

IMPACT 2022

24 Foundation



RIDE
WALK
GIVE

MISSION

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



24 Foundation Supporters and Friends,



The words "thank you" don't ever seem to be enough in response to the incredible impact YOU have made in our community.

We started the year with our second 24,000 Mile Challenge on a bright and cold February day and moved our bodies to support children and families facing a pediatric cancer diagnosis. We were able to make a stop right in front of Levine Children's Hospital and wave to the kiddos as we walked by.

The summer of 2022 brought the 24 family back together on the loop once more. Old and new stories were shared, new memories were created, while hope, healing, and celebrations took place. The magic of 24 Hours of Booty was once again on display. To top the weekend off, over \$1.3M was raised.

Along with the cooler weather, the fall brought a sold-out 24,000 Meter Row-a-Thon in September and a sold-out Bourbon for Booty in October. It was a jam-packed year with so much good being done and we can't wait to see what happens in 2023.

At 24, our motto is that we will always SHOW UP for the cancer community. Thank YOU for showing up to ensure our neighbors have the support they need. Together, we ARE changing the course of cancer.

Sincerely,

Katherine Murphy
Executive Director

24 FOUNDATION BY THE NUMBERS

73¢

Of every dollar is spent
on mission-related
expenses

\$26,345,000

Raised since inception

25,791

Participants since
inception

\$1.47 Million
raised in 2022



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.

8,000

Spectators

100

Total team
fundraising events

350

Volunteers

1,113

Participants

*Five year average listed due to COVID



MAKE AN IMMEDIATE IMPACT

2022 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



Atrium Health
Levine Children's

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.

2,934 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.

5,258 Acupuncture, Massage, and Healing Touch appointments in 2022. 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.

“Like many diagnosed cancer patients, I found myself overwhelmed with the stress of preparing for the challenges ahead. I was struggling physically and mentally to recover from the surgeries while starting a lengthy chemo. My navigator suggested meeting with an integrative oncologist at Levine Cancer Institute Supportive Oncology. I was apprehensive, not knowing what to expect and having to go through more appointments, but this proved to be the best decision I made.” - LCI Patient supported by 24 Foundation funding

Atrium Health Levine Children’s Hospital

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.

4,728

Patients served 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

1 PART-TIME DIETICIAN

2 FULL-TIME DIETICIANS

1 PRN (ON CALL/CONTRACT) DIETICIAN

LCH INTEGRATIVE ONCOLOGY PATIENT ENCOUNTERS

1,733 HEM/ONC PSYCHOLOGY SESSIONS

252 MUSIC THERAPY SESSIONS

546 INPATIENT ARTS FOR LIFE SESSIONS

253 ARTS FOR LIFE OUTPATIENT SESSIONS

424 NEW PATIENT VISITS IN INTEGRATIVE MEDICINE



TOGETHER

WE CAN CHANGE THE
COURSE OF CANCER

TESTIMONIALS

"If it wasn't for Hospitality House, I wouldn't have been able to get my two weeks of radiation treatments. The pain was so bad from the cancer in my bones that I couldn't care for my family and things at home as a mother. I live in the woods in the mountains of NC, and we live on one minimum wage income to care for our four-person family. So, with all my heart, I thank you and every volunteer who makes it possible for people like me to get the care they need." – Jennifer, Hospitality House Guest

"Your generous support of Pinky Swear Foundation is so appreciated. Taking an extended leave of absence from work to care for your child through cancer treatment makes everyday expenses a source of tremendous stress. To have this one important expense taken care of brings such peace of mind, allowing us to focus solely on our son's care."
- Pinky Swear Parent

"Whenever you're going through something like this, the last thing that you should be stressed about is bills. We're worried about our child just making it day by day...Receiving the grant, really just allowed us to place all of our attention, all of our energy into where it needed to be. And that's on Avery's care and being with her every day."

Cheyenne, Avery's mom.
Avery is a Be The Match recipient



YOU SHOWED UP

FOR OUR CANCER COMMUNITY

TESTIMONIALS



"How can you put cancer and happiness in the same statement? You wouldn't think it is possible, but it is because I've met so many wonderful people through Wind River and had so many restorative experiences. I am Blessed. And I am Happy".

Sonia, 2x Lung Cancer Survivor and
Wind River Recipient

"I wanted to reach out and say thank you from the bottom of my heart for all that your organization does. Our son is currently fighting lymphoma and your organization's thoughtfulness and generosity have been such a welcome gift at the perfect time. We truly appreciate the warm meals during our hospital stays. Nathan loves the soft towels and I have almost filled up all the pages of the journal. We are so very grateful."

Mother of pediatric cancer survivor
and Claire's Army Recipient



MAKE AN IMMEDIATE IMPACT

2022 Community Beneficiaries*

24



Casting Carolinas

Served 42 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 programming and services for women facing a breast cancer diagnosis.



GoJenGo Foundation

Assisted 298 breast cancer survivors and their families with their household bills while they received treatment.



Hospitality House of Charlotte

Provided lodging and essential services for more than 147 patients and family members navigating cancer treatment.



Wind River Cancer Wellness Retreats

Provided 80 weekend get-away retreat experiences for survivors, health care workers, and their families. Served 180 virtual retreat participants and provided 40 Healing Touch sessions.



Queens University

Two students affected by cancer received more than \$10,000 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 64 families, and 507 free meals for families in-hospital.



NothingPink

Funding supported triple-negative breast cancer patients with surgical care, groceries, and emergency medical financial assistance.



Pinky Swear Foundation

Provided financial assistance to 55 families in the Charlotte metro area with children battling cancer. Support included: gas/grocery cards, payment for mortgages, rent, utilities, and car insurance.

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

SPONSORS

PRESENTED BY

Atrium Health
Levine Cancer Institute

PLATINUM

Giordana
PNC Bank
Sugar Creek Brewing

GOLD

Bell, Davis & Pitt
Harris Teeter
Adams Outdoor
Carolina NeuroSurgery

SILVER

Boingo Graphics
Protiviti
USAA
The Dunstan Group
David Hoffman Realty

BRONZE

Bicycle Sport
Inter Technologies
Charlotte Radiology
Hydrate Medical
Collabera
Fuel Pizza
Kingfisher Capital
Hampton Inn
Hendrick Porsche
Something Classic

MEDIA PARTNER: WBTV

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Hi, Friends!

Booty was back in a big way in 2022. We celebrated what we accomplished since the event's inception with more than 25,500 participants on the loop and more than \$26 million raised in 22 years.

Those funds have positively impacted the lives of more than 10,000 people right here in our community.

Last year felt like a surge of momentum rushing through 24 Foundation and at every event. The feeling of being part of something bigger than any one of us is hard to describe. We are all different with different stories to tell, yet we are an incredibly connected and united community. This feeling is amazing and inspiring, and I can't wait to feel it again.

It's because of your passion and dedication that 24 is able to provide healing and hope to so many. Thank you for showing up, continuing to show up, and for making an immediate impact on those affected by cancer.

See you on the Loop!

Spencer Lueders
Founder



WAYS TO GIVE

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

WAYS TO GET INVOLVED

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