



CHARLOTTE MAXWELL CLINIC
INTEGRATIVE CANCER CARE

Impact Report 2021

Celebrating 30 Years
of Compassionate Care



Our Mission

To provide San Francisco Bay Area low-income women with cancer the opportunity for improved health outcomes and quality of life by providing free access to compassionate, integrative care.

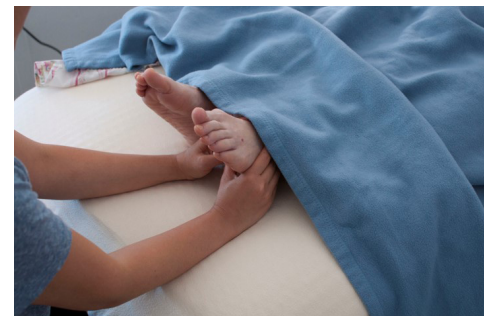
charlottemaxwell.org



What Is Integrative Care?

The approach of combining effective and safe complementary therapies with standard medical treatment to optimize the body's natural healing capacity:

- Acupuncture
- Massage/Bodywork
- Guided Imagery
- Movement Therapy
- Chinese & Western Herbs
- Homeopathy
- Nutrition Advice



What's Inside



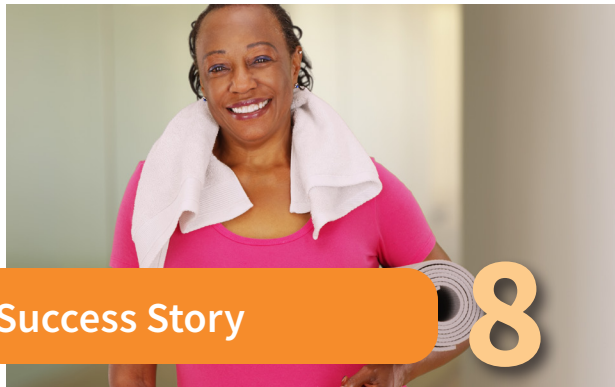
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From the President



Lynne Srinivasan
President
Board of Directors

Hello Everyone,

I am relatively new to Charlotte Maxwell Clinic (CMC), becoming a board member in January 2020 and Board President in May 2020. I had never heard of the organization before, but my mother was a lymphoma survivor, and I was supporting a good friend through her breast cancer journey. I thought, what a great organization and a wonderful way to use my skills.

Never in a million years would I have thought that, two months after joining the Board, we'd be experiencing a world-wide pandemic and a reawakening of racial and economic injustices in this country. All of which shed a bright light on the continuing health care inequality and inequity that our founders recognized 30 years ago.

Not only were we experiencing a pandemic, racial and economic injustices, and health care inequality and inequity, but CMC was in financial trouble. Those first few months, I quickly learned that:

- Most non-profits go through ebbs and flows of financing*
- All non-profits are feeling the ebb*
- Today's economy is not a great time to be asking for funding*
- All non-profits need funding more than ever.*

30 years ago, CMC was radical in providing complementary treatments such as acupuncture, massage, and meditation to help alleviate the side effects of western medical cancer treatment at a time when those modalities were deemed "alternative".

30 years ago, our founders had the foresight and fortitude to pursue their dream of providing integrative care, free of charge, to low-income women with cancer.

While the last few years have been financially challenging, our recent bequest, from a longtime CMC volunteer and advocate for integrative services for women with cancer, allows us to continue our mission, while at the same time, exploring new ways of sustainability.

I hope you will continue supporting us so that we can ensure our founders' legacy for the next 30 years.

In health and healing,

Lynne Srinivasan

CMC Making a Difference

Our Impact

In 2021

Since 1991

Individual Appointments	452	93,300
Health Education Sessions	270	580
Workshop Visits	1,259	4,715
Unique Clients Served	165	6,000
Volunteer Hours	2,180	216,000

Recognizing CMC's 30 Years of Service to the Community



Oakland and the whole Bay Area owes you a debt of gratitude. You are bringing care to our immigrant women, our women from different cultures, our women who are low-income, women who don't have the right type of insurance but need that type of care that will bring them comfort. This is an amazing gift and it's so important that in the year 2021, your 30th anniversary, we recognize that we still have a long ways to go to bring health equity, to bring a level of care that is equitable and responsive, culturally and to women. We have special needs and you've been meeting these in such a beautiful, beautiful way. Thank you for your incredible service these many years.

Mayor Libby Schaaf, City of Oakland

WHEREAS, Charlotte Maxwell Clinic has made significant contributions during 30-years providing integrative cancer services, primarily in Alameda, Contra Costa, and San Francisco counties, through a volunteer base of healthcare practitioners; THEREFORE, this Board of Supervisors, County of Alameda, State of California hereby proclaim October 2021 as Breast Cancer Awareness Month and recognizes Charlotte Maxwell Clinic for their commitment to serve and provide free access to integrative cancer care for our underserved women.

Board of Supervisors, Alameda County, California

From the Executive Director



Melbra Watts
Executive Director

Dear Friends,

On behalf of our board of directors, staff and volunteers, I am happy to present this 30-year success story of compassion, impact and renewal. Over the years, your dedication and commitment have helped CMC create a unique and special place for respite and healing for vulnerable women with cancer in our community. Your care contributed an equitable opportunity for them to achieve the highest attainable healthcare during a very difficult journey. Your support fostered hope and well-being and yielded improved health outcomes and quality of life. As you browse through these pages, we hope you will share in the deep appreciation we have for all that we have accomplished together.

2021 was a milestone year as well as a pivotal one for CMC. Against the backdrop of the pandemic and the painful reminders that much care and work are still needed to achieve health equity and social justice, our outreach and service to community members expanded in empowering ways with the offering of virtual, as well as in-person services. We also celebrated CMC's 30th anniversary in a virtual event that enabled us to honor the legacy and grace of the caring spirits who have ushered our progress to this point and inspired us to rededicate our efforts going forward.

As we dawn a new chapter in this wonderful adventure called Charlotte Maxwell Clinic, we extend a special thanks to all our volunteers and supporters who stand with us now and in the future with renewed vigor and faith.

With joy and gratitude,

Melbra Watts

Cancer

According to the Centers for Disease Control and Prevention, over 10,000 women are diagnosed with cancer each year in the three San Francisco Bay Area counties CMC primarily serves—Alameda, Contra Costa and San Francisco—and the number of cancer survivors continues to grow.

Research published in national and international public health journals conclude that a primary risk factor contributing to increased cancer incidence and reducing health outcomes and life expectancy of women with cancer is poverty.



Poverty

The latest US Census reports there are over 154,000 women living in poverty in the three San Francisco Bay Area counties CMC primarily serves.

In 2020, the American Cancer Society found that significant health disparities exist due to inequities in work, wealth, education, housing and overall standard of living, as well as social barriers to high-quality cancer prevention, early detection, and treatment services.

Why Integrative Care?

Studies from the National Institute of Health have shown that integrative medicine is vital for an improved quality of life and optimal recovery from cancer and its treatment.

While most hospitals and medical centers in the San Francisco Bay Area offer some integrative care, low-income women in our communities lack access because the treatments are rarely covered by insurance and are too costly for women in poverty to pay out-of-pocket.

As the birthplace of the holistic health movement, San Francisco Bay Area has many schools and an ample supply of qualified integrative health-care practitioners. Over the past 30 years, hundreds have graciously committed consistent and reliable voluntary service with CMC.

Charlotte Maxwell Clinic was founded to provide an equitable opportunity for low-income women to achieve the highest attainable health during their cancer journey.



Maintaining New Options for Accessing Integrative Care in 2021

Despite the ongoing social distance mandates imposed by the COVID-19 pandemic and its variants in 2021, CMC continued to fulfill its mission by offering clients new ways of safely accessing services according to their needs.

While in-clinic appointments were suspended during the first nine months of 2021, CMC continued providing online wellness workshops (that started in April, 2020), and began offering individual telehealth appointments in May. These services were sustained after the clinic re-opened for in-person visits in October, 2021.



Online Wellness Offerings

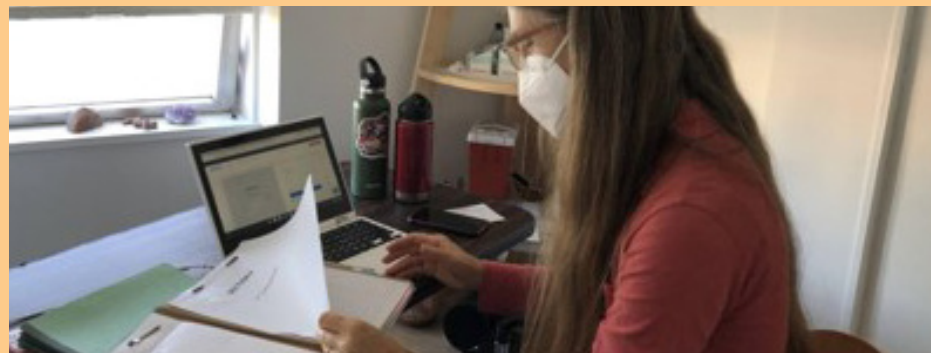
CMC staff and volunteers maintained a lifeline of connection with clients through group check-ins and regular guided imagery, exercise, and self-massage classes three times a week. In addition, clients were treated to an online facial instruction, and Samuel Merritt University doctoral students developed and offered a physical therapy series to address pain, sleep, range of motion, lymphedema, digestion, neuropathy, mood, and motivation. Clients also have 24/7 access to meditation audios, including in Spanish.



Individual Telehealth

Through regular meetings, CMC's clinical team of volunteer acupuncturists, nurses, a medical doctor, and CMC's medical director reached out to clients for health status checks, and to provide herbal consultations and self-care recommendations. Other volunteers adapted their in-clinic modalities to provide self-massage, guided imagery, homeopathic consultations, nutritional advice and recipes, and exercise therapy through telephone and video calls each week.

"It's been amazingly and incredibly supportive. I don't know how I would have gotten through the pandemic without it." ~CMC Client



Clinic Reopening

We were excited to resume in-clinic appointments to an eager stream of clients. Under strict COVID-19 prevention protocols, vaccinated, boosted, and masked practitioner volunteers conducted follow-up assessments and provided acupuncture, herbal consultations, massage, and Reiki. Clients were met with fresh organic produce, nourishing soups, and a variety of individual gifts donated by clinic partners.



Success Story




“It is fantastic to come here after everything and be in a place where I can relax and be taken care of, and my condition is not seen as an inconvenience to anyone.”

Debra, 56 years old, was diagnosed with breast cancer in April 2018. She came to CMC in July 2019 while nearing the end of radiation treatment. At CMC, she received 30 integrative treatments, including acupuncture, Jin Shin Jyutsu, shiatsu and cranial sacral massage, intuitive energy healing, Reiki, guided imagery, homeopathy, and lymphatic drainage, before the pandemic forced CMC to suspend clinic services in March 2020.

A year later, she wrote to us saying: “We have been homeless for the last 6 months and I finally got a job. Times have been hard for everyone and I’m getting back on my feet.” Debra returned to CMC in May 2021, and received distant Reiki and telehealth sessions that focused on breathing, body awareness, and self-acupressure techniques. In February 2022, she reported that she is cancer free.

Testimonials

A photograph of a man from the back, wearing a light pink t-shirt. He is looking out a window with a view of a city street. The window has vertical blinds or a similar structure.

“I have really come to understand that it was my doctors who took the cancer out of my body and cured me, but it’s all of the practitioners at Charlotte Maxwell that have helped me to heal.”

Jessica Bates, Breast Cancer Survivor

“Charlotte Maxwell is the place that pampers you, that takes care of us...the first time that we as patients are the most important person. They do save lives. They saved my life.”

Isabel Parra, Colon Cancer Survivor

The Heart of Our Work



Dozens of licensed and certificated practitioners graciously provide direct, compassionate care; other skilled and talented volunteers help coordinate shifts, provide language translation, make food deliveries, take photos, serve on our board and participate in committees, and help spread the word about our services.

We are deeply grateful to all of our volunteers who help CMC create a unique and special place for respite and healing for the women we serve.

With humbled heart and greatest appreciation, Charlotte Maxwell Clinic honors Betty Segal for her 25 years of exemplary and distinguished voluntary service as a massage therapist, lymphedema specialist, remembrance event organizer, advocate, supporter, and friend. Her generous gifts are a legacy that will live on in the many hearts she has touched and the many lives yet to be touched. We offer our sincere thanks to a dear angel.



Betty Segal, 1945 - 2021

25-year Volunteer with CMC

30th Anniversary Celebration Honoree



“This beloved community has been such a soothing balm for my soul all these years, and the friendships have tugged at my heartstrings and reminded me of what’s really important in life—making human connections, spreading love and easing suffering.”

Sachi Enochy, LAc

21-year Volunteer with CMC

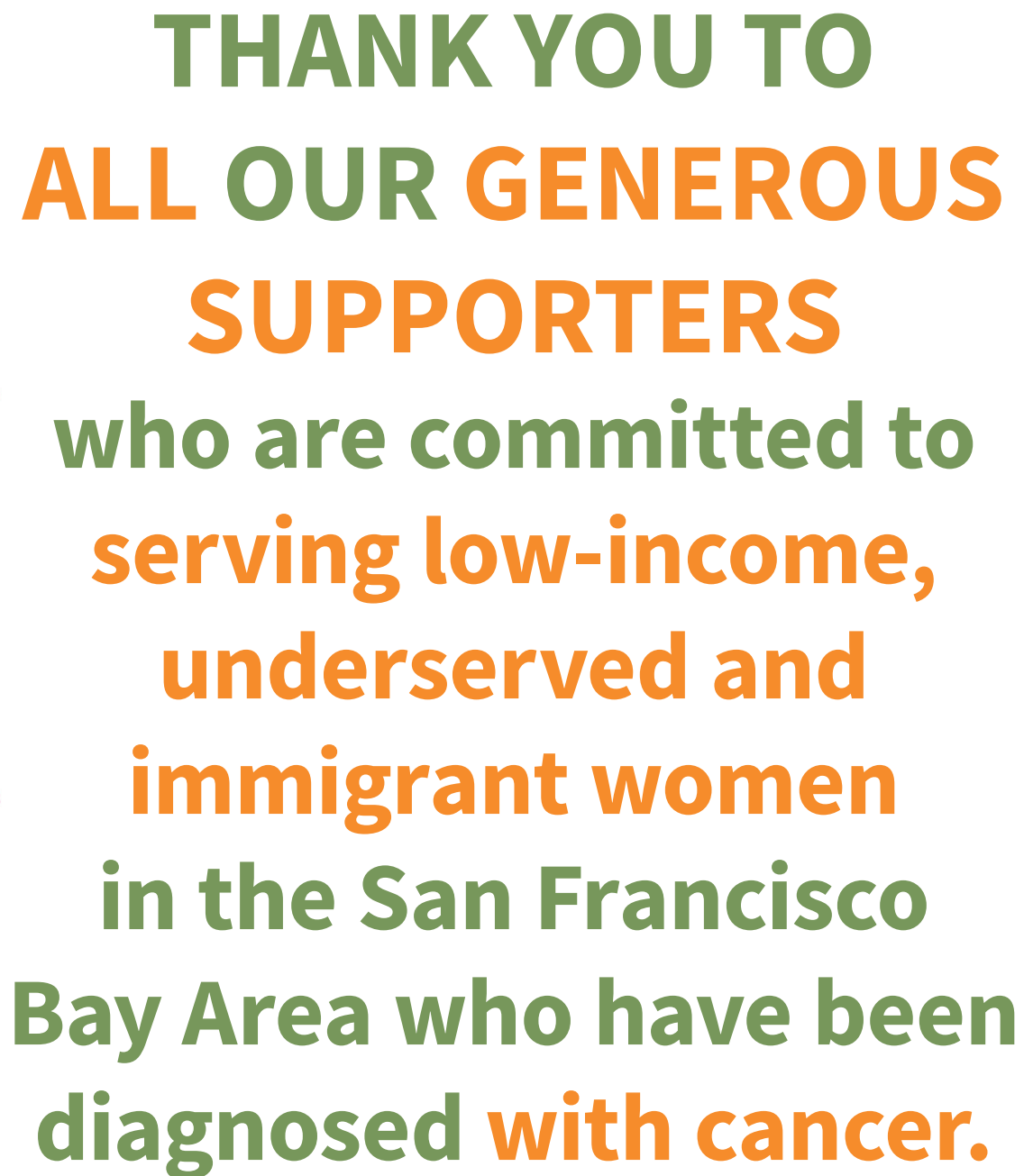
30th Anniversary Celebration Honoree



Looking back over 30 years ...

CMC conducted over 100 recruitment training sessions for new volunteers who dutifully staffed over 15,000 shifts, and compassionately served over 6,000 clients in 93,300 individual weekend appointments. Additionally, this community of volunteers facilitated dozens of client workshops, participated in numerous community events, and created space for families and friends to celebrate wins and to grieve those who passed. CMC conducted a successful experiment, blazing a path where there had been none, providing free access to integrative care for thousands of women without the means to pay for it otherwise, offering them an equitable opportunity for improved health outcomes and quality of life, and fulfilling the visionary wish of its namesake, Ms. Charlotte Maxwell.



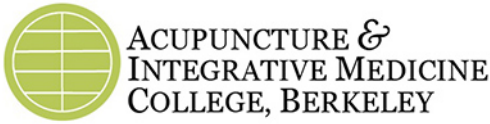


**THANK YOU TO
ALL OUR GENEROUS
SUPPORTERS
who are committed to
serving low-income,
underserved and
immigrant women
in the San Francisco
Bay Area who have been
diagnosed with cancer.**

You Make Our Healing Work Possible.

We Are Especially Grateful to Our Organizational Partners...

(partial list)



THE WILLIAM G. IRWIN CHARITY FOUNDATION

WILLIAM G. GILMORE FOUNDATION



We Are Stronger Because of You!

Our Vision

That every woman with cancer have access to integrative care to help them manage the symptoms of traditional cancer treatment no matter their race, economic ability, sexual orientation/identification, immigrant status, or language.

charlottemaxwell.org



Including Charlotte Maxwell Clinic in your estate planning allows you to create a legacy that endures, even beyond your own lifetime. Whether you choose to name us as a beneficiary in your will, life insurance policy, or retirement plan, your generous commitment means you will make a life-changing difference for low-income women challenged by cancer for years to come!

For questions or more detailed information, please contact Executive Director, Melbra Watts, at mwatts@charlottemaxwell.org or by calling (510) 601-7660 Ext 224.

Who We Are

Board of Directors

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How to Contact Us

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Donate

charlottemaxwell.org/get-involved/DONATE

Volunteer

charlottemaxwell.org/get-involved/VOLUNTEER



CHARLOTTE MAXWELL CLINIC
INTEGRATIVE CANCER CARE

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Heal Women in Need



Charlotte Maxwell Clinic

