



The Insider

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News from Inside the UOA Central Office

- Once again, **ostomy was prominently featured** in a daily newspaper. On April, 6 *Dear Abby*, the largest syndicated column in the world, published several letters she received in response to the March letter placed by UOA. Readers wrote to offer encouragement and hope to a colostomy patient and described their active lives since surgery. "Abby" also printed a letter from WOCN describing the role WOC nurses play in the care of patients with ostomies. WOCN received more than 250 phone calls from patients seeking medical support.
- Campers at the **2004 Youth Rally** in San Diego July 10–14 will become television stars in Russia! We have been advised that a Russian television crew will be at the rally filming a documentary about a group of special-needs children that had been adopted from Russia, four of whom are rally campers, including Vika Kreitz (featured in the Summer 2003 *OQ*). This film is a follow-up to one produced 10+ years ago and will focus on the wonderful and healthy lives these kids are leading in their new homes, as well as the role played by UOA.
- Looking for a gift for a high school or college graduate? Need to buy a gift for a June bride? Make it easy by clicking to http://www.uoa.org/donations_associates.htm to **shop via Amazon.com, Barnes & Noble booksellers, igive.com and Buyforcharity.com**, and a portion of your purchase will go to UOA.
- For the third year in a row, UOA has received notice from the **Combined Federal Campaign** that we are an approved agency to receive charitable contributions from federal government employees. Federal employees can designate automatic donations to UOA using CFC number **2629**.
- I am happy to share good news! Results from the **"B" quarter membership billing** indicate that 534 new members joined UOA and nearly 5,000 renewed, reflecting in part our successful ongoing Lapsed Member campaign. This campaign helps chapters retain members and allows UOA to continue serving the ostomy community.
- By now, chapter officers should have received an announcement of our new **Direct Member Billing program** that will begin in December 2004, "B" Quarter. Response thus far has been positive from chapter leaders who understand the need to separate the local and national UOA dues billing and collection process. Do not hesitate to call if anything is unclear about the reasons for the change or the way it will work. We look forward to serving all members directly and keeping them up-to-date on UOA's latest activities and benefits.
- Attention East Coasters: Note on your calendar that the UOA chapters of the **Delaware Valley** region will jointly host a **Regional Educational Conference** on ostomy and continent diversion issues. Learn what's new in the field, become a trained ostomy visitor, ask the WOC (ET) nurse and MD, see the latest pouches and accessories, make new friends at the young adult sessions and try your luck at an evening excursion to Atlantic City. A \$50 registration fee includes lunch and the Atlantic City excursion. For details e-mail info@ostomyburlco.org.
- Sunday, **June 6 is National Cancer Survivors Day** and will be observed throughout the world. Pause to celebrate the lives of all people who are living with a history of cancer and focus on the glory of their survivorship.
- **Introducing....Kathy McInerney, UOA's new Director of Development.** Kathy replaces Roger Rustad who left to accept a position with the St. Joseph Hospital Foundation. Kathy has an outstanding background in nonprofit fund raising and public relations, most recently at the Cardiac Arrhythmias Research & Education Foundation. I am also pleased to introduce **Catarina Chou**, our new part-time data processing assistant. Catarina has previous computer programming experience and has been able to create some very efficient short cuts for working with our complicated member records. We welcome them both to the UOA family.
- The U.S. Bureau of Labor Statistics reports a record **63.8 million people volunteered in 2003**, which represents an increase of more than six percent from 2002. 63.8 million—and I know we have many of them working to serve the mission of UOA! Many thanks to all UOA volunteers at the local and national level.
- In 2002, *Giving USA*, a report by the American Association of Fundraising Counsel reported that 76 percent of philanthropic giving came from individuals, 11 percent from foundations, 7.5 percent from bequests, and 5.1 percent from corporations. At UOA, we are fortunate to have donations from these same sources who realize we cannot operate without their help. We are grateful to our donors for their generosity!