

# SHINE THERAPY

April 11, 2011

Dear Friends and Supporters of Shine Therapy,

2010 was a year of growth and change for Shine Therapy. At its core, Shine Therapy continued to achieve its mission of providing oncology massage and/or lymphedema therapy to cancer patients/survivors and their caregivers in Tarrant and surrounding counties. Initially 2 massages are provided at no cost to the patient, (1 for caregivers) and for a donation for any subsequent massage. Services were provided at Texas Oncology, 1450 8<sup>th</sup> Avenue.

During 2010, there were 3 licensed massage therapists trained in lymphatic drainage (CDP), and oncology massage. They were able to provide 529 patient sessions, and 5 caregiver sessions. Patients require a release from their physician for participation.

## Population Demographics

There were 119 patients served; 97 female, 22 male. 67% were Caucasian, 14% African-American, 14% Hispanic. 43 were in active treatment at the time of their massage. 61 had been diagnosed within the past calendar year from time of visit. 23 had lymphedema. Ages ranged from 20 to 85, with the average of 56.4. Income ranged from \$0 to \$125,000, with the average being \$44,485. 60% were breast cancer patients. The remaining diagnoses are displayed below in Figure 1.

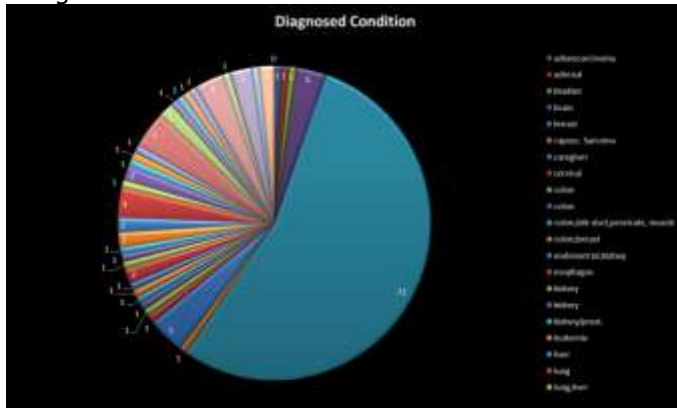


Figure 1



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## Program Evaluation

Patients completed evaluation surveys pre and post massage, rating cancer related pain, pain level in general, flexibility, depression, and stress/anxiety levels on 0-10 scales. Of the surveys returned, only 2 did not note a decrease in pain levels. All others reported at least a 50% decrease in pain, stress/anxiety, and depression. Flexibility was improved 30-60% across surveys returned where flexibility was noted to be an issue.

## Program Income and Expenses

Income for 2010 was \$52,188 which came from patient donations, private donors and foundations, and grants. See table 1. Grant sources for 2010 included the Amon G. Carter Foundation, the A&J Family Foundation, and Harris Methodist Foundation. As you can see, income fell short of expenses for 2010.

| Source                         | Amount   |
|--------------------------------|----------|
| Patient Donation/Reimbursement | \$ 9,261 |
| Private Contributions          | \$20,000 |
| Grants/Foundation              | \$17,358 |
| Klose Training                 | \$ 2,536 |
| Bluebonnet Retreat             | \$ 3,000 |
| Interest                       | \$ 33    |
| <b>Subtotal income</b>         | \$52,188 |
| Carry forward from 2009        | \$11,711 |
| <b>Total</b>                   | \$63,899 |

Table 1.

Expenses for 2010 were \$63,899. A summary of expenses is listed in table 2.

| Expense                     | Amount   |
|-----------------------------|----------|
| Patient Care Contract Labor | \$42,400 |
| Management and Accounting   | \$14,400 |
| Telephone and Office        | \$ 2,856 |
| Laundry                     | \$ 2,088 |
| Taxes and Insurance         | \$ 1,890 |
| Misc.                       | \$ 265   |
| <b>Total</b>                | \$63,899 |

Table 2.

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## **Changes in Leadership**

At the close of October 2010, Wayne McKinzie, founder and executive director, resigned from Shine Therapy to pursue other interests in New Mexico. The board voted at that time to name Mary Kline interim executive director, a position she would hold until April 2011.

## **Future Direction**

As we begin 2011, we are optimistic about the future of Shine Therapy. A new executive director has been named, and an expanded working board of directors is in place. Fund raising efforts have begun in earnest, with new donors, returning donors, a fundraiser event planned for May, and improved grant writing capability. New guidelines for patient selection and reimbursement are in process. The budget is being reviewed to contain expenses. Updating the website and new marketing initiatives are also in progress. And most importantly, a new vision for the future is in process, aligning Shine Therapy with complementary oncology services, and for becoming an educational provider for massage therapists.

And so, as we bid farewell to 2010, we thank you for your continued support of Shine Therapy. We would not be in existence if not for generous supporters like you. We hope that we can continue to build our relationship with you, updating you with our progress throughout the year.

Best regards,

Michelle Accardo, MS, ATC, LMT  
Executive Director  
Shine Therapy