



24

# 2020 Impact Report





## 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 Supporters & Friends,

2020 was a memorable year for all of us. What began as a series of unknowns quickly became the UnLooped experience. More than 1500 of you participated alongside of us from your homes all over the world. We didn't know what to expect from this new event format, but it's safe to say that you blew us away.

We didn't know how this virtual event would bring together the 24 community like never before. Our favorite part of event weekend is the hope and healing that is sparked by so many families impacted by cancer being together to celebrate and remember. UnLooped still managed to bring that magic, while we focused on staying safe and healthy in the midst of a pandemic. The most important part of all of this is that we did it together.

This is why **WE** do what we do. We help, heal, and hold each other close so that our cancer community has the support they need to navigate this insidious disease. Thank **YOU** for being a part of the 24 community.

Sincerely,

Katy Ryan  
Executive Director  
24 Foundation





(24) indianapolis

(24) hours of booty®

79¢

Of every dollar is spent on  
mission-related expenses

\$22,771,000

Raised since inception

22,400

Participants since inception

\$1.7 million

Raised in 2019





# INSPIRE AND ENGAGE COMMUNITIES

The expression “it takes a village” exists for a reason. It’s why we are stronger together as we work to inspire and engage communities to make an immediate impact on the lives of those affected by cancer. While our events take place for just 24 hours, our work continues throughout the year as our host cities, participants, volunteers, and beneficiaries join together to change the course of cancer. Thank **YOU** for providing hope and healing 365 days a year.

**7,200**

Spectators

**108**

Total team  
fundraising events

**397**

Volunteers

**1,700**

Participants

## 24 indianapolis



“Cancer is never going to stop. It has no soul; it has no conscience. It will continue to be horrible and insidious. Because cancer won’t stop, we can’t stop either.”

Carl Field  
24 Indianapolis  
Team Collin

“We find this event important because we want to help everyone having to fight cancer, especially those in our local community. Having support and resources to fall back on after being diagnosed with cancer is incredibly valuable, both for the patients and the caregivers, and can make a huge difference in how well treatment goes.”

Ben Huckaby  
24 Hours of Booty  
Team Diamond Peddlers

## 24 hours of booty®





# MAKE AN IMMEDIATE IMPACT

## 2019/2020 Primary Beneficiaries

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 to focus on surviving and thriving, rather than the hardships 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.



Simon Cancer Center



### Atrium Health Levine Cancer Institute

Changing the course of cancer care by removing the barriers that separate patients from access to world-class research, breakthrough treatments, and quality care.

**8,200**

Patient or caregiver encounters within the Department of Integrative Medicine. Programs include such things as meditation, yoga, tai chi, therapeutic art, Healing Touch therapy, acupuncture, and support groups.

**1,043**

Patient encounters and 98 patients served in 2019 through 24 Foundation’s funding of a bilingual, Spanish-speaking Nurse Navigator at Levine Cancer Institute.

**3,875**

Hours of much-needed respite time for caregivers through the Buddy Program since 2017. The program works to eliminate the worry of who will care for the loved one by providing a certified RN to continue caregiving activities while the caregiver is away.

“Before treatment, I reported about a 3 or 4 out of 10 feeling of anxiety. After treatment, I reported 0 plus a release in some of my pain areas. It was a great experience.”

- Kristi, a Charlotte-area cancer survivor benefiting from services funded by 24 Foundation.

### Atrium Health Levine Children’s

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.

**50**

Patients served each day from the 24 Foundation Healthy Snack Cart at Levine Children’s Hospital. The snack cart provides healthy options to help fuel long days of treatment.

### Franciscan Health Cancer Center

Moving Beyond is a 12-week survivorship program focused on emotional, physical, social, and spiritual well-being to help cancer survivors and caregivers thrive and live a healthy life after cancer treatment.

**48**

Weeks of programming provided through the Moving Beyond program each year. Funding from 24 Foundation added two new 12-week sessions in 2018 and 2019, ensuring patients have year-round access to navigation services.

**\$0**

Moving Beyond is provided free of charge to all participants regardless of where cancer treatment was received.

**100%**

Each participant receives survivorship navigation from a multidisciplinary team, including an oncology certified advanced practice nurse, mental health specialist, cancer certified healthy lifestyle coach, dietitian, and chaplain.

### Indiana University Health Simon Cancer Center

Provides the highest level of patient care with a focus on developing more effective approaches to cancer prevention, diagnosis, and treatment.

**2**

Nurse Navigators to support head and neck cancer patients throughout the cancer treatment journey and into survivorship or end of life care.





# MAKE AN IMMEDIATE IMPACT

2019/2020 Secondary Beneficiaries\*

24



## Casting for Recovery

Served 32 women with breast cancer through medical, psychosocial and emotional support via the outlet of fly fishing during 2.5 day retreats in North Carolina, and Indiana.



## Carolina Breast Friends

Provided support for 72 Latina cancer survivors through the La Casa Rosada program, including the translation of navigation materials and other collateral.



## GoJenGo Foundation

Assisted 25 breast cancer survivors and their families with their household bills while they received treatment.



## Hospitality House of Charlotte

Provided 3,500 nights of lodging for more than 700 patients and family members navigating cancer treatment.



## Wind River Cancer Wellness Retreats

Provided 7 multi-day group wellness retreats, more than 600 hours of one-on-one peer coaching, and touched over 400 survivors and their families.



## Queens University

One student affected by cancer received a scholarship to reduce financial burden during his/her college years.



## Claire's Army

Support from 24 Foundation fully funded the new Claire Package program at Levine Children's Hospital, enabling them to serve an additional 150 families in 2019. Packages provide comfort and guidance to families whose children have been recently diagnosed with cancer.



## IWIN Foundation

Supported 30 Indiana breast cancer patients and their families through the provision of assistance for meals, transportation, housekeeping, childcare, medication, wellness classes, or massage therapy.



## Chemo Cars

Provided more than 900 rides to/from cancer treatment at no cost to cancer survivors.



## Little Red Door Cancer Agency

Provided more than 250 Rides of Hope to treatment to low-income and medically underserved cancer survivors.

\*For a full list of beneficiaries, visit [24foundation.org](http://24foundation.org)



## SPONSORS

### Diamond

Atrium Health

### Gold

Accenture

Giordana Andretta

PNC Bank

### Silver

Cigna Healthcare - Carolinas

Dunstan Group

Harris Teeter

Heritage Environmental

Kask America

Mountain Khakis

Shiel Sexton

SRAM

### Bronze

107.9 The Link

Arsee

Balfour Beatty

Bicycle Sport

Bike Line

Big Lug

Bingham Greenebaum Doll

Carolina Sports Clinic

Charlotte Neurosurgery & Spine

Collabera

Delta Faucet

Fuel Pizza

Hampton Inn

Hull & Knarr

Indianapolis Indians

Kingfisher Capital

Peets Coffee

Ratio Architecture

Red Moon Marketing

Signature Consulting

Sam's Club

Something Classic

The Fan Sports Radio

WBT 110 AM

## Board of Directors

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Rasmus Pedersen – Chair

Bob Woods - Vice Chair

Chad Frk – Treasurer

Justin Hage – Secretary

Ben Wilhelm - at large

Chasse Bailey-Dorton, MD

Derrick Cornwall

Eve White

Gary Parker

Kevin Bartlett

Lexee Zutz

Marc Gustafson

Mona Baset

## Lead Volunteers

Adrienne Chen

Amy Rininger

Angela Rhodes

Ashley Spurlock

Ashley Wallace

Benjamin Parrish

Beth Kelly Fernandez

Bill Jacob

Brad Hughey

Carrie Shanks

Dan Leach

Daphna Varadi

David Berko

David Craven

David Rhodes

David Trossman

Deneen Kettell

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Eric Chan

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Helen Kim

Imani Stokes

Janeia Brounson

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Joel Benson

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John McKenzie

Joyce Davis

Justin Jones

Ken Rollin

Laney Parrish

Lea Durbin

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Louise Hindal

LuAnn Pelsor

Lucy Anderson

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Matt Kriech

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Maurice Emery

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Michelle Shrum

Michelle Wood

Morgan Gapara

Norman B. Price II

Olivia Frzop

Oseye Boyd

Rafael Matos

Rick Hamilton

Ryan Clem

Scott Drake

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Sue Bigler

Teresa Rollin

Terri E. Moser

Tim Fagan

Todd Cook

Tom Gospel

Tony Sapien

Vaughn Arthur

Wayne Jones

William "Will" Sellers

## Hi, Friends!

It's hard to believe it's been 19 years. And yet each year brings new experiences, new faces, and new hope for our cancer community. Our veteran riders continue to astonish me with their passion and perseverance, while our first-timers help to remind us why we ride, walk, and stride.

Thank you for making a difference each year in our cancer community. It's because of you that we are able to provide healing and hope to so many. I love everything about Booty. The laughs, the cries, and the irreverent spirit of the whole experience. You are what makes it special.

See you on the Loop!

Spencer Lueders  
Founder



## WAYS TO GET INVOLVED

Event Participation  
Team Captain  
Event Volunteer  
Event Sponsor  
Internship  
Committee Membership  
Board Leadership

## WAYS TO GIVE

General Donations  
Participant Support  
Corporate Gifts  
Matching Gifts  
In-Kind Donations  
Year End Giving  
Annual Gifts  
Legacy Gifts



**CHANGE THE COURSE OF CANCER.  
JOIN US.**

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