

IMPACT REPORT

20
21

THE SUMMER OF ENDLESS HOPE



24 Foundation

TO INSPIRE AND ENGAGE
COMMUNITIES TO MAKE
AN IMMEDIATE IMPACT
ON THE LIVES OF THOSE
AFFECTED BY CANCER.

Katy Ryan
Executive Director
24 Foundation



24 FOUNDATION BY THE NUMBERS

73¢

Of every dollar is spent
on mission-related
expenses

\$25,011,000

Raised since inception

25,017

Participants since
inception

\$1.33 Million

raised in 2021



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 main event takes place for just 24 hours, our work continues throughout the year as our community, participants, volunteers, and beneficiaries join together to change the course of cancer. Thank **YOU** for providing hope and healing 365 days a year.

7,000

Spectators

100

Total team
fundraising events

350

Volunteers

1,700

Participants

*Five year average listed due to COVID



MAKE AN IMMEDIATE IMPACT

2021 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.



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.

2,290

Virtual groups and classes within the Department of Integrative Medicine. Programs include such things as meditation, yoga, tai chi, therapeutic art, Healing Touch therapy, music therapy, and support groups.

1,212

Patient encounters and 74 patients served in 2021 through 24 Foundation’s funding of a bilingual, Spanish-speaking Nurse Navigator at Levine Cancer Institute.

5,000

Acupuncture, Massage, and Healing Touch appointments in 2021. These programs address patient anxiety, neuropathy, pain, and sleep issues. Many of the programs funded through the department of Integrative Oncology are not covered by insurance, but are critical to long-term quality of life.

“When I was diagnosed with cancer, I began a lifelong journey of survivorship. After finishing treatment, I set out to live a life independent of my experiences with cancer. The survivorship clinic has helped me by empowering me to take ownership of my own health and well being.” - LCI Patient supported by 24 Foundation funding

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 (LCH). The snack cart provides healthy options to help fuel long days of treatment.

LCH PATIENT RESOURCES FUNDED BY 24 FOUNDATION

1 PSYCHOLOGY FELLOW

2 FULL-TIME DIETICIANS

1 PART-TIME DIETICIAN

1 PRN (ON CALL/CONTRACT) DIETICIAN

LCH INTEGRATIVE ONCOLOGY PATIENT ENCOUNTERS THROUGH OCT 2021

1,193 REIKI SESSIONS

252 MUSIC THERAPY SESSIONS

546 INPATIENT ARTS FOR LIFE SESSIONS

253 ARTS FOR LIFE OUTPATIENT SESSIONS

52 NEW PATIENT CONSULTS IN INTEGRATIVE MEDICINE



MAKE AN IMMEDIATE IMPACT

2021 Community Beneficiaries*

24



Casting Carolinas

Served 15 women with breast cancer through medical, psychosocial and emotional support via the outlet of fly fishing during weekend retreats in North Carolina.



Carolina Breast Friends

Provided support for virtual programming that reached more than 6,620 women facing a breast cancer diagnosis.



GoJenGo Foundation

Assisted 23 breast cancer survivors and their families with their household bills while they received treatment.



Hospitality House of Charlotte

Provided 200 nights of lodging and 10 full days of operating cost (20 room facility) for more than 350 patients and family members navigating cancer treatment.



Wind River Cancer Wellness Retreats

Provided 22 weekend get-away retreat experiences for survivors, health care workers, and their families, Interactive virtual Cancer Wellness and Lung Cancer Wellness Retreats, a 21 day Wonderment Retreat, a 21 day Food for the Soul Retreat, and more.



Queens University

Three students affected by cancer received more than \$21,000 in college scholarship funding to reduce the financial burden of tuition.



Claire's Army

Support from 24 Foundation helped Claire's Army provide Claire Packages (emotional, financial, and physical support for families whose children have been recently diagnosed with cancer), emergency assistance for 88 families, and 360 free meals for families in-hospital.



NothingPink

NothingPink is dedicated to increasing awareness of hereditary breast and ovarian cancers and providing personalized support for individuals at high risk. Funding supported triple-negative breast cancer patients with surgical care, groceries, and emergency medical financial assistance.



Pinky Swear Foundation

Provided financial assistance to 18 families in the Charlotte metro area with children battling cancer. Support included: gas/ grocery cards, mortgage payments, rent payments, utility payments and car insurance payments.

*For a full list of beneficiaries, visit 24foundation.org

TOGETHER

WE CAN CHANGE THE
COURSE OF CANCER

TESTIMONIALS



“Receiving the 24 Foundation Scholarship has allowed me to thrive in my academic career as well as giving me the ability to excel in my leadership positions. Because this scholarship could lift some of my financial burden, I was able to lead two organizations, the Black Student Union & the Pre-Health Student Association, as their president and put on multiple campus wide events. This year I was also able to apply for and interview at multiple medical schools and be accepted to UNC Chapel Hill School of Medicine. If it weren't for this scholarship, I would have had to spend more time working to pay for school instead of taking part in my wonderful extracurriculars. This in turn, helped me achieve my goals of medical school acceptance and made my Queens experience much more impactful.”

Kaylee Broome, Queens Class of 2022

“Attending a Wind River Wellness Cancer Retreat literally changed my life, and impacted me in more ways than I ever thought possible. I learned how to calm my mind and body, how to nourish myself with healthy foods during my cancer struggles, and I enjoyed the peace that comes with attending a retreat. In addition, the Wind River team led me to meeting my wife, who is also a Wind River alumna. The amazing people behind this organization do more than simply run a weekend retreat. They continue to find ways to help their ever-expanding family long after we've left the property. My wife and I are continually amazed at all the goodness that Wind River has brought to our lives.”

**Rob DiFrank, 3x stage 4 cancer survivor
and Wind River Retreat Alum**



YOU SHOWED UP

FOR OUR CANCER COMMUNITY

TESTIMONIALS



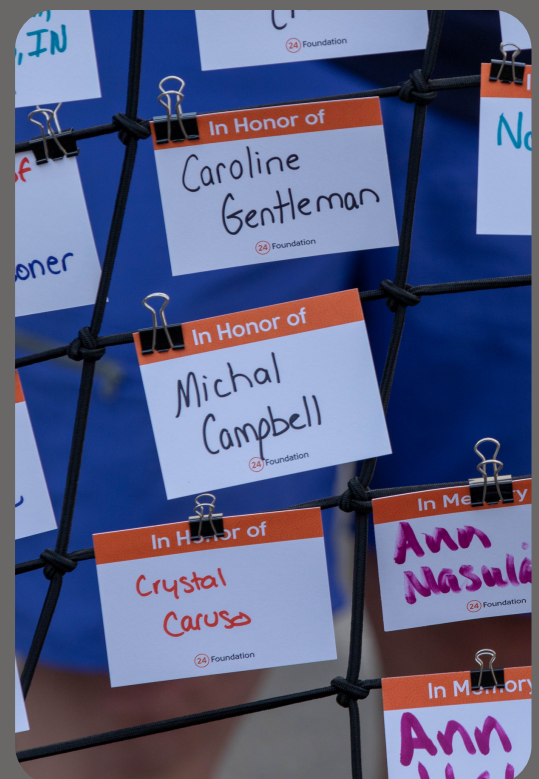
"If you need support or financial assistance, Go Jen Go is here to help. I was referred to them by my therapist and they made the process so simple, and my needs were met in a timely manner. I appreciate the love and support they gave me, and I know they continue to share that support to others."

Monica also wants to remind other breast cancer survivors to remain positive. "A positive outlook on your situation and life will help you fight through the tough days (there will be plenty). And keep a positive support group around you. And live life to the fullest!"

**Monica, Breast Cancer Survivor and
Go Jen Go Recipient**

"My daughter is currently receiving treatment; she is 3 years old and was diagnosed with stage 4 Brain Cancer (anaplastic-astrocytoma) at only 2 years old. Many days I've had to call off work to get her to appointments, therapy and hospitalizations so she can receive treatment. Our rent and bills accumulated. I was very stressed and worried about getting evicted from my home and even worse getting my electricity and gas suspended. This assistance alleviated my stress."

**Mother, stage 4 pediatric cancer survivor
and Pinky Swear Recipient**



SPONSORS

DIAMOND

Atrium Health
Levine Cancer Institute

PLATINUM

Giordana Andretta
PNC Bank

GOLD

Bell, Davis, Pitt
Dunstan Group
Harris Teeter
Sugar Creek Brewing

SILVER

Inter Technologies

BRONZE

Bicycle Sport
Carolina Sports Clinic
Charlotte Radiology
Collabera
Fuel Pizza
Hampton Inn
Hendrick Porsche
Kingfisher Capital
Protiviti
Something Classic

MEDIA PARTNER:

WBTV

Board of Directors

Spencer Lueders – Founder
Chasse Bailey-Dorton, MD - Chair
Bob Woods - Vice Chair
Rasmus Pedersen – Past Chair
Chad Frk – Treasurer
Matt Doran – Secretary
Kevin Bartlett
Mona Baset
Derek Cornwall
Wendy Fu
Brian McKeon
Joe Vogelbacher
Eve White
Lexee Zutz

Lead Volunteers

Benjamin Parrish
Bill Jacob
Dan Leach
John McKenzie
Laney Parrish
Louise Hindal
Mark Hindal
Michelle Shrum
Michelle Wood

24 Foundation

PO Box 31007
Charlotte, North Carolina 28231
office 704.365.4417
toll free 877.365.4417
contactus@24foundation.org
www.24Foundation.org

Hi, Friends!

Last year we hit an impressive milestone. Twenty years of 24 Hours of Booty. Over this time, we've welcomed more than 25,000 participants to the loop and raised \$25 million. Those funds have positively impacted the lives of more than 10,000 people.



We didn't know what 2021 would bring as each of us started to emerge from more than a year and a half of isolation, social distancing, and 'new normals', but one thing that stayed constant was the passion that each of you bring to the loop each year in support of our cancer community.

I've said it before and I'll say it again. It's because of you that we are able to provide healing and hope to so many. Thank you for showing up, and for making an immediate impact on those affected by cancer.

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