



the patient/partner project  
...helping the patients by helping the partners

# Executive Summary

## Purpose

*the patient/partner project* is a long-term, multi-faceted program focused on raising awareness for and supporting the *partners* of cancer patients, and thereby the patients themselves.

## Components

- **Book: *Cancer for Two*** – the cornerstone of *the patient/partner project*, *Cancer for Two* is much more than a memoir; it is a *guide* for patients and partners offering specific advice and concrete examples. *Cancer for Two* also serves as the perfect launching point for publicity.
- **Additional resources and support materials**
  - Cancer for Two Booklets – condensed support and caregiving tips.
  - Cancer for Two Organizer – a complete system for organizing the immense amount of information related to treatment.
- **Web site** – resources and services, all free, including private pages where partners and patients can post progress reports for family and friends, thereby reducing the stress and burden of keeping everyone informed.
- **Speeches and Seminars** – bringing a message of hope and inspiration to patients, partners, health professionals, and general audiences: cancer's lessons apply to many of life's challenges. Topics:
  - "Challenge for One, Handled by Two – How to Survive a Crisis as a Couple"
  - "Behind Closed Doors – The Cancer Patient and Partner At Home"
  - "You Can Handle More Than You Think You Can – Your Amazing Ability to Do What Has to Be Done"
- **Publicity** – year-round campaign to raise awareness and support will bring a message of inspiration and hope to patients and partners nationwide.
- **Strategic alliances** – *the patient/partner project* will collaborate with similar-minded organizations and groups to assist them in furthering their objectives.
- **Fund-raising** – participation in and partnership with various cancer-related fund-raising activities.

## History

*the patient/partner project* was created in 2003 by Dave Balch after finding only limited resources for partners when his wife was diagnosed with breast cancer. Following their successful nine-month journey together, he is now on a full-time mission to "help the patients by helping the partners."

*Lois Lane was falling from a tall building when Superman swooped down and caught her in mid-air. "Don't worry," he said. "I've got you!"*

*She looked at him incredulously. "You've got me... BUT WHO'S GOT YOU???"*

*So it is with partners of cancer patients. They want to rush to the rescue and say, "Don't worry, I've got you!"... but who's "got" them? Who's supporting them?*

***The Patient/Partner Project is.***