

Nonprofit Profile - San Diego Brain Tumor Foundation

5/4/2009

By San Diego Business Journal Staff

ORGANIZATION

Name: Connie Reeves Campbell

Titles: Founder and president

Mission of organization: To support the brain tumor community — patients and their families — by providing direct assistance with day-to-day social and medical needs.

Telephone: 619-515-9908.

Web site: sdbtf.org.

Founded: 2002.

Annual income: \$40,000.

Expense allocation: \$29,500.

Corporate support: Girard Securities, Joan Waitt Family Fund, Manny Prupes Charitable Trust Fund, Marcus Allen, and Melissa Reasner McGuire Memorial Fund at the Rancho Santa Fe Foundation.

Board chair: Connie Reeves Campbell.

Board members: Bill Burdt, Gina Champion-Cain, Jan Prupes, Dr. Ron Kraft, Darcy Cohen and Christine Hildebrand.

Employees: None.

Volunteers: 15 who assist with the annual fundraiser.

Events: The annual Dennis Campbell Memorial Charity Golf Tournament.

Wish list: To have an office solely for the Brain Tumor Foundation. It would serve as a place where patients can come for support groups, to speak to a counselor and take stress management classes. It would be a refuge from hospitals and provide a safe atmosphere where people can share their stories without being surrounded by medical equipment and doctors.

OFFICE ISSUES

Recent challenge: Since we are a small, grass-roots organization, we are not necessarily on the radar of well-known philanthropists and corporate organizations. Therefore, we rely solely on our one annual fundraiser, the Dennis Campbell Memorial Charity Golf Tournament, together with individual donations to support all of our patient services and basic business expenses.



Measures of success: In 2008, we provided the following: \$15,210 for brain tumor families' rent or mortgage payments; \$5,500 for medical expenses and massage therapy; \$2,000 for transportation to and from doctor appointments; and \$500 for meals for our patients and their families.

Smartest move: Starting this small organization, which supports San Diegans diagnosed with brain tumors.

Misconception: The foundation is unique because the proceeds go directly to the people who are affected by the disease by covering their medical and living expenses. We believe in the research of brain tumors, but we address the immediate needs of brain tumor patients when they can't work due to brain surgery. We regularly cover expenses like monthly mortgages or health insurance, which are bills that can be overwhelming when not working, or we provide a ride to chemo treatment when patients have no other way to get there.

PROFESSIONAL INSIGHTS

Personal path to nonprofit work: I was married to Dennis Campbell when he was stricken with a brain tumor in 1998. Dennis lost his life in 2000. I continued to meet families that didn't know where to turn or didn't have anyone to talk to once diagnosed or going through the process of what is next when you have a brain tumor.

Toughest aspect: Being one person to try to help so many in need.

Most surprising aspect: How people are so grateful and surprised that I am willing to listen to their story and respond to their call and help provide a solution. People are always shocked that I call them back or we figure a way out to help them with their daily needs.

Biggest pain: The demand for assistance is greater than my resources can provide.

Greatest pleasure: Knowing that I can provide a small bit of hope to those coping with this diagnosis and help them through this journey.

INTROSPECTIONS

Best recent moment: Awarded the Channel 10 Leadership Award on Feb. 26.

Worst recent moment: It's an ongoing challenge to see people affected by this disease and seeing them sometimes pass away despite how hard they fight. And the families that are left behind without their loved one.

Dream for another life: That I could provide to the fullest extent possible for those in need diagnosed with a brain tumor or other life threatening illness.

Downtime: Spend time with family and friends, work in my garden, wine tasting and yoga.

Causes: Involved with San Diego Hospice and Rady Children's Hospital.

Nonprofit Profile is a recurring feature of the Business Journal. Send your candidates for profiles to Tom York at tyork@sdbj.com.