

*Making a difference.*

**The Red Devils**  
Supporting Breast Cancer Families  
**2011 ANNUAL REPORT**

*one wish at a time.*



*“I would like to share with you our Breast Center’s fund raising project, created by our PA Kate. We are telling patients the funds go to The Red Devils. They pay a dollar, write a wish down on an origami square, fold it in half, Kate folds it into a crane, and we string it up and hang the cranes at our front desk. The patients are loving writing a wish down, knowing they are contributing to a collective good. And the cranes are beautiful. We will write a big check to you all at the end.”*

**Debbie Russell**  
*Baltimore Washington Medical Center*

## *From The President and Executive Director*



Dear Friends,

It never ceases to amaze us how quickly time passes. With a blink of the eye, or so it seems, one year quietly ends and the next begins. At the end of each year, we count the number of families we assisted with transportation to treatment, family support, and medical needs and treatment-related therapies. We measure the impact of our treatment support on our patients' quality of life. We assess our accomplishments for the year by comparison to our strategic plan, ensuring we remain on target towards accomplishing our goals.

When we reflect on The Red Devils' impact in 2011, we recall vivid memories of the families we touched and the nurses, social workers, and physicians whose compassion and dedication allowed us to improve the quality of life for so many over the course of the year. We give thanks, also, to the hundreds of volunteers who help in the office and at venues statewide, and to our generous donors—individuals, foundations, businesses, and organizations—without whom none of the differences we make in families' lives would be possible.

We are pleased to offer this report highlighting our accomplishments in 2011. With your help, we made an immediate and profound impact on the lives of 688 breast cancer families living in Maryland. Because of you, families were able to remain in their homes, mothers' worries about feeding their families were dissipated, patients entered into or remained in treatment and for many, hope replaced despair.

Every day we are reminded how much your support means to so many. Without your unwavering investments in our mission through the years, the breast cancer journeys of so many families would have been sadly different.

Thank you for your kind generosity,

Rita Heinlein-Ewell  
*Board President*

Janice L. Wilson  
*Executive Director*



*"Thank you for blessing our family with hope."  
Elizabeth Barnett and Lois Kemple*

## *Our Support Services*



*Jeanne Backof with McDonogh School third-graders and their "Blankets of Hope."*

In 2011, The Red Devils served its mission of funding support services to improve the quality of life for breast cancer patients and their families by investing \$287,831 in our three core program areas: Treatment Transportation, Family Support, and Medical Services and Treatment-Related Therapies.

*Family Support* included meals and groceries, house cleaning, utilities, rent, mortgages, child care, yard work, auto insurance, retail gift card, and home care.

### **MEALS AND GROCERIES**

**167 patients made requests for meal deliveries.**

We partnered with Moveable Feast, Super Suppers, The Dinner Company, Top Banana and Dream Dinners to provide prepared meals and bags of groceries. Gift cards to groceries stores also were provided to families.

*"I felt amazing when my nurse navigator presented me with my Giant card to provide me with groceries. We went the dam day and going to the market made me feel awesome to be able to purchase good foods for me to eat."*

### **HOUSE CLEANING**

**323 house cleanings were provided to 141 patients.** In addition to the 21 Merry Maids

offices, we also worked with MaidPro (Talbot County), Dust Busters (Carroll County), Service Master, Stress Cleaning (Stockton) and Prestige Cleaning in Western Maryland.

*"Having my house cleaned gave me the energy to more myself. You should be extremely proud to be associated with helping individuals when they can't help themselves. You give energy where often times there [is] little or none."*

### **HOUSING STABILITY**

**We invested \$17,000 to assist families with rent and mortgage payments.** As one of our hospital coordinators commented,

*"Several patients undergoing treatment were served eviction notices. Most had funds but were short of the full amount required to avoid eviction. The Red Devils provided the remaining amount due which enabled our patients and their families to remain in their homes."*

*Treatment Transportation* is very crucial component in facilitating access to treatment.

### TRANSPORTATION

Last year, 224 patients collectively received 1,142 rides for medical appointments from SafeRide, Regency Cab, Action Taxi, Allegheny Transit, GHS Transportation, and Gene's Taxi. Transportation funds also were used to purchase gas cards, cab vouchers, and parking and bus passes.

*"I could not afford to go to my treatments without your support. You were a God send for me as I didn't know what I was going to do. Thank you, thank you, thank you!"*

*Medical Services and Treatment-Related Therapies* included assistance with chemotherapy and radiation treatments, medical co-payments and insurance premiums, complementary therapies, lymphedema therapies and supplies, medical equipment and other one-time critical needs.

### COMPLEMENTARY THERAPIES

94 patients received massage, acupuncture, reiki, healing touch, yoga, and nutritional counseling.

*"Thanks to everyone behind The Red Devils to come up with an idea that is so beneficial to women with cancer then their lives are spinning out of control. During this difficult time that I am experiencing with my chemo, words aren't enough to thank you for the opportunity to have a couple of massages with caregivers that are compassionate and dedicated to their jobs."*

### CO-PAYS AND MEDICAL SERVICES

150 patients had co-payments, hospital and doctor bills, prescriptions, dental services, wigs, mastectomy bras, and a home response unit covered by The Red Devils.

We measure the immediate impact of our treatment support not only by the number of families we help every year, but also by their assessment of the difference we make in their quality of life. In 2011, patients who participated in our quality of life surveys rated prescription co-payments and house cleaning as the most beneficial to them, followed closely by meals and groceries, and treatment transportation.

When asked how our treatment support affected their stress reduction, optimism, sense of normalcy, self-esteem, and peace of mind, all responded that The Red Devils played an "extremely positive" or "positive" role in their breast cancer journey.

*"In a financially difficult time with all kinds of resources drying up for our patients, The Red Devils has been a lifeline. As a social worker I do not have one other agency that compares to the responsiveness to patients' needs and the ease with which I can refer and access their services."*

RED DEVILS SERVICES SPENDING	
Family Support	\$150,374 (52%)
Treatment Transportation	\$74,024 (26%)
Medical Services and Treatment-Related Therapies	\$63,433 (22%)

Opposite page, pictured left: Tricia Hayden receives grant check from Susan G. Komen's executive director Robin Prothro; Pictured right: Revelers at our Ironbirds game and Hard Yacht for Hooters events.

# Partners in Support



*Alchemy Modern American Eatery team during 2011's Devilish Dinners in Hampden.*

**WE ARE INSPIRED DAILY** by the profound impact our partners in support allow us to make on the quality of life for so many in our community. Without the compassion and commitment of the 40 hospitals in our network, the scores of services providers, our 2,100 donors, and 167 volunteers, the little and big things which can make a breast cancer patient's life a little brighter in the middle of great stress would not have been possible.

The list of our 2011 contributors, as well as our service-providing partners and participating hospitals is available on our website, [www.TheRedDevilsMD.org](http://www.TheRedDevilsMD.org) or copies may be requested by phoning 410.323.0135. *Thank you, all, for your continued loyalty and support!*



# Statement of Financial Position

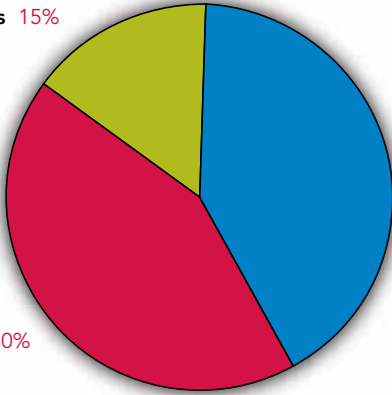
	2011	2010
<b>ASSETS</b>		
Current Assets		
Cash	\$ 190,732	\$ 219,721
Contributions Receivable	\$ 10,412	\$ 4,090
Prepaid expenses	\$ 12,710	\$ 14,211
Total current assets	\$ 213,854	\$ 238,022
Noncurrent Asset		
Other asset – security deposit	\$ 1,266	\$ 1,266
<b>TOTAL ASSETS</b>	\$ 215,120	\$ 239,288
<b>LIABILITIES AND NET ASSETS</b>		
Current Liabilities		
Accounts Payable	\$ 14,590	\$ 19,772
Accrued Rent	\$ 3,020	\$ 2,601
Total Current Liabilities	\$ 17,610	\$ 22,373
Net Assets		
Unrestricted Net Assets		
Designated by Board of Directors	\$ 38,455	\$ 66,245
Other	\$ 150,670	\$ 150,670
Total Unrestricted Net Assets	\$ 189,125	\$ 216,915
Temporarily Restricted Net Assets	\$ 8,385	\$ –
<b>TOTAL NET ASSETS</b>	\$ 197,510	\$ 216,915
<b>TOTAL LIABILITIES AND NET ASSETS</b>	\$ 215,120	\$ 239,288



# Sources and Uses of Funds

Financials from January 1, 2011 to December 31, 2011

Contributions 15%



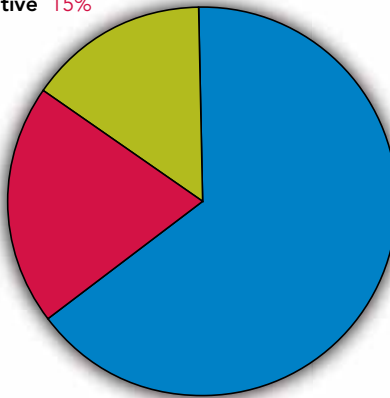
Fundraising Events 45%

Grants 40%

## REVENUES

Fundraising Events	\$190,193
Grants	\$168,000
Contributions	\$ 62,539
Interest	\$ 888
<b>Total Revenue</b>	<b>\$421,620</b>

Administrative 15%



Fundraising 20%

Program 65%

## EXPENSES

Program	\$ 287,831
Fundraising	\$ 88,280
Administrative	\$ 64,914
<b>Total Expenses</b>	<b>\$ 441,025</b>

The Red Devils is registered with the Office of the Secretary of State as required by law. Registration is not, and does not imply any endorsement of any solicitation by the Secretary of State. A copy of The Red Devils financial statement is available by contacting us at P.O. Box 36291, Towson, MD 21286 or by phoning 410.323.0135. Documents filed under the Maryland Charitable Solicitations Act can be obtained from the Office of the Secretary of State, State House, 16 St. Francis St., Annapolis, MD 21401 for the cost of copying and postage.

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STANDARDS FOR  
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## TENTH ANNIVERSARY COOKBOOK



### Place Your Order Now for Our Tenth Anniversary Cookbook Featuring RED HOT Recipes!

Thank you to all who made this 10th Anniversary Cookbook possible. Our cookbook boasts nearly 300 recipes submitted by patients, caregivers, donors, volunteers, friends, and family.

This hardcover, spiral bound, one-of-a-kind collection of treasured recipes includes cherished favorites for appetizers and beverages, soups and salads, vegetables and side dishes, main courses, breads and rolls, desserts, cookies and candies, and more.

*Devilish Dining* – You may place an order online at [www.TheRedDevilsMD.org](http://www.TheRedDevilsMD.org), by calling 410.323.0135, or using the enclosed envelope.

**\$25 includes shipping. 100% of the proceeds benefit families in Maryland living with breast cancer.**

# Mark Your Calendars for These Upcoming Events Benefiting The Red Devils!

## September 1 – November 3 10TH ANNIVERSARY RAFFLE



How would you like to win a brand new car or one of several other exciting prizes for a fraction of the cost of buying the any of them at retail cost? From September 1st – November 3rd you'll have that chance if you enter our 10th Anniversary Raffle.

The Grand Prize is a brand new Nissan Rogue S AWD from Nationwide Nissan.

If you're looking for a new car for yourself, a member of your family or if you know someone who is, you won't want to miss this opportunity. If you're not in the market for a car, you may opt for the cash in lieu of the car. Or if the Rogue doesn't fit your lifestyle, the wonderful folks at Nationwide will allow you to use it to trade up to a model more to your liking.

For complete raffle details, see the enclosed brochure, visit our website, [www.TheRedDevilsMD.org](http://www.TheRedDevilsMD.org) or give us a call at 410.323.0135.

**Good luck!**

## October 6th PINK POWER Columbia

Charmaine Gordon and her Synergy Women's Fitness and Synergy Pilates & Yoga team in Columbia heat up the first Saturday in October once again with Pink Power. Register online to be a part of this morning of energizing Latin rhythm, Zen-like calm, and mind and body building activities.

## November 5th HONORING 10 YEARS: BULL AND OYSTER ROAST Baltimore

This November The Red Devils will honor our 10th anniversary of funding support services that improve the quality of life for Maryland breast cancer families. Please join us for all the festivities at our annual Bull and Oyster Roast, November 3, 2012. Tickets are \$40 each and are on sale now at [www.TheRedDevilsMD.org](http://www.TheRedDevilsMD.org).

## COMING IN 2013 RUNNING WITH THE DEVILS

June 9, 2013



Plan to join us for our  
11th annual 5K run and 1 mile walk  
at Goucher College!

Information and registration for these red hot events is available on our website, [www.TheRedDevilsMD.org](http://www.TheRedDevilsMD.org) or by calling 410.323.0135.