



**CATHY DEROY**



**B**ringing the Magnolia House Patient Support Program (the “Program”) to life has been a vision of the Magnolia Council that was made possible by generous donors, supporters and believers in the benefits of such a program. Admittedly, much has been written about the Program in previous issues of this magazine, but because it has taken on such an exciting new prominence it seems important to offer an update of what the Program has achieved.

A participant in the Program expressed it most aptly when she said, *“I have never before felt comfortable in a group setting for support regarding my cancer until I found Tower’s Magnolia House. The instructors and other personnel are so warm, caring and supportive that you feel fortunate that you are sharing your cancer experience with good friends...I look forward to seeing [the instructors] and actually feel better after attending a class (even on a day that my body/mind/emotions are in a bad way). I feel that the program has had a major impact on everyone who attends. I know it has made a major positive difference in my life. Thank you to everyone involved.”*

The Magnolia House vision may have started small but it has quickly grown

beyond anyone’s expectations. In the early stages of the Program, there were 19 classes per month. Today, over 90 classes are offered per month, most of which have a long waitlist. In 2017, Magnolia House had some 5,000 participant visits, and in 2018, the number of participant visits nearly doubled. Our recently added yoga program in Tarzana is already filling its classes to near capacity as well.

Over the last several months, new services and classes have been added to the Program in a continuing effort to address the diverse challenges that accompany a cancer diagnosis. An Individual Therapy Program with specially trained therapist, Cynthia Hamburg, LMFT, was launched in October of 2018. The one-hour sessions are offered at no cost to the patient and have been tremendously well-received. This type of therapy is designed to help patients solve current problems and give them real tools to improve otherwise dysfunctional thoughts and behavior. As one appreciative participant told us, “Within moments of my session with Cynthia, I knew that I was in the right place and had once again received a precious gift from The Magnolia House...” Because each cancer patient’s experience with the disease is unique, the ability to speak with a professional on a one-to-one basis is invaluable.

Oncology Skincare is another new program offered at no cost to participants. The 45-minute sessions consist of therapeutic and customized facial treatments designed to diminish side-effects that medication, radiation or chemotherapy can have on the skin.

While the Magnolia Council is gratified by the extent to which its signature project, the Magnolia House, has

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expanded, and by the multifaceted ways in which it has benefitted those with a cancer diagnosis, the need for further expansion is developing faster than Tower is currently able to serve. The

Magnolia Council is committed to meeting this escalating need and is seeking new ways, supporters and donors to help us to allow the continuing growth of Program offerings.

Simultaneously with its patient support efforts, the Magnolia Council is planning its 2019 Spirit of Hope Luncheon, which will take place on October 14, 2019, at the Beverly Wilshire Hotel (mark your calendars!). The funds raised at the Luncheon will not only help to sustain the Magnolia House programs, but we hope that they will also comprise a significant portion of our commitment to fund a \$500,000 scientific research grant as part of Tower’s Power of Precision Campaign.

It’s an exciting and impactful time to be a Magnolia Council member, and each of us can make a difference. Thank you to all the champions of our mission – past, present and future.

*Cathy DeRoy*  
President, Magnolia Council