health

For a list of upcoming dates and locations for Twistshops, please visit our website at <https://twistoutcancer.org/twistshops/>

If you are a clinician and are interested in becoming a Twistshop facilitator please reach out to Amelia Hanrahan, Director of Outreach and Strategic Partnerships for more information at [amelia@twistoutcancer.org](mailto:amelia@twistoutcancer.org)

## Brushes with Cancer Creating Unexpected Intersections

*“Brushes with Cancer was my first ever participation in a cancer event. The program was beyond supportive and therapeutic. It touched me in ways that has benefited me both physically, mentally, spiritually, and also positively impacted my family and friends. My journey will be a bit smoother because of Brushes with Cancer. My beautiful children now realize ‘Mom’s not the only one that needs strength, hope and perseverance to get through the impact cancer has on a life.’”*

Karen Sabatini, an Inspiration from Oreland, Pa.

Brushes with Cancer, is a four-to-six month program that strategically matches artists with those touched by cancer to create unique pieces of artwork reflective of their personal journey with cancer. Pairs connect in person, via FaceTime, on the phone or by email. Their relationships are guided and supported by mentors who are often clinicians who are there to create a system of support

for both the artist and inspiration. All participants are invited to participate in two Twistshops to create a sense of intimacy and community throughout the process. The program finishes on a high note with our signature celebratory art exhibition, gala and auction where the artwork is revealed and auctioned. All proceeds raised from the artwork go directly back into funding Brushes with Cancer programs.

*“It was comforting and freeing to be able to find and see beauty in my cancer journey. I felt so special being honored at the event, surrounded by people who were proud of me. Seeing myself and my story reflected in the beautiful piece of art was uplifting, despite sometimes being frustrated or unhappy with my body and the pain I’ve endured!”*

Courtney Stanz, an Inspiration at Brushes With Cancer in Austin in 2019.

Online applications to participate in Brushes with Cancer and ticket information is available on our website.

For more information, or to bring Brushes With Cancer to your city, please contact us at [info@twistoutcancer.org](mailto:info@twistoutcancer.org).

*“It was really wonderful to see cancer survivors supporting each other. Cancer has always just been this really sad thing for me that took away people who I loved, until I learned that people have grown from it and learned to appreciate life more because of it. This is the first time I’ve gotten to be immersed in a community of people who are supporting each other through hardship.”*

Artist Kenzie Slottow, from Austin, Texas

### Our Community

Our community is comprised of survivors, previvors, caregivers and artists who have been touched by cancer.

Survivors are individuals that have heard the three words “you have cancer.” For many, a cancer journey does not start and end with diagnosis and remission. We believe that anyone who has been diagnosed with cancer has survived a life-changing experience.

Previvors are individuals who are genetically predisposed to cancer.

Caregivers are individuals who love and care for an individual diagnosed with cancer or a previvor.

## How Can I Participate?

- Attend a Brushes with Cancer art exhibition and gala, Twistshops, or health and wellness event in the community.

- If you have been touched by cancer or are an artist, consider participating in Brushes with Cancer.

- Apply to become a community partner and host a Brushes with Cancer program in your community.

- Serve as a liaison between various organizations to further promote our work.

- Step up your leadership role and consider joining the Twist Out Cancer Board.

- Make a financial contribution online at [twistoutcancer.org](https://twistoutcancer.org).

- Join our mailing list, like us on facebook, follow us on twitter, instagram and LinkedIn.

