

# 2010 ANNUAL REPORT

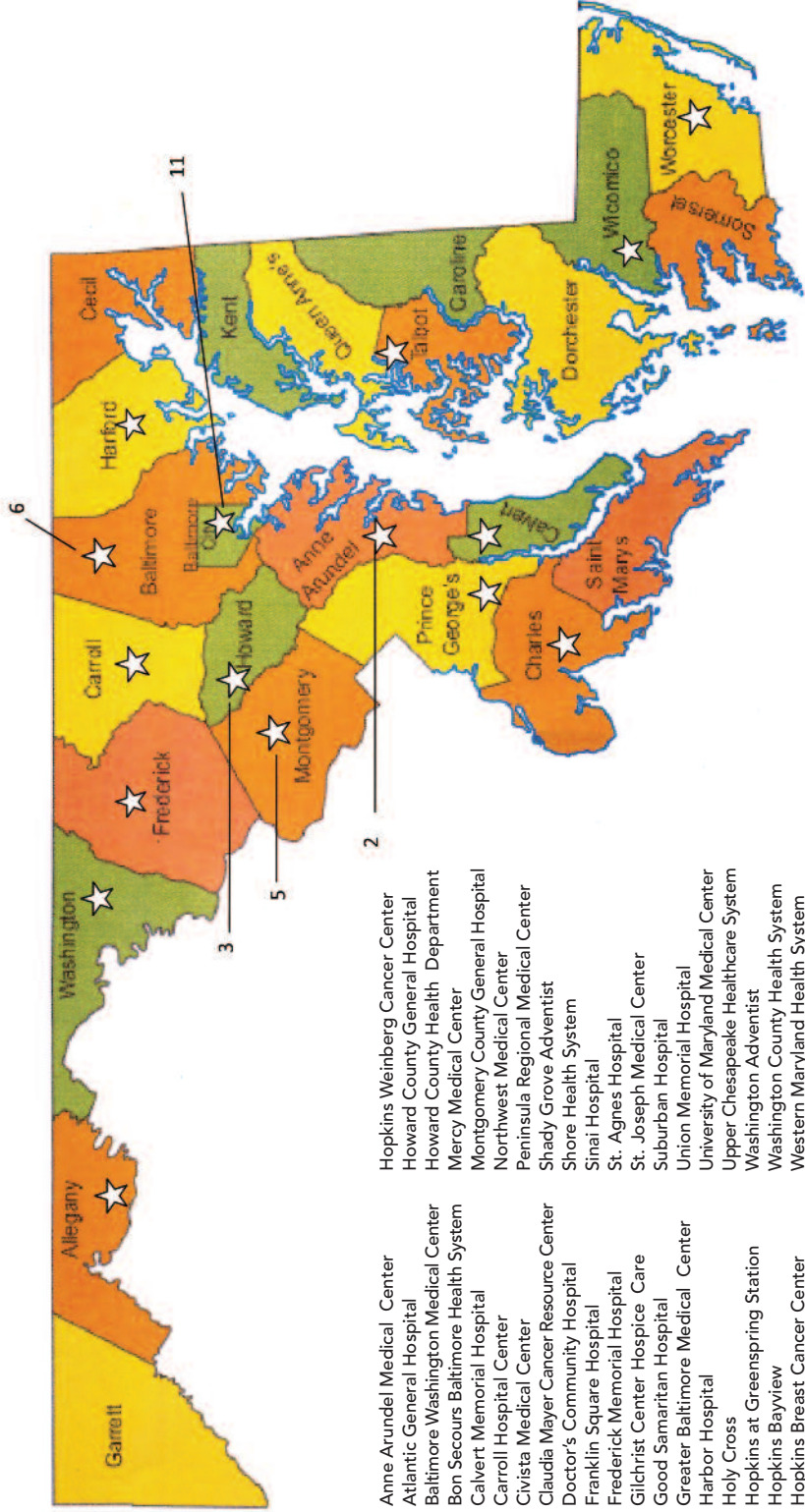


## The Red Devils

Supporting Breast Cancer Families



# THE RED DEVILS | 2010 HOSPITAL PARTNERS



- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| Anne Arundel Medical Center          | Hopkins Weinberg Cancer Center        |
| Atlantic General Hospital            | Howard County General Hospital        |
| Baltimore Washington Medical Center  | Howard County Health Department       |
| Bon Secours Baltimore Health System  | Mercy Medical Center                  |
| Calvert Memorial Hospital            | Montgomery County General Hospital    |
| Civista Medical Center               | Northwest Medical Center              |
| Claudia Mayer Cancer Resource Center | Peninsula Regional Medical Center     |
| Doctor's Community Hospital          | Shady Grove Adventist                 |
| Franklin Square Hospital             | Shore Health System                   |
| Frederick Memorial Hospital          | Sinai Hospital                        |
| Gilchrist Center Hospice Care        | St. Agnes Hospital                    |
| Good Samaritan Hospital              | St. Joseph Medical Center             |
| Greater Baltimore Medical Center     | Suburban Hospital                     |
| Harbor Hospital                      | Union Memorial Hospital               |
| Holy Cross                           | University of Maryland Medical Center |
| Hopkins at Greenspring Station       | Upper Chesapeake Healthcare System    |
| Hopkins Bayview                      | Washington Adventist                  |
| Hopkins Breast Cancer Center         | Washington County Health System       |
|                                      | Western Maryland Health System        |

# FROM THE PRESIDENT and EXECUTIVE DIRECTOR

Dear Friends,

On behalf of our board of directors and staff, we are pleased to present The Red Devils 2010 Annual Report. This report covers our work from January 1, 2010 through December 31, 2010. Throughout



the year, we shared with you stories of challenges and triumph, fear and optimism, and desperation and generosity. You may recall reading about the young daughter who finds comfort in the scrapbook her mother was able to create before dying from breast cancer. Who could forget the perseverance and inspiring spirits of our Nine Ladies Dancing? How about the neighborhood of children who collected and donated “Pennies from Heaven” or the students at schools across the state who held events and made blankets, all to benefit our patients?

We continue to be moved each and every day by the profound impact your funding allows us to make on the quality of life for so many in our community. 2010 marked our eighth year supporting breast cancer patients and their families, and saw us continue the trend of investing more in support services than the preceding year and increasing the number of patients benefiting from our funding. In 2010, we touched the lives of 600 patients and spent \$210,896 to fund transportation to treatment, family support needs, and medical and treatment related costs.

As always, our fidelity to the trust you place in us includes not only our laser-like focus on fulfilling our mission, but also adhering to the highest standards and best practices for non-profit management and leadership. In 2010 we refreshed our strategic plan with new goals, objectives, and success measures to guide us to our second decade. We remain committed to increasing our reach and impact throughout Maryland and hold inviolate our policy to invest at least 65% of our operating budget in programs. Our goals of leveraging technology and of continually increasing funding for patient support are reflected in this year’s Annual Report.

***We remain committed to increasing our reach and impact throughout Maryland and hold inviolate our policy to invest at least 65% of our operating budget in programs.***

We are grateful to the thousands of individuals, businesses, foundations, and organizations that made contributions to The Red Devils between January 1, 2010 and December 31, 2010. To reduce printing and mailing costs, the 11 pages usually dedicated to publishing our list of donors may now be found online. If you do not have access to the internet and wish to have a copy of either list, please call us with your request.

In sharing this report on our stewardship of the treasure you invested in advancing our mission, we want you to hear the voices of the nurses, coordinators, and social workers from some of our partner hospitals. Through them, we have the honor of meeting hundreds of marvelous women and amazing families. Because of you, we have the privilege to serve.

With deep gratitude,

Michele Mehrling  
Board President

Janice L. Wilson  
Executive Director



*"I can do whatever treatment is recommended even knowing it will take a year to complete... My only concern is my two-year-old daughter. She doesn't understand why Mommy needs to rest, or when I'm distracted by nausea. The Red Devils paid for 11 weeks, during my chemotherapy, of a licensed neighborhood day care where they speak my daughter's language. From the start she was happy to go there and I'm getting the rest and support I need. This is just one of the many resources The Red Devils helped my family of five with that has made me so happy."*



# OUR SUPPORT SERVICES

In 2010, The Red Devils served our mission of funding support services to improve the quality of life for breast cancer patients and their families by assisting 600 patients, and investing \$295,478 in program-related activities to fund transportation for treatments, family support needs, and medical services and treatment-related therapies. As always, we rely on the hands-on expertise of our hospital partners to determine how best our limited funding can benefit their patients.

## TRANSPORTATION FOR TREATMENTS

We respond to patients' on-going or one-time needs for transportation by funding rides provided by a host of partners, including sedan companies, taxis, and public transportation; and by purchasing gas cards, bus passes and parking vouchers so that patients able to do so could afford to drive themselves. **In 2010, we invested \$56,658 and funded rides for 194 patients.**

*"My young patient is receiving chemotherapy before her initial surgery. Then she will have surgery followed by more chemotherapy. She is a single mom with no current income, so these gas cards are allowing her to get to her appointments!"*

## FAMILY SUPPORT

The Red Devils supported breast cancer families by funding meals and groceries, house cleaning, utilities and rent, telephone bills, child care and day camp, and family-oriented outings through our Fun Fund. **In 2010, our investment in family support needs totaled \$84,348, to the benefit of more than 400 families.**

*"I am quite excited about The Red Devils move into Montgomery and Prince George's counties. As a social worker, I frequently encounter cancer patients who are struggling to pay for their expensive medications, to get a ride to a doctor's office or for a treatment, or merely to cope with everyday living while dealing with fatigue, nausea or other overwhelming side effects of treatment. We need to treat the whole person (and sometimes the family that is affected) not just the cancer. The Red Devils is making it possible for people with cancer to get the help that they need when they need it."*



# OUR SUPPORT SERVICES



## MEDICAL SERVICES AND TREATMENT-RELATED THERAPIES

*"My patient is a 40 year old single mom with four children who is post both bilateral mastectomy and oophorectomy with a high risk for breast cancer recurrence and other secondary cancers. She received chemotherapy first then surgery. Her health insurance is not great and she has close to \$10,000 in co-insurance payments that are due to her oncologist who treated her regardless of her ability to pay. There have been many hardships and treatment side effects that warrant her needing groceries, maid service and some assistance with co-pays."*

This and hundreds of similar inquiries did not go unanswered in 2010. During the year, **The Red Devils received and responded to 389 requests for medical assistance** with doctors' bills, co-payments, insurance premiums, wigs, oxygen in the home, and complementary therapies, **collectively totaling \$69,596.**

*"It wasn't just a recovery for me, it was an experience. Everyone on the oncology team worked so diligently for me. But, when I wasn't able to pay for my prescription, The Red Devils came to my rescue, and paid the full amount. I'll always be grateful for that."*



# PARTNERS IN SUPPORT



We continue to be moved each and every day 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 38 hospitals in our network, the scores of services providers, our 1,800 donors, and 127 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 2010 contributors is available on our website, [www.the-red-devils.org](http://www.the-red-devils.org) or copies may be requested by calling 410.323.0135.

*If you have a special talent to offer or time to contribute as a volunteer, please get in touch with us. Our doors are always open. Thank you, all, for your continued loyalty and support!*

## SERVICE PROVIDERS

A Calmness Within

Action Taxi

Agnes Hale

Allegheny County Transit

Alliance Hematology Oncology

Anchor Pharmacy

Anne Arundel Community Health  
and Wellness

A Personal Look Salon

Apple Discount Drugs

Associated Cab

Brian's Catering

Center for Integrative Medicine

Cheryl's Health Boutique

The Dinner Company

Dream Dinners

The Elizabeth Cooney Agency

Essential Wellness

Frederick Memorial Hospital  
Wellness Center

Full Circle Massage

Gene's Taxi

GHS Transport

Healing Arts Inc.

Healing Point, LLC

Home Instead

John Hopkins Outpatient Pharmacy

LifeBridge Health and Fitness

MacPhail Pharmacy

Maid Pro of Chester

Massage Associates

MediSpa at Mercy

MedStar

Merry Maids

Moveable Feast

My Girl Friday

NeighborCare Pharmacies

Neighbor Ride

Ojas Wellness

Regency Cab

Dr. Sue Zhang Sabel

SafeRide

Silver Cab of PG

Tender Loving Home Care

Top Banana

Tuxedo Pharmacy

The Women's Place

We would like to acknowledge the artistic contribution of **Dr. Dean Kane**, whose art graces our cover and inspired the "Horny Heart" collection of jewelry benefitting The Red Devils. Charms, bracelets, and necklaces are now available for sale through Faye Daniel Designs [www.fayedanieldesigns.com](http://www.fayedanieldesigns.com) or 410.879.9925.



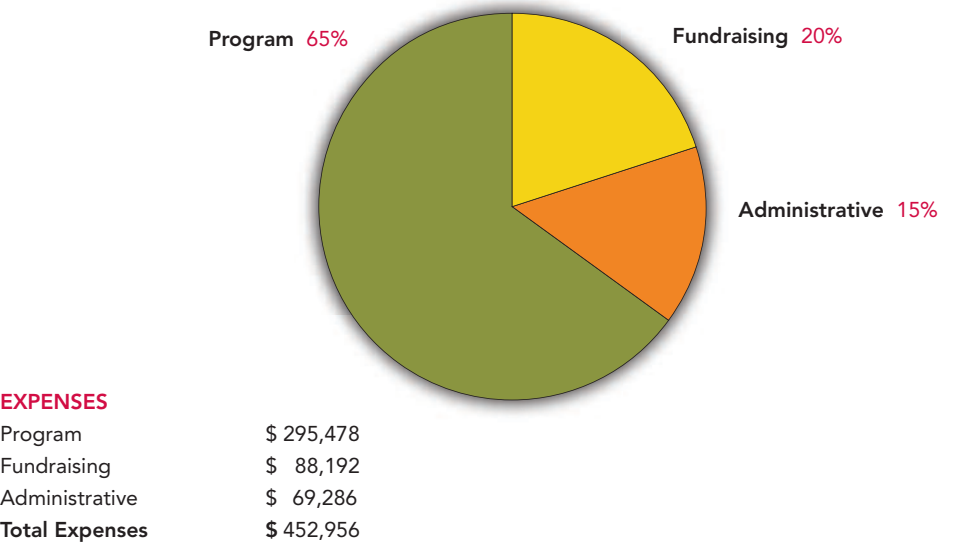
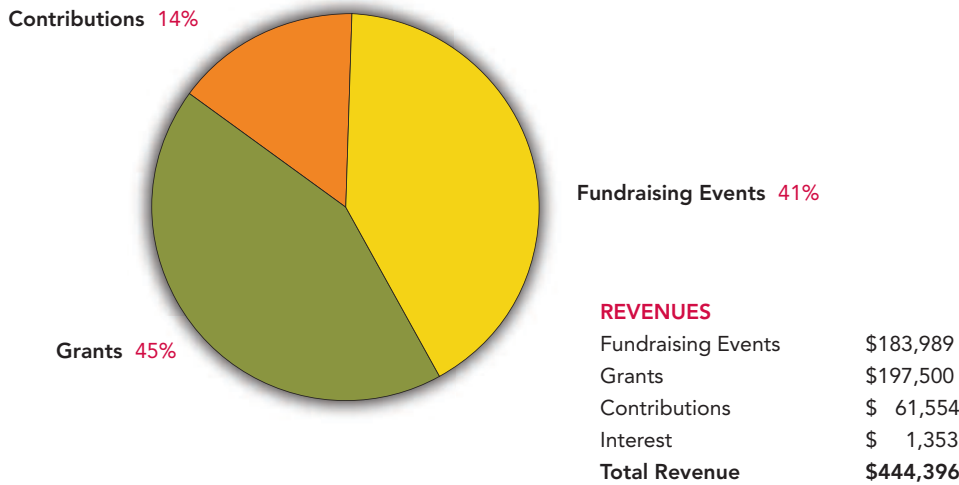
# Statement of Financial Position

	2010	2009
<b>ASSETS</b>		
Current Assets		
Cash	\$ 219,721	\$ 215,082
Contributions Receivable	\$ 4,090	\$ 6,692
Prepaid expenses	\$ 14,211	\$ 11,970
Total current assets	\$ 238,022	\$ 233,744
Noncurrent Asset		
Other asset – security deposit	\$ 1,266	\$ –
<b>TOTAL ASSETS</b>	<b>\$ 239,288</b>	<b>\$ 233,744</b>
<b>LIABILITIES AND NET ASSETS</b>		
Current Liabilities		
Accounts Payable	\$ 19,772	\$ 8,269
Accrued Rent	\$ 2,601	\$ –
Total Current Liabilities	\$ 22,373	\$ 8,269
Net Assets		
Unrestricted Net Assets		
Designated by Board of Directors	\$ 66,245	\$ 115,775
Other	\$ 150,670	\$ 96,277
Total Unrestricted Net Assets	\$ 216,915	\$ 212,052
Temporarily Restricted Net Assets	\$ –	\$ 13,423
<b>TOTAL NET ASSETS</b>	<b>\$ 216,915</b>	<b>\$ 225,475</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 239,288</b>	<b>\$ 233,744</b>



# Sources and Uses of Funds

Financials from January 1, 2010 to December 31, 2010



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, Annapolis, MD 21401 for the cost of copying and postage.

## BOARD OF DIRECTORS

### President

Michele Mehrling, MBA  
*Johns Hopkins Bayview Medical Center*

### Vice President

Rita Heinlein-Ewell

### Secretary

Joan Worthington, MBA  
*Securities Exchange Commission*

### Treasurer

Tricia Thomas, CPA  
*Gross, Mendelsohn & Associates, P.A.*

Lynn Baklor, MBA  
*Marlin Steel Wire Products, LLC*

Stephen Considine, MBA  
*Northrop Grumman*

Lauri P. Kane, MPH, ScD  
*The Center for Cosmetic Surgery and MediSpa*

Paige Koerner

Sasha Oshrine, Esq.  
*New Enterprise Associates, Inc.*

Wendy Pantle

Christopher Schardt, CSM  
*General Growth Properties*

## STAFF

### Executive Director

Janice L. Wilson

### Services Manager

Tricia Hayden

### Media and Public Relations Consultant

Elizabeth Chuday  
*Chuday Communications*

## The Red Devils

Supporting Breast Cancer Families

P.O. Box 36291  
Towson, MD 21286  
Phone 410.323.0135  
Fax 410.323.0136  
[www.the-red-devils.org](http://www.the-red-devils.org)



## 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 – Recipes from the Heart* goes on sale in October, 2011. You may place an order online at [www.the-red-devils.org](http://www.the-red-devils.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 RED HOT Events Benefiting The Red Devils!

## FALL 2011



### CELEBRATING WOMEN

*Look Good. Feel Good. Do Good.*

**October 1 – 31**

### CELEBRATING WOMEN

Arundel Mills

Arundel Mills will host a series of events and activities especially designed for women during this month-long celebration. Highlights include the "Queen For A Day" teen fashion event featuring a visit from Miss America, Theresa Scanlon. Throughout the month, Arundel Mills will conduct fund-raising and awareness activities for The Red Devils, including a gift card drive. Gift cards for gasoline, groceries, household goods, and restaurants will be given to patients this fall and beyond.

**October 14th and 15th**

### BREAST IN SHOW

Rockville



Breast In Show is the first original musical about breast cancer. The show has been created from interviews and books of people's actual experiences. The characters include the patients, their family, the medical staff and colleagues who are all affected by this life

altering disease. Debuting at the JCC Theatre, a portion of the net proceeds will be donated to The Red Devils. More information is available at [breastinshow.org](http://breastinshow.org).

**October 15th**

### PINK POWER

Columbia

Charmaine Gordon and her Synergy Women's Fitness and Synergy Pilates & Yoga team in Columbia heat up the third 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**

### BULL AND OYSTER ROAST

Baltimore

This year's event will sell out quickly, so don't delay making your reservation. Once again the raffle tables will be chocked full of enticing prizes including sports memorabilia, exquisite wines, fine dining experiences, family outings, and romantic getaways. Join us for all the beef, ham, turkey, and shucked and fried oysters you can eat. The beer is on us or BYOB, if you prefer.

## COMING IN 2012

Be part of the Power of 10 and plan to join us throughout the year for events honoring our 10th Anniversary!



**June 10, 2012**

### STROLLING & RUNNING WITH THE DEVILS 5K RUN AND WALK

Goucher College

**We hope to see you there!**

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

