

## FREQUENTLY ASKED QUESTIONS

### The Organization:

#### **What is The Healing Project?**

Founded by Debra LaChance in 2005, The Healing Project is a not-for-profit organization created to provide support, perspective, insight and strength to individuals who are dealing with life-threatening and chronic diseases.

#### **Who manages the Organization?**

In addition to the founder, Debra LaChance, president, Melissa Marr, was hired to head operations in April, 2006.

#### **How does The Healing Project differ from other health-related organizations?**

Most health-related organizations are focused on a specific disease or a particular region affected by a disease. Many of the largest health-related organizations are designed to benefit the medical and research communities since the eradication of certain diseases is top of the priority list for all. The Healing Project focuses on improving quality of life for the patient and the patient's family, specifically. The Healing Project works to promote awareness while providing physical, emotional, psychological and social support to those individuals coping with life-threatening or chronic illnesses.

The "Voices Of" book series is an ongoing project and The Healing Project, along with LaChance Publishing, has already produced *Voices of Alzheimer's* and *Voices of Lung Cancer*. Both books will be available in bookstores in May 2007. The Resource Center on The Healing Project's website features key patient resources in each of these areas as well as autism, breast cancer, diabetes, multiple sclerosis, substance abuse and more. The Healing Project is currently developing a resource center for children.

The "Voices Who Care" online networking forum, will encourage membership regardless of disease type. The goal of this social network is to create an online community, bringing people together under one roof where issues, challenges, hopes and fears can be discussed, advised, altered and understood. "Voices Who Care" is an online support group that has been designed with the patient in mind. "Voices Who Care" is also an information center, where members can share stories, offer perspective and ask questions, free of charge, twenty-four hours a day.

#### **What diseases benefit from the work of The Healing Project?**

Through production of the "Voices Of" book series, The Healing Project is currently promoting awareness of Alzheimer's Disease, Lung Cancer, Breast Cancer, Multiple Sclerosis and Alcoholism. Other book subjects on the slate include Autism, Heart Disease, Obesity, HIV/AIDS, Lupus, Bi-Polar Disease, Muscular Dystrophy, Parkinson's Disease, Anorexia/Bulimia and Amyotrophic Lateral Sclerosis.

Through production of the "Voices Who Care" social network, The Healing Project will help to promote awareness through the members who choose to join. There are no membership exclusions when it comes to disease-type.

The "Voices Of" Book Series:

**What is the relationship between The Healing Project and LaChance Publishing?**

The Healing Project will enter into a commercial co-venture with LaChance Publishing in order to develop and distribute the "Voices Of" series. All of the profits from the sale of the books will be donated to The Healing Project by LaChance Publishing.

**Who is eligible to submit stories for publication?**

Everyone is welcome to submit their story for publication consideration. Writers' guidelines are available at [www.lachancepublishing.com](http://www.lachancepublishing.com). One does not need to be a professional writer to submit. The Healing Project is looking for a wide variety of story-telling perspectives.

**How do you submit a story for publication consideration?**

Visit [www.thehealingproject.org](http://www.thehealingproject.org) for project details and [www.lachancepublishing.com](http://www.lachancepublishing.com) to submit a story.

**What book titles are currently available?**

*Voices of Alzheimer's* and *Voices of Lung Cancer* are scheduled for release in May 2007. *Voices of Breast Cancer* and *Voices of Alcoholism* are scheduled for release in October 2007. *Voices of Multiple Sclerosis* is scheduled for release in 2008.

**How are anthology topics chosen?**

Thus far, The Healing Project's anthology topics have been chosen based on apparent public interest with attention given to those illnesses that seem to be under-represented with regard to research and/or public awareness.

**How much do the books cost?**

At this time, the suggested retail price of the books is \$16.95.

**Where can the books be purchased?**

Sales outlets will be announced by the books' distributor in April 2007.

**What percentage of the book proceeds go to charity?**

100% of the profits from the sale of the books will be donated to The Healing Project by LaChance Publishing. These funds will be used by The Healing Project to maintain and create resources offered to individuals coping with life-threatening or chronic, debilitating illnesses.

The "Voices Who Care" online social network:

**What is "Voices Who Care?"**

VOICES WHO CARE is a social network created specifically for individuals who are coping with life-threatening illnesses and chronic diseases. VOICES WHO CARE is a global online communications platform that incorporates complex levels of functionality including person-to-person search, email, instant messenger, bulletin board (content exchange) and photo/video hosting. VOICES WHO CARE targets patients, family members, friends, caregivers, educators and anyone else who may be interested in communicating with others confronted with the challenges of illness and disease. In addition to providing users with the opportunity to create their own content: text, photo and video, VOICES WHO CARE will provide users with regularly updated health-related news reports, direct access to the resource center of The Healing Project and original streaming video programming on the home page of the site.

VOICES WHO CARE intends to promote site visibility and online membership through web portal partnerships with other not-for-profit organizations sharing similar communications goals as well as media companies interested in co-branding initiatives. Current affiliations include Joan's Legacy, the Lung Cancer Alliance, the Alzheimer's Association, the Complementary Therapies Program at St. Vincent's Comprehensive Cancer Center and the Rush Philanthropic Arts Foundation. Public relations strategy for VOICES WHO CARE includes nationwide and eventually international awareness advertising throughout the health care industry, in both the profit and not-for-profit sectors.

**When will "Voices Who Care" be available to the public?**

The launch of the network is planned for late spring 2007. Email alerts will be provided to those interested (please visit The Healing Project website to register for an email alert).

**Who is eligible to join "Voices Who Care?"**

Membership in the network is free and open to patients, family members, care givers, friends... anyone who feels they will benefit from this communications platform.