

Brushes with Cancer Licensing Program





Twist Out Cancer Presents:

Brushes with Cancer Licensing Program

About Twist Out Cancer

Twist Out Cancer is an international non-profit charitable organization that provides psychosocial support to individuals touched by cancer through creative arts programming. The organization was founded on the principle that when you share, the world opens up. Twist Out Cancer's impact has been felt in cities around the world including Austin, Ann Arbor, Chicago, Detroit, Montreal, Philadelphia, Tel Aviv and Toronto and have included participants from over 28 states and 6 countries.

Jenna Benn Shersher MSW is the Founder and CEO of Twist Out Cancer. After surviving Gray Zone Lymphoma in 2011, Jenna saw firsthand how young adults with cancer have a unique set of needs that are not being addressed or talked about. She found that one way of fulfilling this need is through creative arts, which could be used as a mechanism for coping and healing.

Twist Out Cancer offers the platform, tools and community—both online and offline—for anyone touched by cancer to feel connected to a community, and for many to take action.

Program Background

Twist Out Cancer® is pleased to license the **Brushes with Cancer®** program to exclusive partners (corporations, non-profits, hospitals and educational institutions) that are committed to strengthening their employee and stakeholder engagement through a unique and transformative art experience. Brushes with Cancer® is a 4-6 month program that matches individuals touched by cancer (previvors, caregivers, survivors; all identified as "Inspirations") one-on-one with talented artists that work in a variety of mediums. The Inspiration is tasked with sharing their story and the Artist creates a unique work of art that is reflective of their journey with cancer. As the relationship develops, the artist is able to turn what is notoriously isolating and scary into an experience that is filled with beauty and hope. The Inspiration and Artist relationship is supported by a mentor that is trained to offer additional resources and guidance. Mentors are licensed clinical social workers, psychologists, art therapists and/or board members who have previous experience participating in Brushes with Cancer.



Brushes with Cancer in Philadelphia, September 18, 2019.

Participants in a Licensed program will connect with their selected match 4-6 times as well as have the opportunity to engage in two **Twistshops®** (group art therapy workshops) and peer-to-peer workshops led by trained facilitators. The workshops provide participants with an opportunity to connect with other program participants and process their experiences through an open-studio, art-making and sharing workshop. The program finishes on a high note with a celebratory art exhibition that will be on display for participants and their colleagues to enjoy. Often, the art is also shared with the public via an online art exhibition.

Licensed programs are fully customizable to fit the needs of the partner target audience. Integrating the program as part of an employee/community benefit may enhance team building and wellness commitments. As Twist Out Cancer is an IRS registered 501c3, licensed programs can be successfully positioned as fulfilling corporate social responsibility goals. Program licensing fees may also be tax-deductible.

Twist History + Proof of Concept

What we do: Twist Out Cancer uses creative arts programming to provide psychosocial support to individuals touched by cancer.

How we do it: Our core program, Brushes with Cancer, improves the quality of life for survivors, previvors, caregivers and loved ones through a unique art experience. TOC uses the creative arts to amplify and reimagine the power of storytelling as a mechanism for healing. There is a growing body of research that demonstrates a correlation between the use of expressive arts and positive medical outcomes. Through this program, we reinforce resilience and counter alienation, stigma and the tendency to retreat.

Our impact: To date, we have impacted over 240,000 through Brushes with Cancer.

Online presence: Our online social media platforms have over 40,000 supporters that are active and engaged in Twist Out Cancer activities.

Clinical Supervision: Under the direction of Ana Gordon, LCSW, OSW-C, Twist Out Cancer operates a clinically supervised mentoring program for Brushes with Cancer participants as well as conducts ongoing research for program impact on the psychological health of those involved in our programs. Jacqueline Carmody, LCPC ATR-BC, trains licensed Twistshop facilitators in a custom art-therapy curriculum.

Previous Licensed Programs: We have had the opportunity to collaborate with **General Motors Design Center, Rolfe Pancreatic Cancer Foundation, and Wayne State University**. Each of these partnerships were carefully structured and designed to meet the partners' specific needs.

For **program and pricing** inquiries please contact **August Spree**, Twist Out Cancer Director of Programs at august@twistoutcancer.org



Spotlight: Twist Out Cancer and General Motors

In 2020, during the height of the pandemic, Twist Out Cancer partnered with General Motors Design Center to provide a unique experience for their Artists and Inspirations. Working entirely virtually, Twist Out Cancer provided a customized program that included 25 Design Center Artists and 25 employees who had intimate experiences with Cancer. The works of art were on display at General Motors Design Center Gallery for months and the artwork was auctioned, with proceeds benefiting Twist Out Cancer's mission and work. To learn more about our partnership with General Motors Design Center check out the [online gallery](#) and [virtual exhibition](#).

Inspiration

"The only thing I knew I wanted from taking part was a fitting tribute to Beth; one I knew I could not provide on my own. As a wife and mother, her absence is felt by each of us every day. My time interacting and working with Jeff on this project has been a blessing."

—Steve D., BWC GM Design Center Inspiration



Tough Nut to Crack, by artist Kirk Roda and inspiration Carol Garrett.

For more information contact
Jenna Benn Shersher, MSW, Founder & CEO:
jenna@twistoutcancer.org
(847) 802-9183
A 501(c)(3) organization

twistoutcancer.org

