

Organization

Official Name: MICHELLES PLACE BREAST CANCER RESOURCE CENTER

***Legal Name:** Michelle's Place Cancer Resource Center

***Year Company was Founded:** 2001

***Address:** 41669 WINCHESTER RD STE 101

Address (2):

***City:** TEMECULA

State: California

Zip/Postal Code: 92590-4872

***Main Telephone:** 9516995455

Main Fax:

Website Address: www.michellesplace.org

***Main Email Address:** kim@michellesplace.org

***Mission Statement and History:** Michelle's Place mission is Empowering individuals and families impacted by cancer through education and support services. For the last 17 years, Michelle's Place has been providing quality resources and support to women and their families dealing with breast cancer. Michelle's Place was created in 2001 as a dying wish of Michelle Watson, a 26-year-old victim of breast cancer. As a Temecula resident, Michelle was frustrated with the lack of resources available to her while facing the challenges of cancer treatment. She wanted to create a place where other women and families facing breast cancer could go to find comfort, resources, and information. 17 years later, Michelle's Place has provided over 150,000 free resources to women and their families dealing with breast cancer. We have always tried to serve anyone who needed us. But, we primarily served breast cancer clients. We had few resources available for other cancer patients. Slowly but surely more and more people with other cancers would ask for help.

Our vision, No one should face cancer alone, led us to an expansion. Our current space was full. We could not add another class or event in the space we had. We knew we needed more room. We launched a capital campaign to purchase our forever home, a 10,000 sq. ft. building that will serve all cancers. We purchased the building in June. We are in the middle of construction as we build the interior of the Center. But, that has not slowed the influx of new cancer patients. We have doubled the amount of people we serve. Last year we provided over 11,000 services to 3,300 cancer patients. That is almost double what we served in 2018. We anticipate the need for services to continue to grow as we add more resources, classes and groups at the Center.

***Board of Directors :** President, Renee Fininis
Kaiser Permanente, Chief Nurse Executive
Moreno Valley Medical Center

Vice President, Chad Boyleston
Attorney at the Law Offices of Charles Boyleston

Immediate Past President, Stefani Laszko
Owner of Mythos Technology
Chairman of the Human Resources Committee

Founder, Marilyn Watson
Retired school teacher

Founder, Bill Watson
Retired from EMWD

Secretary, Jan Geller

Retired

Jan is a Resource Center volunteer and previously served the board. She provides significant support through our fundraising committees.

Director and Founder, Wayne Watson

Currently works in the IT industry and is in charge of our website and database maintenance.

Director, Dr. Amy Bremner

Breast Surgeon at City of Hope.

She oversees our Breast Health Assistance program and provides oversight of educational seminars at the Center

Treasurer, Leslie Doherty, CPA

Partner of Nigro & Nigro, CPA's

Leslie oversees the financials of the organization

Director, Annie Le

Engineer for the City of Temecula

Annie hosts and oversees many of our fundraising events

Survivor, Cyndi Light

Broker/Owner of Coldwell Banker Commercial Real Estate

Cyndi provides insight on our programs and services from a Survivor's perspective

Cyndi is also Chair of the Prop. Mgmt committee.

Survivor, Brenda Ruocco

Director of wholesale sales, South Coast Winery Resort & Spa

Brenda serves on the fundraising committee.

Most Recent 990: 2018 Exempt Organization Tax Return FINAL.pdf

***Most recent audited financial statement with management letter:** P& L 2019.pdf

Proposal

***Request Owner:** Rachel Mason

Request Source: External (Submitted 04/10/2020)

Proposal Type: Ongoing Program

Agency Capability

Briefly describe your organization's history and accomplishments. :

Michelle's Place provides free resources to families dealing with cancer. Michelle's Place was created in 2001 as a dying wish of Michelle Watson, a 26 year old victim of breast cancer. Michelle was frustrated with the lack of resources available to her while facing the challenges of cancer treatment. She wanted to create a place where women and families facing breast cancer could find comfort, resources and information. Toward that end, the Mission of Michelle's Place is to empower individuals and families impacted by cancer through education and support services. Last year we expanded to serve all cancers. Since inception, over 172,000 free services have been received by women and their families dealing with breast cancer. Michelle's Place started as an all volunteer organization providing 5-10 mammograms a year and about 200 services. Today, the Center has grown to providing on average 11,000 services annually, employing 10 staff and 165 volunteers. As the need grows, Michelle's Place meets those needs. Last year, Michelle's Place purchased a building and expanded their services to include all cancers. Michelle's Place is the only cancer resource center in the region.

What are the current activities and/or programs offered by your organization?:

Michelle's Place is a full service resource center providing free wigs, prosthesis, bras, hats and scarves. We have a lending library and a survivor support system that provides newly diagnosed people with a source of answers to their questions, brings comfort and insight to their new diagnosis. We host weekly Reiki, yoga and a walking club. Each month we provide haircuts to survivors, lymphedema fittings and an expressive art class. We host monthly educational seminars, a kids support group, Spanish, ovarian, Metastatic, and other support groups. We also provide transportation to medical appointments. The Pink Ribbon Assistance program provides temporary financial assistance to those going through treatment. All PRA clients with children have access to our annual free backpack program, Thanksgiving food box delivery and holiday gift giving. We host a Thriver retreat for both English and Spanish speaking clients. It's a full day dedicated to them. They receive breakfast, yoga, art class, meditation, motivational speaker, lunch and just a relaxing day of comfort and support. Michelle's Place offers scholarships to college and/or trade schools for people who have been affected by cancer. All resources are free at Michelle's Place.

List and describe current collaborations with other organizations that enhance your ability to provide services through this program.:

Michelle's Place has a wide variety of local businesses and non profit organizations that we work with to provide resources to cancer patients in our community.

These collaborations include medical providers such as the Breast Center of Temecula Valley that provides a significant discount on mammograms, ultrasounds and MRI's. City of Hope Temecula is also a significant collaboration providing discounted surgical consultation and biopsies.

We work with a variety of non profit organizations. We collaborate with

The American Cancer Society which provides useful educational resources and tools to help with early detection information, transportation resources and support systems. GoGo Grandparent is the tool we use to transport our clients to medical appointments. Stater Bros. Charities is a major supporter of our financial assistance program by providing funding and food for our financially insecure clients. Temecula Rotary helps our clients during the holidays with food baskets. The Fallbrook Family Health Center is a great partner in providing cancer education to the Fallbrook community. We host educational seminars there in both English and Spanish. We also host several mobile mammography events per year at the clinic. The Foundation for Senior Care helps us provide resources to our seniors who are also cancer patients. The Be Well Foundation is a great collaboration providing cancer patients with yoga and overall healthy living resources. In addition we work with Breast Cancer Solutions, Oasis, Kiwanis, Boy Scouts of America, National Charity League, Patient Advocate Foundation and Beloved Foundation.

Collaboration is the key. Without our community partners we could not provide all the resources our clients need.

Program Information

Is this application being submitted in collaboration with another agency?:

No

Project Title: Cancer Support Services

Requested Cash Amount: \$40,350.00

This is an ongoing program that began on: 01/01/2020

Name of the person submitting the grant: Kim Gerrish
951-699-5455
kim@michellesplace.org

Name of Program Coordinator: Melissa Rada
951-699-5455
melissa@michellesplace.org

Is the Program Coordinator responsible for submitting quarterly reports?: No

If the Program Coordinator is not responsible, please provide the responsible person's information: Kim Gerrish
951-699-5455
kim@michellesplace.org

Ages Served: Adults (18-60): 70%
Seniors (60+): 30%

Gender: Female: 90%
Male: 10%

Select the income limit category of your target population: Low (80%) Income Limits- ceiling of \$85,600

Projected number of residents (participant/client) that will directly benefit from this program: 500

Projected number of residents that will indirectly benefit from this program: 1200

How will the program be staffed?: Paid: 80%
Volunteer: 20%

Statement of Problem/Needs Assessment

Discuss the need for the proposed program or service within the District.:

The Cancer Assistance Program provides free resources for cancer patients, education on prevention and early detection, patient navigation services, temporary financial assistance, transportation and support to families dealing with cancer.

Michelle's Place provides education and outreach to the community through presentations on early detection to local groups and organizations. Participating in health fairs and other community events ensures the community at large understands the importance of early detection and that resources are available locally for families dealing with cancer. Early detection is key to survival of most cancers. Educating the community on how to access certain screening tests and how to be their own best advocate for their health is potentially life saving.

Through the cancer assistance program, Michelle's Place facilitates free and low cost mammograms, ultrasounds and other diagnostic breast health services.

The Patient Navigators at Michelle's Place provide insight into a new cancer diagnosis, answer questions and offer resources to meet the needs of families facing cancer. These resources include information on their treatment, physicians, medication, pathology, financial assistance, legal assistance, transportation, etc. Additionally, Michelle's Place has two part-time Spanish speaking navigators to assist with our Spanish only speaking clients.

For many cancer patients access to resources and support is difficult. Having a Patient Navigator accessible one day a month at the Fallbrook Wellness Center would provide cancer patients within the District the ability to meet with a Navigator in person. This personal connection will help get cancer patients in the District the resources they need. The Navigator will be armed with information they need on their diagnosis, financial assistance, transportation and other resources available to them. But more importantly, they have someone to talk too. In addition to office hours, the Navigator would host a cancer support group on that day. There is currently no support group available within the district.

Reference your supporting data below.: "The History and Principles of Patient Navigation"
<https://acsjournals.onlinelibrary.wiley.com/doi/full/10.1002/cncr.26262>

"Guidelines For the Early Detection of Cancer"
<https://acsjournals.onlinelibrary.wiley.com/doi/full/10.3322/canjclin.52.1.8>

What other organizations within the community offer similar programs/ services that address this need?: none

Program/Services Description

The Fallbrook Regional Health District has identified several health disparities that effect the long term health and well being of our community. The following questions address how your program addresses these concerns. :

Which one of the following categories best describes the primary goal and objectives of your program?: Prevention/Education: Supplies/training of health practices or to prevent/control of disease/injury.

Which of the following health disparities does the program address:

- Behavioral & Mental Health (e.g., Anxiety, Depression, Substance Use,)
- Nutrition & Access to Food (e.g., Meal programs, Food Bank, Healthy Eating, Obesity, Type 2 Diabetes)
- Senior Services (e.g., Aging in place, Dementia, Transportation)

Describe how the program provides the service.:

Most Michelle's Place clients are referred by friends or their physicians once they are diagnosed with cancer. Once they call or visit the Center their needs are assessed by a volunteer and entered into our database. Depending on their needs, clients will be provided the necessary resources by our front desk volunteers. Once the volunteer provides a wig, prosthesis, a library book or just a tour of the Center, the client is introduced to a Patient Navigator. Through this program the client facing cancer will receive one-on-one navigation services that include answering their questions regarding their disease, finding them financial assistance, scheduling free transportation to their medical appointments, providing them with information on physicians in their area, provide them wigs, prosthesis, access to support groups and other information pertinent to their diagnosis. These resources provide them peace of mind, access to care, and information to help them be their own best advocate in their cancer journey. This program will also seek the uninsured and under insured by facilitating health fairs that include information on early detection and screenings. Some of these health fairs will include a mobile mammography unit providing free screening mammograms to those that don't have access. These events will be hosted at the Fallbrook Family Clinic. This program will also provide educational seminars to various community groups on early detection, cancer resources and cancer screening opportunities. Additionally, one day a month a Patient Navigator will offer one on one support at the Fallbrook Wellness Center so District residents with cancer who are unable to visit Michelle's place can access support and resources. The Patient Navigator will also facilitate a cancer support group on that day. Once a client has been to the Center, attended a group or reached out via phone or email, that client will be entered into the client database. After each visit or service a follow-up date is entered into the system so we can continually provide support calls. These calls are administered by the Patient Navigators and/or our volunteer 'encouragement' callers. These callers are cancer survivors. They offer a different kind of support as they have been through cancer themselves. They can offer solutions to some of the problems clients are having. They can offer resources available at Michelle's Place. For instance, if a call is made to someone who just started treatment, we can offer transportation or suggest a support group. Clients are called and supported until they tell us they do not need us anymore.

What is/are the program goal(s) and what are the objectives for each goal.:

Define goal #1 for this program : Provide cancer patients within the FRHD with the support and resources they need to go through their cancer journey.

Number of Objectives for this program: 4

- Objective 1:** Within one year Michelle's Place Patient Navigators will host twelve cancer support groups at the Fallbrook Wellness Center
- Objective 2:** Within one year Michelle's Place Patient Navigators will provide support and resources to at least 120 cancer patients at the Fallbrook Wellness Center
- Objective 3:** Within one year Michelle's Place will provide temporary financial assistance to 22 cancer patients within the FRHD. This program is called the Pink Ribbon Assistance Program. (PRA)
- Objective 4:** Within one year Michelle's Place will provide 500 services to cancer patients within the FRHD.

Measuring Success for Goal #1: Success is ideally measured by ensuring that cancer patients get the resources they need and they don't feel alone during their journey. Constant monitoring, communication with clients and survey of programs and services will be instrumental in measuring success. Michelle Place will track each of the above objectives through our client database. The database is key to evaluating the program success. For objective #1 the Patient Navigator facilitating the support group will ensure each client signs in. She will then enter their information into our database. Obj. #2 -The Patient Navigator who will provide support and resources at the Wellness Center will have a laptop to access resources clients need as well as document each encounter with a client. She will also ensure each is followed up at a later date depending on their needs. Obj. 3 - During one on one support of our clients, the Navigators inquire about their financial needs and stability. If there is a need, they will provide them a PRA application and follow-up until the need is met. This program is monitored via the database. Obj. 4 As mentioned previously, each client is monitored through the client database. A report will be generated each quarter reporting the progress of each of the above objectives.

Define goal #2 for this program if applicable.:

Educate the residents of the FRHD on early detection of cancer and resources available to cancer patients.

Number of Objectives for Goal #2 of this program: 2

Objective 1 for Goal #2: Host at least three educational seminars or events about early detection within the district in one year.

Objective 2 for Goal #2: Co-facilitate at least two mobile mammogram events with the Fallbrook Family Clinic within one year.

Measuring Success for Goal #2: Success will be measured by attendance at the events, new clients accessing resources because of the information they received and women getting their annual screening mammogram. Attendance at the events will be recorded and entered into the database so that a progress report can be generated.

Anticipated Acknowledgment

Acknowledgment: Michelle's Place has an extensive online presence. We will acknowledge FRHD via Facebook and Instagram. We will also acknowledge the grant in our printed newsletter, marketing materials that are used to advertise the educational seminars, mobile events, support group and classes. It will also be mentioned in our e-newsletter to over 4,000 subscribers.

Financial Reporting & Budget

Has your organization requested funding from FRHD for this program before?: Yes, requested and funded

Have grant funds awarded to your organization ever been withdrawn, reduced or discontinued?: No

Please list other grant funders that have been approached by your organization in the past 3 years, including FRHD. Include Name, Date, Amount Requested, Declined or Pending.:

2017

TE Connectivity - \$3,000 awarded

Temecula CDBG - \$10,000 awarded

County of Riverside - 10,000 awarded

The Impact Fund - \$25,000 denied

The Legacy Endowment - \$1,500 awarded

Stater Bros. Charities - \$30,000 awarded

Kaiser Foundation - \$16,000 awarded

Plastic Surgery Foundation - \$5,000 awarded

Vons Foundation - \$5,000 denied

FRHD - 24,000 - awarded

IEHP - \$50,000 awarded

Seraphim Fund - \$5,000 awarded

City of Temecula - \$5,000 awarded

2018

TE Connectivity - \$3,000 awarded

County of Riverside - \$3,000 awarded

Stater Bros. Charities - \$20,000 awarded

FRHD - \$25,250 awarded

IEHP - \$50,000 awarded

Riverside County Transportation Commission - \$10,000

Sientra Full Circle - \$5,000 denied

Rockwell Foundation - \$3,000 denied
 Seraphim Fund - \$5,000 denied
 2019
 TE Connectivity - \$2,000 awarded
 State Bros. Charities - \$23,000 awarded
 Kaiser Permanente - \$20,000 awarded
 FRHD - \$32,162 awarded
 City of Temecula - \$5,000 awarded
 Murrieta CDBG - \$5,000 awarded
 Sientra Full Circle - \$5,000 awarded
 The Legacy Foundation - \$8,075 denied
 County of Riverside - \$10,000 awarded
 Seraphim Foundation - \$5,000 denied
 IEHP - \$50,000 - awarded
 2020
 Walmart - \$500 awarded
 TE Connectivity - \$5,000 - awarded
 San Manuel Band of Mission Indians - \$5,000 awaiting
 Livestrong Foundation - \$13,860 - denied
 IEHP - \$45,000 - awarded

Please list the fund raising events conducted by yourself or other organization(s) where proceeds have been designated to your organization as beneficiary of funds raised. Include Name, Date, Amount:

Spring Fling May 2019 - \$82,764
 Reality Rally - May 2019 - \$28,058
 Celebration of Life Golf Tournament August 2019 - \$87,642
 5k Walk of Hope - September 2019 - \$39,152
 Bowl For A Cause, March 2020 - \$17,000

Describe your plan for maintenance/ continuation of the proposed program beyond the 2020-2021 fiscal year.:

This program has consistently been part of the Michelle's Place Mission and Vision. The Executive Board believes strongly in the continuation of this program. Continued fundraising, grant writing and other funding sources will be consistently pursued in order to maintain the program in its entirety. The strong community relationships and partnerships that have served this program are in place and will allow us to continue serving. Additionally, the Executive Director will pursue new relationships with potential providers in the District to better serve the residents of the District.

Describe what other funding sources will be used to support this program; include fees for services contracts or other revenue sources?:

This program is also supported by a contract through Inland Empire Health Plan. This contract supports the Patient Navigators and educating the community about early detection of cancer and access to cancer screenings. The program is also supported through a variety of grants from City of Temecula, Murrieta, County of Riverside, Kaiser Foundation, Stater Bros. Charities and some private foundations. Continued fundraising to support this program will also be implemented. There will be no fee for service.

Program Budget File: 2020_2021_FRHD_CHC_Program_Budget_Form_.xlsx

Attestation: • I certify that all information presented in or attached to this Application is complete and accurate

Payment

Scan

No matches were found

Approval

Requested Amount: \$40,350.00
***Recommended Amount:**
Prior Approved Grants:
Request Status: External

Contact

Salutation: Mrs
***First Name:** Kim
Middle Name:
***Last Name:** Gerrish
Title: Executive Director
Address: 41669 WINCHESTER RD STE 101
Address 2:
City: TEMECULA
State: California
Province:
Zip/Postal Code: 92590-4872
Country:
Telephone: 9516995455
Fax:
Email Address: kim@michellesplace.org
Contact Type:
Creation Date: 03/30/2020
Last Saved By: 1000000010663811
Last Saved Date: 30-MAR-20 11.46.22.760607 AM
Notes:
***Internal Use Only?:** N
Suffix: