Thank you!

24 Foundation Friends, Supporters and Stakeholders –

Baseball great Jackie Robinson once said, “A life is not important except in the impact it has on other lives.”

That is what we are all about at 24 Foundation. And, it’s why we continually uphold and further our mission of inspiring and engaging communities to make an immediate impact on the lives of people affected by cancer. Through our mission-driven efforts over the past year:

We are inspiring and engaging communities through our signature events, year-round stewardship of donors, and support of team recruitment and fundraising events.

We are making an immediate impact locally and nationally through our main beneficiary partners and a new tier of community cancer organizations selected through our new formal grant process.

We are celebrating stellar fundraising success. In 2017, our event participants rallied to raise $1.7 million, bringing the overall total to $19 million to support local and national cancer navigation and survivorship programs. We also introduced a walk portion to each event and relocated our Columbia, MD event to the beautiful Johns Hopkins University Homewood Campus in Baltimore.

And, we are honoring our successful rebrand as 24 Foundation, which has enabled us to: partner with even more notable organizations, secure additional corporate sponsors and donations, and expand our impact on cancer navigation and survivorship for our communities.

Thanks to our incredible 24 Foundation community for your unwavering dedication and for helping work toward providing cancer navigation and survivorship for all. We hope this 2017 Impact Report serves as a source of inspiration and we look forward to you being part of our impact in 2018!

Sincerely,

Mallory Walsh
Executive Director

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.
80¢ of every dollar is spent on mission-related expenses

$19 million raised since inception

19,000 participants since inception

$1.7 million raised by participants in 2017
Inspire and engage communities

Achieving the mission of 24 Foundation involves year-round collaborative efforts to ensure the support and stewardship of our event participants, donors, volunteers, partners and beneficiaries. The first part of our mission is “to inspire and engage communities.” The success of 24 Foundation and our beneficiary partners is only achieved when our host cities, families, and networks join together to assist and bolster those affected by cancer. The goal of our 24-hour events is to showcase inspiration, achievement, and against-the-odds hope, but our engagement doesn’t stop with these one-day events. Wherever one is on this cancer journey, 24 Foundation is here to inspire and engage them forward.

Homestretch

“Homestretch is an opportunity for Indianapolis leadership and Street Team members to host a fantastic community event. We invite our team captains, sponsors, beneficiaries, grant recipients and community members to come together and celebrate our successes, increase awareness of our local impact, as well as rally to reach and exceed our goals!”

Nanci Bonfield
24 Indianapolis, Fundraising and Recruitment Director

Pink to Drink

“Pink to Drink was started as an event to bring a community together after we lost our daughter Libby to Leukemia in 2014. My good friends Scott Dunstan and Shawn Wilfong jumped into action to plan and support our family. Pink to Drink represents Libby and continues to grow and impact the way we allow people to support us, our teams and for folks to be part of the story.”

Josh Jones
24 Hours of Booty, Co-Founder Pink to Drink

Jim Gleason

“I’m going on 4 years as the top fundraiser for 24 Baltimore. Knowing that I’m making an immediate impact in my community keeps me moving for cancer survivors and their families. I ride for them as they inspire me to be 24 STRONG.”

Jim Gleason
24 Baltimore, 2017 Top Fundraiser
A cancer diagnosis requires an urgent response, and the second part of our mission, “to make an immediate impact,” addresses that need. We provide access to navigation and survivorship services that will improve a survivor’s experience, their quality of life during and after treatment, and the support given to their network of loved ones. Your fundraising and generous donations directly help those affected by cancer focus on surviving and thriving, rather than the hardship of cancer. 24 Foundation serves as a resource to the cancer community, connecting constituents to our medical partners and beneficiaries, immediately, from the day of diagnosis.

**2017 Primary Beneficiaries**

- Changing the course of cancer care by removing the barriers that separate patients from access to world-class research, breakthrough treatments and quality care.
  
  - Clinically significant improvement in function between initial and final therapy visits for patients in cancer rehabilitation: 81%
  
  - Survivorship care plans delivered: 1,000+
  
  - Navigator Academy participants, who receive personal assistance throughout all phases of the cancer journey: 50
  
  - New patients who had access to a nurse navigator: 4,000+

- Committed to providing continued compassionate support for patients and their families through a survivorship clinic focused on wellness, special needs, and preventive care for childhood cancer survivors to ensure the highest quality of life.
  
  - Children received a psychological assessment, screening for adjustment concerns, and were given coping strategies: 145
  
  - Momcology meetings, a new bi-monthly support group for oncology caregivers: 4
  
  - Provides the highest level of patient care with a focus on developing more effective approaches to cancer prevention, diagnosis and treatment: 45%
  
  - Increase in new patient volume because of funded nurse navigators: 1
  
  - Navigators are able to give the patient one person to connect with throughout their journey who summarizes treatment, suggests support services, and offers friendship: 1
  
  - Ulman’s mission is to change lives by creating a community of support for young adults and their loved ones impacted by cancer so that one day no young adult will face cancer alone: 37
  
  - Scholarships awarded to young adults: 37

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- Scholarships awarded to young adults.

- Families served through patient navigation: 400+
Casting for Recovery
Served 40 women with breast cancer through medical, psychosocial and emotional support via the outlet of fly fishing during a 2.5 day retreat

Carolina Breast Friends
Provided 552 mastectomy pillows, 848 inspirational jars and 1,380 chemo comfort bags

GoJenGo Foundation
Supported 138 local breast cancer survivors by supplying financial assistance for rent, utilities, and home and car repairs

Hospitality House of Charlotte
Provided 416 nights (1,664 individuals) of lodging for families experiencing medical crises and financial hardship

Wind River Cancer Wellness Retreats
Supported 75 people on multi-day wellness retreats with an average reach of 300+ survivors and caregivers annually, and provided 600 hours of 1-1 survivorship and nutrition coaching

Queens University
Two students affected by cancer received scholarships to reduce financial burden during college years

“I am so grateful for the opportunity to go through the LIVESTRONG program at the YMCA. I was able to join a group of other cancer patients where we all shared a common bond of trying to heal and feel better. We took yoga, pilates, spin, cooking classes and my personal favorite, TRX. I was sad to see graduation day approach and have so missed all my other friends from our LIVESTRONG class where strong bonds were formed.

- Teresa Wohlbruck
Cancer survivor, 24 Hours of Booty participant

$3.1 million donated to the LIVESTRONG Foundation since 2005
258,000 clients received online resources with “We Can Help” information they need
512 navigation support services provided nationwide
31 new YMCA locations onboarded the LIVESTRONG at the YMCA program
1,800 young women and couples received specialized fertility services
6,284 callers to national phone line support

2017 Secondary Beneficiaries

2017 Impact Report
Reflecting on 2017 leaves me with a smile and feelings of community and inspiration. Some key highlights for me include the organizational name change, record fundraising, adding incredible staff and board members, and serving more local beneficiaries. Everyone should take a moment to reflect on what we have done collectively to make an immediate impact on the lives of people affected by cancer.

As I look forward to 2018, I see momentum, purpose, impact and family. The 24 Family. Thank you for your leadership and steadfast support for our mission. It means everything.

Sincerely,

Spencer Lueders
Founder, 24 Foundation
Change the course of cancer. Donate.

24foundation.org/donate