

Let's Start an 'Epidemic of Empathy'

Dear Friends,

Social scientists have discovered that values and emotions can spread through a community just like a virus. As a physician and cancer survivor I believe empathy must become the new behavioral epidemic in healthcare.

Over the last hundred years, the goal of medicine has morphed from easing pain and suffering to diagnosing and treating illness, and in the process, the lived experience of patients and their loved ones has been overlooked. Surely we can infuse more empathy into patient care to help alleviate suffering.

Often misinterpreted as end-of-life care, palliative care is a philosophy aimed at improving the quality of life for all patients and their loved ones. All of us hope for The Cure, but a person who is cured of cancer must first live with cancer...and survive treatment. When we optimize the quality of life, by focusing on all aspects of wellbeing such as physical, social, financial, emotional and spiritual, in addition to the quantity of life, the experience of a serious illness is improved and survival actually improves.

People ask me why they should contribute to Greet The Day instead of another deserving organization. I explain that their contribution directly improves this quality of wellbeing by providing massages for the seriously ill, at no cost to the patient. Massage reduces pain, nausea and anxiety, and clinical research shows that it works better than medications alone. The opioid crisis has prompted a call for the use of non-traditional treatments for pain, first. Patients feel better with the human touch of laying on of hands, especially in a high-tech environment where people gaze at monitors more than making eye contact.

We aim to make "comfort-oriented safe touch" available for every patient in all infusion centers and hospitals to palliate their suffering, relieve their pain, and diminish anxiety. It's our way of infusing the system with empathy and improving the quality of life for all of us. We could not provide these services without our massage therapists, estheticians, staff and greater Greet The Day family. Whether through your contribution of time, skills or financial support, we value working with you to help people affected by cancer live better, and feel their best, throughout their cancer journey. Let's start an epidemic of empathy!

Sincerely, Christine Hrountas, MD
Tinka President, Founding Director
October 2016

- **To be cured of cancer, one must first live with cancer and survive the treatment**
- **Improving quality of life improves survival**
- **Massage reduces pain, nausea and anxiety better than medication alone**
- **Our vision is to make massage therapy available to all patients to alleviate suffering**
- **We need and value your financial support and contributions of time and skills**
- **Thank you for being a part of our Greet The Day 'Epidemic of Empathy'**



Spa Day Retreat

*30 guests in 2015,
770 guests since 2003*

Infusion Center Massage

*1,631 patients received hand
or foot massages in 2015,
10,279 patients since 2006*

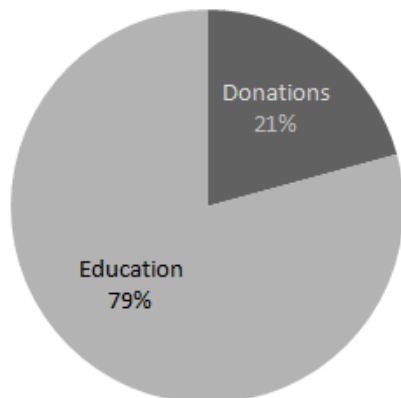
Inpatient Oncology Massage

*1,210 hospitalized adult
and pediatric patients
received a massage
treatment in 2015,
2,005 patients since 2010*

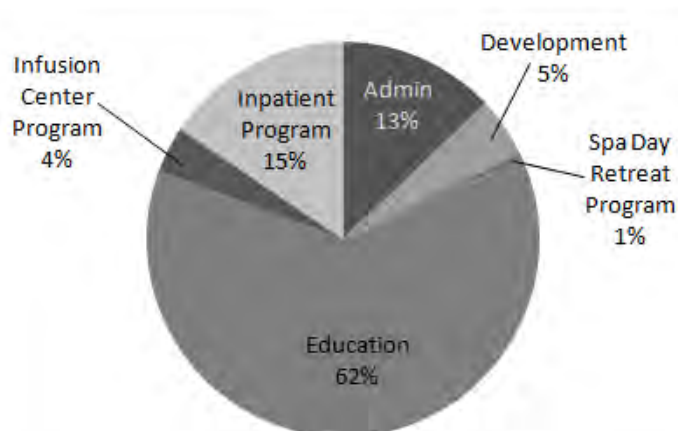
Bridge to Wellness

*Weekly yoga class for
survivors of cancer*

2015 Income



2015 Expenses



Greet the Day provides advanced professional training for massage therapists, estheticians and nurses and is a continuing education Approved Provider for the Board of Registered Nursing, California; South Carolina LLR; the National Certification Board for Therapeutic Massage and Bodywork; the International Society for Oncology Estheticians; and the Society for Oncology Massage. The income from education programs, along with tax-deductible donations, directly support oncology client programs which are offered at no charge to the recipient.

PROFIT AND LOSS Jan-Dec 2015

INCOME

Donations	20,483.36
Education	78,181.17
TOTAL INCOME	98,664.53

EXPENSE

Education & Programs

Faculty Compensation	1,676.75
Facility Rental	2,650.00
Independent Contractors	91,310.26
Marketing	2,970.44

Travel of Educators

Meals	78.51
Accommodations	647.52
Travel Reimbursement	4,619.84

Total Travel 5,345.87

Operations

Accreditation/Associations	125.00
Licensing and Corporate Fees	1,210.22
Meals/Food	193.00
Software	351.00
Uniforms	590.85
Office Supplies	580.19
Postage and Printing	4,945.57

Total E & P Operations 7,995.83

Total E&P Expense 111,949.15

Admin Expense

Staff 15,166.95

Operations

Software	117.00
Phone, Internet & Website	496.10
Food	175.00
Printing & Postage	49.52
Taxes	10.00
Training/Education	85.00
Office Supplies	235.54

Total Admin Operations 1,168.16

Total Admin Expense 16,335.11

TOTAL EXPENSE 128,284.26

NET LOSS 29,616.89



Oncology Massage & Oncology Skin Care
131 therapists trained in 2015, 776 since 2006

Advanced, Professional Development & Special Interests
125 therapists educated in 2015, 670 since 2006

Lanae Andrews
Jennifer Ashbach
Kristi Bacci
Catherine Bailey
Sarah Bakman-Miller
Denise Bell
Angel Brazil
Christina Brice
Ron and Shirley Centra
Sharon Chandler
Wendy Charles
Bessie Chu
Douglas and Ann Collins
Dana Conley
Larry Cope
Angela Cortright
Robin Cossentine
Donna and Samuel Cunningham
Michelle Curtis
Mark Dixon
Joan Donnelly
Scott Duncan
Johnnette Du Rand Kelly
Environmental Nature Center
Thomas Farr
Natalie Fogarty
Erica Goodman
Ellen Gordon
Valerie Gough
Jennifer Guest
Harmony Inc. Life
Heather Haith
Cynthia Hedahl
Jenn Higa
Melanie Hogrebe
Maxwell Hooper
Nikki Hrountas
Tinka Hrountas, M.D.
Alma Hudelson
International Dermal Institute
Eileen Jeanette
Susan Johnson-Lipman
Norm Jones

Kevin Kelly
Deva Lambert
Tina Landeros
Karen Lee
Howard and Stephanie Lesser
Lew LeVeque
Mary Lippold
Edith Long
Sam and Cindy Lovell
Nicole Magnotta
Constance Malaambo
Terri Milder
Gayle Miller
Katcha Minot
Beverlee Mitsch
Virgina Naumescu
Lauren and Richard Packard
Sophia Parmenter
Myra and Lee Perlman
Carolyn and Ronald Phillips
Carrie Reynolds
Jessica Scott
Diane and John Roark
Lisa and Ken Samel
Anita Schultz
Kelly Ridgeway Schwab
Jacki Sellers
Gregory and Maxine Sivaslian
Margaret and Wayne Smith
Sandra Stevenson
Linda Tobin
Charles and Jan Tyler
Ann Tyre
Charlotte Walton
Lexie Weber
Craig White
Michelle White Schnabel

2015 Annual Report
printing courtesy of
Documedia Group and
a generous donor

Board of Directors

Christine Hrountas, MD
President, Founding Director
Johnnette du Rand Kelly
Founding Director
Rick Werblin, *Treasurer*
Karen Lee, *Secretary*
Linda Tobin
Catherine Bailey, MSW, LCSW

Advisory Board

Thérèse Duggan, RN, MPA
Thomas Farr, CPCU
Sandy Finestone, PsyD
Desmonette Hazly, CMT, MSW, PhD
Nandini Narayanan, MSW, LCSW,
Reiki Master
Cheryl Taylor, EA

Staff

Lucy Allen, *Educator*
Angel Brazil, *Education Coordinator*
Johnnette du Rand Kelly,
Program Development, Educator
Karey Hazewinkel York, *Educator*
Sarah Hoeven, *Educator*
Lorrie Robinson, *Spa Day Retreat Coordinator*
Kelly Schwab, *Office Coordinator*
Jacki Sellers, *Clinical Supervisor, Educator*
Rebecca Sturgeon, *Educator*

2015 Inpatient Therapists: Adrianna Showalter, Alicia Hamner, Denise Bell, Desmonette Hazly, Elaine Wong, Jacki Sellers, Janna Gaston, Johnnette du Rand, Lisa Cooper, Ruth Mulligan, Sarah Hoeven, Sue Anson Wiggins, Susan Valdez, Traci Painton

2015 Infusion Center Therapists: Bonnie Potter, Dana Sigala, Dana Wylie, Denise Bell, Ellen Gauba, Gayle Miller, Grace Amemiya, Jacki Sellers, Janna Gaston, Jennifer Hitchcock, Jessica Costa, Kim Meggison, Laura Stratford, Letty Torres, Lisa Cooper, Lucy Allen and the Bon Secours St. Francis Hospital Therapist Team, Lynn Friedman, Mark Dixon, Paula Clagon, Rebecca Bruckner, Sean Ikola, Shelly Petrilli, Sheryl Mattson, Therese Duggan, Traci Painton, Vera Bogomolny, Xindi Cui

With gratitude to Kim Mason, Executive Director 2012 to June 2016, for her time, guidance and contribution

Special thanks to Sharon Bell, International Dermal Institute Oncology Skin Care Educator

Thank you for making a positive difference!

www.greettheday.org

2015 Highlights

More than 1,200 patients, both adult and pediatric, were served by GTD's Inpatient program in 2015



Working with the Cancer Center of Santa Barbara and Sansum Clinic, GTD added three Infusion Center Massage locations in Santa Barbara, CA



In partnership with International Dermal Institute, the Oncology Skin Care education program was offered in four states: California, Illinois, Arizona and Pennsylvania

"This was my first chemo treatment & I was treated like a queen. [The therapist's] visit provided companionship, comfort and sincere understanding of the trauma a cancer diagnosis brings

--Chemo Comfort Touch recipient



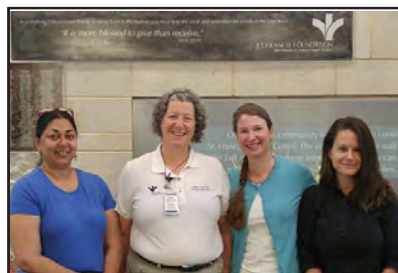
Glen Ivy Hot Springs became the third resort spa to host GTD oncology massage training, educating over 40 staff therapists



Volunteer Orientation for Norris Cancer Hospital; Chemo Comfort Touch and Inpatient Massage were provided in the USC-affiliated hospital



GTD therapist volunteers at the Environmental Nature Center's Spring Faire. ENC partners with GTD for the Infusion Center Training program



Under guidance of Lucy Allen, the GTD therapist team at Bon Secours St. Francis Hospital, Greenville, SC, has provided Infusion Center massage for more than 1,000 patients since 2012

My client [in the classroom clinic] had the same kind of cancer my sister died of. For a moment I thought I would lose it, but then I remembered why I came here and what I was taught: "I can do this."

-- Oncology Skin Care Student, November 2015