

Luminaries:

Giving Support, Making A Difference



ATLANTA CANCER CARE
FOUNDATION, INC.

A NEWSLETTER FROM THE ATLANTA CANCER CARE FOUNDATION, INC.

FALL 2010

Breast Cancer Awareness Month

Kelly May, M.D.

October has been designated as Breast Cancer Awareness Month. Besides increasing awareness of the disease and helping major breast cancer charities raise funds, the campaign also is intended to provide information and to support those affected by breast cancer. The pink ribbon is a symbol of breast cancer awareness and is worn by people to express solidarity and is a visible reminder to women to be breast aware for earlier detection.

According to the National Cancer Institute, there are ~2.5 million breast cancer survivors in the United States. Excluding cancers of the skin, breast cancer is the most common cancer among women, accounting for nearly 1 in 4 cancers diagnosed in U.S. women. Breast cancer is about 100 times more common in women than men. Earlier detection and better treatments have contributed to the decline in mortality rates over the last decade, but there still is more progress to be made. This year alone, over 200,000 Americans will be diagnosed and nearly 40,000 lives will be claimed.

At this time, there is no sure way to prevent

breast cancer, but the best overall preventive health strategy is to reduce risk factors and complete routine screenings. The way we live our lives may alter our risk of developing breast cancer. Hereditary breast cancers only account for 5-10% of women with breast cancer; therefore the majority of affected women do not have hereditary breast cancer, even if they have a family history. Take an active role in your life to live healthier and modify those risk factors you have control over. Lifestyle changes can reduce your risk. These include minimizing use of hormone replacement therapy and increasing time spent breastfeeding. Additionally, limiting alcohol consumption, obtaining regular physical exercise, avoiding adult weight gain, and maintaining a healthy weight are thought to decrease risk.

To learn more, please visit the National Breast Cancer Awareness Month's website at www.nbcam.org and the National Cancer Institute's website at www.cancer.gov.



As the Holiday Season Approaches

Bryan Miller, LCSW, OSW-C

The holiday season is typically a time of traditions, celebrations, gift giving and gatherings of family and friends. Amidst the joy and festivity of the season, the demands and expectations can also make it a time of heightened stress. If you are living with cancer, are a caregiver or your family has experienced a loss, the holidays become even more challenging. You may feel a mixture of complex and conflicting emotions, including excitement, sadness, worry, guilt, exhaustion, hope and uncertainty. Participating in the activities of the holiday, without compro-

mising your feelings or exceeding your energy and resources, is not an easy task. Some of the most basic strategies have consistently been reported as being the most useful: prepare emotionally, set realistic expectations, simplify, pace your activities, let people help you, anticipate reactions from others, find different ways to shop or give, communicate your thoughts/feelings to others

Holiday Season continued on back



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Give Two Gifts for the Price of ONE!

ACCF partners with igivesmart.com

Do you shop online or plan to during this year's holiday season? Want to know how you can get two gifts for the price of one? It's easy – just visit www.igivesmart.com/accf and select the Atlanta Cancer Care Foundation as the non-profit organization you wish to support, then hit the link to your favorite national retailer and begin shopping. The retailer will then give a percentage of the sale back to ACCF. When you get a gift for someone else or even yourself, you're giving to ACCF, too! There are over 650 national retailers and merchants who participate, so please go online and check it out.



Don't Forget!

The Atlanta Cancer Care Foundation is a 501c (3) organization. All donations are tax deductible. Donations can be made online by visiting our Web site at <http://www.atlantacancercarefoundation.org>/or mailed to our address. Please make checks payable to the Atlanta Cancer Care Foundation. Make a donation today and see what a difference it can make in the lives of metro Atlanta cancer patients.

In honor of Breast Cancer Awareness Month, ACCF's "Got Pink"

For a Donation of \$20.00 or less you can show off your support for ACCF & Breast Cancer Awareness!

Call 404-695-0966 or email Bryan Miller at bmiller@atlantacancercare.com for more details.



Holiday Memorial Wall on Facebook

Do something good for yourself or a loved one and for someone you have never met. Many people find it difficult to stay on top of basic daily living expenses while undergoing treatment for cancer, let alone trying to fit the holiday in to a slim budget. Consider making an online donation of \$20 or more this season to help ease the financial burden faced by cancer survivors in our community.

When you make a donation in honor or memory of someone, we'll mail you — or the person/family of your choice — a personalized holiday card



and ACCF star ornament. Plus, we'll add the person's name to our Foundation's "Holiday Memorial Wall" on Facebook. To order, please make an online donation at www.atlantacancercarefoundation.org and e-mail bmiller@atlantacancercare.com with the name and address of the person or family to whom you would like the card and ornament mailed.

Holiday Season continued from front

and be open to creating new traditions. As you cope with the impact of illness or loss, you need to discover what works best for you and keep in mind that there isn't a right or wrong way to handle the holidays. Acknowledge what may be missing or different, but also focus on the aspects of the holiday season that remain most meaningful to you (e.g. kindness, generosity, gratitude, remembrance, time spent with others). Give yourself permission to modify your routine, experience moments of joy or sadness and accept comfort from those around you.

More information and practical suggestions may be found at the ACCF website at: www.atlantacancercarefoundation.org/links.

On behalf of the Atlanta Cancer Care Foundation, we wish you and your loved ones the best and brightest holiday season that it can be!

Take a Moment . . . Rediscover You!

Rosetta M. Wright, MSW

Autumn and winter are the seasons that cause most people to slow down. The weather changes from sunny and hot to mild and cold here in the South. This is an opportune time to reflect on what made you yourself. Take inventory on some of your most unique qualities, your likes and dislikes, the things you did that made you the happiest, very content and most peaceful.

In taking time to rediscover you, remember a time when you wanted to embark on a new adventure, try a new hobby or take a class, but placed your plan on the "I'll do that later shelf" because you didn't have the time, money and/or you put others' needs first. Now is the time to embrace you: take a cooking class, learn a new language, knit/crochet a scarf, make soap, learn a new dance, paint a room, sand a chair or read a book. The opportunities are endless and unlimited. So go ahead, get going, the time is now . . . go be your own "life architect" and plan, design and reconstruct you.

ACCF Gets an Online Makeover

ACCF is also now on Facebook

We are pleased to announce that ACCF has a new online home and look! Please visit our new website at www.atlantacancercarefoundation.org.

The site is designed to share the latest news and information about the Foundation. Donations can be made securely online.

T-H-A-N-K Y-O-U for your support!

We would like to especially thank McKendrick's Steak House for hosting a joint fundraiser for ACCF and blood drive for LIFESOUTH.



(L-R) Timothy Odishoo, Atlanta Cancer Care; Renee Wright, LIFESOUTH Community Blood Centers; Rick Crowe, Proprietor, McKendrick's Steak House

MCKENDRICK'S
STEAK HOUSE

LIFESouth
CommunityBloodCenters

We would also like to thank Mrs. Kelly Christian for donating proceeds raised during the "Lady's Night Out" event.

Thanks to those who made donations in honor of or in memory of others.

- In memory of Dorothy "Ray" Blakemore
- In memory of Robert Carter
- In memory of Katherine "Kitty" Field
- In memory of Nancy Kelly
- In memory of Mohamed Tamim
- In memory of Mary Youngblood

We would also like to thank Dr. George Ewell and Mr. & Mrs. H. Burton Gay III for their very generous donations.

Thank you to the ACC Roswell, Stockbridge and Tower offices for having the most employee participation in "Casual Fridays." Please keep up the GREAT work!!!



The Atlanta Cancer Care Foundation is now also on Facebook. Please visit our Facebook page and click Like. Visit each week for a new inspirational quote and/or picture that will be posted. We invite Facebook members to share messages and photos, and to share our Facebook page with your family and friends. We hope to see you soon online!