Impact Report
24 Foundation Donors and Friends,

It’s hard to believe just over 16 years ago I was riding the “Booty Loop” solo in Charlotte’s Myers Park neighborhood for 24 hours. My goal was to raise funds for cancer and change the conversation about this disease that today impacts 14.5 million people nationwide.

While I set out to ride by myself on that frigid day in November 2002, friends and even strangers came out to ride alongside me and keep me motivated during the 24-hour period. Some of those people are still involved and ride in 24 Hours of Booty each year.

This motivation goes hand in hand with the tremendous evolution of the newly branded 24 Foundation and our signature fundraising event – 24 Hours of Booty. It’s the same great organization – that I founded and ran from the kitchen table with my wife, Susan – but now has an exciting new vision.

It’s an incredible time for 24 Foundation as we celebrate 16 years of making a difference in the lives of those affected by cancer. It’s truly inspiring to know that more than 17,000 participants have raised $17 million to help change the course of cancer. I’m thrilled to be along for the ride and part of the legacy and history of 24 Foundation while furthering the mission with a new momentum that will help create an even bigger impact on the cancer community.

Together, we are changing the course of cancer by advancing local and national cancer survivorship and navigation programs and by making real and tangible improvements in people’s lives, right now. Thank you so much for your continued support and for being part of our #TwentyFourward journey.

Sincerely,

Spencer Lueders
Founder, 24 Foundation
The spirit of 24 Hours of Booty was infectious. There was a feeling of hope, dedication and celebration that seemed different from other cancer events. That small Booty family immediately connected in a proactive, positive way to support one another and the larger cancer community. I was hooked.

“The spirit of 24 Hours of Booty was infectious. There was a feeling of hope, dedication and celebration that seemed different from other cancer events. That small Booty family immediately connected in a proactive, positive way to support one another and the larger cancer community. I was hooked.

—Patti Weiss
First Executive Director of 24 Foundation

**Mission**
To inspire and engage communities to make an immediate impact on the lives of people affected by cancer.

**Vision**
Cancer navigation and survivorship for all.

**24 Foundation Story**
24 Foundation, formerly known as 24 Hours of Booty, has evolved from one man to a national foundation aiding in the revolution of cancer navigation and survivorship. Over 16 years ago, the 24 Foundation came to fruition with one man on a bike pedaling for 24 hours with a goal to change the conversation about cancer. This motivation evolved into the foundation’s first fundraising event, 24 Hours of Booty, held on the famed Booty Loop in the Myers Park neighborhood of Charlotte, North Carolina. 24 Hours of Booty signature events expanded to Maryland, Indiana and Georgia, transforming into what today is known as 24 Foundation, an engine for advancements in cancer survivorship and navigation services.

Our mission is to inspire and engage communities to make an immediate impact on the lives of people affected by cancer. The vehicle of this impact are premier 24-hour non-competitive events that are safe, fun and open to cyclists and walkers of all abilities. 24 Foundation is fueled year-round by the survivors, caregivers, family and friends that motivate us to make an immediate, measurable and tangible impact on the lives of people affected by cancer each and every day. United by the common vision of cancer navigation and survivorship for all, 24 Foundation has raised more than $17 million to date to support our mission.

**3,500** Participants
**8,000** Spectators
**130+** Sponsors and Community Partners
**55** Integrative Oncology Classes
**10,000** Callers to National Phoneline Support
**150K** Survivors and their families supported by all beneficiaries
**550** YMCA Wellness locations
**40+** 1-on-1 Patient Navigators
**700+** Young Adults Served

$17 million raised since 2002
$2.1 million raised in 2016

85¢ of every dollar is spent on mission related expenses
Primary Beneficiary Road Map

- **2005**: LIVESTRONG Partnership
- **2006**: Levine Cancer Institute Partnership
- **2008**: Ulman Cancer Fund for Young Adults Partnership
- **2012**: IU Simon Cancer Center Partnership
- **2016**: Levine Children's Hospital Partnership

**Road Map**

**2002**: STARTED

**TODAY**
2016 Beneficiaries

**North Carolina Beneficiary**

- **$1.5 million**
  - will fund a 2018 advanced outpatient care facility to include a 7th floor dedicated to survivorship and navigation programs

- **10,500+**
  - patients were consulted by dieticians throughout the LCI network

- **75**
  - new Hispanic patients will be supported by a Hispanic navigator in 2017

- **1,329**
  - Healing Arts Program patients

- **355**
  - Music Therapy patients

- **974**
  - Art Therapy patients

- **1,329**
  - patient visits to Integrative Oncology physician consult clinic

- **683**
  - patients participated in 12-week Cancer Wellness Program

- **974**
  - free survivorship and integrative oncology programs and classes

- **194**
  - patients participated in 12-week Cancer Wellness Program

- **55**
  - free survivorship and integrative oncology programs and classes

- **326**
  - new patients were assisted this year

- **49**
  - young adults received fertility preservation funding

**Indiana Beneficiary**

**NCI-funded Platinum Study**

24 Foundation supported an NCI-funded Platinum Study that focused on protecting patients from the toxic side effects of treatments utilizing platinum-based drugs.

- **12 million**
  - patients worldwide have this therapy each year
  - 68% report hearing loss
  - 40% report ringing in the ears
  - 30% report neuropathy
  - 12% report high blood pressure

Someday these survivors will be free of pain in their limbs, ringing in their ears, heart disease and a host of other ailments that are currently lifelong.

**Maryland Beneficiary**

**Childhood Cancer Champions Program**

- Will address improving long-term health and well-being of childhood cancer survivors by promoting adherence to follow-up appointments and screening tests
- Enhance education of patients, parents and healthcare providers about long-term effects of childhood cancer treatments
- Provide timely referrals to necessary specialists
- Offer readily available psychological counseling for neurocognitive concerns
- Facilitate the transition to adult care at Levine Cancer Institute

**Indiana Beneficiary**

**Indiana Beneficiary**

**Reflecting on 24 Foundation**

"I want to remind folks what a great opportunity it is to donate to 24 Foundation, and in so doing they will be supporting the very programs that are benefiting my daughter and others like her." - Matthew Tringali

Top Fundraiser

"I want to remind folks what a great opportunity it is to donate to 24 Foundation, and in so doing they will be supporting the very programs that are benefiting my daughter and others like her." - Matthew Tringali

Top Fundraiser
Additional 2016 Beneficiaries

Be the Match
Brain Tumor Fund
Keep Pounding Fund
GoJenGo Foundation
Queens University
Wind River Wellness Retreats

**L I V E S T R O N G**

National Beneficiary

$3 million donated to the LIVESTRONG foundation since 2005

325,000 clients received online resources with “We Can Help” information they need

6,700+ new clients received national patient support services

25 YMCA locations onboarded with the “Grow the LIVESTRONG at the YMCA program”

1,300+ young women and couples received specialized fertility services

24 Foundation has brought me together with an amazing family and community that understands what I have gone through. All of the amazing programs the organization supports will help me transition back into “normal” life again. I am looking forward to continue being a part of this incredible family.

-Alexandra Marshall
Cancer Survivor

Do not go through it alone. Support looks different for every person. Find what works for you. That might be prayer, meditation, time in nature or staying active on your “good” days with a walk, yoga class or light bike ride; more than likely, it’s a combination of all of these.

-Shannon Carney
Wind River Cancer Wellness Retreats
Ways to Give

General Donations
- Annual Gifts
- Legacy Gifts
- Corporate Gifts
- Matching Gifts
- Lead a Team
- Participant Support
- Stock Gifts
- In-Kind Donations

Ways to Get Involved

Event Sponsor
- Event Sponsor
- Event Participation
- Event Volunteer
- Office Volunteer
- General Volunteer
- Internship
- Committee Membership

Sponsors

Adams Outdoor
All-In to Fight Cancer
Bicycle Sport
Boingo Graphics
Carolinas HealthCare Foundation
Cigna
CycleBar
The Dunstan Group
Giordana
Hull & Knarr
iHeartRadio
Klipsch
Mountain Khakis
Race Pace Bicycles
SeedSpark
Shiel Sexton
WBTV

Board of Directors

Peter Levinson
Board Chair
Christy Blakely
Board Vice Chair
Spencer Lueders
Bill Anderson
Chasse Bailey-Dorton, MD
Mona Baset
Nicole Bills Golomb
Marc Gustafson
Hillary Lacouture
Sandy Morgart
Mazoway
Rasmus Pedersen
Charles Pitts
Ben Wilhelm
24 Foundation
Friends and Family,

At 24 Foundation, we are dedicated to creating impactful change in cancer navigation and survivorship. We are grateful for our amazing community of survivors, caregivers, family and friends, beneficiaries and supporters who motivate us to make an immediate impact on the lives of people affected by cancer.

We are proud to share this inaugural Impact Report to show the incredible difference you are making in this effort. In 2016, our signature 24 Hours of Booty events in Charlotte, NC, Columbia, MD, and Indianapolis, IN raised over $2 million, bringing the total to $17 million to date to support local and national cancer navigation and survivorship programs. Moreover, 85 cents of EVERY dollar spent was on mission related expenses. Now that’s impactful!

We couldn’t have achieved this success without your unwavering support, especially during our leadership transition last year. Your warm welcome and trust in us as 24 Foundation’s new Executive Director and as Board Chair, respectively, speaks to the graciousness and dedication of our tremendous 24 Foundation community.

Thank you for showing up, for your generous donation of time and treasures, and for being by our side every step of the way. You have enabled us to continue pursuing our organization’s hopes and plans, including our rebrand as 24 Foundation (formerly known as 24 Hours of Booty). Doing so enables us to expand our partnership and revenue opportunities to further impact the local and national cancer community, and stand by those affected by cancer every step of the way.

We are poised for a fantastic future as we continue making an impact in changing the course of patient navigation and survivorship. Thank you for being part of our journey and for helping propel us #TwentyFourward!

Sincerely,

Mallory Walsh
Executive Director

Peter Levinson
Board Chair
Change the Course of Cancer.
Donate.

www.24foundation.org/donate