

Give *Carolinas*

Spring 2015

Susan Udelson,
Executive Director
of the Paula Takacs
Foundation, carries
on her friend's
legacy with the help
of physicians at
Levine Cancer
Institute.

SEE INSIDE FOR MORE



Carolinas HealthCare Foundation

A PUBLICATION OF CAROLINAS HEALTHCARE FOUNDATION

Remember to visit

our partners across the region and support
your local Children's Miracle Network Hospital –
Levine Children's Hospital.

Balloon campaigns through the end of April

FRED'S
February 9 – April 5

RITE AID
March 8 – April 25

OLLIE'S
April 12 – 25

ACE HARDWARE
April 13 – 30
*September 5

And don't forget, May is for Miracles!

CARMIKE CINEMAS
May 1 – 31

CHICO'S
May 1 – 31

COSTCO
May 1 – 31

WALMART & SAM'S CLUB
May 1 – June 11

PUBLIX
May 23 – June 12

Be cool this summer

DAIRY QUEEN
June 1 – July 30 Balloon Campaign
July 30 Miracle Treat Day



Carolinus HealthCare System
Levine Children's Hospital



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givecarolinus.org

Give

Carolinas

Spring 2015

Give Carolinas is a publication produced by Carolinas HealthCare Foundation.

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A Friend's Legacy

A Charlotte woman is carrying on a close friend's legacy, as well as the memory of her own brother who battled cancer, by leading efforts to find a cure for sarcoma. Susan Udelson has recently assumed the role of Executive Director for the Paula Takacs Foundation for Sarcoma Research. Since 2013, the organization has donated over \$167,000 to support sarcoma research at Levine Cancer Institute. Although Paula Takacs, founder of the charitable organization, lost her fight with sarcoma in April 2014, her family – and friends like Susan – are carrying on her legacy. Susan credits her passion for sarcoma research to the memories of her brother's experience, as well as those of her friend Paula.

Photographs by piperwarlickphotography.com



Dr. Ed Kim, Chair, Department of Solid Tumor Oncology & Investigational Therapeutics at Levine Cancer Institute is advancing sarcoma research with philanthropic support from Susan Udelson and the Paula Takacs Foundation.



Race photographs by Nanine Hartzenbusch Photography, www.naninephoto.com

Hope for a Cure

Paula was diagnosed with liposarcoma in November 2004, shortly after the birth of her son, Graham. In response to the diagnosis, she and her husband Geof founded the Paula Takacs Foundation for Sarcoma Research. In the years that followed, Paula and a team of dedicated friends and supporters organized the foundation's signature fundraising event, the Sarcoma Stomp 5K, and swiftly built one of the most successful grassroots sarcoma foundations in the nation.

Because sarcomas are relatively rare among children – and even more so among adults – they lack the government funding that other cancers often receive, making philanthropic support critical to funding clinical trials aimed at finding a cure. Since its inception, the Paula Takacs Foundation has raised nearly \$440,000 towards this goal. Their funds are now supporting researchers at Levine Cancer Institute who are analyzing tissue samples in patients to identify unique biomarkers associated with sarcoma. This data will then be used to develop a clinical trial that will improve the lives and outcomes of patients diagnosed with soft tissue sarcoma.

Ten years after her diagnosis, Paula's hopes are remembered as her legacy carries on.

Susan credits her passion for sarcoma research to the memories of her brother's experience, as well as those of her friend Paula.



Among the medical experts paving the way for sarcoma research at Levine Cancer Institute is Dr. Ed Kim, Director of Levine Cancer Institute's Department of Solid Tumor Oncology. Dr. Kim's daughter, Elyssa, a 13-year-old student at Charlotte Latin School, appreciates the role that philanthropy plays in finding a cure for sarcoma. She and her classmates are raising funds at school to benefit the Paula Takacs Foundation and Levine Cancer Institute. Her dedication to sarcoma research demonstrates the important role that philanthropists play – regardless of their age.



Dewey Jenkins Gives Back

Since partnering with Levine Children's Hospital nearly seven years ago, Morris-Jenkins has been touching the lives of our young patients. In 2008, the well-known heating and air conditioning company celebrated its 50th anniversary in business by making a 10-year financial commitment of \$500,000 to underwrite key elements of the hospital's Child Life Program, which is dedicated to restoring a sense of normalcy to the lives of hospitalized children. Notably, Morris-Jenkins has funded a recognition program designed to help patients celebrate special milestones, such as the end of chemotherapy, a successful transplant surgery, or even a patient's birthday. Their gifts have also supported special programs for patient families, colorful hospital murals, and the Seacrest Studios.

Leading the charge in the company's support of the hospital is Dewey Jenkins, owner of Morris-Jenkins, who also serves as a member of Levine Children's Hospital's Board of Ambassadors. The company's employees are also engaged hospital volunteers, providing year-round support by participating in team fundraising efforts. Through this philanthropic partnership, Morris-Jenkins is reinforcing its long-standing commitment to the Charlotte area. "This community has blessed us immensely," comments Dewey, "What better way to give back than through an organization that helps kids?"



Dewey Jenkins with grandchildren, Lilly and Jack.

Woodforest Bank Supports Special Needs of Patients at Levine Cancer Institute

In November 2014, Woodforest National Bank made a generous commitment of \$25,000 in support of the Levine Cancer Institute Special Needs Fund, which was established to help cancer patients overcome financial barriers associated with completing their treatments. The fund covers the cost of necessities such as household bills, transportation, and even temporary lodging for eligible patients. Levine Cancer Institute and Woodforest National Bank partnered for this important gift with a clear goal – to provide the highest level of cancer care possible, regardless of a patient's financial situation.

Jessica Valentine, Senior Vice President with Woodforest National Bank, remarks, "Woodforest has always been passionate about investing in our local communities with organizations that focus on health and education. Cancer has personally touched the lives of so many of us, so we were excited to be able to sponsor the Special Needs Fund to ensure patients have access to transportation and other support needed to receive their required treatments."



(From left): Mellisa Wheeler, Levine Cancer Institute; Matthew Clatworthy, VP, Woodforest National Bank-North Carolina; Jessica Valentine, SVP, Woodforest National Bank-East Coast Division; Kevin Platé, Levine Cancer Institute; Andrew Rabuck, VP, Woodforest National Bank-South Carolina, Georgia and Florida; (seated): Julie Mayrant, President, Retail Division, Woodforest National Bank.

Art Konovalov / Shutterstock.com

Levine Cancer Institute Special Needs Fund

Cancer treatment can place tremendous emotional, physical, and financial stress on patients and their families. The Levine Cancer Institute Patient Special Needs Fund helps patients across the network overcome some of the financial barriers associated with completing their treatments. The fund provides partial, short-term assistance to help eligible patients with costs such as household bills, transportation, prosthetics, and temporary lodging for themselves or family members.

To learn more about how you can support the Special Needs Fund call the Foundation at 704-355-4048.



Klingmans Lend Talent, Time to Dreamcatchers



Thompson, Lori, Brady, and Thom Klingman

Lori and Thom Klingman, Dreamcatcher Society Advisory Committee members, are actively helping plan a new year of activities and events for the group, which supports Levine Children's Hospital. Lori, Greater Charlotte Regional Director of Let Me Run, is a long time philanthropist and believes that, "Dreamcatchers is just that - the catcher of dreams - for children who need hope, for parents who need support and for physicians and nurses to be able to provide both." Dreamcatchers are fortunate to have Lori and Thom, an executive with CBI, involved with this giving society as they represent some of Charlotte's most dedicated volunteers.

FUNDRAISING IN ACTION

Cupid's Cup Supporters Open Their Hearts for Patients

On Valentine's Day, close to 800 runners and walkers participated in the 11th Annual Cupid's Cup 5K and Fitness Walk benefiting cardiac rehabilitation programs at Carolinas Medical Center, Carolinas HealthCare System-Pineville, and Carolinas HealthCare System-Union. Starting and ending in Myers Park, participants enjoyed a scenic course through Charlotte's historic Dilworth neighborhood. Raising more than \$ 40,000, Cupid's Cup will provide resources and valuable funding for cardiac rehab patient education, outreach, and care scholarships.

Thank you, sponsors! Sanger Heart & Vascular Institute, K&L Gates, Piedmont Plastics, The Philip Nalibotsky Family, Boston Scientific, Chick-fil-A, Sunbelt Rentals, and the many other supporters who contributed to a successful event.



Cupid's Cup supporters show their love for friends and family running in the annual 5K.

“Dream Team” Helps Elijah Fight Cancer

The last thing Elijah's parents expected was “cancer” when they discovered a large knot on their son's neck. But when a second knot appeared the next morning, it was like the beginning of a bad dream. They rushed their nine-year-old to the ED, where he underwent X-rays and scans. Fearing that the knots were cancerous, physicians referred Elijah to Levine Children's Hospital for additional testing. They diagnosed him with Epithelioid Sarcoma – a rare form of cancer usually found in young adults and almost never in children.

An expert team of physicians at Levine Children's Hospital—Elijah's “Dream Team” as he calls them—was assembled to establish a plan of care, including radiation, chemotherapy, and surgery to remove the tumor. The life-saving surgery was a success, and thanks to additional cancer therapies and rehabilitative services supported by philanthropy, Elijah's physicians are confident in his full recovery in the months ahead.

Photograph by oldsouthstudios.com



*Elijah pictured with orthopaedic surgeon and sarcoma specialist,
Dr. Joshua Patt at Levine Children's Hospital.*

Hearst Foundations' gift launches "Think PINK" in Stanly County

A grant for \$75,000 from the New York-based Hearst Foundations, will provide funding to launch the "Think PINK" program in Stanly County, NC, which will expand breast cancer diagnostic services to underserved populations. The program is also intended to improve breast cancer education within faith-based and community organizations in Stanly County through the help of African American breast cancer survivors.

The Hearst Foundations strive to ensure that people of all backgrounds in the U.S. have the opportunity to build healthy, productive and inspiring lives. Likewise, Levine Cancer Institute is committed to reducing cancer incidences and increasing survivorship rates and levels of wellness among patients in the Carolinas from all walks of life. Thanks to the generosity of the Hearst Foundations, Levine Cancer Institute is extending its resources in support of patient care, prevention, survivorship, education, and research programs—regardless of a patient's ability to pay for services.



UNCC Hits the Dance Floor for Levine Children's Hospital

Each November students at UNC Charlotte celebrate the conclusion of a yearlong, campus wide fundraising effort for Levine Children's Hospital with a 12-hour dance marathon. More than 600 "Charlotte 49ers" danced the night away at the 2nd Annual Charlotte Dance Marathon, which raised over \$49,000. Dance Marathon is a nationwide movement at more than 250 colleges and universities in support of Children's Miracle Network Hospitals. This student-run philanthropic event uniquely unites the UNC Charlotte student body with the Charlotte community and fosters a collective commitment to Levine Children's Hospital. We thank UNC Charlotte students for honoring families from Levine Children's Hospital by participating in this wonderful cause!



The UNC Charlotte 49ers dance the night away.

Strokes for Spokes Supports ASAP

On November 23, nearly 80 tennis players and 20 adaptive players—participants in Carolinas Rehabilitation's Adaptive Sports and Adventures Program (ASAP)—gathered at UNC Charlotte for the 4th Annual Strokes for Spokes round-robin tennis tournament. The event raised \$12,000, which benefits ASAP. The funding will be directed to support local adaptive programs and equipment

for youth and adults in the community living with disability. Special thanks to Bill Leonard (Carolinas HealthCare System-University President) and his wife Helen, and daughters, Megan and Molly, for helping to organize the event.



Team Soden enjoys a victory photo following Strokes for Spokes.

“Secret Santas” Bring Hope and Holiday Cheer to Families at Levine Children’s Hospital

On November 25, the hosts of CBS Radio’s KISS 95.1 FM broadcast live from the Seacrest Studios at Levine Children’s Hospital during the 3rd Annual Secret Santa Radiothon. Our dream team of volunteers, including the US Airways Do Crew, manned the phones and collected \$40,000 in donations to support Levine Children’s Hospital and bring hope to the many patients and families spending the holidays in our care.

Our generous partners at Eastwood Homes, Audi of Charlotte, and Defy Gravity deserve special thanks for their matching contributions making this year’s radiothon a success and ensuring that every child at Levine Children’s Hospital had an unforgettable holiday season.



Pictured (L-R): Beasley Broadcasting Group’s Dustin Shearon and daughter, Chase, alongside Grady Farmer, owner of Plato’s Closet in Charlotte, and KISS 95.1 FM’s Maney and Cassiday as they delivered presents to patients at Levine Children’s Hospital.

Easing the minds of parents...



A generous gift from the Philip L. Van Every Foundation

will help ease the minds of parents whose children are in the Neonatal Intensive Care Nurseries at Levine Children’s Hospital.

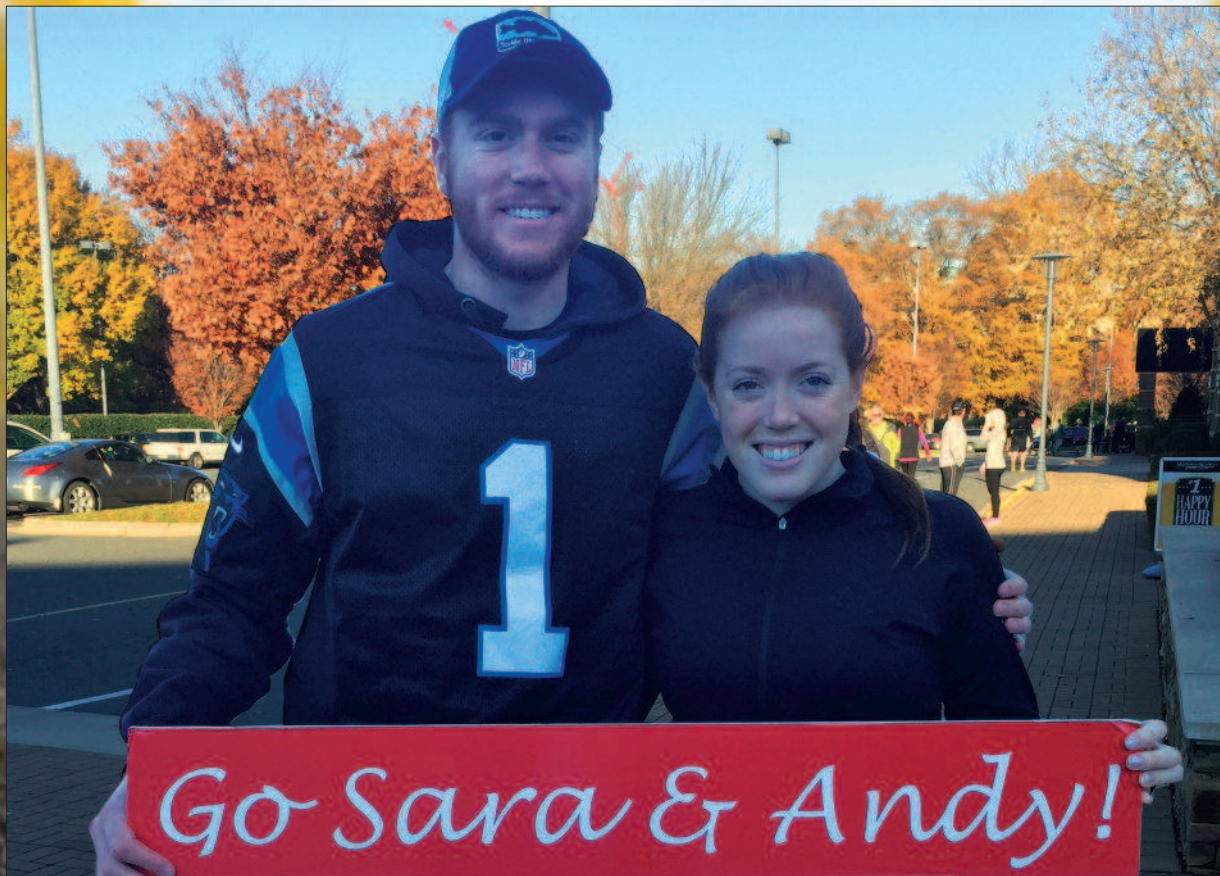
The \$50,000 grant will help support installation of Neonatal View, a secure, private webcam system, which will enable parents and families to view their children via the internet when they are at work or home. The new system will involve webcam placement at all 85 isolettes in the Intensive Care and Progressive Care Nurseries by March 2015.



Salisbury Family Continues “Pounding the Pavement” for Parkinson’s Disease

Last November, siblings Andy Salisbury Jr. and Sara Salisbury raised over \$60,000 for Carolinas HealthCare System’s Center for Parkinson’s Disease and Movement Disorders through their annual Pounding the Pavement for Parkinson’s campaign, which honors their father, Andy Salisbury, who suffers from Parkinson’s. Since its inception, the campaign has generated over \$380,000 to support the RENEW Carolinas program and related health and wellness programs at the Carolinas Center for Parkinson’s Disease and Movement Disorders, Carolinas Rehabilitation, LiveWELL Health Center and the YMCA.

“The RENEW program helps with healthy lifestyle management, and our dad is receiving the benefits of customized nutrition counseling and physical therapy,” explains Andy (Jr.). Proceeds from the 2014 Pounding the Pavement campaign will support the launch of an ambitious RENEW pilot project aimed at helping patients improve self-assessment and management of their symptoms.



Andy (Jr.) and Sara Salisbury at the Charlotte “Turkey Trot” last Thanksgiving.

Belk Bowl Gives Back

The 2014 holiday season saw Belk continue its long history of support for Carolinas HealthCare System initiatives. In connection with the 2014 Belk Bowl, Belk and the Geoffrey Beene Foundation donated \$50,000 to our Carolinas Breast Cancer Fund for patient education and outreach programs, as well as clinical research and treatment initiatives for breast cancer patients at Levine Cancer Institute.

On December 27, Levine Cancer Institute hosted a brunch for the spouses of the coaches from both the University of Georgia Bulldogs and the University of Louisville Cardinals, the competing teams for the Belk Bowl. More than 40 attendees enjoyed a tour and update on the Cancer Institute.

In addition to their contributions to Levine Cancer Institute, Belk also raised \$10,000 through the 3rd Annual Belk Bowl 5K, which benefits Levine Children's Hospital. Football players from the University of Georgia and the University of Louisville stopped by the Children's Hospital before their 2014 Belk Bowl face off. The Bulldogs and the Cardinals played games with patients, signed autographs, and spread holiday cheer throughout the hospital via a closed circuit telecast from the Seacrest Studios.

Carolinas Breast Cancer Fund

The Carolinas Breast Cancer Fund provides vital funding for breast cancer research, education and support programs at Levine Cancer Institute. A commitment to innovative therapies and dedicated service is a hallmark of the Breast Cancer Program at Levine Cancer Institute.

Breast cancer research is dedicated to offering comprehensive access to leading edge treatments available through both government and industry research groups as well as investigator-initiated trials. Breast cancer patients at the Institute have access to the most current and novel research studies available in the United States.

To learn more about how you can support the Carolinas Breast Cancer Fund call 704-355-4048.



P Strong supporters enjoy an Evening in Hollywood

On March 6, close to 150 attendees gathered at Le Meridien Hotel in Charlotte to help make a difference in the fight against rare cancers. The 2nd Annual P Strong Gala—“An Evening in Hollywood”—raised over \$22,000 for the P Strong Fund at Levine Cancer Institute. The P Strong initiative was founded after Pattie Iannitti was diagnosed with Stage 4 Appendiceal Mucinous Adenocarcinoma in 2013—a very rare form of cancer diagnosed in fewer than 1,000 medical cases annually. Since that time, supporters of the P Strong Fund have contributed over \$100,000 to help researchers at Levine Cancer Institute find a cure for a variety of rare cancer diagnoses.



Dr. Dave Iannitti and his wife Pattie, who has battled appendiceal cancer, celebrate “Oscar-style” at an Evening in Hollywood to benefit Levine Cancer Institute.

FUNDRAISING IN ACTION

DeAngelo Williams leads “53 Strong for Sandra”

In December 2014, The DeAngelo Williams Foundation—in partnership with Levine Cancer Institute and Charlotte Radiology—hosted the inaugural 53 Strong For Sandra screening event. The event featured mammography screenings and follow-up care, free of charge, for women in the Charlotte community who are under-insured, or uninsured. 53 Strong, which utilized a mobile

mammography unit stationed outside of the Bank of America stadium, was named in honor of Williams’ mother, who lost her battle with cancer at the age of 53. Prior to his mother’s passing, Williams also lost four aunts to the disease, all before they turned 50 years old.



Dr. Richard L. White (surgical oncologist, Levine Cancer Institute) with DeAngelo Williams (DeAngelo Williams Foundation).



May 9

5th Annual Keep Pounding 5K

SATURDAY, MAY 9
BANK OF AMERICA STADIUM/
LEVINE CANCER INSTITUTE

Experience the awe as you run through the newly renovated Bank of America Stadium during the 5th Annual Keep Pounding 5K. Proceeds benefit pediatric cancer research programs at Levine Children's Hospital.
keep pounding5k.org

April 18

5th Annual Sarcoma Stomp

SATURDAY, APRIL 18
CHRIST LUTHERAN CHURCH

Lace up your running shoes and hit the course to help fund research at Levine Cancer Institute during the 5th Annual Sarcoma Stomp hosted by the Paula Takacs Foundation for Sarcoma Research.
paulatakacsfoundation.org



SAVE THE DATE | SAVE THE DATE | SAVE THE DATE | SAVE THE DATE | SAVE THE DATE | SAVE THE DATE



May 31

10th Annual Levine Jewish Community Center's Kids Triathlon

SUNDAY, MAY 31
LEVINE JEWISH COMMUNITY CENTER

Bring your family and join in the fun at the 4th Annual Levine Jewish Community Center's Kids Triathlon benefiting Carolinas Rehabilitation's Adaptive Sports and Adventures Program and pediatric rehabilitative services at Levine Children's Hospital.
ljcckidstri.org

June 1

10th Annual Save Your Skin Golf Classic

MONDAY, JUNE 1
CARMEL COUNTRY CLUB

Slap on the sunscreen and hit the links for the 10th Annual Save Your Skin Golf Classic benefiting Levine Cancer Institute. Enjoy golf and an evening reception to support the Carolinas Melanoma and Immunotherapy Fund.
givecarolinas.org/saveyourskin



The Melting Pot Has A Warm Spot for Kids

Last December, The Melting Pot restaurant celebrated 25 years of business in Charlotte in a very special way. When customers at the Charlotte Midtown and Lake Norman locations enjoyed a "Silver Anniversary Fondue Package" a \$25 donation benefiting Levine Children's Hospital was made on their behalf. Nearly \$30,000 was raised during their 25th anniversary celebration....an important milestone – and another year of cooking up support for hospitalized children by The Melting Pot.



FUNDRAISING IN ACTION

Look Who's Scaling Mt. Washington



On January 10, Dustin Shearon, General Sales Manager at Beasley Media Group, and Grady Farmer, owner of Plato's Closet in Charlotte, scaled Mt. Washington in New Hampshire in a heroic fundraising effort benefiting Levine Children's Hospital. Standing at over 6,000 feet, Mt. Washington is the highest peak in the northeastern U.S., and experiences record wind gusts. This is the second summit climb completed by Dustin, who ascended Mt. Adams in July 2014, raising over \$3,000 to benefit Levine Children's Hospital. We are grateful to Dustin, Grady, and the generous donors who contributed more than \$3,500 to support patients at Levine Children's Hospital.

Dustin Shearon and Grady Farmer scale Mt. Washington last January to raise funds for patients at Levine Children's Hospital.

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EACH

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For more information on Kohl's community giving, visit Kohls.com/KohlsCares. Kohl's Cares® cause merchandise is not eligible for discounts or other promotional incentives. ©DISNEY•PIXAR. Write and Base Look and Find book. ©2014 Disney/Pixar.



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www.givingstream.com/levinechildrenshospital

KEEP POUNDING[®]

5K

Run where
the big
cats play.

May 9, 2015

*(Race finishes in Bank of America Stadium,
home of the Carolina Panthers)*



KEEP POUNDING
5K STADIUM RUN

BENEFITING



Carolinan HealthCare System
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www.keeppounding5k.org



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ESTATE PLANNING



Consider Carolinas HealthCare Foundation in your estate planning.

While you may give annually to various initiatives that benefit Carolinas HealthCare System, we ask that you also consider leaving a legacy of generosity by providing for Carolinas HealthCare Foundation in your will.

It is easy to support Carolinas HealthCare System hospitals and programs in your estate. Bequests reflected in trust or will documents should be made to "The Carolinas HealthCare Foundation, Inc." (The Foundation is a 501(c)(3) charitable organization, federal tax id # 56-6060481. Our tax exemption letter is available upon request.)

Bequest language may also indicate that the bequest is to be designated for the benefit of a particular charitable fund at the Foundation (e.g. "for the benefit of the Carolinas Kids Cancer Research Fund"). Alternatively, bequests to the Foundation may be designated for a particular healthcare facility or program within Carolinas HealthCare System (e.g. "for the benefit of Levine Cancer Institute").

Bequests can be tailored to your interests.
Please contact Scott Kerr at 704-355-4048 or visit givecarolinas.org for details.



Carolinan HealthCare Foundation