

# momentum

Summer  
2018

A PUBLICATION OF ATRIUM HEALTH FOUNDATION

## Isabella's Legacy

FAMILY HONORS CHILD'S LIFE BY GIVING HOPE  
TO YOUNG CANCER PATIENTS



**Atrium Health**  
Foundation





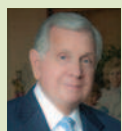
Introducing...

## THE TREE OF LIFE SOCIETY

*The tree of life* has long been a symbol of growth and strength – of positive energy, health, and hope. Hence, it is a fitting name to bestow upon a distinct group of individuals, organizations, and businesses who are our most dedicated donors.

The Tree of Life Society recognizes those generous philanthropists who have contributed \$1 million or more in support of Atrium Health. Their gifts are providing the seeds for innovation, strong roots for research, support for community health and wellness, as well as world-class facilities to meet the needs of our patients. This esteemed society helps drive Atrium Health's momentum, keeping us on the path to a bold future.

We are profoundly grateful to our 50 founding members for their philanthropic vision and leadership.



*Good health is a gift that all of us should enjoy and value.*

— Leon Levine  
Honorary Co-Chair



*It is our family's legacy to leave the world a better place.*

— William C. Cannon, Jr.  
Honorary Co-Chair

**For more information about the Tree of Life Society, please contact Armando Chardiet at 704-355-4048.**





# momentum

## Dear Friends,

As we head into the fall, we celebrate many exciting achievements and announcements from the past several months, including our July news that we have officially changed our name from Carolinas HealthCare Foundation to Atrium Health Foundation to better reflect the mission and vision of the health system we serve.



This issue of Momentum is filled with stories of hope, perseverance, and generosity. From the newly formed Isabella Santos Rare and Solid Tumor Program to the \$1.4 million raised at the Levine Children's Gala and the community health initiatives bolstered by The Duke Endowment, the support from so many community philanthropists continues to inspire others to give.

As they say, a rising tide lifts all boats. We recognize, with deep appreciation, the many donors, partners, and friends who continue to lift us up through their commitment to health, hope, and healing at Atrium Health.

**Thank you – and let's continue to get caught up in the Momentum!**

With gratitude,

A handwritten signature in dark ink, appearing to read 'Armando L. Chardiet', written in a cursive style.

**Armando L. Chardiet**  
President





Wednesday, September 12

# Patrick Kennedy *Speaks* ON MENTAL HEALTH

Join us for the 2nd annual luncheon benefiting the Carolinas Behavioral Health Advancement Fund. Don't miss the opportunity to hear one of our country's leading advocates for mental health treatment and for ending discrimination against mental illness.

A former U.S. congressman and founder of the Kennedy Forum, Patrick Kennedy serves as commissioner of the President's Commission on Combating Drug Addiction and the Opioid Crisis.

*To purchase tickets, visit*  
**[AtriumHealthFoundation.org/BehavioralHealth](https://AtriumHealthFoundation.org/BehavioralHealth)**  
*or call 704-355-1818.*

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CARMEL COUNTRY CLUB

WEDNESDAY, SEPTEMBER 12 — NOON



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**700 children** A YEAR ARE  
AFFECTED BY NEUROBLASTOMA



# CANCER Champions

ISABELLA SANTOS FOUNDATION TAKES CANCER CARE  
TO NEXT LEVEL AT LEVINE CHILDREN'S

**Isabella Santos** was a little girl who adored big, fancy dresses, wearing high heels, and listening to Taylor Swift. When her parents, Erin and Stuart Santos, lost their seven-year-old to cancer, they swore to keep fighting so that other daughters and sons in the region would have access to the very best cancer care.





***(L-R) Levine Children's Facility Executive Callie Dobbins, Dr. Javier Oesterheld, Dr. Stacy Nicholson, and Erin Santos, Executive Director of ISF.***

In February, the Isabella Santos Foundation committed \$5 million to Atrium Health's Levine Children's Hospital, further championing their quest to cure the types of rare cancers that forever changed Isabella's family.

The donation – one of the single largest in the hospital's 10-year history – will fund the Isabella Santos Foundation (ISF) Rare and Solid Tumor Program. The program is designed to research and treat a wide range of cancers, including neuroblastoma – the type of cancer that Isabella fought.

"This gift is special because not only will it help us establish a program that will transform pediatric cancer care in the region, but it is also a sign of the deep level of trust that the Santos family places in Atrium Health's Levine Children's Hospital," said Gene Woods, President and CEO of Atrium Health.

The new ISF program will serve nearly one-third of the 150 new cancer patients Levine Children's Hospital sees each year and will allow the hospital to expand its clinical trials and recruit a national expert as the initial Isabella Santos Foundation Endowed Chair in Rare and Solid Tumors.

The \$5 million donation comes on the heels of ISF's \$1 million pledge last year to create an MIBG suite – a lead-lined patient room and adjoining

***Continued on pg. 4***

***"WITHOUT PHILANTHROPY, A PEDIATRIC CANCER PROGRAM SIMPLY CANNOT THRIVE," SAID JAVIER OESTERHELD, MD, THE JEFF GORDON CHILDREN'S FOUNDATION ENDOWED CHAIR IN CANCER & BLOOD DISORDERS, AND ISABELLA'S FORMER DOCTOR. "THIS GIFT WILL ALLOW OUR PROGRAM TO FLOURISH AND TO RIVAL THE BEST IN THE NATION."***





**Dr. Stacy Nicholson, President, Levine Children's**

## **CANCER CHAMPIONS**

*Continued from pg. 3*

room for parents and caregivers – that can deliver specialized targeted radiation therapy. This treatment is found in only 20 children's hospitals nationwide and is slated to commence at LCH in late 2018.

During her five-year fight against cancer, Isabella received much of her care at Levine Children's Hospital. However, some of the clinical trials and advanced treatments she needed were only available out of state. While the Santos family had the option of seeking treatment elsewhere, Erin knew many others who couldn't.

"While I wish Isabella could have received the therapy in Charlotte, it is through her legacy that other families will be able to do so – and we are providing them with access to the most innovative research and treatments in their own backyard," said Erin Santos.

### **ISABELLA SANTOS FOUNDATION PROGRAM:**

**\$5 million** COMMITMENT  
TO CANCER RESEARCH

**1/3 of new cancer patients**  
AT LEVINE CHILDREN'S WILL BENEFIT



## **Dr. Javier Oesterheld has a personal stake in the success of the ISF Rare & Solid Tumor**

**Program.** He cared for Isabella Santos, one of his first patients when LCH opened a decade ago. He has also spent his career specializing in neuroblastoma, particularly in conducting clinical trials.

To take Levine Children's to the next level in treating solid tumors, he knew he needed help. That's when he came to Erin and her team at ISF with a proposal for the new program, which will oversee care for all solid tumors, rare tumors, metaiodobenzylguanidine (MIBG) therapy and related clinical and scientific research at Levine Children's Hospital.

**"IT IS IMPOSSIBLE TO PROMOTE  
PEDIATRIC CANCER RESEARCH  
AND TREATMENTS SOLELY BASED  
ON REGULAR FUNDING. ATRIUM  
HEALTH RELIES ON COMMUNITY  
SUPPORT AND PHILANTHROPY TO  
FURTHER OUR MISSION."**



## HOPE BY THE MILLIONS

One dollar at a time...store by store...associate by associate, regional Walmart and Sam's Club stores have raised close to \$12 million for Levine Children's Hospital since 1988. Spirits were soaring as Walmart and Sam's Club teammates gathered at Levine Children's to kick off their annual Children's Miracle Network campaign. They shared last year's success – over \$457,000 raised for Levine Children's – as they celebrated over \$39,000 already raised toward this year's campaign, which runs August 27-September 23.

Nationally, Walmart and Sam's Club stores expect to hit a BILLION dollars in funds raised!! That's a lot of support for children's hospitals across the country – and a huge dose of hope for patients and families served by Levine Children's.



## COUPONS FOR KIDS

This summer, Publix employees made a huge local splash for kids as they wrapped up their 27th Annual Children's Miracle Network campaign, raising \$99,815 for Levine Children's Hospital.

From May 31 – June 16, Publix team members at 44 stores across the region sold CMN Hospitals' Miracle Balloon coupons at the register. The coupons cost \$1, \$3 and \$5 and offered values of \$5.50, \$10 and \$20 respectively on a variety of products, with all donations going to Levine Children's Hospital.

Since Publix began its partnership with CMN in 1992, it has raised over \$44 million dollars for children's hospitals.



**CHILDREN'S MIRACLE NETWORK  
CAMPAIGNS BENEFITING  
LEVINE CHILDREN'S**



**Publix employees were joined by Homer (Charlotte Knights) during a tour of Levine Children's Hospital.**



# The Purple PROMISE

## JESSICA'S LEGACY

A wife, mom, daughter, sister, granddaughter, aunt and caring friend: Jessica Hodgkins Dovi bore all these titles. Then in September 2007, at the age of 30, she added “cancer patient” to the mix when she was diagnosed with melanoma. The Providence Day School and UNC Chapel Hill graduate fought the disease courageously. Her parents, Donna and David Hodgkins started The Purple Promise Foundation to End Melanoma in early 2008,

a 501c3 non-profit with the mission of increasing awareness about the dangers of melanoma and raising funds to support life-saving research foundations in the country.

“Jessica’s favorite color was purple, and we made a promise to her that we would work hard to prevent others from contracting melanoma,” said David Hodgkins, as he explained the foundation’s unique name. Jessica became the first Board member. Just a few months later in April 2008, she lost her battle with melanoma cancer.

Family and friends transformed their sorrow into a passion however, and have worked tirelessly over the past 10 years to build The Purple Promise Foundation to End Melanoma. In addition to funding many important sun-safety initiatives with the Girl Scouts organization, they found the perfect partner in Levine Cancer Institute. Together they have been incredibly successful in executing the foundation’s two-fold mission. In December 2017, the foundation presented Atrium Health Foundation with a \$62,000 gift, funding research in immunotherapy and bringing their collective financial commitment to Levine Cancer Institute to nearly \$125,000. “I never imagined that our small non-profit would one day provide such significant donations,” David said.

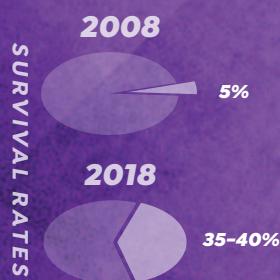
For Donna and David, continuing Jessica’s legacy is a driving force. David now serves on the melanoma advisory committee for Levine Cancer Institute, in addition to organizing grass roots fundraisers, such as 5K’s and dinners. In May the foundation hosted an event at The VUE in uptown Charlotte, where Levine Cancer Institute’s Richard White, MD, shared with guests how funds from the Purple Promise Foundation are advancing innovative melanoma research studies to improve the ways we prevent, detect, diagnose, and treat melanoma. As the sun set, guests looked out over the Charlotte skyline as the Wells Fargo/Duke Energy Building slowly turned a glowing purple- a tribute to Jessica, the work she has inspired and the countless lives she continues to impact. **Visit the Foundation’s website—[www.purplepromise.org](http://www.purplepromise.org)**





**Melanoma:**  
the most common  
form of cancer  
for young adults  
(25-29); the 2nd most  
common cancer in  
adolescents and  
young adults (15-25)

**Ten years ago:**  
chance of survival  
when diagnosed with  
late-stage  
melanoma: 5%.  
**Today, thanks to  
advances in  
immunotherapy:**  
35-40%



1. Jessica Hodgkins Dovi left  
a lasting legacy to support  
melanoma patients.

2. Jessica and her nephew.

3. (L-R) Donna Hodgkins,  
WSOC's Steve Udelson,  
David Hodgkins, and  
Levine Cancer Institute's  
Dr. Richard White at the  
Purple Promise Foundation's  
Light up the Night event.

## NO TAN TENNIS

April 27 marked the annual women's doubles tennis tournament – No Tan Tennis – at Myers Park Country Club, raising funds and awareness for the Carolinas Melanoma and Immunotherapy Fund at Levine Cancer Institute. The event featured a morning tournament followed by a lunch reception and silent auction.

**Special thanks to Kathryn Ford for organizing the event.**

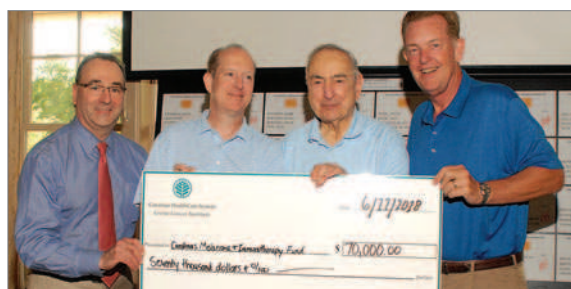
## MILES AGAINST MELANOMA

The mantra "Save the Skin You're In" was the driving force behind yet another successful Miles Against Melanoma 5K Run, 1-Mile Walk, and Kids' Dash held on April 28. Established by Heather Joyner to honor her sister's battle with melanoma, Miles Against Melanoma has become a beloved community tradition that raises hope, awareness, and funds for melanoma prevention, treatment, and related clinical research conducted by Levine Cancer Institute.



## SAVE YOUR SKIN

For the 13th consecutive year, the Save Your Skin Melanoma Golf Classic, presented by Bank of America, benefited the Carolinas Melanoma and Immunotherapy Fund at Levine Cancer Institute. Utilized by Levine Cancer Institute oncologists to treat patients with melanoma, immunotherapy has proven effective at using a patient's own defense system to recognize and destroy cancer cells. This year's Save Your Skin Golf Classic raised over \$70,000 to support ongoing immunotherapy research, as well as melanoma awareness, outreach, and prevention programs.



**(L-R) LCI's Dr. Terry Sarantou and Dr. Richard White with Save Your Skin event founder Dr. Martin Kreshon and Ken Vance, Bank of America.**

**MELANOMA,  
THE MOST SERIOUS  
CANCER OF THE SKIN,  
IS DIAGNOSED IN  
OVER 91,000 PEOPLE  
EACH YEAR.  
PREVENTION IS THE  
BEST DEFENSE  
AGAINST THE  
DISEASE.**



## KNOCKING IT OUT OF THE BALLPARK FOR ATRIUM HEALTH



Continuing more than 16 years of support for Atrium Health, the Charlotte Knights reprised their annual pink-themed “Pink Knights” baseball game at BB&T Ballpark to raise funds and awareness for breast cancer diagnostic services provided by Levine Cancer Institute’s Project PINK in partnership with Charlotte Radiology. A few weeks later, players and staff hit the greens for the 11th Annual Charlotte Knights Golf Classic, raising additional funds for Levine Children’s Hospital. From the ballpark to the greens, the Charlotte Knights’ support continues to touch the lives of patients across Atrium Health.

***The Charlotte Knights raised over \$27,000 during their Pink Knights event.***

## COLLEGE STUDENTS KICK UP THEIR HEELS FOR LEVINE CHILDREN’S HOSPITAL

This Spring, local students slipped on their dancing shoes and demonstrated the power of grassroots fundraising at its very best. Davidson College students brought together more than 100 students and supporters for the second annual Cats Thon Wild Dance Marathon. The event continues to gain momentum on campus, raising a record of \$13,600 – nearly doubling last year’s total. Just a few miles away, Belmont Abbey College “Crusadors” also spearheaded their own dance marathon, Crusador Thon, raising \$6,000 in their second annual event.

Top honors go to UNC Charlotte students for energetically leading an 18-month fundraising campaign culminating in the popular Charlotte Dance Marathon – an event celebrated and supported by many UNC Charlotte students, faculty, and staff. Charlotte Dance Marathoners honored several “miracle families” from Levine Children’s Hospital who shared their stories to uplift the crowd as the hours passed. Students filled the dance floor until the early morning, when the final fundraising reveal brought tears of joy to several students. Charlotte Dance Marathoners raised a record \$101,761.

Congratulations to the Dance Marathon students and leaders for their incredible accomplishments benefiting Levine Children’s Hospital and Children’s Miracle Network.



***1. UNC Charlotte’s Dance Marathon raised a record \$101,761.***

***2. Davidson College raised \$13,645, nearly doubling their previous dance marathon’s total.***



# “Speak PINK”

## COMMUNITY LEADER PROMOTES CANCER PROGRAMS, RESEARCH

On May 17, over 300 people gathered at the Westin in Uptown Charlotte to raise funds and awareness for local breast cancer programs and research. The 2nd Annual Speak PINK, presented by Charlotte Radiology and hosted by Atrium Health Foundation, featured a luncheon, and special presentations from breast cancer survivors and physicians.

The event raised \$125,000 for the Carolinas Breast Cancer Fund, which supports breakthrough breast cancer research conducted by physicians and scientists at Levine Cancer Institute. In addition, it provides funding for Project PINK, a program in partnership with Charlotte Radiology that offers accessible breast cancer screenings for lower income women.

A well-known group of speakers graced the stage during the event including: Moira Quinn, COO and Senior Vice President of Charlotte Center City Partners and a breast cancer survivor; Dr. Richard White, Chief of the Division of Surgical Oncology at Levine Cancer Institute; and Susan Olsen, cancer survivor and mom of Carolina Panthers Tight End Greg Olsen. Olsen, who served as last year's featured speaker, passed the baton to Bank of America's Chief Technology Officer Cathy Bessant, who shared her intimate journey with breast cancer, alongside her daughter, Meredith Clay. Joe O'Connor, President and CEO of radio station WFAE, facilitated the conversation.

Cathy's story of resilience and hope inspired the audience to give generously. She and other survivors are with us today, thanks to early detection and the advances made by physicians, researchers and philanthropists who have given of their time, energy, and resources.

**Breast cancer** WILL AFFECT ONE IN EIGHT U.S. WOMEN IN THEIR LIFETIME. PROCEEDS FROM SPEAK PINK SUPPORT PROJECT PINK AND THE SANDRA LEVINE YOUNG WOMEN'S BREAST CANCER PROGRAM.



**1. (L-R) Lori Sklut, Amanda Levine, Cathy Bessant, and Sandra Levine at Speak PINK. 2. Cathy Bessant and her daughter, Meredith Clay, discuss their journey with breast cancer. 3. (L-R) Levine Cancer Institute's Dr. Richard White, Dr. Wendy Brick, Dr. Deba Sarma, Maria Rozhin, and Dr. Antoinette Tan.**



# BIG BOOST FOR **Community Health**

In June, Atrium Health Foundation announced the receipt of three grants totaling \$1.8 million from The Duke Endowment to address population health and improve access to cardiac care and pediatric dental care.

The largest of the three grants – \$1.1 million – will fund the Perfect Care: Personalized Cardiac Care and Collaborative, a novel initiative that Atrium Health's Sanger Heart & Vascular Institute will pilot in six hospitals within its network. The initiative aims to improve patient access and education, as well as eliminate disparities in follow-up cardiac care after surgery. It will be the first of its kind, nationally, focused on engaging patients and their families through remote telemonitoring. It is the largest single grant The Duke Endowment has ever awarded to the Foundation.

Also, a \$480,000 grant will support new "food pharmacies" operated by the ONE Charlotte Health Alliance, a collaboration between Atrium Health, Novant Health and the Mecklenburg County Health

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## THE DUKE ENDOWMENT AWARDS \$1.8 MILLION TO SUPPORT ATRIUM HEALTH INITIATIVES

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Department. With support from The Duke Endowment, the program will expand to include two clinic-based emergency food pharmacies and two refrigerated food vehicles, creating a comprehensive food assistance option for economically challenged areas of the community, a key element in maintaining the health of at-risk populations.

In addition, the Department of Oral Medicine at Carolinas Medical Center will receive a \$200,000 boost to integrate dental care into Levine Children's Hospital. Funding will support a pediatric dentist who will both promote preventive oral health and ensure that patients who have lacked access to dental care, especially those with special medical needs or chronic health issues, receive optimal dental care.

Over the last three decades, The Duke Endowment has proven to be a substantial and visionary supporter of healthcare initiatives in the Carolinas and has provided nearly \$20 million in grants to Atrium Health Foundation.

### **About The Duke Endowment**

**THE DUKE ENDOWMENT IS ONE OF THE NATION'S LARGEST PRIVATE FOUNDATIONS, WITH ASSETS OF \$3.5 BILLION. SINCE 1924, THE ORGANIZATION HAS WORKED TO HELP PEOPLE AND STRENGTHEN COMMUNITIES IN NORTH CAROLINA AND SOUTH CAROLINA BY NURTURING CHILDREN, PROMOTING HEALTH, EDUCATING MINDS AND ENRICHING SPIRITS.**

## CAROLINAS 4 A CURE RAISES OVER \$62,000 FOR BLADDER CANCER RESEARCH

On May 5, more than 200 bladder cancer advocates, patients, and Levine Cancer Institute staff members gathered in South Charlotte for a celebratory walk – Carolinas 4 A Cure – raising funds and awareness for bladder cancer patient programs and research at Levine Cancer Institute. With a record number of participants and sponsors in 2018, the 3rd Annual Walk raised more than \$62,000 to benefit the Carolinas Bladder Cancer Fund at LCI. Many representatives of Levine Cancer Institute's bladder cancer program attended the event, including Dr. Earle Burgess, who welcomed attendees and thanked them for their support.

***Special thanks to the Salvino family for organizing and supporting the Bladder Cancer Walk, and to the Holy Trinity Middle School Junior Honor Society, whose students led a fundraising campaign for the event.***



### Bladder Cancer Research

More than 81,000 people in the United States will be diagnosed with bladder cancer this year, according to the American Cancer Society.

Levine Cancer Institute is the only cancer center in the Charlotte area and western Carolinas that is actively engaged in a broad spectrum of bladder cancer clinical research, both initiated by investigators on faculty and sponsored by drug companies.

Under the direction of Dr. Peter Clark, Chair of the Department of Urology, Levine Cancer Institute currently offers four clinical trial options for bladder cancer patients.

Philanthropic support plays a key role in advancing bladder cancer research at LCI.  
**For more information, contact Katherine Murphy at 704-355-4048.**

**1. Teams of supporters rallied at the bladder cancer walk. 2. Levine Cancer Institute's Dr. Burgess and a grateful patient family supporting Carolinas 4 A Cure. 3. More than 200 supporters attended the 3rd annual walk.**







## LEVINE CHILDREN'S GALA *Reaches New Heights*

From the planes on the tarmac, to the grand motorcycle entrance by gala host Greg Olsen – to the moving stories of young heart transplant patients and the dynamic performance by O.A.R. – the annual Levine Children's Gala truly was an inspirational evening, full of surprises.

On March 17, the 4th Annual Levine Children's Gala, presented by PNC Bank, hosted 600 special friends and supporters at a unique new venue – the hangar at Charlotte Douglas International Airport that houses Atrium Health's MedCenter Air fleet. The event took flight as guests socialized on the tarmac, toured various planes, and were entertained by a "sky-high" greeter who literally floated in the air.

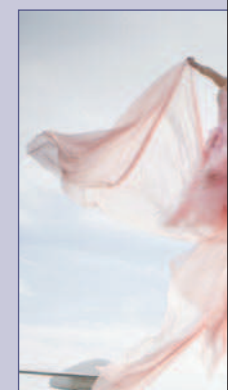
Gene Woods, President and CEO of Atrium Health, welcomed guests from center stage and gave a

heartfelt thank you to attendees for their support, including a special standing ovation for Sandra and Leon Levine. "You help us breathe life into our mission to improve health, elevate hope and advance healing – for all," said Woods. He also recognized PNC Bank for serving as presenting sponsor since the gala's inception

Dr. Stacy Nicholson, President of Levine Children's, shared brief remarks, prior to introducing Carolina Panthers tight end Greg Olsen, lead emcee for the evening. The crowd enjoyed light-hearted videos produced by Olsen's teammate Ryan Kalil: A Top-Gun spin-off that included Olsen, Luke Kuechly, and PNC President Weston Address; as well as a NASCAR-themed piece that highlighted driver Jimmie Johnson.

### ***Thank you, gala committee:***

*Candy and Darren Bing, Katy and Matt Burge, Stephanie and Howard Bissell, Amy and Alfred Dawson, Sherrard and John Georgius, Stephanie and David Gitlin, Mandy and Todd Houser, Emily and Tyler Johnson, Kara and Greg Olsen, Ana and Manuel Rey, Tiffany and Scott Smith, Amy and Martin Welton*



# Levine Children's Gala



Surprise guest, nine-year-old Skylar Myers – a patient who underwent a heart transplant at Levine Children's when he was just three months old – joined Greg onstage, along with WBTV evening anchor Molly Grantham, who interviewed Skylar and inspired guests with his miraculous story. Guests were further inspired when Greg announced that the Levine Family had issued a half million-dollar matching gift challenge (see inset).

The challenge was met with great enthusiasm by gala guests, including representatives from Levine Children's Hospital, as well as national and local celebrities, athletes, philanthropists, and corporate supporters. In addition to PNC, major gala sponsors were UTC Aerospace Systems, US Trust, Barings, the Beck Group, Office Environments, and Brighthouse Financial.

Throughout the evening, guests enjoyed silent and live auctions, as well as a special performance by a speed painter. The gala concluded with a performance by headline entertainment group, O.A.R., followed by an after party, complete with [back by popular demand] silent disco.

***Coupled with the Levine Family Challenge (which was met!), the 2018 Levine Children's Gala collectively raised \$1.4 million to benefit Levine Children's.***



## Levine Family Challenge

Inspired by the generosity of Amy and Alfred Dawson, Lori and Eric Sklut, Julie and Howard Levine, and Sandra and Leon Levine – who presented a matching gift challenge of \$500,000 at the 4th Annual Levine Children's Gala on March 17 – donors responded generously, contributing an additional \$500,000. This amount will be matched by the Levine Family, adding a total of \$1 million to the gala proceeds benefiting Levine Children's.



# Save the Date



**SEPTEMBER 15**

**Swim Across America**  
***SwimAcrossAmerica.org***

The Second Annual Charlotte Open Water Swim will take place at Lake Norman, raising funds for leukemia research at Levine Cancer Institute.



**SEPTEMBER 22**

**The Stiletto Sprint**  
***TealHeels.org***

Grab your best pair of stilettos and join us for the 8th Annual Stiletto Sprint, benefiting ovarian cancer research at Levine Cancer Institute.



**OCTOBER 13**

**Hopebuilders 5K**  
***Hopebuilders5K.org***

The signature community fundraising event for Levine Children's Hospital returns to Myers Park this fall as hundreds of runners and walkers gather to support the health and wellbeing of children in our community.



**NOVEMBER 5**

**CHS Pineville Golf Tournament**

Hit the greens for the signature event supporting CHS Pineville, returning to Providence Country Club this fall.

## **ATRIUM HEALTH FOUNDATION LAUNCHES THE "INNER CIRCLE" LECTURE SERIES**

The Inner Circle – an exclusive new lecture series – was launched at Atrium Health Foundation in April. Stacy Nicholson, MD, MPH, President of Levine Children's, and the Sara H. & Howard C. Bissell Endowed Chair in Pediatrics, spoke to an intimate crowd of 50 friends of the Foundation, sharing patient stories and exciting developments made possible through philanthropy – such as the MIBG Treatment Suite being funded by the Isabella Santos Foundation. Dr. Nicholson's presentation was followed by a Q&A session that allowed guests to gain an inside perspective on the many promising advances in store for Levine Children's Hospital.

The inaugural Inner Circle event was hosted by Bevie Hemby, and Anna and John McCoy. Information on the next Inner Circle Lecture Series event will be announced this fall.

**The  
Inner  
Circle**

*Where innovation  
and inspiration meet*

## LOCAL YOUTH SWIM, BIKE, AND RUN TO SUPPORT REHAB PROGRAMS AT ATRIUM HEALTH

On June 3, the Sandra and Leon Levine Jewish Community Center hosted the 7th Annual Levine JCC Kids Triathlon, presented by UTC Aerospace Systems. Nearly 180 children of all ages, athletic abilities and cultural backgrounds gathered to swim, bike and run for a cause. The event was a great success, raising over \$125,000 for pediatric rehabilitation services at Levine Children's Hospital and the Adaptive Sports and Adventures Program (ASAP) at Carolinas Rehabilitation.

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**Special thanks to The Leon Levine Foundation,  
and to Presenting Sponsor – UTC Aerospace Systems;  
Marathon Sponsors – Ally Financial, Lab Corp, Julie and  
Howard Levine, Precor, Rodgers Builders, Eric and Lori  
Sklut; Sprinter Sponsors – Action Plus Ideas, Barings,  
The Brixton Group, Larry and Dale Polsky, Mann Travels,  
Parker Poe Attorneys & Counselors at Law, and UCS.**

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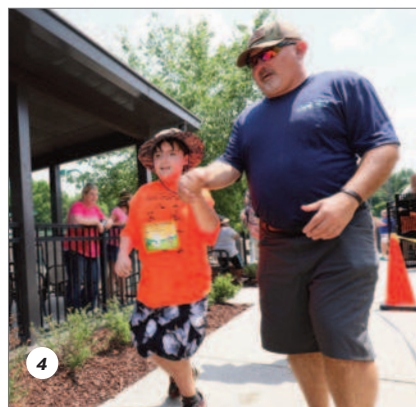
**1. ASAP cyclists enjoy the event.**

**2. Top fundraisers win a trip to Disney!**

**3. Cyclists flex their fundraising arms.**

**4. The annual LJCC Kids Tri is a family affair.**

**5. Rehab patients join Levine Children's Dr. Tobias Tsai (far R)  
to celebrate a successful event.**





## TWO CYCLING EVENTS BENEFIT THE ADAPTIVE SPORTS AND ADVENTURES PROGRAM

During the month of April, a dedicated group of cyclists and adaptive athletes raised over \$65,000 to support Carolinas Rehabilitation's Adaptive Sports and Adventures Program (ASAP) through two unique cycling events. Starting in Northeast Maine and concluding in Key West, Florida, the Pines to Palms cycling event covered more than 2,200 miles traveled by 14 able-bodied and adaptive cyclists. This challenging event was led by Atrium Health teammate and U.S. Marine Corps Veteran Aaron Harper. Meanwhile, a separate group of cyclists embarked on the



annual Cycle to the Sea from Charlotte, North Carolina, to North Myrtle Beach, South Carolina. Though the miles proved challenging, the rewards of these cycling trips were great. We are grateful to the many participants and donors who continue to support ASAP through these inspiring events.

***Pines to Palms was led by Atrium Health's Aaron Harper and an incredible group of cyclists and adaptive athletes, including many military veterans.***

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## NORSAN MEDIA TOPS \$100,000 FOR LCH

For the seventh consecutive year, Norsan Media hit the airwaves in July for its day-long radiothon, Milagros Para Los Niños. Broadcast live from the hospital's Ryan Seacrest Studios, the radiothon featured stories of hope shared by families of former and current patients from the Hispanic community. On-air favorites like La Raza's popular morning show hosts on Los Hijos de la Mañana, and Alex Ruiz, also motivated listeners to call in donations to the hospital, ringing bells each time a new gift was announced on air.

Thanks to generous community support, the fundraiser –broadcast on La Raza 106.1 and Latina 102.3 – raised over \$122,000 for Levine Children's Hospital. Donations to the radiothon will fund vital medical equipment, healthcare services, clinical research and patient and family support programs at the Children's Hospital.

***The Norsan team interviewed Dr. Javier Oesterheld (center), the Jeff Gordon Children's Foundation Endowed Chair in Cancer and Blood Disorders.***



# For the Love OF FAMILY

## GERIATRIC MEDICINE EDUCATIONAL FUND HONORS DISTINGUISHED ATRIUM PHYSICIAN

**D**r. Darlyne Menscer spent her entire medical career serving in Family Medicine and with Atrium Health, contributing to the field as a clinician, teacher, and as a leader in both local and national medical societies, including the American Medical Association. In honor of her distinguished 39 years of service, The Darlyne Menscer, MD, Geriatric Medicine Educational Fund was recently established in association with the Geriatrics Fellowship Program and the Department of Family Medicine at Atrium Health.

The Fund will support specialized training in geriatrics, visiting professors, poster presentations, publications, and leadership development for fellows and faculty. In addition, the fund will advance research and the development of novel geriatric tools that will shape the face of geriatric care across multiple specialties—from primary care, to emergency room care, and beyond.



*Esteemed among her colleagues, Dr. Menscer spent her entire medical career serving in Family Medicine and with Atrium Health.*



*The Darlyne Menscer, MD, Geriatric Medicine Educational Fund was recently established in association with the Geriatrics Fellowship Program and the Department of Family Medicine at Atrium Health.*

## #GRATEFUL

The Levine Cancer Institute Bosnian Medical Fund was recently established through a generous gift of \$150,000 from Ms. Martha Hendricks, a resident of Indian Trail, North Carolina. This Fund will support medical research collaborations, medical exchange visits, and potential transfers of medical equipment between Levine Cancer Institute and Bosnian oncologists.

*(L-R) Dr. Lejla Hadzikadic Gusic, Martha Hendricks, and Atrium Health Foundation's Scott Kerr.*





# KEEP POUNDING

## Community Keeps Pounding FOR CANCER RESEARCH

More than 1,000 cancer advocates, survivors, volunteers, and donors hit the streets and the Carolina Panthers practice field for the 8th Annual Keep Pounding 5K, presented by Rodgers. The event raised record proceeds of \$125,000 to benefit adult and pediatric cancer research and patient programs at Levine Cancer Institute and Levine Children's Hospital.

Sir Purr, TopCats, and friends and family cheered on participants at the start line and as they ran through the Panthers' cathead and cross the finish line. Carolina Panthers coach Sam Mills III, and WCCB news anchor Morgan Fogarty, assisted with the awards ceremony.

**Top Fundraising honors were awarded to Audrea Norris, a current patient of Levine Cancer Institute, and to Team Po-Z-tivity, formed by Dr. Zvonimir Milas, a cancer survivor and surgical oncologist at Levine Cancer Institute. Also among the top fundraising teams was Wren's Village, formed in honor of 5-year-old cancer survivor Wren Jansen and the pediatric oncology clinic at Levine Children's Hospital.**



**Special thanks** to Presenting Sponsor Rodgers Builders; Field Goal Sponsor SPX Flow; First Down Sponsor HorackTalley; Kick Off Sponsors – APM Terminals, Burkert Fluid Control Systems, Levine Cancer Institute, the Prayers for Elijah Foundation, and Toshiba; along with Media Sponsor WCCB Charlotte.

## SHOWMARS, GREG OLSEN FOUNDATION TEAM UP FOR PEDIATRIC HEART PATIENTS

From the football field to the golf course to the streets, Greg Olsen and his family's foundation, Receptions for Research, continue to be a driving force behind pediatric heart programs at Levine Children's Hospital. Following their annual HEARTest Yard Golf Classic, held at The Club at Longview, the Foundation teamed up with Showmars in May to host the 3rd Annual HEARTest Yard + Showmars 5K, attended by more than 1,400 runners and supporters.

Atrium Health Foundation is grateful to the Olsen family and Showmars for their loyalty and dedication to Levine Children's Hospital.



1. The HEARTest Yard is a family affair for the Olsens, (L-R) Chris, Susan, Kara, and Greg Olsen.
2. (L to R) Tommy Racano and Konstantine Zitsos of Showmars; Dr. Nancy Dobrolet (new director of the Levine Children's / Sanger Neurodevelopmental Clinic supported by the HEARTest Yard) and Greg Olsen.

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## KISS95.1 SHARES THE LOVE DURING PLAY ANYTHING DAY

Continuing a fundraising tradition beloved by Kiss95.1 listeners and supporters of Levine Children's Hospital, Beasley Broadcast Group's "Kiss Mornings" show shared stories of hope and healing during their annual Play Anything Day. Radio hosts Maney, Roy, and LauRen took song requests from each caller in exchange for a donation to Levine Children's Hospital. From country to classical, no song was off-limits. An after party held at the Peculiar Rabbit restaurant in Plaza Midwood generated additional proceeds, all of which will help ensure the availability of world-class care and medical resources at Levine Children's Hospital.





## CELGENE ADVANCES MYELOMA RESEARCH

A generous \$500,000 contribution from Celgene Corporation will fund innovative clinical and laboratory research being led by Dr. Saad Usmani and his colleagues at Levine Cancer Institute. Levine Cancer Institute's Myeloma Research Program is internationally-recognized for advancing novel therapies that are improving treatment for multiple myeloma patients.

Saad Zafar Usmani, M.D., FACP is the Director of the Plasma Cell Disorder program and the Director of Clinical Research in Hematologic Malignancies at Levine Cancer Institute. Because of generous support from companies like Celgene, Dr. Usmani and his colleagues are developing life-changing myeloma treatments, including FDA-approved targeted immunotherapies.



**Saad Zafar Usmani,  
M.D., FACP**

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## STOMPING OUT SARCOMA IN THE CAROLINAS

Along with almost 1,300 participants and community supporters, the Paula Takacs Foundation for Sarcoma Research raised north of \$200,000 through the annual Sarcoma Stomp, held on April 28. The organization's signature fundraising event provides significant funding to Levine Cancer Institute's sarcoma research program, a partnership that began in 2012, as well as to Levine Children's Hospital. Funds raised by the Foundation have helped launch new clinical research trials and two genetic profiling studies to improve treatment for sarcoma in both adult and pediatric patients.



# Sarcoma

*The 5-year survival rate of people with soft tissue sarcoma is 50%, a statistic that has not changed in decades.*

*Sarcoma is curable by surgery about 20% of the time, or by surgery with chemotherapy and/or radiation 30% of the time – yet today, nearly half of the time the disease remains totally resistant to all of these approaches.*

*With support from the Paula Takacs Foundation, Levine Cancer Institute is now offering novel clinical trials for patients with soft tissue sarcomas.*

# Fit for Life

For Jenn Andrews, a fitness enthusiast and wellness coach, the thought of life without one of her feet was hard to imagine. When doctors first removed a lump from her foot in 2013, they discovered it was myxoid sarcoma, a rare and potentially life-threatening cancer. Five years later, the lump returned and 33-year-old Jenn had a choice to make.

Jenn learned from surgeon Joshua Patt, MD, that the best way to guarantee complete removal of the cancer was to amputate her foot. A wife and mother of young children, Jenn knew that she wanted to be

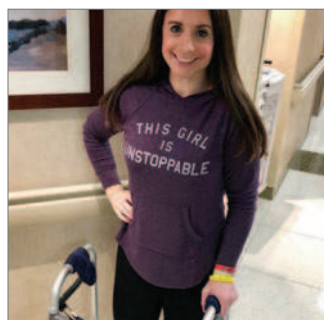
there for her family; so, she made the choice. She would lose her foot, but not the ability to do the things she had done before. She would just do them differently.

To give Jenn the best recovery possible, Dr. Patt coordinated surgery to include Bryan Loeffler, MD, and Glenn Gaston, MD, two surgeons whose advancements in Targeted Muscle Reinnervation (TMR) have been featured by Dr. Sanjay Gupta on CNN. Jenn would benefit from their groundbreaking achievements in TMR, which can reduce phantom limb pain and chronic pain after amputation. Jenn also worked with Vishwa Raj, MD, who is not only the chief of cancer rehabilitation at Levine Cancer Institute but was also the chief cheerleader on Jenn's support team. Dr. Raj convinced Jenn that after the surgery, she'd be able to do all that she enjoyed before it.

"I realized what I have here," Jenn says about Levine Cancer Institute. "Here, I'm never a number, I'm a person. I'm a mother, a daughter, a wife. They treat me with such respect, and they treat my emotions with such respect, too. It added such a comfort level during a difficult time."

**"HERE, I'M NEVER A NUMBER,  
I'M A PERSON. I'M A MOTHER,  
A DAUGHTER, A WIFE. THEY  
TREAT ME WITH SUCH  
RESPECT..."**

**Just seven weeks post-surgery Jenn became a voice of hope at the Sarcoma Stomp, a fundraiser benefiting research efforts at Levine Cancer Institute and Levine Children's Hospital. From center stage, she taught the crowd about sarcoma and motivated runners with her story of resilience – of being fit...for life.**





## A LEGACY OF **Extraordinary Service**

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LEVINE CHILDREN'S  
HOSPITAL BENEFITS FROM  
ESTATE OF FORMER ATRIUM  
HEALTH AND FOUNDATION  
BOARD MEMBER

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**M**r. Seddon "Rusty" Goode, Jr., a long-time Carolinas HealthCare System (now Atrium Health) Board member, as well as a former Atrium Health Foundation Board member, passed away on May 14. He left a legacy of extraordinary service and philanthropy to Atrium Health and other organizations in the community.

A North Carolina native and a Davidson and UNC Chapel Hill graduate, Rusty began his extensive business career in 1957 in Charlotte with Southeastern Financial Corp. He later held executive positions with North Carolina National Bank and Interstate Securities Corp. In 1981, Rusty became President and Director of the University Research Park. Upon his retirement in 2006, he became Vice Chairman.

Rusty loved helping and connecting people and serving the City of Charlotte and the State of North Carolina. He served on the board of the NC Department of Transportation and was honored by the Governor of North Carolina with the prestigious Order of the Long Leaf Pine. Rusty spent 21 years on the Board of Commissioners of Atrium Health, where fellow board members remember him for coining the phrase, "No margin. No mission." Following in his footsteps, his daughter, Beth Reigel, now serves on the Atrium Health Board.



Given his great passion for children and for Atrium Health, Rusty designated Atrium Health Foundation in his estate planning. Upon his passing, Levine Children's Hospital received \$300,000 in charitable life insurance proceeds, an extraordinary example of Rusty Goode's thoughtfulness and generosity.

**Mr. Seddon "Rusty" Goode, Jr.,  
passed away on May 14. He left  
a legacy of extraordinary service  
and philanthropy to Atrium Health  
and other organizations  
in the community.**



## GRATEFUL PATIENT FAMILY **Gives Back**

On April 18, the Pounding For Parker Foundation presented a \$100,000 check to Dr. Chad Jacobsen and Dr. David Gass of Levine Children's Hospital to support their neuro-oncology and brain tumor survivorship programs. Parker Cowherd, Foundation namesake, is the resilient eight-year old who



**(L-R) Parker Cowherd, Dr. David Gass, Allison and Jonathan Cowherd, Dr. Chad Jacobsen, and Owen Cowherd pose with the \$100,000 check for Levine Children's Hospital.**

inspired his family's involvement. After Parker's incredible experience at Levine Children's Hospital, today he is enjoying life, cancer-free.

The Pounding For Parker Foundation's fundraising focuses on survivor wellness and addressing the potential late-effects of chemotherapy among children. The Foundation will provide funding for a new staff position to help with this specialized form of patient care.

## GRATEFUL PATIENT FAMILY **Brings Comfort**

The Almirola family knows all too well about the special care team at Levine Children's Hospital. A few years ago, Aric Almirola – driver of the No. 10 Smithfield Ford Fusion in the Monster Energy NASCAR Cup Series – and his wife, Janice, found themselves on the 9th floor of Levine Children's Hospital with their newborn daughter.

Following a great experience with their daughter's medical care, the Almirola family was compelled to give back by providing "comfort kits" for children and families admitted to the hospital. The comfort kits are distributed to families to help ease their stay in an unfamiliar environment and provide information and resources that are available to them and their child. Since that time, the Almirola Family Fund has been established to provide continuous funding for additional comfort kits – bringing hope and healing to our patients during a vulnerable time.



**The Almirola Family is giving back to Levine Children's Hospital by supplying "comfort kits" to children and families who are admitted to the hospital.**



# The Art of Healing

Lucas Judy, a resilient eight-year old who battled and defeated several life-threatening medical conditions, is a medical marvel. His journey has been nothing short of extraordinary. Just a week before he completed a painting that was auctioned off at the Levine Children's Gala, he was in the intensive care unit fighting for his life. He had gone into septic shock, was placed on a ventilator, and given two special medications to help maintain his blood pressure- all to no avail.

Luckily for Lucas, just weeks before he was admitted, Levine Children's Hospital had been approved to participate in a clinical trial for a drug that could stabilize blood pressure. Though Lucas's condition fit the requirements for the drug, it had never been tested in children. After careful consideration by Lucas's parents, they gave their consent.

Three hours later, Lucas's condition had stabilized. He left the ICU as the first child ever to receive the new medication for his condition. Lucas' successful outcomes have led to generous gifts in his honor to help establish a charitable fund to benefit Levine Children's Hospital's Pediatric Intensive Care Unit.

***From benefiting from experimental drugs, to experimenting with paint on canvas, patient Lucas Judy (pictured with local artist Paul Hastings) mastered the art of healing.***



## CATCHING THE DREAM AT COMIDA

The Dreamcatcher Society – the signature fundraising society for Levine Children's Hospital – gathered in May for a spring "friendraiser" at Comida restaurant in Charlotte. Since its inception in 2004, the 200+ member organization has raised more than \$2 million, funding special programs and projects at Levine Children's. Current gifts and pledges are supporting the hospital's pediatric cancer program. Dreamcatchers enjoy social events, and they also enjoy giving back. Their September 16 event in the Gridiron Club at Bank of America Stadium promises to be a purr-fectly fun afternoon. **For details, visit [atriumhealthfoundation.org/dreamcatchersociety](http://atriumhealthfoundation.org/dreamcatchersociety).**



**Members of the Dreamcatcher Advisory Committee at Comida.**

***Kudos to the new and "renewed" members who caught the dream!***

***Austin Brockenbrough  
Clark and Nicole Cox  
Bryan and Marshall Wyker  
Matt and Amy Moore  
Ransome and Logan Foose  
Greg and Amelia Gach  
Brandon and Sarah Brown***

# Night Under the Stars

## FOR THE NICU

On April 21, more than 200 guests, dressed in their best “Southern chic,” attended the In the NIC of Time Gala at Carmel Country Club. Guests enjoyed an elegant southern barbeque that included an auction, music, and special remarks from grateful patients and physicians. The event raised a record \$98,000 to benefit the Cottie and Cake Fund, which supports the Charlotte Fetal Care Center and the Neonatal Intensive Care Nurseries at Levine Children’s Hospital.

Established in 2011 by grateful patient-family – Meghan and Russ Hampton and Meghan’s parents Fran and Don Russ – the Cottie and Cake Fund has generated more than \$538,000 to ensure a world-class patient experience for families at Levine Children’s Hospital and Carolinas Medical Center. Most recently, the fund has supported aesthetic and equipment upgrades to the six sleep rooms located in the Neonatal Intensive Care Nurseries at Levine Children’s Hospital. These rooms enable parents to sleep overnight with their infants as they prepare to transition from the hospital to their homes.

Additional funding from Cottie and Cake has supported:

- A NICN bead journey program that helps families acknowledge and celebrate their infant’s accomplishments, emotions, and milestones in a creative, memorable way;
- Equipment that enables the Charlotte Fetal Care Center to provide Intra-utero Fetoscopic Laser Ablation – the only center in the Southeast to offer this procedure; and
- A neonatal webcam system that allows for real-time viewing of babies while parents are away from the hospital.



**1. (L-R) Event founders Meghan Hampton and Fran Russ are all smiles at In the NIC of Time.**  
**2. Meghan acknowledged fellow committee members and grateful patient families during the event.** 3. Staff from Levine Children’s Hospital and Carolinas Medical Center celebrate another successful fundraiser.





## DRIVING THE DISTANCE

Jeff Gordon continues to drive the distance to improve the lives of young people who are battling cancer. Atrium Health remains grateful for the ongoing support from the Jeff Gordon Children's Foundation to advance the Jeff Gordon Children's Center at CHS Northeast and pediatric cancer research at Levine Children's Hospital.



**Young cancer patients shared their stories—along with Jeff Gordon and Levine Children's Hospital's Dr. Javier Oosterheld – at the Jeff Gordon Children's Foundation's spring fundraiser. Jeff Gordon and Atrium Health President and CEO Gene Woods caught up to discuss the ongoing partnership to advance pediatric cancer research at Atrium Health.**

## HANDS FOR HOLLY – ROARING 20'S GALA SUPPORTS LEVINE CHILDREN'S

The Jazz Age was revived this May for a Great Gatsby Gala benefiting Levine Children's Hospital. Hosted by the Hands For Holly Fund, the Great Gatsby Gala raised over \$125,000 to support the financial needs of Charlotte-area families with children being treated at Levine Children's Hospital.

The Hands For Holly Fund was created by Chris and Bill Wade, whose daughter, Holly, battled a rare and aggressive form of cancer called Gliosarcoma. It was during Holly's treatment at Levine Children's Hospital that her parents learned of the profound financial needs of families caring for sick and injured children. The Hands for Holly Fund plays a critical role in helping families during times of crisis. Holly, who lost her battle with cancer at age 14, will be continually remembered and honored through this significant fundraising endeavor.



**1. (L-R) Laura Skinner, Atrium Health Foundation; Chris Wade, Hands For Holly founder; Kellie McGregor, Atrium Health Foundation; and Bill Wade, Hands For Holly founder. 2. (L-R) Theresa Zimmerman, school teacher at Levine Children's Hospital and Connie Perkins, social worker at Levine Children's Hospital.**



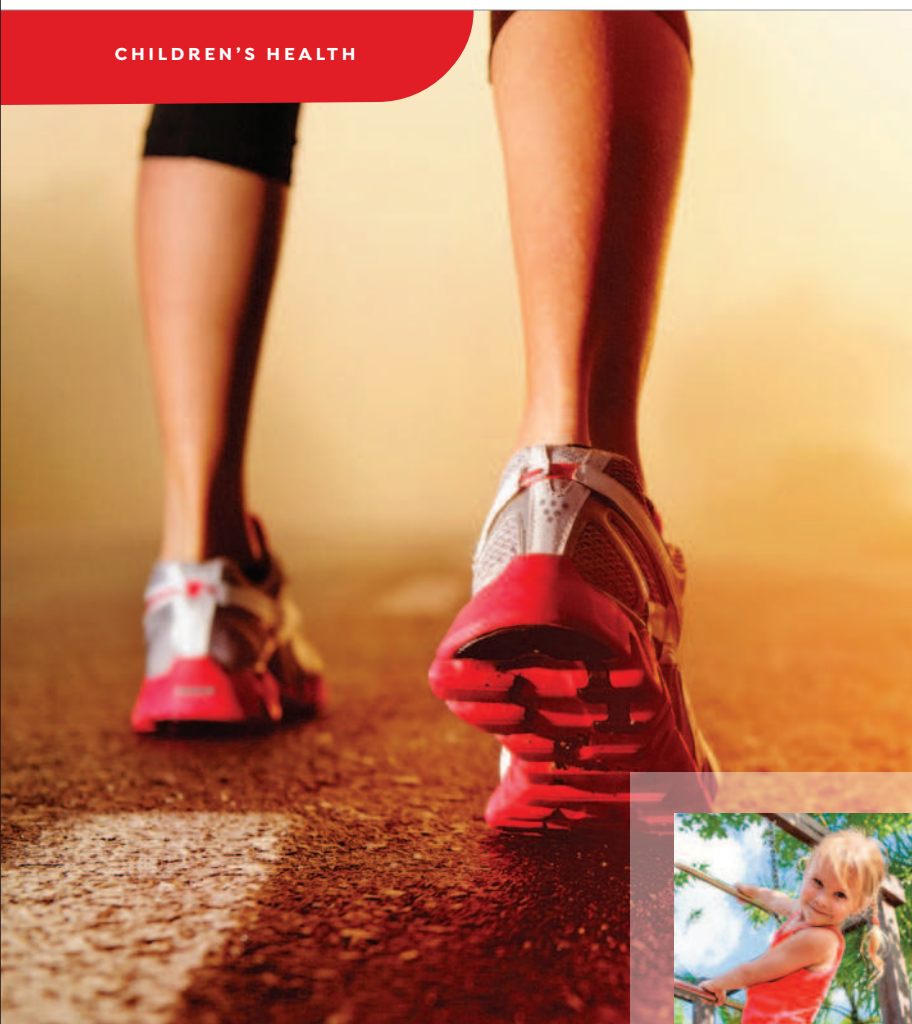
8th Annual

# Stiletto Sprint

Saturday, September 22  
SouthPark Mall

Slip on your teal heels and join women and men of all ages for the Stiletto Sprint. All funds raised benefit ovarian cancer research and patient services at Levine Cancer Institute.

[tealheels.org](http://tealheels.org)



23rd Annual

# Hopebuilders 5K

Saturday, October 13  
Levine Children's Hospital

Hope, health, and happiness. They are what we want for our children.

Your donation plays a crucial role in the healing and recovery of patients at Levine Children's Hospital. Join us in giving children hope for a healthy future.

[hopebuilders5k.org](http://hopebuilders5k.org)







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*All.*

WHILE OUR NAME HAS CHANGED, OUR MISSION REMAINS THE SAME.

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we will continue to inspire transformational giving to improve health,  
elevate hope, and advance healing – for all.



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