AMERICAN CANCER SOCIETY
LOUISIANA DIVISION INC.
1980 Annual Report
To Our Volunteers and Friends:

You ARE the key to cancer control in Louisiana!

We are especially pleased with our 1980 Annual Report and wanted to share this copy with you. Its pages reflect the progressive story of the accomplishment and growth of the American Cancer Society in Louisiana.

The Louisiana Division volunteers and staff are proud to have been a part of these advances.

Sincerely,

John L. McCarthy
Executive Vice President

JLM:jt
The Memorial Program of the American Cancer Society

AMERICAN CANCER SOCIETY
LOUISIANA DIVISION, INCORPORATED
Rm. 810 Masonic Temple Bldg.
333 St. Charles Avenue
New Orleans, La. 70130
President's Message

It is a pleasure to greet you once more as your president, and to take this opportunity to make some mention of the goals reached, the progress achieved last year and to add an optimistic thought here and there for the year ahead.

1980 was a banner year in our Louisiana Division of the American Cancer Society. Fund raising always seems to be the number one consideration to mention, for as we well know, this aspect of our Society makes possible our real purpose, “Cancer Control.” For our Crusade efforts we were awarded the National Office’s silver plaque because we raised ten percent more in funds than we had in the previous year. We owe such a debt of gratitude to all our loyal volunteers who worked so tirelessly on this effort. Now with our ever-increasing volunteer commitment, let’s try for a gold plaque this year.

Our public education programs exceeded our assigned goals both in adult and youth areas. Best of all, increasingly, with the Priority Activities in Cancer Education (PACE) for unit program organization and the new cancer check-up guidelines, we are now not only reaching more people, but are also providing higher quality and more effective cancer awareness results. An example of involvement was the Great American Smokeout of last November when 55,303 Louisiana citizens participated in the nationwide event. Recent surveys indicate that this annual celebration is helping some smokers quit for more than one day. Here in Louisiana we need much concentration to fight lung cancer.

Professional education programs each year always exceed those of any previous year. We in the Louisiana Division are so fortunate in the number and quality of doctors, nurses and other members of the medical profession who give of their time to this great and important program of the Society.

In spite of increasing inflation our service program continues to help our cancer patients whenever and wherever possible across the state. Our rehabilitation groups certainly deserve our gratitude for their continuing and ever dependable volunteer work. These supportive organizations lend great strength to the Society.

A real premier for our Division was the publication of our cookbook, “A Louisiana Sampler”, which is a Division Special Event and is already a big fund raiser. Sales throughout the Division have been as great as was the response to the request for recipes. We are already going into a second printing.

The optimistic news of a survival rate of 41% for cancer patients 5 years after treatment reminds us again that cancer is curable if detected early enough.

Our staff, with their usual expert ability, have very successfully guided and directed the Division through this past year and they, with your Board of Directors, thank everyone for their diligence, hard work and dedication to this battle to “Wipe out Cancer in Our Lifetime!”

Mrs. Robert E. Birdsall
President, Louisiana Division
The medical professional must keep abreast of the latest technology if he is to provide the cancer patient with the best treatment and care. Informing the practicing physician and nurse of this technology is a high-priority function of the Society's professional education program.

The Division sponsors many continuing education conferences in all areas of the state. These meetings include: a bi-annual series on oral cancer, the annual Cancer Conference held in New Iberia, the annual Conference on Rehabilitation and local physician seminars.

The Division also continues its series of half-day seminars for registered and practical nurses as well as the nurse's aids conference series.

Professors and instructors at the state's medical and nursing schools make extensive use of the Society's professional film and tape library. Medical students are furnished the Clinical Oncology textbook and CA Journal for Clinicians.

Another 1,200 physicians also receive the bi-monthly CA Journal at no cost. Numerous fellowships, scholarships and summer traineeships at the medical and dental schools are subsidized by the Society to support the work of young scientists and promote the specialty of oncology.

The professional education program of the Louisiana Division was ranked among the top eleven division programs according to the National Society's Program Activities Report for 1979-80.
GRANTS

J. Craig Cohen, Ph.D. $140,572
Tulane University School of Medicine
To study breast cancer. In the mouse, this type of cancer has been linked to a virus. Dr. Cohen will study this virus action in detail, including virus-host interactions, genetic factors and other aspects of the problem. He is seeking total understanding of this cancer in mice, information which can then be used for both mice and primates.

Nicholas R. Diluzio, Ph.D. $ 83,908
Tulane University School of Medicine
To study the role of macrophages in cancer. Certain agents are known to suppress the action of macrophages and this will be used to see what effect it might have in suppressing immune reactions in cancer patients.

Michael Wolcott, Ph.D. $ 65,844
LSU Medical Center In Shreveport
To study substances found on cell surfaces which might have significance in antigen-antibody reactions. Mouse leukemia cells are being used in this investigation. The cells will be grown in tissue culture and synchronized so that they are all in the same state of division. Then their ability to synthesize and antigenic substance will be studied.

INSTITUTIONAL RESEARCH GRANT

Tulane University School of Medicine $ 50,000
To provide seed money for promising new projects or novel ideas, especially by junior investigators.

ACS PROFESSOR OF CLINICAL ONCOLOGY

Edward T. Krementz, M.D. $ 25,000
Tulane University School of Medicine
To improve the management of cancer patients by improving cancer teaching in the selected institution.
Public Education

Public education plays a key role in the Society's short-range goal of saving more lives through early detection and prompt treatment. For it has been said that one out of three persons is cured of cancer today, but one out of two could be cured if treated sooner.

The Society's activities in adult education extend throughout Louisiana. Available for the asking were educational programs on smoking, breast self-examination, colorectal cancer, uterine, skin and oral cancer sites.

In all, 2,988 programs were presented to adults in Louisiana. Attending these programs were 127,485 men and women. The Division's volunteers taught BSE to 28,306 women, while another 58,031 received instruction on the Pap test and uterine cancer.

Smoking withdrawal clinics, oral examination clinics and Pap smear clinics were also continued in 1980. A total of 35,542 men and women were taught about the dangers of smoking.

In total, $183,263 was spent in Louisiana to further the Society's public education programs for adults and youth.

Teaching good health habits to young people is of primary importance to the Society. Teaching kits which provide the instructor with pertinent yet innovative materials on cancer circulate throughout the state. The kits, in effect, make the teacher an informed, well-prepared volunteer.

In addition, volunteer physicians and nurses speak to student assemblies and school fairs about the dangers of smoking, the need to practice BSE and to have a regular Pap test.

In 1980, some 192,308 youths listened to an ACS educational message.

The Division continues to maintain an extensive library of films, posters, pamphlets and filmstrips available free on request for use in educational programs.
People caring for people characterize the Service and Rehabilitation programs of the Louisiana Division.

More than 4,000 cancer patients in Louisiana have received sickroom equipment, financial assistance, transportation or counseling from the Society and its workhorse rehab volunteers during the past year.

Cancer as a disease places a financial burden on all those it touches. The Society endeavors to provide service to all cancer patients meeting certain financial requirements.

The drug assistance program will pay for 50 percent of the cancer patient's drug bill, not to exceed $35.00 a month. Various types of dressings and an initial supply of colostomy bags and equipment can be supplied.

Sickroom equipment including hospital beds and wheelchairs are also available.

Returning the cancer patient to a normal way of life is tantamount to survival itself. The Society has rehabilitation programs established in many areas for the convenience of local patients who have undergone surgical treatment for cancer.

Reach to Recovery volunteers are trained to help mastectomy patients meet their physical, psychological and cosmetic needs. Chapters of the International Laryngectomy Association provide a clublike atmosphere for those patients learning to communicate again with esophageal speech or artificial larynx.

And volunteers who themselves have readjusted after gastrointestinal surgery are specially trained by the Society to provide counseling and stoma care instructions to new ostomates through the United Ostomy Association.

Dealing with the psychological needs of the cancer patients is as important a problem as that of handling the physical treatments. To meet these needs, cancer patients may attend our discussion groups presently in New Orleans, Shreveport, Lake Charles and Alexandria.
The Louisiana Division maintains a community special projects assistance program to aid medical and professional facilities throughout the state. These projects funded by special grants, help in the gathering of specific information, fund educational and rehabilitation programs, and aid in the early detection and treatment of cancer.

The Society continued to fund BREAST CANCER DEMONSTRATION PROJECTS at Charity Hospital and Seton Hall in New Orleans where women are instructed in breast self-examination and receive a breast exam from a physician.

At Loyola University in New Orleans an ORAL CANCER SCREENING PROGRAM was continued to be funded to increase the awareness of cancer to dental hygiene students.

A grant was made to Tulane University to continue the ONCOLOGY NURSING PROGRAM AND SCHOLARSHIP whereby nurses learn to handle all phases of the treatment and care of the cancer patient.

Ten students at the Louisiana State University Medical School in Shreveport were awarded the Division's C AND F KEEN MEMORIAL SCHOLARSHIPS. They were selected according to need and academic ability.

The BATON ROUGE RADIATION CENTER received assistance to continue its work with cancer patients. And TUMOR REGISTRIES in major areas throughout the state also received operating funds.

SUMMER CLINICAL ONCOLOGY TRAINEESHIPS for medical and dental students in the amount of $14,000 were awarded to Tulane Medical Center, the LSU Dental School in New Orleans and the Louisiana State University Medical School in Shreveport to allow two months of study and research related to cancer.

The Division also funded additional CLINICAL ONCOLOGY TRAINEESHIPS for nursing students at Louisiana State University School of Nursing in New Orleans.

The CYTOTECHNOLOGY EDUCATIONAL FUND was continued at St. Mary's Dominican College to help upgrade the training of registered cytotechnologists.

In addition, support from the Louisiana Division was continued at Louisiana State University Medical School in New Orleans for the ENTEROSTOMY THERAPY PROGRAM to help familiarize new cancer patients with good stoma care.
The Crusade is the annual fund raising drive conducted by the Louisiana Division. Since we are entirely dependent on contributions and gifts for the continuation of all programs, this is a most important program.

1980 was a banner year for the Division's Crusade as more than $848,000 was raised. This exceeded the last year total by more than 10 percent and represents the most money ever raised in a Crusade year.

The traditional residential drive accounted for the largest portion of the funds collected, some 34 percent. Memorials were a strong second with 20 percent while special events raised 15 percent of the total. During this year we endeavored to conduct fund raising projects throughout the year leaving April for the house-to-house residential program which is so important as both a fund raising and educational program.

Contributions were received from every parish in the state this year and twenty-two of these parishes exceeded their established goals for the sought after title of "quota busters".

The money raised in the Crusade is used in the subsequent fiscal year to finance the Society's programs of research, education and service to the cancer patient.

QUOTA BUSTERS
Bienville
Caddo-Bossier
Calcasieu
East Carroll
East Feliciana - St. Helena
Jackson
Lafayette
Lafourche
Lincoln
Madison
Morehouse
Greater New Orleans
Ouachita
Rapides
St. Charles
St. James
St. Landry
St. Mary
Terrebonne
Union
West Carroll
Winn
# AMERICAN CANCER SOCIETY
LOUISIANA DIVISION, INC.

BALANCE SHEETS — AUGUST 31, 1980 AND 1979

## ASSETS

<table>
<thead>
<tr>
<th>Asset Description</th>
<th>1980</th>
<th>1979</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>$95,868</td>
<td>$119,938</td>
</tr>
<tr>
<td>Temporary Investments, at cost, which approximates market:</td>
<td>$1,410,423</td>
<td>$1,372,496</td>
</tr>
<tr>
<td>Certificates of deposit</td>
<td>2,295</td>
<td>2,295</td>
</tr>
<tr>
<td>Corporate bonds</td>
<td>$1,412,718</td>
<td>$1,374,791</td>
</tr>
<tr>
<td>Accrued Interest and Other Receivables</td>
<td>$45,097</td>
<td>$25,988</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$9,556</td>
<td>$12,375</td>
</tr>
<tr>
<td>Other Investments, carried at estimated value of date of contribution:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mineral interests</td>
<td>$25,723</td>
<td>$25,723</td>
</tr>
<tr>
<td>Stock of closely held company</td>
<td>10,100</td>
<td>10,100</td>
</tr>
<tr>
<td>Total</td>
<td>$35,823</td>
<td>$35,823</td>
</tr>
<tr>
<td>Equipment Fund (Note 1)</td>
<td>$1,599,062</td>
<td>$1,568,915</td>
</tr>
</tbody>
</table>

## CURRENT FUNDS — UNRESTRICTED

<table>
<thead>
<tr>
<th>Liabilities and Fund Balances</th>
<th>1980</th>
<th>1979</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards and Grants Payable (Note 8)</td>
<td>$37,500</td>
<td>$62,500</td>
</tr>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Due to National Headquarters:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$174,073</td>
<td>$161,119</td>
</tr>
<tr>
<td>Legacies</td>
<td>41,675</td>
<td>25,487</td>
</tr>
<tr>
<td>Literature and materials</td>
<td>3,698</td>
<td></td>
</tr>
<tr>
<td>Total liabilities</td>
<td>$219,446</td>
<td>$186,606</td>
</tr>
</tbody>
</table>

## LIABILITIES AND FUND BALANCES

<table>
<thead>
<tr>
<th>Fund Balances: Designated by Board of Directors for:</th>
<th>1980</th>
<th>1979</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal 1981 and 1980 programs (budgeted in the amount of $1,161,242 for 1981, Note 4)</td>
<td>$1,130,032</td>
<td>$1,109,233</td>
</tr>
<tr>
<td>Scholarship Fund (Note 5)</td>
<td>200,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Investment</td>
<td>10,100</td>
<td>10,100</td>
</tr>
<tr>
<td>Total fund balances</td>
<td>$1,340,132</td>
<td>$1,319,333</td>
</tr>
</tbody>
</table>

## OFFICE FURNITURE AND EQUIPMENT

<table>
<thead>
<tr>
<th>Description</th>
<th>1980</th>
<th>1979</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Furniture and Equipment, Less accumulated depreciation of $27,405 in 1980 and $23,939 in 1979</td>
<td>$12,392</td>
<td>$10,742</td>
</tr>
</tbody>
</table>

## FUND BALANCE

<table>
<thead>
<tr>
<th>Fund Balance</th>
<th>1980</th>
<th>1979</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$12,392</td>
<td>$10,742</td>
</tr>
</tbody>
</table>

The accompanying notes to financial statements are an integral part of these balance sheets.
NOTES TO FINANCIAL STATEMENTS
AUGUST 31, 1980

(1) Accounting policies:

Standards of accounting and financial reporting:

As a member of the National Health Council, the Society follows the "Standards of Accounting and Financial Reporting for Voluntary Health and Welfare Organizations," which are in conformity with the recommendations of the American Institute of Certified Public Accountants. In accordance with these standards, all expenses are allocated into functional categories dependent upon the ultimate purpose of the expenditure. The program and service activities of the Society are as follows:

Program services:

Research - support of basic scientific studies, clinical investigations and programs seeking new knowledge for the prevention and cure of cancer.

Public education - programs designed to help people protect themselves against cancer through prevention and early diagnosis.

Professional education - efforts designed to improve the knowledge and skills of the medical, dental, nursing and allied health professions in the prevention, detection, treatment and rehabilitation of the cancer patient.

Patient services - information, counseling, nursing and homemaking services, transportation, dressings, and loan closet items.

Community services - programs in cancer detection, screening and rehabilitation.

Supporting services:

Management and general - direction of the overall affairs of the Society, accounting, personnel and administrative service.

Fund Raising - activities to secure increased support from the public for the needs of research, education, service and overall direction.

Office furniture and equipment and depreciation:

Office furniture and equipment is capitalized at cost or, if donated, at the fair market value at date of receipt. Depreciation is computed using the straight-line method over the estimated useful lives of the assets of 5 to 10 years.

Donated materials and services:

A substantial number of volunteers have donated significant amounts of their time in the Society's program services and in its fund raising campaigns. However, since no objective basis exists for recording and assigning values to their services, they are not reflected in the accompanying financial statements. Similarly, the value of space and time contributed by various media for Society educational and fund raising advertisements is not subject to control or measurement and has not been recorded. Donated materials and equipment are reflected as contributions at their estimated fair market value at date of receipt.

Pension plan:

The Division is a participant in the noncontributory defined benefit pension plan of the National Society which covers substantially all employees. Monthly payments are made to the plan trustees in accordance with the Society's policy of funding accrued pension costs. Prior service costs are amortized over the average future service lives of active covered employees. As of the date of the latest actuarial review, pension fund assets were in excess of the actuarially computed value of vested benefits. Pension expense for the year ended August 31, 1980 was $22,050.

Outstanding legacies:

The Society is the beneficiary under various wills and trust agreements. The total realizable amounts of which are not presently determinable. The Society's share of such bequests is recorded when the Society has an irrevocable right to the bequest and the proceeds are measurable.

(2) Tax status:

The Society is a nonprofit voluntary health agency, exempt from income tax under Section 501 (c)(3) of the U.S. Internal Revenue Code, and contributions to the Society qualify for the 50 percent charitable contributions limitation. The Society has been classified as an organization that is not a private foundation and has been designated as a "publicly supported" organization.
Allocatlan Of public support with a portion of the proceeds from the liquidation of a legacy. The scholarships are to be funded from investment income.

(6) Lease agreements:

The Division occupies office space under operating leases which expire on various dates through 1982. Minimum annual rental payments under these leases will be $8,700 in fiscal 1981 and $3,200 in 1982. Annual rental expense for 1980 under the operating leases was $42,000.

(7) Prior year financial statements:

The financial information shown for 1979 in the accompanying financial statements is included to provide a basis for comparison with 1980 and, other than for the balance sheet, presents summarized totals only.

(8) Awards and grants payable:

Awards and grants outstanding as of August 31, 1980, are payable as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981</td>
<td>$31,250</td>
</tr>
<tr>
<td>1982</td>
<td>6,250</td>
</tr>
<tr>
<td>Total</td>
<td>$37,500</td>
</tr>
</tbody>
</table>

(9) Grants from Government Agencies;

Grants from Government Agencies of $145,256 in 1980 and $80,041 in 1979 represent a portion of the exotic betting pool at Louisiana racetracks allocated by the State of Louisiana. Such funds are restricted for use in the State of Louisiana.

ARThUR ANDERSEN & CO.
NEW ORLEANS, LOUISIANA

To the Board of Directors of American Cancer Society, Louisiana Division, Inc.

We have examined the balance sheets of the American Cancer Society, Louisiana Division, Inc. (a Louisiana nonprofit corporation) as of August 31, 1980 and 1979, and the related statements of (a) support, revenue and expenses and changes in fund balances and (b) functional expenses for the year ended August 31, 1980. Our examinations were made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the financial statements referred to above present fairly the financial position of the American Cancer Society, Louisiana Division, Inc., as of August 31, 1980 and 1979, and the results of its operations and changes in its fund balances for the year ended August 31, 1980, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

September 30, 1980
## Expenditures

### 1980

<table>
<thead>
<tr>
<th>Program Services</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Education</td>
<td>$183,263</td>
<td>21%</td>
</tr>
<tr>
<td>Professional Education</td>
<td>$134,945</td>
<td>15%</td>
</tr>
<tr>
<td>Patient Services</td>
<td>$166,893</td>
<td>19%</td>
</tr>
<tr>
<td>Community Services</td>
<td>$167,521</td>
<td>19%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supporting Services</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management &amp; General</td>
<td>$ 96,781</td>
<td>11%</td>
</tr>
<tr>
<td>Fund Raising</td>
<td>$126,726</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Total Expenditures** ........................................... $876,129 100%

**Research funded in Louisiana by Society** ........................ $315,324

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LEGACIES are an increasingly important source of support for the Society's work. We shall be deeply grateful to those who name the AMERICAN CANCER SOCIETY, LOUISIANA DIVISION, INC., in their wills. Consultation with your attorney is suggested.
DIRECTORS
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Chairman of Executive Committee
Ewell P. Walther, Jr.*
Secretary
Ronald A. Welsh, M.D.*
Treasurer

John L. McCarthy
Executive Vice-President
Garrett G. Stearns
Editor

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M. L. Michel, M.D.
Alton Ochsner, Sr., M.D.
Neal Owens, M.D.
Mrs. W. J. Richard
W. Howard Senyard

* Denotes Member of the Executive Committee

Louisiana Division Logo on front cover
designed by Bob Birdsall
Cancers warning signals:

1. Change in bowel or bladder habits.
2. A sore that does not heal.
3. Unusual bleeding or discharge.
4. Thickening or lump in breast or elsewhere.
5. Indigestion or difficulty in swallowing.
6. Obvious change in wart or mole.
7. Nagging cough or hoarseness.

If you have a warning sign, see your doctor!

American Cancer Society
Louisiana Division, Inc.
810 Masonic Temple Building
333 St. Charles Avenue
New Orleans, Louisiana 70130

AMERICAN CANCER SOCIETY