

Media Kit 2022

A cancer diagnosis can be devastating. It brings countless life-altering moments and events for those diagnosed and for those who love them. People with cancer are compelled to find a 'new normal' as priorities shift and relationships change. Life is... different. Wellspring Alberta exists to inform, support and empower those living with cancer by helping them to address the fear, isolation, disruption and practical problems which cancer brings to their lives.

Wellspring Alberta is a registered charity that offers evidence-informed programs and services that meet the emotional, social and practical needs of people living with cancer – those diagnosed, caregivers and kids. All Wellspring programs and services are free of charge and without referral to Alberta residents.

“Wellspring is a hard place to walk into, but it’s easy to stay.”
– Wellspring Member

ABOUT WELLSPRING

Mission

Wellspring Alberta is a warm and welcoming community that provides a comprehensive range of support, resources and programs so anyone living with cancer and the people who care about them can improve the quality of their lives.

Vision

No one has to face cancer alone.

Mandate

Wellspring Alberta is a charitable organization that supports, informs and empowers those diagnosed with cancer by helping them address the fear, isolation, disruption and practical problems cancer can bring to their lives.

Wellspring Alberta provides a comprehensive range of programs, resources and supports for people living with cancer, their families and caregivers.

Who We Serve

Individuals living with cancer – those diagnosed, caregivers and kids – throughout Alberta. We also welcome members from outside of Alberta.

QUICK FACTS

Every day, over 60 Albertans hear the words “you have cancer.” One in two of us will hear these words in our lifetime.

- **Network:** Wellspring Alberta is modelled after and is an affiliate of the greater Wellspring Cancer Support Foundation. Based in Toronto, this Canada-wide network of community-based centres provide emotional, social, and informational support to individuals and families living with cancer. The first Wellspring opened in Toronto in 1992.
 - Wellspring Alberta was founded in 2022 when Wellspring Calgary (founded 2006) and Wellspring Edmonton (founded 2010) joined together to form one province-wide charitable organization.
- **Our centres:**
 - Calgary:
 - Carma House | opened 2009 | 1404 Home Road NW, Calgary, AB T3B 1G7
 - Randy O’Dell House | opened 2019 | 3910 Seton Drive SE, Calgary, AB T3M 2N9
 - Edmonton:
 - Edmonton House | opened 2018 | 11306 65 Ave NW, Edmonton, AB T6H 2Z8
- **Southern, central and northern Alberta outreach:** The need for cancer support is significant. Wellspring Alberta is committed to supporting people living with cancer across the province to ensure that no one has to face cancer alone. As part of our **five year strategic plan**, and with support from the Alberta Cancer Foundation, Wellspring Alberta has set in motion an operational plan to co-create sustainable cancer support communities in Alberta to meet the needs of those living with cancer in urban, regional and remote areas outside the cities of Calgary and Edmonton. Through Wellspring Alberta’s outreach strategy and online programming, Wellspring Alberta offers support to people living with cancer from across Alberta.
- **Members:** Any adult who has had a cancer diagnosis of any type, caregivers and family members, are welcome to become a Wellspring Alberta member free of charge, without referral, and at any point on their journey.
- **Programs:** Wellspring Alberta freely offers emotional, social, and practical support through a variety of programs, resources and speakers. Wellspring Alberta offers a variety of evidence-informed programs online, over the phone, and in centres.
- **Funding:** Wellspring Alberta receives no government or agency core funding but relies on events and the generosity of individuals, corporations, and foundations.
- **Our team:** Wellspring Alberta staff is supported by more than 120 volunteers. Our team of volunteers dedicate over 6,700 hours of support in 2021.
- **COVID-19:** COVID-19 has given people a sense of what fear and isolation feels like – something that those with cancer live with on a daily basis. Despite a global pandemic, Wellspring Alberta has continued to provide a community of support for those living with cancer and has supported more people than ever before and from further away by expanding programs online and over the phone.

- Additional facts and citations can be found at: wellspringAlberta.ca/why-we-exist/ or wellspringAlberta.ca/why-we-exist/our-solution/

WHAT WELLSPRING ALBERTA OFFERS

Wellspring offers professionally-led programs that meet the emotional, social, practical and restorative needs of people living with cancer. Our programs are complementary to what is offered by the health care system.

Examples of Wellspring programs:

1. Educational: Receive information, strategies and tools to navigate and live well with cancer. Programs include Brain Fog, Healing Journey, Returning to Work, and Money Matters.
2. Expressive Arts: Express yourself or escape cancer for a few hours through visual arts, writing, music and more. Programs include Creative Journaling, Digital Storytelling, Ukelele, Needle Felting, and Gardening.
3. Movement and Meditation: Participate in programs featuring physical and mental activities to increase strength, build resilience, manage stress, and calm the mind. Programs include Exercise, Drumming, Qigong, Yoga, and Mindfulness.
4. Self-Care: Meet with others to share experiences and strategies, and benefit from learning and caring for yourself. Programs include Indigenous Cancer Sharing Circle, Meetups for adults living with an incurable cancer, Nourish, Caregiver and Men's Groups.

We also provide programs just for young adults (18-39ish) and families with kids.

How do programs help people living with cancer and caregivers?

80% of Canadian cancer patients reported having at least one emotional challenge after treatment ended. Anxiety, stress and worry about cancer returning were the most difficult concerns to get help for. Wellspring Alberta has programming to help address all these challenges.

- 8 in 10 report having physical challenges after their treatment. Fatigue is the most difficult to get help for.
- 7 in 10 report having emotional challenges after treatment ends. Worry about cancer returning is the most difficult to get help for.
- 4 in 10 report having practical challenges after their treatment ends. Financial problems such as paying health care bills and getting life insurance are the most difficult to get help for.
- 1 in 3 who seek help for their most difficult post-treatment concerns report waiting too long or being unable to get help.
- Only 1 in 2 who have emotional or practical challenges receive useful information that addresses their needs.
- 8 in 10 cancer survivors reported having at least one emotional challenge one to three years after completion of treatment. Thirty-one percent of cancer survivors reported anxiety, stress and worrying about cancer returning as the most difficult emotional concern to get help for. Approximately 6 of 10 cancer survivors who sought help for their most difficult emotional concern reported waiting more than six months for help or were unable to get help.
- Over 1/3 of Canadian cancer patients who seek help for their emotional, physical or practical concerns report waiting too long or being unable to get help. Access to Wellspring Alberta programs is free and does not require referral.

- Data on Canadian patients receiving cancer treatment indicate that 68.1% experienced feelings of anxiety or fear when first told they had cancer, yet over half of those (55.8%) were not referred to an appropriate health care provider to manage and improve their experience.

Source: CPAC: *Experiences of cancer patients in transition study: Emotional challenges*. Canadian Partnership Against Cancer. (2018, March). Available at: <https://s22457.pcdn.co/wp-content/uploads/2019/10/Patient-experience-report-summary-EN.pdf>

Wellspring Alberta's programs inform and empower people to play a role in their wellness, help people feel connected to others so they do not feel isolated and alone in their cancer experience, and provides support with important life transitions.

The Wellspring community, both physical and online, is distinctly safe, warm and welcoming; a place where people living with cancer, caregivers and their family members can gather for support, compassion and vital information.

KEY CONTACTS

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