



Avon Foundation for Women grant helps breast cancer patients

April 27, 2015



From left., LHSC VP Cancer Care Neil Johnson; LHSF Chair Sue Carlyle; Avon Representative Darlene Tenhaaf,; Avon Foundation for Women (Canada) Board Member Virginia Yule; and Avon Canada Media Relations Natalie Laurence.

London, Ont. - The Avon Foundation for Women (Canada) has awarded more than one million dollars in donations to breast cancer charities across Canada through its Centennial Grants program.

The grant program was launched in 2014 to commemorate Avon's Centennial Anniversary. Each proposal, to improve the lives of those affected by breast

cancer, was considered for one of ten \$100,000 grants. After all submissions were received and considered, Avon awarded the initial 10 grants and four additional grants as well.

"We are honoured to be able to support these charities through the Avon Foundation, helping them to continue their critical work and contribution that they make to their community," says Avon Foundation for Women (Canada) President Roberta Lacey.

Nominated by local Avon representative Darlene Tenhaaf, London Health Sciences Foundation was fortunate enough to receive a grant supporting the Massel-Cruickshank Breast Cancer Patient Assistance Fund, which is part of the London Regional Cancer Program's Patient Assistance Program; A 100-per-cent donor-funded initiative designed to help cancer patients facing financial hardships.

Created by the late Dr. Moira Cruickshank and her family in 2004, the fund provides assistance to breast cancer patients in need, for extra illness-related expenses such as mastectomy bras, breast prostheses, wigs and a wide variety of other important supports that help a patient and their family cope with the physical and social impacts of treatment.

"Our Patient Assistance Program provides support that can profoundly and positively affect a patient's focus on healing and even help solve financial challenges that might otherwise prove a barrier to accessing treatment," says Neil Johnson, LHSC Vice President Cancer Care.

Studies show that patients receiving cancer treatment can experience significant financial distress due to additional out of pocket expenses that can average \$200-\$500 monthly. These expenses often come at a time when family income is reduced due to an inability to work.

"With this program we're offering a sense of dignity when people are feeling so vulnerable,' says Jim Panchaud, LRCP Social Worker and Regional Lead for Psychosocial Oncology at the South West Regional Cancer Program. "We're offering a ray of hope when things seem hopeless. I want to thank the Avon Foundation for Women for helping us to do that for people."