ProOncavi's Case for Support

ProOncavi

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Opening Letter

Salutations,

We share with you our intent to form a partnership with you. Your organization has the potential to support ProOncavi’s priority initiatives to further equip our nonprofit in its quest to develop sustainable cancer prevention and intervention services to the people of Baja California, Mexico.

Consistent with your mission and goals, ProOncavi was formed to address and advocate for early detection, intervention and quality treatment of cancer. Public awareness leads to a heightened involvement with prevention, early detection, and treatment of cancer. With early detection, breast and prostate cancers are of the more preventable forms of cancer to avoid morbidity and mortality.

ProOncavi believes in empowering women, men, and families. Together, you partnering with us, will enable an increased exchange of ideas, shared resources, and promote improved cross-cultural and cross-border relationships between San Diego and Tijuana. Cancer does not have borders, but access to care and treatment are limited without the strength of bi-national neighbors and friends such as your organization that collaborate and advocate for changes in health and wellness.

Our dedicated staff and volunteers offer an impressive array of professional talent and expertise related to health initiatives in this field. We are
prepared to share this wealth of human capital as a health organization that can benefit your foundation’s mission and goals and simultaneously improve the clinical and social environment of cancer.

To this end, we look forward to your partnership and working on future endeavors as a team to eradicate disparities in cancer treatment efforts. I look forward to making a connection with you about the many efforts ProOncavi has engaged in since being founded in 2012. The following document outlines our bi-national region, organizational background, strategic priorities and some highlighted programs and activities offered to the people of Tijuana, Baja California. Should you have any questions about our organization I can be reached at direccion@proancaviac.org or 664-687-4820.

In Good Health,

Lic. T.S. Edith Perez Velasquez
Executive Director

Our Binational Region

As a developing nation, Mexico has experienced vast transformation. With an increase in wealth, families are having fewer children, and experience improved access to health care for the poor. Mexico is seeing a rise in life expectancy and a decrease in childhood mortality rates. However,
as Mexico transitions away from health problems associated with developing nations, its public health resources now face a growing burden from a familiar challenge: Cancer.

There exist over two million residents in the municipality of Tijuana, Baja California. The population of San Diego County is 3.2 million. Tijuana is the fifth largest metropolis in Mexico and the largest city in the Mexican state of Baja California. Tijuana, Baja California shares more than 15 miles of border with its sister city San Diego, California. This port of entry is the busiest land border crossing in the world. In 2013, approximately 270,000 people crossed it every day. Together the two nations, the United States and Mexico, share a region filled with border communities who work and travel for commercial business, health and human services, including education.

Currently, both sister cities experience a dramatic rise in cases of tuberculosis (TB) and HIV/AIDS. Both border states of Baja California and California has the highest statistical infection rate of TB and HIV compared to other border regions. Health disparities are not restricted to borders: they are fluid and move from state to state. Americans travel to Tijuana for reduced costs in pharmaceuticals, medical and dental care. Likewise, Mexicans travel to US for serious health treatments such as cancer and cardio-vascular disease.

According to a recent presentation of the National Cancer Plan by Dr. Alejandro Mohar, Director General of the National Cancer Institute of Mexico at the University of California San Francisco, the Mexico’s national healthcare system only covers diagnosis and treatment of the
following types of cancer: Breast, Cervical, Testicular, and Prostate. All other forms of cancer are not covered¹.

Dr. Mohar reported that cancer is the second leading cause of death in the country, with approximately 125,000 new cases each year. The latest projections note that if left uncontrolled, this rate will double to 250,000 new cancer cases per year by 2030. The growing rates of cancer are far outpacing the public health community’s ability to meet the challenges. In 2005 breast cancer became the number one killer of women in Mexico, but currently only 50% of the county has access to mammography. Dr. Mohar points out that in part due to limited screenings, 25% of women are being diagnosed in advanced states of breast cancer, which greatly reduces the chance for successful treatment and care.

Dr. Mohar has declared that the cancer battle is a “challenge of prevention, as there is a high prevalence of risk factors” - increase tobacco use, cooking with wood inside the homes, high fat and sodium diets, and increased rates of obesity.

The continued needs of our binational region are great and the priority for organizations to come together to advocate for the people of Tijuana, B.C. and San Diego is NOW.

Aerial Map of Tijuana - San Diego Border Region
**Organizational Information**

**Background**

*ProOncavi* is the leading cancer prevention and early detection organization in all of Baja California. *ProOncavi* was founded in 2012 by the visionary oncologist of 23 years in experience in the field, Dr. Humero Fuentes de la Pena. His area of expertise are in the prevention, early intervention and holistic treatment of cancer, primarily that of breast cancer and is one of five oncologists serving the people of Tijuana Baja California. Dr. Fuentes de la Peña’s integrated approach to treating cancer is inclusive of nutritional, psychological, and medical therapies. *ProOncavi* dedicates its outreach efforts on this integrated model, focusing on prevention and early intervention methods to support patients diagnosed with all forms of cancer.
In response to the 2013-2018 Strategic Priorities, ProOncavi is focusing all outreach activities specifically on Breast, Cervical, Colon, Prostate, and Testicular Cancer. All of these efforts are led by a dedicated inter-disciplinary and multi-disciplinary team that focuses on common objectives in education, prevention, early detection and integrated care for those diagnosed with cancer or at risk of cancer, specifically those that are most vulnerable.

**Mission Statement**

To improve the quality of life of all individuals in the region and to reduce the mortality rate associated with

“Early detection is a priority in Mexico. The incidence of Breast cancer is high, with 2 out of 10 women will be in Stage 1.

By 2030, it is estimated that over 24,000 women will be diagnosed with breast cancer and 40% will succumb to the illness.” Dr. Humero Fuentes de la Peña, ProOncavi – Oncologist & Board President
cancer through the promotion of prevention and early detection and timely treatment.

**Vision**

To be the leading organization in the region on the prevention and early detection of cancer.

**Values**

Love  Respect  Commitment  Innovation

“I have spent a lot of time, despite my age, I have been searching for this experience. I finally found what it was I wanted. I feel as if I am thirsty to learn and understand”

Esther Macias Callejos
A Year Breast Cancer Survivor
“I feel so comfortable, very relaxed, at peace with myself. I have the desire for it to be Tuesday so that I can be here and continue learning more.”

Maria Guadalupe Sanchez Hernandez
3 Year Breast Cancer Survivor

The FACTS:

- With more than two million residents in the municipality of Tijuana, Baja California, it is the fifth largest metropolis in Mexico and the largest city in the Mexican state of Baja California with only five Oncologists available in the public healthcare system².
- Tijuana shares more than 15 miles of border with its sister city, San Diego, California³.
- The city’s San Ysidro port of entry is the busiest land-border crossing in the world.

² ProOncavi: Numeralia Fact Sheet
³ City in Focus: Tijuana, Mexico, www.exoduscry.com, April 11, 2015
Cancer in the 21st Century continues to be an unknown subject for the majority of the people in the region of Tijuana, Baja California.

Breast cancer, which may be preventable, is the one form of cancer that accounts for the greatest deaths due to lack of information and other contributing social cultural and economic factors.

By 2030, it is estimated that more than 24,000 women will be diagnosed with breast cancer. With a mortality rate of 40%!

In 2015, the American Cancer Society reported 25,000 new cases of women diagnosed with breast cancer in California alone.4

Breast cancer is the principle cause of death in women over 40 years of age in Baja California. Nevertheless, the municipality of Tijuana experiences the most deaths above the national average in Mexico.

With early detection and adequate treatment, 90% of breast cancer cases may be cured.

Organizational Strategic Priorities

ProOncavi has identified four strategic objectives to promote cancer prevention and intervention efforts in the communities of Tijuana Baja California. These strategic objectives are guiding their work in cancer awareness and prevention and early detection efforts.

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4American Cancer Society Inc., Cancer Facts and Figures, 2015
The following is an overview of the guiding strategic priorities and the objectives through 2018:

**Outreach - Three Focal Campaigns**
- Breast & Cervical Cancer
- Prostate & Testicular Cancer
- Colon Cancer

**Influence and Lobbying**
- Form alliances and linkages with groups of interest such as:
- Promote Cancer Patient Rights
- Promote a Universal Health Coverage within the General Health System in Mexico
- Promote the knowledge and dissolution of the laws and regulations related to Cancer in Mexico.

**Education and Scientific Research**
- Implement training, educational, and research programs focused on the prevention and early detection of cancer.
- Train general practitioners and front line medical staff
- Organize workshops and conferences for students and health promoters
- Organize Academic events.
- Implement research protocols related to the prevention of and early detection of Cancer.

**Organizational Strengthening**
- Develop an operational structure according to the needs of the organization
- Institutionalize the organizations advising Council - put together a working council program
Current Programs and Outreach Activities

With the understanding that the rates of cancer in Tijuana are startling and growing at rapid rates, ProOncavi is focusing their efforts as outlined in the Strategic Priorities: Outreach, Influence & Lobbying, Education & Scientific Research, and Organizational Strengthening. The approach to promoting early detection and prevention is to coordinate outreach and cancer awareness campaigns with educational events.

Campaigns and Outreach Events

Five events were held with an outreach to over 8,500 individuals: Pink Music Run; Caminata Un Bigote con Causa (Mustache with a Cause); Carnaval Fitness II; and Cartas de Amor (Letters of Love) were organized as fundraising events to engage a target audience of stakeholders in the medical and business community to become involved with raising awareness for cancer prevention and early detection.

Conferences and Lectures 2015

Twelve events were held with an outreach to over 1,500 individuals: COBACH (Graduate College of Baja California) conference focusing on Breast Cancer; Baja California State Commission for Human Rights focusing on Breast Cancer; Husbands of Honor; Via Corporativo focus on Prostate Cancer; and UNIFRONT – Focus on Nutrition and Cancer.
These conferences and lectures that are highlighted demonstrate a few of the many outreach efforts that support ProOncavi’s strategic priorities of engaging stakeholders in the conversation and encouraging active participation in the movement to raise awareness and educate the public on how to prevent cancer and the importance of early detection.

**Cancer Treatment Support Workshops**

Eleven workshops provided over 35 sessions to groups of 15 women with cancer or survivors and their families on the following areas: Spirituality - Life and Prayer; Art, Play and Toy Therapy; Lady Clowns; We are all Princesses; Self Esteem; Spouse Support – Men of Honor; Basic Oncology – Nutrition; Rights of Patients with Cancer – Complaints and Legal Claims; and A New Take on Life.

The workshops are provided on a weekly basis though the support of a multi-disciplinary team of experts and clinicians.

**Financials FY 2015**

*ProOncavi*

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION JUNE 30, 2015**

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16 | P a g e
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## Liabilities and Net Assets

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**Case for Support**

*To advance our knowledge* of ways to support and care for people impacted by cancer, medical practitioners came to realize that prevention and intervention services can stem the disease. Breast cancer is one of the easier types to treat with early detection, but the data show a higher incidence of breast cancer in Mexico caused by lack of health education efforts, early patient treatment at onset, lack of economic health care coverage, and lack of financial support. Philanthropic partnerships can stem the progression of cancer in many ways.

*It is imperative* for prevention efforts to continue with aggressive outreach for awareness; intervention efforts for detection and treatment; and support on all fronts for women and mothers who are the most vulnerable victims in Mexican border cities. Women are the primary care...
providers for the family and for children. Although a rhetorical question, how can their families and children be healthy if the maternal roles they fulfill as mothers are interrupted by disease?

**There looms a tragedy that** Breast cancer is the principle cause of death in women over 40 years of age in Baja California and the municipality of Tijuana has the most deaths above the national average in Mexico. The sadness can be alleviated with higher standards of treatment and preventive care provided by cross-border initiatives. Together, we can unite as partners in a collaborative venture to stop the tragic unnecessary loss of life. This is a family affair as Cancer impacts the entire family.

**Become involved in the change** happening at a level where you or your organization can see a difference. By acting now with financial leverage, your philanthropic partnership will be able to~

- strengthen medical treatment options at local hospitals by 20% as you donate to make cancer treatment more available for low income people,
- promote 21st century reforms in the field of cancer treatment, change attitudes and dispel myths about cancer transmission and preventive care for border clinics and families, and
- Foster a new educational environment for scientific oncology research that will impact bi-national medical communities.

**Partnering with ProOncavi** to support the previously outlined strategic priorities will position your organization to actively engage in bi-
cultural and bi-lingual programs that assist thousands of people over time. The United States and Mexico share a border that is rife with issues. Similarly, San Ysidro and Tijuana share commerce, transportation, and business enterprises that are impacted by the health and wellness of its citizens who move between the two cities. Becoming involved on a donor level opens doors for understanding, enhances cross-border relationships in the medical field, and improves the overall health and wellness of people beyond borders. ProOncavi is non-profit organization in Mexico, referred to as an Asociacion Civil con Donataria, with the authority to receive donations from the United States with a capacity to provide a tax receipt respectively.
Join ProOncavi today in the fight against CANCER!

CANCER KNOWS NO BOUNDARIES

In appreciation to our supporters
You help us save lives!