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Roswell-based Nonprofit Helps Cancer Patients at Northside Hospital Feel Beautiful Today

The Northside Hospital Cancer Institute, staff and patients, recently had an opportunity to participate in a new program from local nonprofit Feel Beautiful Today, whose mission is to bring love and hope to women and girls affected by cancer through gifts of beautiful handmade jewelry.

Feel Beautiful Today, a 501(c)(3) in Roswell, was formed in 2010 after cancer claimed the lives of several loved ones of founder Biviana Franco. Franco was so moved by their courage and inner beauty that she was compelled to use her experience as an artist to honor them and all women affected by cancer. Today, the organization has provided hope, love and encouragement to more than 2000 women and girls affected by cancer through its innovative jewelry workshops.

“We want women and girls affected by cancer to know that in spite of their situation, they are still beautiful and that when they wear our jewelry, they will feel a sense of encouragement and support at a time when they need it most,” said Franco.

‘Joined in Hope’ is the organization’s newest program, which gives care providers and patients the opportunity to join together in creating a beautiful and symbolic necklace for patients to keep. Northside Hospital was the first hospital to participate in the program. On Feb. 5, nurses and other staff of the hospital’s Outpatient Infusion Center gathered to assemble one-half of each of the necklaces. Later that day, as patients came in for their appointments, they were given the opportunity to assemble the other half. Once connected, the necklaces symbolize two people joining in hope. The patients were allowed to keep the necklaces they completed, to enjoy and cherish forever.

“I really enjoyed this so much,” said Sharon Keesee of Powder Springs, about the opportunity to complete a necklace during her chemotherapy appointment. “The neat part is the symbolism, and it was a nice distraction.”

“We couldn’t be more pleased with the success of this first Joined in Hope event,” said Donna Meyer, survivorship program coordinator, Northside Hospital. “Our staff were really engaged and encouraged, and the caregivers and patients were delighted.”

The project was sponsored by the Northside Hospital Foundation and an outside donor.

Feel Beautiful Today programs for patients are offered free of charge, in collaboration with more than 11 hospitals and cancer centers throughout Atlanta. For more information, visit www.feelbeautifultoday.org.

For more information about support Northside's Cancer Institute, visit give.northside.com.

About Northside Hospital (www.northside.com)

The Northside Hospital healthcare system is an 838 bed, not-for-profit healthcare provider with more than 120 locations across Metro Atlanta, including three acute care, state-of-the-art hospitals in Atlanta, Cherokee and Forsyth. Atlanta consumers have voted Northside their "Most Preferred Hospital for Overall Healthcare Services" in the National Research Corporation's annual Healthcare Market Guide for 16 consecutive years. More than 2,200 physicians and 10,000 employees serve nearly 700,000 patient visits annually across a full range of medical services.

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