

# HURDLE JUMPERS

SOARING OVER THE OBSTACLES OF CANCER TREATMENT  
HURDLEJUMPERS.ORG



Hurdle Jumpers provides free comfort kits for cancer patients. Our kits contain a variety of donated sample products, a humor book, educational materials, helpful tips and advice, a relaxation CD and other practical items found to be useful in managing the side effects of cancer treatment.

## On Track

Walking the Aisles

### HJ Visits ASCO Meeting

In order to better connect to physicians, nurses and other healthcare professionals, founder Janet Halbert attended this year's international conference of the



American Society of Clinical Oncology (ASCO). HJ was invited to attend as a patient advocacy organization and Janet was a guest at the ASCO President's special reception for PAs.

"I asked several of our board members and advisors for suggestions regarding attending this meeting and the best advice I got was 'bring comfortable walking shoes'," Janet commented. "The meeting was tied to a vendor trade exhibit that took over all of the huge McCormick Place conference center in Chicago. I researched the exhibitors beforehand to develop a list of potential resources to contact. This proved very effective for HJ. In addition, I met other patient advocacy groups who are committed to improving the lives of cancer survivors and their families."

"I took several chemo kits with me so I could do a 'show and tell' for these companies," noted Halbert.

"Not only did this allow me to quickly get past the various screeners these companies rightly have at vendor displays, but I was immediately connected to the right people."

Typical of what happens when Janet tells the story of Hurdle Jumpers, a woman at one company's information booth told Janet of a dear friend who was just beginning chemotherapy. As Janet was leaving the meeting on her last day, she made a special trip to deliver her last kit to this woman. The gift was, to say the least, well received.

### Awards and Grants

"This is the biggest check I've ever received," joked Janet Halbert as she accepted the Jewish Community Foundation of Los Angeles (JCF) \$10,000 grant to HJ from Amelia Xann.

"Because of the Foundation's generosity, we are able to provide comfort to 1,000 more cancer patients," noted Halbert. "We're so grateful to receive recognition from such a well-respected organization."



Photo by Bill Aron

Amelia Xann, Director, Grant Programs & Janet.

It is our hope that the acknowledgement from the Foundation will lead others to take action and participate in such a worthwhile and necessary endeavor."

As reported in our last newsletter, this grant will be used to fund the purchase of non-donated items for kits.

Since receiving the JCF grant, HJ has also been awarded grants from the following highly respected Los Angeles based foundations:



### THE FIELD FOUNDATION

Thank you for helping us fulfill our mission.

### Sponsor Spotlight

Wondering why companies provide products for free to Hurdle Jumpers? Almost every company we asked has been supportive from our first inquiry. Companies large and small, public and private, have given generously.

Dr. Stanley Klein and the company he runs, Nimbus Dental, are very typical, thank goodness, of what we found. Dr. Klein is a Periodontist, a very specialized type of dentist. After leaving clinical practice, he pursued designing dental items that filled needs he encountered in his lifetime of practice, but were not available on the market. (Continued on page 2.)

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## Sponsor Spotlight

(Continued)

Klein's company was the first donor company HJ contacted, and the first to say "yes." Nimbus provides its *Microfine* toothbrushes to HJ.

Finding oral care products that are gentle on delicate gums following



radiation and chemotherapy was key to making the kits really useful. "Nimbus developed the *Microfine* toothbrush lines exactly for this type of use," Dr. Klein told us. "Microfine is kind and gentle to gums and teeth, while helping to maintain good oral health and not causing trauma, as do toothbrushes with coarser bristles."

Great, but why donate these items?

"There is an obligation that we all have to be mindful of the welfare of others," Dr. Klein says. "For me, this obligation extends beyond making donations of money, and requires sensitivity to the needs of those who are in distress and in crisis. As a company that designs and manufactures oral care products, we must remember that our mission is also to care for those who have greater needs than others."

One more interesting note. Of course, we wanted purple handled toothbrushes. But, they only came in red, green and blue! In our next Nimbus shipment, we found that Dr. Klein had added a new color of toothbrush...purple! No one had to tell him to "get with the program!"

Dr. Klein, thanks a million for your generosity.

## FOUNDERS CIRCLE

As of September 30, 2007

We gratefully acknowledge the individuals who helped launch Hurdle Jumpers:

Sheri Syler Adams  
 Leron Kornreich-Altman & Brent Altman  
 Joel & Jamie Berman  
 Marc Bishara, *Venbrook Risk Services*  
 Larry & Adele Braun  
 Sandra & Robert Braun  
 Amy & Randy Commans  
 David Faye, *Faye Pollack & Associates*  
 Daniel Giesberg & Carol Lifland,  
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 Deborah Shames & David Booth  
 Joe Sinay  
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 Hillel Wasserman

Because of their trust, confidence and vision, HJ has made an enormous difference in the daily lives of over 1,500 cancer patients throughout the nation. To join the Founders Circle, please call: 310.968.4123

Volunteer Online

[hurdlejumpers.org](http://hurdlejumpers.org)

Donate Securely Online

### A Teenager's Thoughts

I have chosen to share my Bat Mitzvah gifts with Hurdle Jumpers. It is an organization created by a friend of our family, Janet Halbert, to help newly diagnosed cancer patients going through chemo. I chose this project because I think it is a great way to help cancer patients. Also, as a Jew, it is my responsibility to help those in need.

*Excerpt from*  
**Danielle Kroll's Bat Mitzvah Speech**  
 March 24, 2007



### SUPPORT OPPORTUNITIES

"Thanks to all who have supported us in our first 18 months. Please tell your friends about HJ. Ask them to include Hurdle Jumpers in their year-end giving...\$50, \$100, \$500, \$1,000 or more will make it possible for us to provide more free kits to cancer patients."

- ▶ \$50,000-integrated database management system; optimized online donation system; internet-based order and shipment tracking system for health care professionals.
- ▶ \$18,000-5,000 custom-designed tote bags; many cancer patients experience temporary neuropathy (tingling and/or numbness in hands and/or feet) during chemotherapy treatments. The tote bag has a special rubber zipper-pull to accommodate potential hand strength and dexterity issues.
- ▶ \$15,000-5,000 chemotherapy or radiation relaxation and guided imagery CDs.
- ▶ \$ 6,500-one year's rent in a climate-controlled storage facility to ensure our warehoused donated products are kept at room temperature.

*Employer matching doubles every gift!*

## Notes from Hurdlers' Hearts

Dear Janet:

Thank you very much for the survival kit. Now that my six months of chemo are over I can take a breath and thank all the people who were so helpful to me. I loved all the wonderful things in the kit and especially found your tips of use: answers without having to remember the questions. Sara

Dear Janet,

What a remarkable gift I received yesterday! The kit was full of things which are new to me, other products I've heard about but haven't found in the stores, still more items I didn't know I needed but surely will. I know everything comes included with love and support that's what touched me the most: the thoughtfulness to put these things together. Jenny

## Product Sponsors

Many thanks to the companies listed below who responded with products during our pilot project and/or offer ongoing fulfillment for our kits. Here's the list of companies that have donated products. Their product donations provide physical as well as emotional healing.



- ◆ Allergan
- ◆ Amgen
- ◆ BeiersdorfUSA
- ◆ California Baby
- ◆ Galderma
- ◆ GOJO Industries
- ◆ GlaxoSmithKline
- ◆ Kiss My Face
- ◆ Laclede
- ◆ McNeil Consumer Health
- ◆ Medix
- ◆ Nationwide Medical/Surgical
- ◆ Nimbus Dental
- ◆ Novartis Consumer Health
- ◆ Purdue Products
- ◆ Roche

## New Logistics Center

He said, "Never be afraid to ask. Expect a 'yes' and if you get a 'no,' ask someone else." So she took his advice and asked. He said, "Absolutely."

And now HJ has a professional logistics partner to ensure our goods are stored properly, that we have volunteer assembly space, and, finally, that the kits are shipped at reduced commercial shipping rates.

As of this Spring, we moved out of our storage locker and are now housed with other logistics clients of American Medical Sales (AMS). Our new center is just south of Los Angeles International Airport in Hawthorne, California. AMS is owned by Daniel Giesberg and his extended family. Its main business is the development and manufacture of medical software and devices for medical imaging and radiology. However for several years AMS has also provided "public warehousing" services for a number of other non-California based medical companies.

Like so many of our HJ friends, Dan was moved by Janet's enthusiasm and offered to help. Though money is always needed to run an operation like HJ, resources and experience can often be of equal value. AMS has generously given free space to HJ for this year, saving us thousands of dollars and they provide other necessary help at or near their costs.



Carol Liffand & Daniel Giesberg



HJ's new logistics home

Dan, like his parents and grandparents, has been involved in many social action projects. He believes that part of the mission of any non-profit is to provide opportunities for volunteers to learn the value and happiness of giving. Therefore, working with Janet, he has opened his facility to HJ volunteers and is working with Janet to make sure that as much work as possible is done by our volunteers.

Dan is quick to point out that he's grateful to offer this opportunity to HJ, "but the real work is done by my staff." So, HJ would like to thank Chinh Mai, Nestor Lorente and Gerry Lomonaco who do all the day-to-day tasks to make HJ's new logistics center jump. We also thank Dan's business partner and wife, Carol Liffand, whose legal-eagle mind has been invaluable making sure this new partnership works.



# HURDLE JUMPERS

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## What We Do...

Hurdle Jumpers provides free comfort kits for cancer patients. Our kits contain a variety of donated sample products, a humor book, educational materials, helpful tips and advice, a relaxation CD and other practical items found to be useful in managing the side effects of cancer treatment.

**Kits are distributed through oncology practices. To request a kit, go to [www.hurdlejumpers.org](http://www.hurdlejumpers.org) and select the "Kits" page. Follow the instructions to download a request form.**

## Hot off the press:

"It was so nice to receive your kit from my doctor. Thank you so much. It's like a sunbeam on a cloudy day!"...Betty

*Publisher's Note: On Track's layout was donated by the marketing department of American Medical Sales and printed at their cost.*

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