



FY25 ANNUAL REPORT

July 1, 2024 – June 30, 2025



Advancing Sustainability:
Building on Our Momentum



HopeWell
CANCER SUPPORT



Programs for Families & Children:

4-Week Series

Feeling & Dealing – This in-person group is for children and teens, 5-17, who have an adult loved one diagnosed with cancer.

Feeling & Healing – This in-person group is for children and teens, 5-17, who have experienced a death of an adult loved one to cancer.

Adult Support Groups

Raising Children, Facing Cancer

This networking group provides an opportunity to connect with other parents and share the ongoing challenges of dealing with cancer while raising your family.

Parenting Through Grief: Learning to Thrive

In this group, bereaved parents will be able to focus on their own grieving, and will have the opportunity to support each other and move forward while grieving the loss of their partner.

Family Circle Monthly Events

These in-person events are for families with children and teens, ages 5-17, who have an adult loved one impacted by cancer.

Educational Program

How to Use Children's Books to Educate, Empower, and Connect with Kids who have a Parent or Loved One with Cancer (Virtual)

Summer Youth Retreat

Annual Retreat open to any child who has a parent or adult loved one with cancer.

Support Groups:

Adult Bereavement	Metastatic Breast Cancer
Art & Healing	Midday Meetup
Blood Cancer	Ovarian Cancer
Breast Cancer	Pancreatic Cancer
Caregiver	Young Adults Facing Cancer
Couples	Yarn, Needles & Hooks
Life with Cancer	
Lung Cancer	

Mind/Body/Spirit Classes:

Awaken Yoga	Seated Qigong
Gentle Flow Yoga	Strength & Tone
Qigong	Tai Chi
Relaxation & Meditation	Yoga Nidra

WHO WE ARE / WHAT WE DO

HopeWell is a community that offers hope, education and support for adults with cancer, as well as for their loved ones. We don't provide medical treatment or services. Rather, our offerings address the effect of a cancer diagnosis on the whole person (physical, emotional, social, spiritual) and include support groups, mind/body/spirit classes, expressive arts, educational presentations, and programs for families with children who have an adult loved one with cancer. We also provide bereavement services to adults, children, and teens who have had an adult loved one die from cancer. All focus on improving the quality of life for people with cancer and their families, and all are offered at no charge.

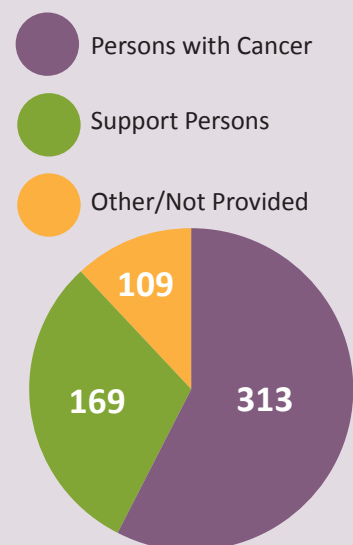
Programs take place in our serene natural setting - or virtually, from the comfort of participants' homes. Our medically endorsed, research-based and ever-evolving psychosocial programs are facilitated by licensed clinicians and credentialed instructors specializing in cancer support. Over the last year, we successfully transitioned away from fully virtual programming during the pandemic to a hybrid, in-person, and online experience. We continue to enhance our unique and responsive programming to best support those whom we serve.

At HopeWell, a safe space is created. We view people as participants, not patients, and welcome all equally. Participants share honestly and learn from one another how to cope with the realities of dealing with cancer. They form bonds that go beyond the programs. They become a community.

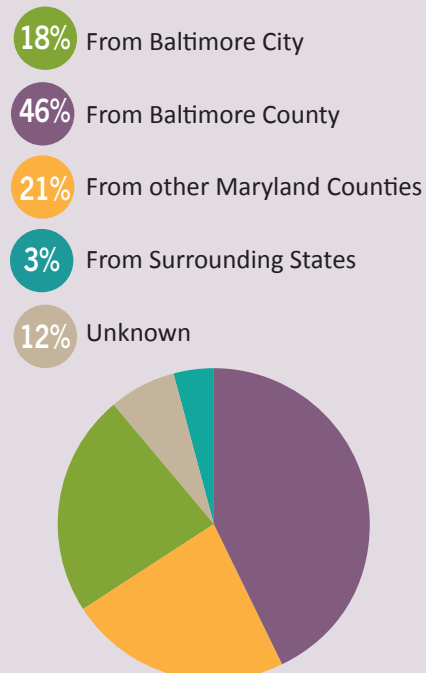
591 unique individuals were served

5,563 session visits were conducted

Participant Type



Geographic Area



FROM THE CHAIR OF THE BOARD

Dear Friends,

On behalf of the HopeWell Board of Directors, I extend our heartfelt gratitude to you!

HopeWell Cancer Support is a nurturing community for those affected by a cancer diagnosis. Our holistic support system encompasses 15 diverse support groups, along with nine mind, body, spirit classes designed to uplift and empower. Through our educational programs, we connect participants with various experts who share valuable insights about cancer and its impact. But it's not just about learning; it's also about building connections. Our numerous fundraising events throughout the year raise vital funds while creating opportunities for joy and camaraderie.

In fiscal year 2025, we continued to expand our reach to underserved areas within Baltimore City, partnering with MedStar Health to bring our services directly to those who need them most. Every initiative we undertake is guided by a thoughtfully crafted strategic plan developed by our Board of Directors and dedicated staff, ensuring we are on the right path to serving our community in meaningful ways.

While we all wish there was no need for a cancer support organization, HopeWell stands as a beacon of hope and healing, supporting the emotional and social needs of cancer survivors and their caregivers. All of our services are provided at no fee—though, of course, we face costs. We rely on the generosity of our donors: individuals like you, local foundations, and the funds raised during special events like Trivia Night and our annual concert. Under the compassionate leadership of our executive director, Veronica Land-Davis, our incredible staff is passionately committed to uplifting those impacted by cancer.

Thank you for your past support; it truly makes a difference! We invite you to continue this journey with us. Please share HopeWell with your network, explore our website for information about our virtual or in-person services, and reach out to us with any ideas for support. Also, please consider making a lasting gift through your estate, ensuring that HopeWell can sustain its mission for generations to come.

HopeWell is the warmest, most accepting community I've ever experienced. I encourage you to connect with our staff and inquire about volunteering your time, talents, and gifts. Together, we can continue to build a supportive haven for all who need it.

With deepest appreciation,



Donna S. Clare
Chair of the Board of Directors



Donna S. Clare
Chair of the
Board of Directors

“Never doubt
that a small group
of thoughtful,
committed
citizens can
change the world;
indeed, it's the
only thing that
ever has.”

— Margaret Mead



Veronica Land-Davis
Executive Director

FROM THE EXECUTIVE DIRECTOR

Dear HopeWell Community,

This year has been both significant and deeply mission-driven for HopeWell. Together with our Board of Directors, we have developed a strategic plan to guide the organization's direction over the next several years, with a strong focus on strengthening our community roots. This thoughtful process will support financial sustainability, foster meaningful partnerships, enhance our workforce, expand our reach to underserved communities, and advance Board development. As part of this work, we updated our vision and mission to reflect our commitment more clearly to serving participants and their families.

Over the past year, we have seen encouraging growth in the number of participants we serve, increased attendance at onsite programming, and a rise in youth involvement in our children and youth programs, most notably our youth retreat. To further extend our reach, we created a Community Outreach Specialist position to deepen connections and expand outreach, particularly in communities with limited access to cancer support services.

I am deeply grateful to our dedicated staff, volunteers, Board leadership, community partners, donors, sponsors, and funders. Your continued belief in HopeWell and generous support makes this work possible.

In the coming year, we will focus on implementing our strategic plan by strengthening partnerships to address health disparities, diversifying funding sources, and offering programs that provide families with community, hope, resilience, and strength.

I am excited about what lies ahead and confident in our collective ability to achieve lasting impact.

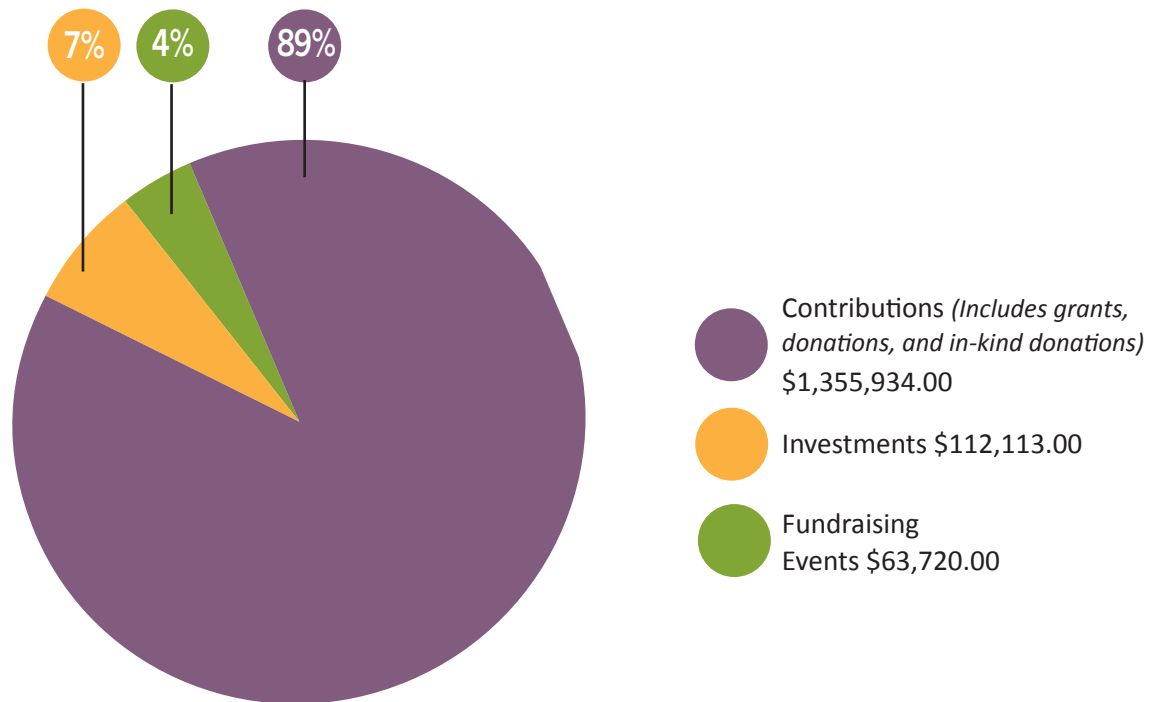
With gratitude,

A handwritten signature in black ink that reads "Veronica Land-Davis". The script is fluid and cursive.

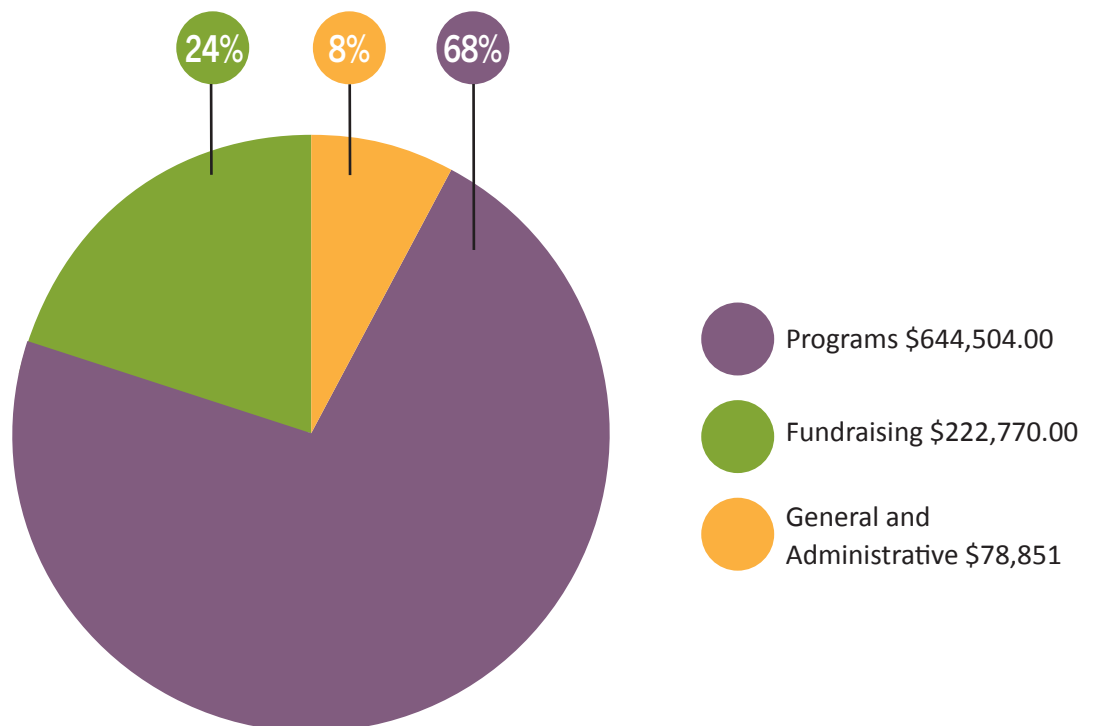
Veronica Land-Davis, LCSW-C

Executive Director

FISCAL YEAR 2025 SOURCES OF REVENUE



FISCAL YEAR 2025 SOURCES OF EXPENDITURE



OUR YEAR IN REVIEW (July 1, 2024 – June 30, 2025)

Please note that the following list of activities and events is not inclusive of all the activities and events held during the fiscal year.

July 27, 2024

1st Annual Summer Youth Retreat

HopeWell's 1st Annual Summer Youth Retreat offered children impacted by a loved one's cancer, a supportive, engaging space to build coping skills, express emotions, and connect with peers. Highlights of the retreat included a self-care session led by a Child Life Specialist focused on managing emotions related to a family member's cancer, during which participants created take-home calming tools. Kyle Harrison, a Lacrosse Hall of Fame player, led an energizing session on motivation, perseverance, and the physical and mental benefits of exercise through team-based activities. Together, these experiences fostered resilience, self-expression, and meaningful peer connection.

September 25, 2024

Information Session at Morgan Cares

HopeWell hosted this informational event in partnership with Morgan CARES at the HOEN & Co. Lithograph Building to educate professionals and community-based organizations about HopeWell Cancer support services and referral pathways. The event provided an opportunity for healthcare providers, educators, and social service professionals to learn more about HopeWell's free support groups, mind, body, and spirit classes, and workshops for adults diagnosed with cancer, their caregivers, and youth. This gathering strengthened referral relationships, increased awareness of available resources, and supported HopeWell's mission to ensure that individuals and families impacted by cancer are connected to comprehensive, no-cost support.

October 6, 2024

Pickleball for Hope

Thanks to the outstanding work of three volunteers, Lynne Coburn, Mary Holmead, and Paula Silverman, we enjoyed HopeWell's first pickleball fundraiser. Pickleball for Hope was a sell-out success, with over fifty players attending the October 6 event at Coppermine in Pikesville. The format was non-competitive, open play, and included time for socializing. These volunteers secured event sponsors, tee shirt sponsors, court sponsors, and silent auction items.

December 2, 2024

Sip & Shop

What do you get when you combine sipping and shopping? A great fundraiser for HopeWell. Cathy Johnson & Brittany Phelps, owners of Laissez Faire & Company in Cockeysville, hosted HopeWell friends and family for an evening of shopping, great snacks and libations. What resulted was happy people doing a flurry of holiday shopping and HopeWell received a check for 15% of all the sales.

December 15, 2024

Winter Solstice

The winter solstice marks the shortest day and longest night of the year, a powerful reminder of both darkness and the return of light. At HopeWell's Winter Solstice Celebration, participants were invited to walk a symbolic spiral representing the inward journey during the darkest days of the year and the search for inner strength and hope. At the center of the spiral, a central candle signifies the solstice itself, the deepest point of darkness—while candles, greenery, and apples along the path reflect enduring love, renewal, and hidden potential. After lighting their candles from the central flame, participants walk outward, carrying light back into the world, honoring both the challenges and resilience that shape the human experience, and renewing their hopes and dreams together as a community.

February 15, 2025

Pickleball for Hope

Building on the success of the Fall 2024 Pickleball Fundraiser, Paige and Lynn Kimball, HopeWell volunteers and Pickleball instructors, decided to host another Pickleball for Hope fundraiser at the new Dill Dinkers Pickleball facility in Cockeysville. Once again, the event included an event sponsor, shirt sponsors, court sponsors, and Happy Hour food and beverages. It was once again a sold-out event and a big success.



OUR YEAR IN REVIEW (July 1, 2024 – June 30, 2025)

April 18, 2025

Welcome to HopeWell Video

HopeWell was able to create a new informational video, thanks to the pro bono services of The Sheffield Institute for Recording Arts. Jeff Otradovec and his film class gave their time and talent to create a new HopeWell video, which gives a brief but extensive overview of our programs and services. The video features HopeWell staff, board members, and participants. You can view the video on the HopeWell website on our Welcome Page, www.hopewellcancersupport.org. We are grateful to The Sheffield Institute for Recording Arts for providing us with this wonderful gift.

April 27, 2025

Annual Memorial Service

Our annual Memorial Service hosted twenty-two participants and staff in a special tradition that has meant a great deal to our community. We honored the memory of HopeWell participants and loved ones. Participants were encouraged to bring photographs of their loved ones, as well as to place a flower in a vase in memory of their loved one. Families and HopeWell friends were invited to engage in a memorial program and remembrance activity while listening to music by harpist, Cathy Maglaras. This program, which has been hosted for more than 10 years, has continued to provide an opportunity for our community to engage with others who have lost a loved one to cancer.

May 5, 2025

Concert for Hope: An Illuminating Event to Benefit People With Cancer

HopeWell's Signature Fundraiser event, held at The Recher Theatre in Towson, featured two musical performances. The Tim Green Group wowed the audience with jazz music, while the Nosreme' Ensemble String Quartet played familiar classical music, and current pop music. Attendees also enjoyed food and beverages from The Towson Tavern, and a wonderful display of silent auction items, where bidding took place on-line instead of in-person.

May 8, 2025

Rethinking Cancer Amongst Men

The HopeWell Outreach Committee and staff created an event to build upon our men's survivor and caregiver resources. Men who have been impacted by cancer – as survivors, caregivers, or those currently in treatment – were invited to help shape new resources and support at HopeWell. The men who attended participated in an informal conversation focused on the services that we offer to men affected by cancer in our community. It also provided a unique opportunity to connect with others who understand what it means to live with and around cancer.

May 20, 2025

Beyond the Beam: Radiation Therapy and Its Role in Cancer Treatment

HopeWell hosted an educational workshop, Beyond the Beam: Radiation Therapy and Its Role in Cancer Treatment. In partnership with the Maryland Proton Treatment Center, Dr. Martha Francis introduced the concept of radiation therapy, the different types of radiation therapies and their indications, and discussed side effects experienced from radiation therapy and ways to mitigate discomfort. There was time offered for Q&A, and participants enjoyed food and beverages provided by Maryland Proton Treatment Center.

June 18, 2025

Community Shredding & Food Truck Event

HopeWell was the place to be on June 18th, where people could bring up to three boxes of old tax returns, bank statements, and other confidential documents. Two shredding trucks from The Shred Mill churned up people's documents, for a requested donation to HopeWell. The event also featured two food trucks, a sno ball truck, and live entertainment by an acoustic guitar vocalist. The event was sponsored by Janney, helping to underwrite the expenses of the shredding trucks.

HopeWell's 2025–2027 Strategic Priorities

MISSION: Create a community for all individuals impacted by cancer, including family and friends, by providing support and education to empower each person on their journey with healing, resilience, and hope.

VISION: Our vision is to be the premier resource in the greater Baltimore region for individuals, including family and friends, impacted by cancer.

In July 2024, the HopeWell Board and Staff engaged the services of the Quinn Strategy Group to work with the Board and Staff on a three-year Strategic Plan (2025-2027).

HopeWell's 2025–2027 strategic priorities reflect a bold commitment to expanding hope across the community. At a time when cancer touches individuals, families, caregivers, and friends in deeply personal ways, HopeWell is strengthening the pathways that connect people to free support, education, compassion, and belonging when they need it most.

Through six strategic goals, HopeWell is building on its foundation of care to reach more people, deepen trusted community relationships, and sustain the programs that help individuals and families move forward with healing, resilience, and hope:

Optimize Giving: Inspire generosity that keeps HopeWell's programs free and accessible, ensuring that financial barriers never stand between people and the support they deserve.

Solidify and Expand Institutional and Government Funding: Grow sustainable funding partnerships that allow HopeWell to serve more communities with consistency, compassion, and care.

Increase Community Awareness Through Partnerships: Strengthen relationships with community organizations, healthcare providers, and local partners so more people know that HopeWell is here for them.

Expand its Reach to Underserved Communities: Expand outreach and access so individuals, families, caregivers, and referral partners in underserved communities can more easily find HopeWell's free support, information, and connection when they need it most.



Build a Sustainable Workplace: Invest in the people and systems that make compassionate, responsive, and high-quality support possible every day.

Build the Board: Cultivate engaged leadership that champions HopeWell's mission, opens doors across the community, and helps guide the organization toward lasting impact.

Together, these priorities move HopeWell closer to a future where no one faces cancer alone. By growing partnerships, strengthening access, and nurturing a community of care, HopeWell continues to offer what every person deserves on the cancer journey: support, understanding, healing, resilience, and hope.

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To create a community for individuals impacted by cancer, including family and friends, by providing support and education to empower each person on their journey with healing, resilience, and hope.

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To be the premier support resource for individuals impacted by cancer.

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Inclusiveness • Trust • Openness • Respect • Integrity
Diversity • Empathy • Sense of Security • Sensitivity
Understanding • Confidentiality • Heartfelt Commitment
Care & Compassion • Flexibility • Determination • Camaraderie
Acceptance without Judgment • Action with Intention • Genuine



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