

GRATITUDE REPORT

Fiscal Year 2025



No one should have to face cancer alone.

Be Part of the CancerLINC Community

At CancerLINC, we believe no one should have to face cancer alone. With the help of our amazing volunteers, partners, and supporters, we stand beside patients and families through some of their hardest days.

You can be part of this story, too.

Ways to Get Involved:

- **Give a Gift** – Every dollar helps a patient find peace of mind.
- **Share Your Skills** – Attorneys, advisors, and community volunteers bring real change.
- **Spread the Word** – Tell a friend, invite a neighbor, or share our mission online.
- **Join Us at Events** – Connect with others who care just as much as you do.

Because when we come together, our community grows stronger—and hope shines brighter.

Visit CancerLINC.org to join in today.

What's Inside

In this year's Gratitude Report, we reflect on the powerful moments made possible through your support. From critical legal aid to uplifting community events, each page tells a story of hope, resilience, and the belief that no one should have to face cancer alone.



Gratitude

1



About CancerLINC

2



Our Impact

3-4



Financial Summary

5



Board of Directors

6



Staff

7



Voices of Hope

8



Patient Spotlight

9-10



CancerLINC Champions

11-13



Events

14-19



Community Engagement

20



Strategic Vision

21

A Letter of Gratitude from CancerLINC Leadership

Dear Friends and Supporters,

Thank you for being an essential part of CancerLINC's mission. Whether you've volunteered, donated, shared our work with others, or done all of the above, you have helped ease the burden for cancer patients in the greater Richmond region.

In the past fiscal year, we supported over **700 clients with over 900 complex legal, financial, and daily life matters**. Every one of these numbers represents a person and a family navigating one of the most difficult seasons of life. You were there to help.

At the heart of this work is CancerLINC's dedicated staff, connecting an extraordinary network of professional volunteers, board members, healthcare partners, and community resources. Together, we weave a safety net of support for patients who would otherwise go without these critical services.

This **Gratitude Report** honors you and celebrates the impact you've made on our community. The voices of clients such as Cheryl Brown, Heidi B., and Stacey H. truly tell the story of our mission. In this report, you can read more about their journeys. In addition, we highlight why CancerLINC matters to volunteers as well.

As we look to the future, CancerLINC has launched bold new goals to become a household name among cancer patients. We are expanding our network of volunteers, increasing our geographic reach, and deepening our roots in the Richmond community. We remain a vital lifeline for cancer patients in our community who face not only medical challenges, but the legal and financial hurdles that come with a diagnosis.

Now in our **29th year**, we know our impact is only possible because of you. Thank you for helping us walk alongside patients every single day. We look forward to the year ahead with hope, gratitude, and a shared commitment to ensuring that no one has to face cancer alone.

With deepest appreciation,



A handwritten signature in cursive script that reads "Julianne".

Julianne Duvall,
Executive Director



A handwritten signature in cursive script that reads "Kevin Keogh".

Kevin Keogh,
President of the Board of Directors



About CancerLINC



Our Mission

CancerLINC is a Richmond non-profit that LINC's cancer patients and their families to legal, financial and community resources to solve the non-medical obstacles that arise with a cancer diagnosis.



Our Vision

We envision a community where every patient with cancer gets the support they need.



How We Help

CancerLINC services are always free. The professional services provided by our pro bono attorneys and legal advisors are also free of charge to patients who live below the Federally-defined poverty level.



Established

CancerLINC was founded in 1996 by two local attorneys, Phyllis Katz and Ann Hodges (both survivors of cancer), when they realized the need existed to help patients experiencing non-medical issues related to cancer diagnoses and treatment.

Our network of volunteers is comprised of over **180 attorneys and financial advisors who are making a difference in the lives of patients with cancer and their families throughout greater Richmond region.** Over the last 29 years, it is estimated that more than **10,000 patients** and their families have received assistance from CancerLINC.

CancerLINC Impact



709

patients and their families received legal, financial and community resource support

48% increase in the number of male clients

14% increase in the number of new clients

59% of clients are middle aged (41-65 years old)

The number of veterans served this year more than doubled

248

clients received estate planning documents



44

clients received financial planning guidance



42

clients aided with the SSDI/SSI process issues



39

clients supported with housing and eviction challenges



35

clients supported with employment issues



27

clients guided on overcoming debt



24

clients helped with Medicare/Medicaid issues



17

clients resolved complex issues with insurance



Our Community

- 180 volunteer attorneys and financial advisors.
- 200+ community resource partners.
- 4 health system partners

Top 3 Types of Cancer

1. Breast (26%)
2. Lung (10%)
3. Colon/Rectal (9%)

15

clients overcame a range of other urgent legal and financial issues



“Working with CancerLINC was great and fast, 10 stars! Everything was done in a timely manner. The CancerLINC staff was very nice and professional. It greatly touched me that CancerLINC staff came to the hospital for the signing.”

Key Data Points

While all of CancerLINC services are free,

93%



of patients met low income guidelines and qualified for **free services** from our professional volunteers.

100%



of Board Members actively supported the organization with their time, talents, and financial contributions.

3,953



hours of professional services donated by over 180 local attorneys and financial advisors.

\$978,335



of in-kind contributed services from our volunteer network.

18%



increase in program staffing to meet the growing need, including a part time bilingual (Spanish/English) Client Services Associate.

98%



of clients surveyed said **CancerLINC eased their burden during cancer treatment.**

No one should have to face cancer alone.

\$25 = 1 Hour of Lifeline Support

Provides housing help, food security, transportation assistance, insurance guidance, or utility support to one cancer patient.

\$250 = Peace of Mind

Provides 5 cancer patients with end-of-life legal documents so their families and doctors can follow their wishes.

\$500 = Financial Clarity

Covers 2 hours of expert financial advising for a cancer patient navigating medical debt and daily living expenses.



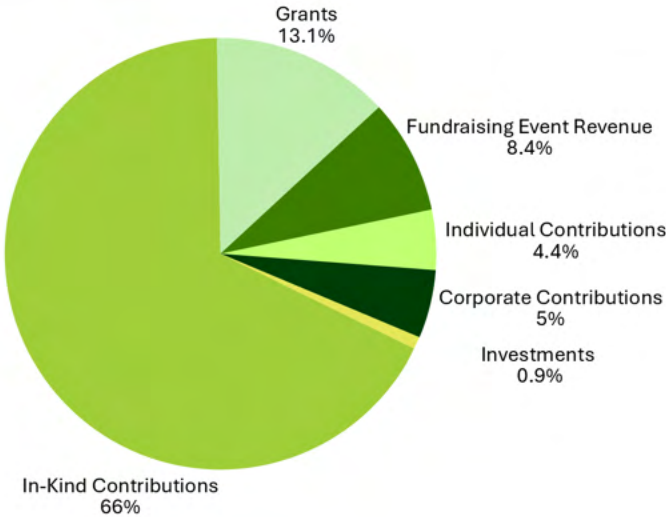
Donate at [CancerLINC.org](https://cancerLINC.org)



Financial Summary

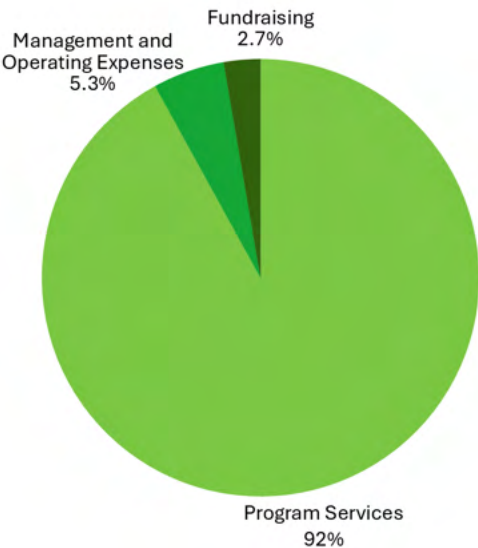


SUPPORT + REVENUE



Grants	\$184,000
Individual Contributions	\$61,136
Corporate Contributions	\$70,748
Fundraising Event Revenue	\$118,440
Community Run Events	\$10,154
Clubs & Organizations	\$9,753
Investments	\$13,100
In-Kind Contributions	\$930,475
TOTAL REVENUE	\$1,397,806

EXPENSES



Program Services	\$1,307,205
Management and Operating Expenses	\$75,306
Fundraising	\$38,697
TOTAL EXPENSES	1,420,876

NET ASSETS

BEGINNING OF THE FISCAL YEAR	\$432,201
END OF THE FISCAL YEAR	\$397,639

Fiscal Year 2025 Board of Directors

A diverse, engaged, and **inspiring group of community leaders, professionals, and survivors** generously donate their time and talents to further the mission and services of CancerLINC.

President



Kevin Keogh, MBA
Guidehouse

President-Elect



Carolyn White, Esq.
Midlothian Estate and
Elder Law LLC

Secretary



Brian Cassel, PhD
VCU School of
Medicine

Treasurer



**Tanza Westry, MBA,
MS**
Sheltering Arms
Institute

**Immediate Past
President**



Trina Willard, MS
Knowledge Advisory
Group



Sam Atalla, CPA
Virginia Cancer
Institute



George Baskerville,
Baskerville Photography



Beth Brew, MBA
Bon Secours Richmond
Health System



Paula Fracasso, MD, PhD, FACP
VCU Massey Comprehensive
Cancer Center



James Hess, Esq.
CarMax



Jennifer Ligon, Esq.
Williams Mullen



Lisa Meyer, MA
Heart Havens



Mary Riley
Old Dominion
Electric Cooperative



Leslie Shelton
Retired, LabCorp



Dawn South, Esq.
DeBoerSouth, PLLC



Joanna Suyes, Esq.
Suyes Law, PLLC

Cancer LINC Staff FY 25

We are a lean and efficient organization that uses our funds wisely to provide **holistic case management services** for cancer patients and families.

Our quality, highly skilled, empathetic staff work with established local partners to help patients and their loved ones get the support they need.



Julianne Duvall
Executive Director



Patricia Green
Program Manager



Barton Zedd, Esq.
Client Services Attorney



Jordan Dey
Advancement Officer for
Events and Communications



Lynda Fullem
Advancement Officer for
Development



Michael Wigginton
Client Services Coordinator



Ebony Ramos
Bilingual Client Services
Associate



Julia Allen
Client Services Associate



Kayla Buscema
Client Services Intern



Eleanor Northrup
Client Services Intern

The Ripple Effect of Care



Heidi B.

After losing her job and facing mounting medical challenges, Heidi B. turned to CancerLINC for help applying for Social Security Disability Insurance (SSDI). She was connected with pro bono attorney Joanna Suyes, who guided her through the process and helped submit her application under the compassionate allowance program.

Thanks to Joanna's support and CancerLINC's services, Heidi's SSDI application was approved, and she received the benefits she needed. Her story is a powerful example of how CancerLINC's pro bono partners provide critical legal assistance during times of crisis.



**Mike O'Shaughnessy,
Ascent Financial Group**

Mike O'Shaughnessy, a financial advisor and partner at Ascent Financial Group, volunteers his expertise with CancerLINC to support patients facing financial hardship due to a cancer diagnosis. Since joining in August 2024, Mike has guided several families through budgeting, debt management, and financial planning during and after treatment.

With over 15 years of experience, Mike provides compassionate, personalized support to clients who are overwhelmed by medical bills and reduced income. His pro bono service helps ease the financial stress so patients can focus on healing.



Stacey H.

Stacey H., a dedicated healthcare worker, was first diagnosed with breast cancer in 2018 and later faced Stage IV bone and skin cancer. After exhausting her FMLA leave, her employer attempted to terminate her insurance coverage, prompting her to seek help from CancerLINC.

With support from CancerLINC and its pro bono attorneys, Stacey secured extended insurance coverage, legal advocacy, and help navigating disability benefits. Despite ongoing treatment, she remains hopeful and resilient, calling herself a warrior and crediting CancerLINC for standing by her side.



Jervetta Burns

Jervetta Burns' dedication to supporting cancer patients is deeply personal, shaped by the experiences of her husband, mother, and nephew. Introduced to CancerLINC in 2019, she quickly became a devoted volunteer, helping clients with grocery shopping, completing applications for essential services, and following up on requests so they can focus on healing.

Originally from North Carolina, Jervetta has lived in several states before settling in Richmond in 2000 with her husband, Kevin, and building a 25-year career at Capital One, where she now serves as Compliance Manager. She balances her professional success with a deep passion for service, embodying compassion, purpose, and the belief that "we are blessed to be a blessing."

Sunshine After the Rain

Cheryl Worrell Brown's Cancer Journey

“You have stage III breast cancer, aggressively moving toward stage IV.”

These were the words Cheryl Brown never expected to hear. In an instant, her life was turned upside down — not just by the diagnosis, but by the devastating financial, legal, and emotional challenges that came with it.

As a busy professional, Cheryl had built a rewarding and fulfilling life — a long marriage to her college sweetheart, three sons, and a successful career with the Boeing Company in Washington, DC and then with Massachusetts General Hospital in Boston.

Sadly, she suffered the loss of her husband of 20 years to cancer. Cheryl was devastated. Following her retirement from Massachusetts General, she moved to Martha's Vineyard to start the next chapter without her husband at her side.

In 2023, as Cheryl settled into her new home, she discovered a lump under her right arm while showering. After follow-up tests, her doctor told her, “You have stage III breast cancer, aggressively moving toward stage IV. You need to get your affairs in order.”

Cheryl was stunned when she heard these sobering words from her doctor. Time was of the essence to save her life, and she needed to begin aggressive cancer treatments immediately.

Born and raised in Petersburg, VA, Cheryl decided to relocate to her childhood hometown to be near her family and friends as she underwent cancer treatments. Shortly after moving to Petersburg, Cheryl discovered the health insurance plan she had in Massachusetts was not transferable to Virginia. She could not pay hundreds of thousands of dollars for out-of-pocket expenses to receive treatments in Virginia. Her only option was to fly back and forth to Boston to receive treatment and use her existing health insurance plan.

Weekly travel to Boston for treatment was grueling and isolating.

Every week for a year, Cheryl flew by herself to Boston for chemotherapy, radiation, or immunotherapy. With each treatment, she grew weaker. Eventually, Cheryl became wheelchair bound. Cheryl did not have a comprehensive support network in Virginia or in Boston. After her treatment in Boston, her care team connected her with Virginia Cancer Institute (VCI) for continued radiation and immunotherapy. Friends and family members in Petersburg helped in any way they could but could not care for her or help her manage her daily living expenses.

Cheryl lost her hair, was in excruciating pain, and experienced extreme fatigue. Her medical bills grew exponentially even with insurance. Like many cancer patients, Cheryl depleted her savings. She had to make trade-offs with what bills to pay as her funds dwindled. Cheryl was riddled with anxiety about how to make ends meet while she needed to focus on her survival.



Cheryl's financial situation soon became overwhelming.

After a successful career and a lifetime of financial prosperity, she never imagined she would need assistance. But, when a patient faces cancer, daily life matters suddenly loom much larger. Medical bills skyrocket. Income dwindles. Basic necessities — housing, electricity, water, groceries, transportation — become overwhelming to manage.

“How can I afford to pay my mounting medical bills when I can’t even pay for my basic living expenses?” Cheryl thought. “I’m late paying my electric and water bills, my mortgage is overdue, and I need groceries. Where can I go for help?”

Though local resources were important, and the Petersburg local food bank became one of her lifelines, Cheryl needed more support.

That's when Cheryl found CancerLINC.

Cheryl heard a public service announcement about CancerLINC on the local news. She called the next day and the relationship with CancerLINC has given Cheryl the support she has desperately needed.

CancerLINC's Client Services team understood the reality and complexity of Cheryl's needs. We immediately directed her to a special benevolent program to arrange for reduced payments to cover her mounting electric bills. Then, we drew up her will and other end of life documents. We also connected her with a pro bono attorney to help renegotiate her mortgage so she could remain in her home during treatment.

“I thank CancerLINC for supporting me when I was ready to give up.”

Cheryl said, “The CancerLINC team's calm demeanor and confident reassurances were like wind beneath my wings. CancerLINC answered questions I never knew to ask.” In fact, Cheryl has turned to CancerLINC for help navigating a variety of issues through her treatment and now into survivorship. She knows that CancerLINC does not just point her in the right direction but also walks the journey with her, ensuring she has the support she needs.



Cheryl has been cancer free since August 2024 and is looking forward to a healthy future. She reflected on her cancer journey, “To God be the Glory! I am thankful for friends, family, healthcare specialists, skilled physicians, prayer warriors, for their inspiration and love. I thank CancerLINC for supporting me when I was ready to give up. Thank you, CancerLINC.”

After the storm, sunny days are ahead.

Cheryl loves Henry Wadsworth Longfellow's poem, “The Rainy Day,” which includes the verse, “Into each life some rain must fall.” She put her own ending to this verse: “... to appreciate the sunshine.” Cheryl compares her cancer journey from diagnosis through recovery and into remission to the sun coming out after the rain. She weathered the storm and is hopeful for many more sunny days ahead.

Champions of Care

Legacy Society

Marilyn Lipsitz Flax & Robert L. Flax
Brent and Elizabeth Timberlake
Chris Williams

\$20,000+

Anonymous
Bon Secours Health System
Massey Family Foundation
VCU Health Systems

\$10,000+

Anonymous
Bon Secours
Catesby Foundation
Coleman A. Hunter Charitable Trust
Constance C. and Linwood A. Lacy, Jr. Foundation
Herndon Foundation
Massey Comprehensive Cancer Center
The Hopewell Fund
The Walter W. and Maria Teresa Regirer Foundation
Virginia Law Foundation

\$5,000+

Anne C & Walter R Robins Foundation
Harry Deutsch
HCA Healthcare, Sarah Cannon Cancer Network
Manchester Richmond Lodge 699
Phyllis Katz Fund
SiteOne Landscape Supply
The Peachtree House Foundation
Williams Mullen

\$2,500+

BrownGreer PLC
Capital One Services, LLC
Dominion Energy
Harford Mutual Insurance Company
Joanna Suyes
Julianne Duvall and Alan Bennett
Labcorp
Leslie Shelton
New Market Corporation
Old Dominion Electric Company
Ralph and Leo Rosenthal Foundation
Richard and Donna Duvall
TowneBank Foundation
Walmart Spark Good

\$1,000+

Agnes Lisa Barker
Ann Hodges
Beth Brew
Bon Air Rotary Club
Bristol-Myers Squibb
Carolyn White
Christie Wisotzki
Colin and Jen McCarthy
DeBoerSouth
Elizabeth O'Donnell
Ernie Rogers
Fidelity Charitable Trust
Genentech
Genworth
Impact Financial
James Hess

Kaufman & Canoles
Kimberly Swanson
Lewis Media Partners
Lisa Meyer and Chris Fulara
MCV Foundation
Mary Helen Hackney
Mary Riley
McGuireWoods
Morton Coleman
Mulvihill-Walsh Family Fund
Nancy Finch
Paula Fracasso and John Francis
Patricia Fulton
Suyes Law Firm
Tanza Westry
The Hanover Insurance Group Foundation, Inc.
The Wawa Foundation
The Woodward Foundation Inc.
Trina Willard
Vincent D'Agostino
William Kilduff

\$500+

A. Cecil Jacobs
Andrea Duvall
Ava's Landscape, Hardscape & Lighting, Inc.
Barton Zedd
Bobby & Marilyn Thalheimer Family Fund
Brian Cassel
Brian Tandy
Chris and Karen Williams
Clementine Retail I Inc.
Dawn South
Dave Hogan
Dr. Cheryl Jordan
Elaine Nowinski
Elizabeth Wykle
Emma McFarlane
Evelyn Fracasso
George Baskerville
Harman Claytor Corrigan Wellman
Heath Stewart
Homebase Credit Union
Holly Crockett, Davenport and Company, LLC
Hugh and Peggy Keogh
Intuitive Surgical
James May
Janice (Jan) Reynolds
Jennifer Ligon
Jennifer Tomenendal
John P Jones
John Peter Skudlarek
Karen Hofheimer
Knowledge Advisory Group
Leslie Dey
Marcia LaMaskin
Meadowbrook Country Club
Michael and Betty Wolf
Mike O'Shaughnessy, Ascent Financial Group
Paypal Giving Fund
Paul Ranney
Phyllis Katz
Rebecca Brand
Roberto Cornavaca
Sam Attalla
Smith Family Charitable Account
Stephanie Gilliard
Teresa Moore
Tim West
Tony Bryant
Wells Fargo Community Grants Program

Team CancerLINC: Supporters \$1- \$499

Aaron Clark
 Aaron Stanek
 Adam Leonard
 Alison Scott
 Alyssa Whitney
 Amelia Coglio
 Amanda Bird-Johnson
 Andrew Scalzo
 Anna Miller
 Anne Almond
 Anne Doll
 Barbara Rose
 Bajo Aguan Inc., Pepe's Mexican Restaurant
 Benjamin Gardner
 Beth Fuchs
 Bob Perrow
 Bob Wershbaile
 Bonnie Johnson
 Brandi Knisley
 Brian Emert
 Brian Forrest
 Brooke Furcron
 Carmen Coglio
 Carolyn Spohrer
 Cary Oaster
 Catherine Campbell
 Catherine Emry
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 Cheri Anthony
 Cheryl Atchison
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 Keith Snyder
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 Kroger Community Rewards
 Lauren Edwards
 Laura Price
 Laurie Jones
 Lea Schuldiner
 Leighann Patterson
 Lisa Overton
 Lynda Fullem
 Makayla Brooks
 Mary Frances Geho
 Mary Fulcher Baker
 Mary Katherine McGetrick
 Mary L Pagano
 Matt Roberts
 Meagan Dye
 Meagan Smith
 Meghan and Michael Keogh
 Merck Company Foundation
 Michele Smith
 Michael Onsel
 Network for Good
 Nona Drumheller
 Page Malcomb
 Paul Skudlarek
 Pauline Donato Le

Pavan Kumar Meda
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 Phyllis West
 Property Investment Advisors, Inc.
 Rachael Burton
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 Ramona Staudenmayer
 Red Robin
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 Sandra Wright
 Scottie Fralin
 Shannon Kane Meador
 Shelly Arthur
 SMS Architects
 S.M. Wade III, MD
 Spencer Parrish
 Stacy Ruble
 Stephen Jacobs
 Steve Sunday
 Stokes McCune
 Stuart H. Held
 Susan Ellett and Mo Shumate
 Susan Meyers
 Sylvia Mihich
 Tacey Dale
 Tami Scott
 Teresa and William Flemin
 Terrie and Donald Felts
 The Apostle Family Charitable Fund
 Tom Jester
 Tom Leonard's Farmers Market
 Travis Ebert
 Trevor Minor
 Tyler Shelton
 United Way of Greater Kansas City
 Vanessa Garrett
 Vincent and Kay Mason
 Walker Neill
 William Drish
 William Judkins
 William Manson
 William Prout
 Williams Family Charitable Fund
 Wilson Flohr, Jr.
 Zac Gallatin

Recurring Donors

These donors support CancerLINC efforts all year long through monthly automatic contributions. We value their commitment to sustaining CancerLINC's programs every month.

Thank

Carolyn White
 Colin and Jen McCarthy
 Jennifer Ligon
 Julianne Duvall
 Kevin Keogh
 Lisa Meyer

Mary Riley
 Sam Attalla
 Stephanie Gilliard
 Trina Willard
 William Kilduff

You!

Honor & Memorial Donations

Gifts made in honor or in memory of a loved one are a powerful and heartfelt way to support CancerLINC's mission. These meaningful contributions celebrate the lives of those who inspire us while helping ensure that cancer patient faces their journey with the critical legal, financial, and community support they need. We are deeply grateful to all who gave in tribute in 2025.

In Memory Of

Alene Katz
Amanda Gettings
Andrew Campo
Ann Markham
Barbara Catlett
Charlotte Jamerson
Doug Smith
Earl Cox
Edward Coglio
Elizabeth Agnes Crane Barker
Gloria Estelle Torrens Billings
Gordon Zedd
H. Gale Bogle
Hassel Livengood
Herb George

Janice Reilly
Joan Hodges
Jim Frank
Joseph Michael Haw
Kevins Burns
Krista Latshaw
Lenni Friedman
Michael James Everett
Patricia Bryant Yerby
Paul Bassett
Robert G. Fracasso
Ronne Jacobs
Rose Suyes
Veretta Avery

In Honor Of

Ann Hodges
Chris Williams
Dr. Paula Fracasso
Erik Kristian Josephson
Julianne Duvall
Katherine Bell
Kevin Burns

Leslie Shelton
Lisa Meyer
Paul Skudlarek
Phyllis Katz
Sarah Saunders

Community Events

Dodgeball Tournament



We're grateful to everyone who made the 2025 Dodgeball Tournament a fun and impactful event. Hosted in partnership with Henrico County's Police and Fire Departments, this lively, family-friendly fundraiser brings the community together to cheer on local first responders—all while supporting cancer patients in need of non-medical assistance.

Special thanks to Katelyn Gordon and Adam Leonard for their instrumental role in arranging the tournament and for their continued support of CancerLINC's mission. Their dedication made this event a success, raising vital funds and awareness in a spirited show of community strength and compassion.



SiteOne Landscape Supply Golf Tournament

We are sincerely grateful to SiteOne Landscape Supply for selecting CancerLINC as beneficiary of their fall golf tournament. This generous opportunity was made possible through a meaningful connection with Doug Smith, a CancerLINC client and SiteOne Landscape Supply Manager, who passed away in April 2024.

Community-driven events like this are vital to our mission. Not only do they raise essential funds to provide legal, financial, and community support for local cancer patients, but also give us the chance to share our story with new audiences. Every opportunity to raise awareness strengthens our impact. We are especially thankful when that awareness is rooted in genuine, personal connections.



SiteOne
LANDSCAPE SUPPLY

Stronger Together

A heartfelt thank you to Todd Morris and the SiteOne Landscape Supply team for planning and arranging the tournament, and for allowing CancerLINC to be part of such a thoughtful and energizing event. Your support helps us continue to ease the burden of cancer for those who need it most.

CancerLINC Events



Presented by:



The LINC Awards is CancerLINC's signature fall luncheon, celebrating the volunteers, professionals, and advocates who make our mission possible. This warm and inspiring event brings together community supporters, clients, and partners to honor those who go above and beyond in helping local cancer patients navigate legal and financial challenges.

Each year, we honor individuals and organizations whose contributions embody the heart of CancerLINC's mission—selfless service, leadership, and compassion. Honorees included:

Dr. Mary Helen Hackney – **Healthcare Advocate Award**
Ernie Rogers – **Volunteer of the Year Award**
Nick Brucker – **Community Ambassador Award**
Lindsay M. Pickral – **Pro Bono Advocate Award**
Williams Mullen – **Outstanding Firm of the Year**

The afternoon concluded with an inspiring address from our featured speaker and CancerLINC client, **Melissa Earley**.

The LINC Awards is not only a celebration, but also a heartfelt thank-you—a reminder of how much we can accomplish together, and the lasting difference one person can make in the life of someone facing cancer.



Mark Your Calendar!

The LINC Awards

Thursday, November 13, 2025
11:15AM-1PM @ University of
Richmond - Jepson Alumni
Center



The LINC Awards: Event Partners

Presenting Sponsor (\$10,000)



Benefactor Sponsors (\$5,000)



Patron Sponsor (\$2,500)



Partner Sponsors (\$1,000)



Advocate Sponsor (\$500)

Hugh and Peggy Keogh

Friend Sponsors (\$250)

Julianne Duvall
Teresa and William Fleming
Shelly Arthur



CancerLINC Events

Pack Your Bags 2025: A CancerLINC Luau



Presented By:



Virginia Cancer Institute

In April, CancerLINC's signature spring fundraiser debuted under its new name, Pack Your Bags, rebranded from last year's Beyond Bags. With a vibrant luau theme, the event transported guests to the tropics through island décor, themed cocktails, colorful leis, and lively music—all in celebration of community and compassion.

A featured auction trip to Hawaii added excitement and complemented the theme, highlighting the event's growing reputation for offering unforgettable experiences that make a meaningful impact. Guests engaged in spirited bidding during both silent and live auctions, supporting CancerLINC's mission to provide free legal, financial, and community resources to local cancer patients and their families.

We are grateful to our sponsors, donors, volunteers, and attendees who made Pack Your Bags 2025 such a memorable evening. Special thanks to our emcee, Reba Hollingsworth, for leading the night with energy and charm, and to Jordan Dey, Advancement Officer for Events and Communications, for coordinating the many details that brought the event together. We also thank our dedicated volunteers—led by Nikki Miller—and the planning committee: Edie McCroskey, Emily Alexander, Courtney Neill, Beth Brew, and Leslie Shelton, for their creativity, time, and commitment.



Mark Your Calendar!

Pack Your Bags:
Thursday, March 19, 2026
6PM-9PM @ University of
Richmond - Jepson Alumni
Center



Pack Your Bags: Event Partners

Presenting Sponsor (\$15,000)



Virginia Cancer Institute

Patron Sponsors (\$5,000)

HCA Healthcare®
Sarah Cannon
Cancer Network

Bon Secours
Cancer Institute

Partner Sponsors (\$2,500)



Advocate Sponsors (\$1,000)

McGuireWoods



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Genentech



MCV Foundation
VCUHealth.

DeBoerSouth

Genworth



K&C KAUFMAN & CANOLES
we can. and we will.

Champion Sponsors (\$500)

George Baskerville

Mary Riley

Friend Sponsors (\$250)

Brian Cassel
Julianne Duvall
Paula Fracasso
Benjamin Gardner

Cheryl D. Jordan
Lisa Meyer
Leslie Shelton



Pack Your Bags: Event Partners

In-Kind Donors

When you support these businesses, you're supporting the mission of CancerLINC!

acac	Hotel Cape Charles	The Float Zone
Adventure Park at Virginia Aquarium	Hotel Roanoke	The Glass Spot
Allagash Brewing Company	Iron Pony Adventure Park	The Hot Yoga Barre
Already Richmond	James River Cellars	The Jefferson Hotel
Altria Theater	Jolene Family Winery	The Preserve at Dundee
Amber Ox Public House	Kendra Scott, LLC	The Spy Museum
Amiraj	Linden Row Inn	The Yogo Dojo
Anytime Beer Company	Little Mexico	Town of Ashland
Bangers and Dinks	Lovepop	University of Richmond Athletics
Basket + Bike	LuLu's Restaurant	Up All Night Bakery
bbgb	Mango Salon	VCU Athletics
Brambly Park	Metro Richmond Zoo	Venture Richmond
Burton's Grill	Mission Laser	Virginia Athletics
Byrd Theatre Foundation	Naked Mountain Winery and Vineyards	Virginia International Raceway
Carytown Teas	Napa Kitchen and Wine	Virginia Museum of Fine Arts
Chez Max Restaurant	Niche Studios	Virginia Museum of History and Culture
Children's Museum of Richmond	Norfolk Tides	Virginia Stage Company
Chopt Creative Salad Company	Nothing Bundt Cakes	Wash Your Way RVA
Cinema Cafe	Pamper Salon & Day Spa	Washington Capitals
City Cruises - DC	Peak Experiences	Washington Nationals
Club Champion	Performance Pickleball	Wegmans - Short Pump
Colonial Downs and The Rose	PetSmart - Glen Allen	West Virginia Athletics
Cooper's Hawk	Peterson Enterprises	Wines for Humanity
Crescent Simples	Play RVA	Wolf Trap Foundation for Performing Arts
Corks and Kegs	Quirk Hotel	World of Mirth
Crunchy Hydration	Richmond Flying Squirrels	Young Chef's Academy
Diamonds Direct	Richmond Kickers	
Discover Richmond	Rick Steve's Europe, Inc.	
Drip Drop	Rita Smith	
Eco Inspired	RVA On Wheels	
Edible Education	Salon Van De	
Erma Jean	Sandbox VR - Boro Tysons	
From The Heart	Shake Shack	
George Mason Athletics	Shydigz	
gorjana	Spotless Window Cleaning & Softwash	
Grit Coffee	swimRVA	
Hanover Gold Club		
Holiday Barn Pet Resort		

Bid For a Cause Donors

Thank you to attendees who supported the Be The LINC paddle raise to support CancerLINC services.

Amelia Coglio	Christie Wisotski	Julianne Duvall	Sandra Wright
Andrea Duvall	Christine Van Bremen	Katherine Navarette	Scottie Fralin
Andy Carson	Dr. Cheryl Jordan	Leslie Dey	Shannon Kane Meador
Ann Hodges	Colin McCarthy	Leslie Shelton	Tami Scott
Ashley Keogh	Elizabeth Buchholz	Lisa Meyer	Teresa Moore
Beth Fuchs	Emma McFarlane	Lynda Fullem	Trina Willard
Brandi Knisley	Erica Jackson	Mary Frances Geho	Vincent Mason
Brian Tandy	Ernie Rogers	Mary Helen Hackney	Walker Neill
Carolyn White	Evelyn Circeo	Mary Riley	
Cary Oaster	James Miller	Meagan Smith	
Charles Strickler	Jana Chesley	Meghan Keogh	
Chelsie Hardin	Jennifer Ligon	Pauline Donato Lea	
Cheri Anthony	Jennifer Tomenendal	Rachel Suddarth	
Cheryl Brown	Jessica Washington	Richard Duvall	
Chris Fulara	Jordan Dey	Ryan Jensen	
Chris Williams	Joyce Hedish	S.M (Donny) Wade III	

Thank
You!

Community Engagement

At CancerLINC, community engagement means building meaningful connections with individuals, organizations, and partners to raise awareness about our mission and ensure cancer patients know where to turn for help.

Community Outreach

Through our outreach efforts we bring vital information directly to the people who need it most, and we are grateful to everyone who helps us spread the word. Our outreach efforts include speaking to groups, supporting tabling events, and sharing resource information.

- Closing the Gap Colorectal Cancer Summit
- Community Health Fair at Tabernacle Baptist Church
- Community Health Fair at R.E.A.C.H Community Services
- Crater Health District - Health and Resource Fair
- Cruising for Cancer Car Show
- Hitting Cancer Below The Belt Boxer Brief 5K
- Latinos En Virginia Food & Resources Fair (quarterly)
- OIRE Multicultural Fair
- Our Laughter in The Rain
- Petersburg Alumnae Chapter Resource Fair
- Sisters in the Park Cancer 5K
- There Will Be Joy Storytelling Showcase



Community Fundraising

Our community fundraising events, hosted in partnership with local businesses raised critical funds for our services and also strengthened the network of support surrounding cancer patients and their families.



Ashby RVA



How will CancerLINC continue to grow in impact?

CancerLINC is committed to remaining a local nonprofit serving patients in the greater Richmond region while also assisting other organizations throughout the state and nation replicate our unique and vital service model.

In October 2024, the Board of Directors approved a strategic vision:

By 2030, CancerLINC will be a recognized household name and a model program for “LINCing” cancer patients, regardless of their economic level, to non-medical support resources in the greater Richmond area and in surrounding communities.

To move at an accelerated pace in that direction, CancerLINC has begun:

- **meeting patients where they are** and breaking down barriers to access by providing services onsite on a rotating basis at locations around our service area;
- **building staff capacity** to deepen our ability to serve more patients and their families throughout the greater Richmond region, maximizing outreach in underserved/under resourced areas in the surrounding communities such as Petersburg and southside Richmond as well as the Northern Neck/Middle Peninsula;
- **expanding a robust network** of legal, financial planning, and community resource partners through continual recruitment and connections to resources throughout the region;
- **solidifying our position as the “first referral”** services that social workers, nurse navigators, and oncology nurses make to a cancer patient;
- **exploring innovative ways to “teach the model”** to other nonprofits who wish to have a CancerLINC organization in their geographic region.

It's an exciting time for CancerLINC, as we capitalize on our strong foundation and develop new initiatives. As the number of cancer diagnoses increases annually and projections indicate a wave of younger cancer patients, CancerLINC adapts to ensure we're meeting the needs of all patients who need support.

Thank you for being a “LINC” in the CancerLINC network. You make a difference in the lives of patients through your support of our services. Together, we can magnify that difference.

In 2026, CancerLINC will celebrate our 30th anniversary. We have so much to be proud of and look forward to honoring our founders, our supporters, and our achievements together. Stay tuned!

No one should have to face cancer alone.



Always in Your Corner

Phone

804-562-0371

Email

info@cancerlinc.org

Website

cancerLINC.org

Address

**200 South 3rd Street
Richmond, Virginia, 23219**