



The Healing and Cancer Foundation Business Plan 2008 – 2013 Executive Summary

The Healing and Cancer Foundation empowers people affected by a cancer diagnosis with a practical and wise approach to their informational, physical, emotional, and spiritual needs.

Founded in 2007, the Healing and Cancer Foundation has evolved out of a ten-year collaboration of a practicing oncologist and a spiritual teacher drawing on their clinical practices and the inspirational learning they have gained in facilitating dozens of weekend cancer retreats. The organization equips cancer patients and family members with a powerful, integrated approach to the cancer journey – helping people to heal at the levels of body, mind and spirit. It draws on the best of medical science, the vast teachings of world spiritual traditions, and the inherent wisdom within each person. At its core is the practice of deep compassion for oneself that expands outward in an engaged connection with others in community.

To view a 44 minute documentary of a weekend retreat and to get a better sense of our organization view this web link: <http://www.motionbox.com/videos/709ddbb01c1fe3f9>

Our Mission:

Empowering people on their healing journey with science, wisdom and compassion

Our Values:

- **Compassion:** At the core of the HC approach is a deep compassion and love for oneself that expands out to others in community.
- **Empowerment:** A positive, responsible and proactive approach to one's health and treatment is central. We support people to make informed choices and to advocate their right to choose whenever possible. We commit to creating an environment that enables people to recognize and embrace their inherent healing potential. .
- **Quality of life:** Quality of life is as important as extension of life. We commit to helping each individual to experience optimal vitality and wellness, whatever their current state of health.
- **Healing:** Healing, on an emotional/spiritual level, is as important as healing on a physical level. We accept death as a natural part of life.

Our Guiding Principles:

- **Inclusivity:** Retreat programs open to all cancer patients, their families and close supporters. Public lectures will be open to everyone. People of all backgrounds, and faith traditions and philosophies are welcome in our programs.
- **Free / Low cost:** Our programs will be at no charge for participants wherever possible and always for those with limited financial resources.
- **Welcoming and non-judgmental environment:** We encourage participants to be open in expressing authentic emotions and varying beliefs.
- **Collaboration:** HC encourages people to work closely with their professional health care providers to develop a mutually agreed upon treatment plan. We do not provide medical treatments, medical advice, or services for patients with diseases other than cancer. We promote programs with common goals provided by the health care system and legitimate community-based organizations.
- **Integrity:** HC is operated according to the highest standards of good governance and financial responsibility.
- **Accountability:** HC engages in research to measure, evaluate and validate the benefits and values of the programs we provide.
- **Role-modeling and honesty:** It is important for us “to practice what we preach”. We commit to role-modeling self-care, honesty, and self-responsibility in our thoughts, feelings and actions, in order to inspire others to do the same. When the process is peaceful and healthy (wholesome) the outcome will follow accordingly.

HC endorses ‘Integrative Cancer Care’ which utilizes the best of conventional and complementary medicine, with a focus on the many simple things cancer patients can do for themselves to support their healing and improve their health. This approach typically maximizes the chance of cure for those with potentially curable cancer, helps to prevent recurrence, and increases longevity for those with incurable disease. Ultimately, the hope is for people to adopt lifestyle practices that result in living healthier, fuller lives.

Our clients:

- People with a cancer diagnosis and their supporters who are receptive to exploring a mind, body and spirit approach;
- People who, with more information, would be receptive to such an approach
- Those who influence cancer patients: the healthcare, medical, complementary and integrative care community.

Our Strategic Pillars:

- **Cancer and Healing Skills Retreats:** A progressive curriculum of weekend and week-long programs for cancer patients and their caregivers, designed to provide scientifically-validated information, teach coping skills and provide a supportive, expressive and therapeutic group experience.
- **HC Self-Empowerment Products and Programs:** Books by our founders; DVD and CD series; CDs; downloads, webinars, online courses, and other self-directed resources which we will sell at appropriately affordable prices to generate funding to support our activities. Many will be eligible for charitable receipts. Some will be customized for specific sponsors.
- **Community Outreach Programs:** Public appearances, speaking engagements, public talks, lectures, seminars, workshops, satellite broadcasts and other personal engagements by our founders, Dr. Rob Rutledge and Dr. Tim Walker to promote the evidence and benefits of proven healing practices to the widest possible number of people in extended geographic markets in Canada and internationally. . Multimedia messaging including print, radio, television, film, direct marketing, e-newsletters, media relations and third party messaging.
- **On-line Community:** Interactive website and links to provide access to HC information, programs, products, news updates, research studies, library, resources and HC-endorsed third party programs.
- **Certification Program:** Establishment of HC Certified Healing Facilitators and volunteer network to promote and deliver HC projects, programs and services in local and regional markets. Training, support and quality control.
- **Programs for Healthcare Professionals:** Training, seminars, workshops and retreats designed specifically for physicians, nurses and other allied health professionals, healthcare administrators, board members and others in the medical community. Designed to support them in understanding the benefits, learning self-practice and recommending proven healing practices to their patients.

Our Founders and Board

Rob Rutledge, MD, FRCPC – Co-Founder, Chair and CEO

Rob is a Radiation Oncologist at the Nova Scotia Cancer Centre and Associate Professor in the Faculty of medicine at Dalhousie University. He specializes in Breast, Prostate, and Paediatric Cancers. He is a strong advocate of support groups and empowering those affected by cancer. He co-founded the “Skills for Healing” Weekend Retreats program which has been attended by over 600 people in fifteen cities across Canada and abroad. His public talks about the body-mind-spirit connection have been attended by thousands of people. Rob is a passionate and dynamic public speaker. He believes that by choosing to lead a peaceful and fulfilling life, we can have a profound influence on our health and well-being. Presenting scientific knowledge and

providing insights gained from serving people dealing with life threatening disease, he has touched the hearts and minds of diverse audiences with his compassion and wisdom.

Timothy R Walker, Ph.D., CCC, NSRPC – Co-Founder, Director and Chief Spiritual Advisor

Tim is founder of the EastWind Stress Reduction Clinic and has more than 25 years' experience integrating Mindfulness into counselling, education and healthcare. He has taught at Dalhousie University, Acadia University, and the Halifax Counselor Training Institute. In 1999, with Dr. Rob Rutledge of the Nova Scotia Cancer Centre, Tim co-founded the Skills for Healing Weekend Retreats and in 2003 the Skills for Wellness Programs for healthcare providers. In his private practice, Dharma Sun Healing & Psychotherapy from the Heart, Tim sees individuals, couples and families. He has also held numerous volunteer positions with Shambhala International and has taught meditation seminars through Shambhala Buddhism and the Shambhala Training Program in Canada and the United States since 1984. Graduating with a Ph.D. in 1995 from Dalhousie University Timothy researched spiritual development of adults within the context of training teachers in meditation exercises to help them transform stress, anxiety and negative emotions into intuitive wisdom and an empathic awareness of personality types and learning styles. His Masters degree (1982) from Naropa University was in Clinical Psychology from both Buddhist and Western perspectives. He is also trained in Systems Family Therapy, Transactional Analysis and for the last ten years has studied and practiced Integrated Spiritual Healing.

Kathy McLaughlin, B.A., CEC – Independent Director, Vice Chair

Kathy is an independent management consultant and Certified Executive Coach specializing in strategic planning, marketing and business development, board development and governance and leadership development. Before establishing her practice, Kathy spent 15 years in executive roles in the Canadian telecommunications sector with Rogers Communications and Fido Wireless (later sold to Rogers). She then spent 4 years as a partner with Ray & Berndtson, a top five global executive search firm, before being recruited to Robeez Footwear Ltd. as VP, Sales & Marketing. She supported the company's transition following a purchase by StrideRite Corporation of Boston through 2006. She has held numerous directorships, including member of the Board of Governors of the Vancouver Playhouse Theatre Company from 1993-2002 where she served as Chair from 1998-2001. She is currently a founding director of the InspireHealth Legacy Foundation of Vancouver.

Rita Thompson, B.A. - Independent Director, Secretary-Treasurer

Rita is a financial consultant with a private practice specializing in retirement and life planning. Prior to establishing her practice in 2000, Rita worked for one of Canada's "big five" banks for twenty-five years. For more than fifteen of those years, she had the pleasure of being the Manager of increasingly larger branches in Toronto, and for another eight years, on moving to Ottawa, Rita assumed responsibilities with the same bank as a Retirement Specialist in charge of fifteen branches in Ottawa and the Ottawa Valley. Throughout her working career, in her spare time, she has been a director and officer of numerous Boards of various Not-for-Profit organizations in Toronto and in Ottawa. Most recently, she is presently serving in her eighth year as a Director of the Board of the Ottawa chapter of a women's international singing organization, the last four years as its Treasurer. In addition, for the last three years, she has been President of the Board of the John Howard Society—Ottawa, where she has been a Director for nine years, the first six of which she served as its treasurer. In 2003, Rita reduced her consulting practice significantly, in order to devote most of her time and effort to philanthropic endeavours.

Boyd Sharpe, B.A., B. Ed., AIT – Independent Director, Director of Operations

Boyd is a senior systems analyst with Health Information Technology Services – Nova Scotia, Atlantic Canada's largest healthcare IT support organization. In his current position he is responsible for designing and delivering web based IT solutions to more than thirty Nova Scotia based hospitals. Before joining HITS-NS, he spent 6 years teaching English and information technology in high schools throughout Atlantic Canada, as well as 2 years teaching English as a second language in South Korea. For the last three years he has been an active member of the Atlantic Film Co-Op. He has spent much of this time acquiring the knowledge and skills required to produce and direct documentaries in the Canadian film industry. Driven by a deep desire to succeed, he approaches every project with passion and dedication. Above all, he is motivated by a deep desire to bring happiness to those around him.

Highlights of Our Operational Plan:

Year One: 2008

Business Development Priorities:

- Establish board, by-laws, governing principles
- Develop annual budget for years 1-3
- Complete incorporation process
- Application for charitable status with target of completion in two years' time (2010)
- Branding and corporate identity finalized and trademarks registered
- Investigate implications of entering US market
- Secure funding for program delivery for years one and two
- Hire part-time administrative support person, possibly summer co-op intern

Strategic Priorities:

Cancer and Healing Skills Retreats: Deliver 6 Weekend retreats

Products and Programs: Complete draft of first book; produce 41/2 minute DVD

Community Outreach: 6 keynote addresses, etc.

Online Community: Launch website with initial functionality including platform for video archiving system

Healthcare Professionals Program: Deliver 3 selected addresses and seminars to members of medical community

Years Two and Three: 2009-10

Business Development Priorities:

- Complete process to qualify as a not-for-profit organization with charitable status.
- One full time staff member handling administrative & coordination work.
- Enter US market.
- Fundraising and marketing programs well underway

Strategic Priorities:

Cancer and Healing Skills Retreats: Deliver 8-10 weekend retreats

Products and Programs:

- Five DVD documentary set produced: a record of healing journeys
- Individual stories DVD: following stories of individuals including survivor stories
- DVD & film documentary of our founders' work
- First book published by summer of 2009

Community Outreach: Ramp up outreach messaging, PR, multimedia

Online Community: Enhanced interactive, moderated website functionality in place, including database management component operating in keeping with privacy principles

Healthcare Professionals Program: Deliver selected addresses and seminars to members of medical community

Years Four and Five: 2011-2012

Business Development Priorities:

- Add full time Executive Director and support staff required to deliver programs
- Expand fundraising initiatives
- Review Board composition relative to strategic priorities

Strategic Priorities:

Cancer and Healing Skills Retreats:

- Deliver 10 hosted weekend retreats and two week-long international retreats, focusing on deeper psycho-spiritual development
- **Certification Program:** Train and establish selected HC Health Advocates in key markets

Products and Programs:

Community Outreach: 12-month advance booked calendar of public appearances
ramp up outreach messaging, PR, multimedia

Online Community: Further enhanced website functionality:

- User / member site in place including user content, searchable database, video recording, retrieval & archiving system
- Self-serve to get information, order materials, link to resources
- Schedule of podcasts, webinars

Certification Program:

- Quarterly Train the Trainer sessions well established
- Selection and certification process for HC Certified Health Advocates
- Produce retreat implementation kit with facilitator's guide

Healthcare Professionals Program:

- 4 hosted retreats designed specifically for healthcare professionals
- Fully developed curriculum for clients and healthcare professionals and for HC employees & volunteers

To meet this vision and achieve our long-term goals, HC has developed a fundraising plan to seek support from foundations, government, other cancer agencies, the corporate sector, and individual donors.

Our funding requirements:

Year One: \$ 50,000
 Year 2-3: \$150,000
 Year 4-5: \$300,000
 Total 5 Year Requirement: \$500,000

Our Funding Wish List:

Activity	Budgeted cost
Sponsoring Healing and Cancer Skills Retreats	\$1,500 per xx person retreat, or \$xx per participant
Sponsoring speaking engagements, seminars, workshops	\$XX,000 per 2 hour presentation
Book: editing services, printing costs	
Financial and accounting services	
Graphic design, advertising, packaging (for CDs, DVDs, other products), e-marketing and public relations services	
Website content and functionality	Initial cost \$5,000; upgrades \$5,000 per year
Documentary production expertise and services	
Training and curriculum program development	
Donated or shared facilities and staff resources	
Loaned volunteers	
Airfare, accommodation	
Administrative expenses: office supplies, computer equipment, software programs; photocopier, fax, printers; telecommunications equipment and costs (long distance, conference call service, ISP, cell phone service); courier,	

shipping costs	
Camera equipment (digital still and video)	