

Momentum

Fall
2019

A PUBLICATION OF ATRIUM HEALTH FOUNDATION

Partners in Hope

PANTHERS TEAM UP TO SUPPORT CANCER RESEARCH



Atrium Health
Foundation



Momentum

“Momentum is a powerful word, one that signifies the growth
and continual progress we strive for within our health system.”

Dear Friends,

As we approach the holiday season, I am grateful for the opportunity to serve an organization that is committed to making such a tremendous impact on healthcare in this community. We are fortunate to have a group of partners – from large organizations, small businesses, individuals, and teammates – who are dedicated to providing hope for patients and their families.

Our very own teammates at Atrium Health demonstrated their commitment this fall, through their remarkable support of Children's

Miracle Network and Atrium Health Foundation during the annual employee giving campaign. Their gifts totaled a record \$2 million to provide hope for children's health, adult orthopedic programs, rehabilitation, cancer, behavioral health, and cardiac care.



This issue of Momentum is filled with even more stories of cherished partnerships, generosity, and hope. From the newly formed Keep Pounding Family Center, to significant gifts in support of Levine Cancer Institute and community health initiatives that are improving healthcare in fragile communities, the support from our donors, partners, and friends continues to inspire others to give.

Thank you for your gifts of hope.

With gratitude,

A handwritten signature in black ink, reading "Armando L. Chardiet".

Armando L. Chardiet
President



WE WILL BE KNOWN FOREVER BY THE TRACKS WE LEAVE.

LEGACY

WHAT LEGACY WILL YOU LEAVE?

Philanthropy serves an important role in fulfilling Atrium Health's vision for the future of healthcare. A variety of options are available for you to plan for tomorrow, today. Atrium Health Foundation can help you establish your unique legacy gift to improve health, elevate hope and advance healing – for all. *For more information, please contact Sara Piner, CAP®, Director of Gift Planning at 704.388.0844 or Sara.Piner@atriumhealth.org.*

Consider
**PLANNED
GIVING**



**Atrium Health
Foundation**

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FALL 2019



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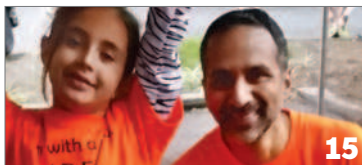
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Atrium Health Foundation Board of Directors:

Vicki Sutton, Chair, Jim E. Mattei, Vice Chair, Mandy S. Houser, Secretary
Howard Bissell, III, David Gitlin, Thomas Hall, May Beverly Hemby, James E. S. Hynes, Luther Lockwood, II, Greg Olsen
Felix S. Sabates, Jr., Michael Salvino, Lori L. Sklut



CELEBRATING LEADERSHIP

Atrium Health Foundation Board Chair Vicki Sutton will complete her term as chair at the end of 2019, after serving for nine years at the helm. A tremendous advocate and friend to Atrium Health, Vicki will continue in her roles on the Atrium Health board, where she leads multiple committees and is dedicated to serving the mission of providing hope, health and healing to our community.

Deeply committed to Atrium Health, Vicki has helped lead the organization through a period of change. "I am so grateful to our founders and all the leaders who provided the stepping stones to our future," Vicki said. "I believe we are now poised for a great new beginning."

SHINING THE SPOTLIGHT ON THE 2019 ATRIUM HEALTH YOUNG AMBASSADORS

On September 24, Atrium Health Foundation celebrated its Young Ambassadors – local children and teens who have contributed to Atrium Health through their time, talents and philanthropic spirits. The honorees were recognized by Atrium Health board member and Young Ambassadors team captain Mike Rucker.

2019 YOUNG AMBASSADORS

Hazel Birch	Bryna Gibson
Ethan and Zayna Bock	Vanika Mehta
Lily and Abby Burton	Colton Peterson
Hannah Carroll	Khadija Shaikh
Makenzie Elkins	Kate, Olivia and Elowen Smith



THE SMITH SISTERS - KATE, OLIVIA, AND ELOWEN

To support sister Elowen, a kidney patient at Levine Children's Hospital, the Smith trio hosts an annual "Karaoke for Kidneys" talent show, featuring karaoke, face painting, food, and more. The event has raised nearly \$10,000 in the past three years.



Hope RESONATES

AT NEPHROLOGY CENTER'S ANNUAL FUNDRAISER

room. His doctor, Susan Massengill, MD, Director of the Pediatric Nephrology and Hypertension Program – provided an update on the Center's accomplishments, including the recent addition of psychologist Zack Held, who is focusing on the psycho social aspect of treating kidney patients.

"On top of dealing with their disease, our young patients are dealing with anxiety, depression, poor self-image, isolation, and more," said Dr. Massengill. "Thanks to medical advancements and your support, now we are giving them hope."

Guests at the fourth annual *Tune Up Your Kidneys* event on October 3 were treated to a hope-filled evening to benefit the Pediatric Nephrology Center of Excellence at Levine Children's Hospital. The event, held at the Terrace at Cedar Hill, raised over \$86,000 for the Center.

The event featured music by Southside Watt, a silent auction, and a program emceed by WCNC's Michelle Boudin. Ben Aguillo, 15-year-old kidney patient at the Center, shared his story of hope, expressing gratitude to his caregivers and the supporters in the



1. Guests heard from a grateful patient, 15-year-old Ben Aguillo, about his medical journey at Levine Children's. 2. Seven-year-old Aidan Parker poses with his physician, Susan Massengill, MD, head of Levine Children's Nephrology Center of Excellence. 3. Dapper Kyle and his family 4. The Howard Family 5. Grateful patients from the Nephrology Center of Excellence: Ben, Aiden, and the Ocampo brothers. 6. Nephrology advocate MC Pilon and Susan Massengill, MD.

Not Your Average CAT'S LAIR

The Carolina Panthers, long-time supporters of Atrium Health, committed \$1 million to support cancer research at Levine Cancer Institute (LCI) through the Keep Pounding Fund. In recognition of their generous gift, the Keep Pounding Family Center in the newly expanded Institute is being named in honor of the team's signature mantra, Keep Pounding.

"Community support from organizations like the Panthers continues to enable Atrium Health to offer the best care, and access to the latest research, close to home," said Derek Raghavan, MD, PhD, president of Levine Cancer Institute.



Pictured (L-R): Ken Haynes, executive vice president and COO for Atrium Health; Dr. Derek Raghavan, president of Levine Cancer Institute; Tom Glick, president of the Carolina Panthers.



“Thanks to their generosity, we will now have a signature space to offer patient families and visitors a place of respite while their loved ones are receiving treatment.”

The spacious family and visitor center is located along the 3rd Floor of LCI within the Skybridge, which connects the original Institute to the new building. The center includes four computer bays, a bistro area, TV viewing space, and a two quiet rooms for privacy or naps. Exterior windows and natural light create a calming environment in the center, which features a Keep Pounding theme throughout, including a mural that pays tribute to former Panthers player and coach Sam Mills, who originated the Keep Pounding mantra while enduring his own battle with cancer. *Continued on pg. 6*

Pictured (L-R): Dr. Derek Raghavan, president of Levine Cancer Institute; Tom Glick, president of the Carolina Panthers; Ken Haynes, executive vice president and COO for Atrium Health; Armando Chardiet, president of Atrium Health Foundation.



NOT YOUR AVERAGE CAT'S LAIR

Continued from pg. 3

"The Carolina Panthers are honored to support such a meaningful space for patients and families," said team president Tom Glick. "Cancer has touched many of us – including our own teammates – and we are proud to carry on their legacies through this new family-oriented center."

Coach Mills, who lost his battle with cancer, coined the original phrase "Keep Pounding," during the Panthers' first journey to the Super Bowl. His words resonated with not only the team, but the fans – and today, Keep Pounding continues as an integral part of the Carolina Panthers' community initiatives.



"CANCER HAS TOUCHED MANY OF US – INCLUDING OUR OWN TEAMMATES – AND WE ARE PROUD TO CARRY ON THEIR LEGACIES THROUGH THIS NEW FAMILY-ORIENTED CENTER." — TOM GLICK, PRESIDENT, CAROLINA PANTHERS



Atrium Health Foundation has benefited from a longstanding partnership with the Carolina Panthers since first establishing the Keep Pounding Fund in 2003 to benefit adult and pediatric cancer programs at Atrium Health. Since that time, the Panthers have helped raise nearly \$3 million for the fund through the sale of wristbands, keychains, hats, Panthers vanity license plates, the Keep Pounding online auction, and hosting the annual Keep Pounding 5K at Bank of America Stadium.



DREAMCATCHERS ON THE PROWL

On September 29, Dreamcatcher Society members gathered with friends and family for their traditional Panthers away-game viewing party. Sponsored by JP Morgan, the fun-filled afternoon featured a visit from Sir Purr, face painting, catching up with old friends and meetings new ones– all while cheering for the home team and enjoying the great view of their stadium.

Interested in making a difference at Levine Children's Hospital? Join the Dreamcatcher Society. For details about this giving society, which supports programs and services at Levine Children's Hospital, please contact Sarah Beth Munson at 704-355-4048 or visit dreamcatchersociety.org, today!



Through their current commitment to the **Partnership for Pediatric Hearts**, the **Dreamcatcher Society** is helping to provide equipment and resources to advance what is already one of the fastest growing programs at Levine Children's Hospital. The hospital has set a goal of becoming the preeminent pediatric cardiovascular program in the Southeast. Patients can receive the care they need close to home because Levine Children's Hospital is the only facility in the region providing the scope of cardiovascular services children need.



Flying High, Again

A SECOND CHANCE WITH A NEW HEART

When Jeff Moore, a dedicated family man and chief pilot for American Airlines, learned that his heart had been weakened beyond repair from an infection, he was stunned to hear he would need a complete heart transplant to survive. After his health had begun to deteriorate in 2017 and a trip to the emergency room led to the discovery of the infection impacting his heart, Jeff was referred to Atrium Health's Sanger Heart & Vascular Institute, where his heart team assembled a plan of action to support Jeff's recovery.

To wait for a healthy heart donor would be a difficult experience for anyone; to receive a completely new heart, a daunting one. But during his time in Sanger's care, Jeff says he found great comfort in the expertise and compassion of his medical team, including his cardiologist, heart surgeon, heart failure specialist and many others who supported each phase of his heart transplant journey.

The support of philanthropy and generous community donors make a tremendous difference in outcomes for patients like Jeff. Gifts made to Sanger Heart & Vascular Institute support numerous resources, such as state-of-the-art medical equipment for treatment and cardiac surgery, patient special needs programs and free community heart screenings, new medical technology and much more.

*Jeff with Heart Failure Clinic
Director Ted Frank, MD, and his
surgeon, Joseph Mishkin, MD.*



p. Crebbin / Shutterstock.com



CATO CORPORATION

Cato Corporation has been a partner of Atrium Health Foundation since 2006, when the company supported the Levine Children's Hospital building fund. In 2007, Cato invested in educational opportunities at Atrium, founding the Cato Scholarships Program.

The program not only provides scholarships for talented students to pursue an initial degree in allied health sciences, it also supports advanced education and training for current healthcare professionals through the Cato Excellence in Healthcare Award. In 2019, Cato Corporation provided an additional \$100,000 in support of these important scholarship programs.



*John Cato, Chairman,
President & CEO,
Cato Corporation*



**"I AM TRULY GRATEFUL FOR
THE CATO SCHOLARSHIP,
IT HAS MADE A POSITIVE
DIFFERENCE IN MY
EDUCATION JOURNEY."**

**— JODIE HUFFSTETTLER
CATO CORPORATION
SCHOLARSHIP RECIPIENT**

Jodie Huffstettler

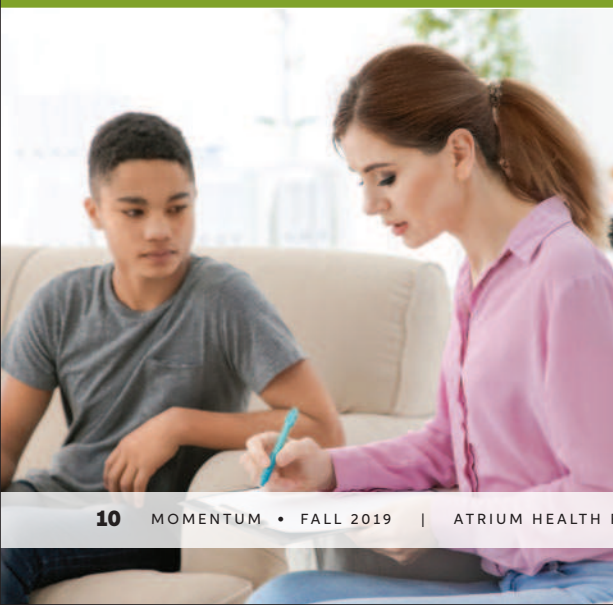
As a registered radiologic technologist and Chair of the Radiologic Technology Program at Carolinas College of Health Sciences, Jodie Huffstettler uses her passion for creating a positive experiences for patients and students, alike. With a shortage of healthcare employees across the nation, Jodie says, she wants to help find solutions to increase graduation rates while meeting the healthcare needs of our community. As a recipient of the Cato Corporation Scholarship, Jodie is currently pursuing her doctorate in higher education leadership and management.



THE ADOLESCENT AND YOUNG ADULT (AYA) SURVIVORSHIP CLINIC



DISTINGUISHED CHAIR IN LABORATORY CANCER RESEARCH



The Leon Levine Foundation Commits \$2 Million FOR SURVIVORSHIP, RESEARCH

The Leon Levine Foundation has committed \$2 million to support two new significant initiatives at Levine Cancer Institute (LCI). The funds will help advance research efforts and enhance survivorship programs at the Institute.

The Adolescent and Young Adult (AYA) Survivorship Clinic at the new Levine Cancer Institute facility will receive funding for their innovative program, which seeks to transition care of pediatric cancer survivors from pediatric to an adult setting. Having experienced the trauma of cancer at young ages, followed by unique symptoms associated

with cancer survivorship as they approach adulthood, many of these patients experience both physical and psychological burdens during their cancer journey. To better address the needs of this special group of patients (ages 15-25), this clinic will provide access to multiple subspecialty areas like nutrition, rehabilitation, and exercise. Additional offerings include individual and group counseling, integrative oncology treatments like acupuncture, yoga, and healing touch, pastoral care, and healing arts.

Also with funding from The Leon Levine Foundation, LCI has established a **Distinguished Chair in Laboratory Cancer Research**. Recruiting a nationally recognized scientist with experience in conducting research, securing external funding, and managing multiple laboratories is a critical step in positioning LCI among the best in the country. This substantial funding will provide discretionary support for investigator-initiated research projects, presentations and publications, and participation in national and international research collaboratives.



Benefactors Sandra and Leon Levine

LEGACY OF LOVE

*Baby J, the inspiration
behind a legacy of love.*



***Beverly Ladley,**
co-founder of the
Baby J Fund,
promoting her annual
ornament fundraiser
on NBC Charlotte's
Charlotte Today show.*

Over the last 19 years, Beverly has worked tirelessly to carry on her son's legacy. When she's not busy in her role as mom to three children and as SVP at Fiserv she dedicates time to fundraising for the pediatric oncology program at Levine Children's. Collectively, she has raised over \$750,000 through donations and the annual sale of high-end holiday ornaments. "Each year we work with Dr. Chad Jacobson to determine the best use of the funds," Ladley said. "Typically, we try to support the ability to bring the most recent trials to Levine Children's so that children of the region can get the latest treatments, close to home."

With support from the Baby J Fund, which was a founding member of the Carolinas Kids Cancer Research Coalition, Levine Children's has expanded its Phase I and Phase II Clinical Trials, added staff (Advanced Care Provider, navigator in Pediatric Neuro-Oncology clinic, neuropsychologist), and continued to build strategic relationships with research consortiums and the pharmaceutical industry.

When Beverly Ladley lost her son "J" to a brain tumor when he was just 15 months old, she and her family and friends knew they wanted to honor his life in a meaningful way. Out of the desire to help other children and families with similar diagnoses, the Baby J Ladley Pediatric Brain Tumor Research Fund was born.

ISABELLA SANTOS FOUNDATION SHINES A LIGHT ON RARE CHILDHOOD CANCERS

For Erin Santos, childhood cancer advocacy is more than a cause, it's a calling and a movement that continues to impact the landscape of childhood cancer research in Charlotte and beyond. This September, hundreds of supporters rallied for the organization's flagship event – the 12th annual Isabella Santos Foundation 5K/10K for Kids Cancer. Walkers, runners, donors and sponsors gave generously, raising more than \$130,000 to benefit local childhood cancer research and patient care at Levine Children's Hospital.

In October, the foundation continued its fundraising efforts with a charity "oyster bash" at Upstream and the annual Pumpkin Charity Ball at the Ritz. Whether running, dining or dancing – the Isabella Santos Foundation, and their dedicated supporters, continue to raise awareness and funds to support essential clinical research and novel treatments at Levine Children's for rare childhood cancers.



1. Over 2,500 people attended the "12th Annual Isabella Santos Foundation's 5K/10K for Kids Cancer." 2. A new element of the 5K/10K was the bRUNch and Run sponsored by Firebirds, NoDa Brewing and Titos Vodka. 3. The Isabella Santos Foundation 2nd Annual Pumpkin Charity Ball was held at the Ritz Carlton Uptown Charlotte. 4. This cancer warrior (center) had so much fun dancing the night away at the Pumpkin Charity Ball.

HOPEBUILDERS 5K

Building Hope

FOR 24 YEARS

Hopebuilders began as a poignant memorial and path to healing for two local families, whose children were tragically lost to cancer. Today, it has become the signature family fundraising event for Levine Children's that is supported by thousands of runners, walkers and donors each year. When the race began 24 years ago, the founders never imagined it would grow to become such a successful community event, raising over \$2 million since inception. Presented by Barings for the 11th consecutive year, the Hopebuilders 5K raised \$165,000 with the support of more than 1,100 runners and 33 fundraising teams. Special thanks to: Presenting Sponsor, Barings; Shooting Star Sponsor, Law Offices of Michael A. DeMayo; Shining Star Sponsors, Bayada, Isabella Santos Foundation, and RP Signs; Circle of Stars Sponsors, Cannon Pharmacy Morrocroft; and Synchrony Media Sponsor, WSOC-TV; and In-Kind Sponsor, Coca-Cola Consolidated Bottling Company.



Pictured: The top fundraising team for the Hopebuilders 5K, Team IDEA, led by Dr. Niraj Patel.



HOPE FOR Rylee

No child wants to feel sick all the time. After enduring multiple hospitalizations for pneumonia and other serious illnesses, Rylee and her parents turned to Levine Children's Hospital and immunodeficiency specialist, Dr. Niraj Patel, to find out what was causing their daughter's poor health.

Dr. Patel's team determined that Rylee had an antibody deficiency, which makes her susceptible to frequent and severe infections. Once Dr. Patel confirmed the best treatment for Rylee's condition, her health improved dramatically, allowing her to enjoy her childhood and hobbies such as gymnastics.

Dr. Patel and his advocacy group, IDEA, have provided Rylee with connections to other young patients facing similar conditions, showing her that she is not alone in her journey. Today, Rylee is thriving – thanks to the support of Levine Children's Hospital and the Hopebuilders 5K Team IDEA.



Pictured: Rylee Vogel with her physician, Niraj Patel, MD, Levine Children's pediatrician and immunologist.



BARINGS

As the presenting sponsor of the Hopebuilders 5K for more than a decade, Barings has shown tremendous generosity to Levine Children's Hospital patients and their families. Their latest gift of \$125,000, will help transform the patient experience within the diagnostic center on the third floor of the hospital. This latest commitment from Barings exemplifies the longstanding dedication Barings employees have shown through their Hopebuilders 5K sponsorship, employee donations, office-wide fundraising events and team fundraising efforts.

HOPEBUILDERS 5K

Stiletto Sprint

URNS SOUTHPARK
TEAL FOR
OVARIAN CANCER

Each September during Ovarian Cancer Awareness Month, hundreds of local ovarian cancer advocates and survivors turn the parking lot of SouthPark Mall teal at the annual Stiletto Sprint. For nine years, supporters of Levine Cancer Institute have gathered both in support and memory of those who've battled the disease. The Stiletto Sprint has become a symbol of hope and an opportunity for healing for those impacted by gynecologic cancers, whether as a caregiver or survivor. Through support from Smoky Bissell, whose family was personally touched by the disease – along with other corporate sponsors, fundraising teams and individual donors – the Stiletto Sprint raised over \$83,000 for ovarian cancer research at Levine Cancer Institute.

Special thanks to event sponsors: Real Estate for the Common Good; A Bissell Forward; Tesaro; Teal Diva; Marie-Claire Marroum, MD; Teal Butterfly Challenge; Levine Cancer Institute; Charlotte Radiology; Southeast Radiation Oncology Group, P.A.; and media sponsor WBTV News.



Attendees in teal costumes and bejeweled stiletto heels graced the teal “runway” for the sprint.

1. Levine Cancer Institute was well represented at the Stiletto Sprint, with Drs. James Hall, David Tait, Brigitte Miller, and Erin Crane dressed in their teal best!

2. The event was emceed for the first time by WBTV news anchor Alex Giles, who graciously represented the long-time media sponsor.

Save the Date



DECEMBER 3-31

Nordstrom's Holiday Campaign for Children's Miracle Network

Shop at Nordstrom and contribute to your local Children's Miracle Network Hospital—Levine Children's Hospital. Make a direct donation during checkout or purchase a giving tree gift tag with your donation of \$10 or more.



NOVEMBER-DECEMBER

Baby J Holiday Ornament Sale

BabyJFund.org

This holiday season, purchase a one-of-kind holiday ornament in support of the Baby J Ladley Pediatric Brain Tumor Research Fund at Levine Children's Hospital.



DECEMBER 5

Secret Santa Radiothon

LCHRadiothon.org

This holiday season join Morris-Jenkins and Beasley Media Group as they spread holiday cheer and raise funds for Levine Children's Hospital.



FEBRUARY 15, 2020

The Cupid's Cup 5K

CupidsCup5K.com

Lace up (and bundle up) for the annual Cupid's Cup 5K, benefiting life-changing medical resources and patient scholarships for cardiac rehabilitation programs at Atrium Health Pineville, Atrium Health SouthPark, and Atrium Health Union.

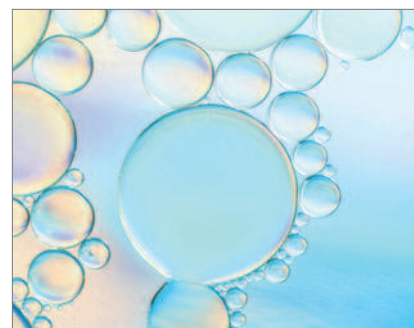


MARCH 5, 2020

Ginger Zee Speaks on Mental Health

AtriumHealthFoundation.org/behavioralhealth

Join ABC's Ginger Zee for a unique dinner in support of Atrium Health's Behavioral Health Program.




MARCH 28, 2020

Levine Children's Gala

Atriumhealthfoundation.org/LCHGala

The Annual Levine Children's Gala will be a night to remember, raising funds to help Levine Children's provide world-class care to patients where they need it most – close to home.



Kohl's, Atrium Health

*KEEPING STUDENTS
IN THE CLASSROOM*

Atrium Health has partnered with two local Lincoln County schools to offer school based virtual clinics—and through support from Kohl's, these virtual visits to the doctor are available at absolutely no cost to students or their families.



Kohl's has committed \$150,000 to expand Atrium Health Levine Children's school-based virtual clinic, originally launched in Cleveland County, to G.E. Massey and Battleground Elementary Schools in Lincolnton. The goal of the clinics is to improve access to pediatricians who diagnose and develop a treatment plan while the students remain at school.

Lincoln County struggles with access to medical care, with a patient-to-physician ratio of 2,490:1 (over 1,000 patients more than the statewide average). The limited physician availability results in access to care challenges for many Lincoln County children.

"Thanks to Kohl's we can take our healthcare expertise outside of the hospital's walls and into local targeted communities that may not have regular access to convenient care," said Dr. Alisahah Cole, Atrium Health Medical Director of Community Health.

Golfing FOR GOOD

10TH ANNUAL GOLF FOR HOSPICE

Hospice & Palliative Care of Cabarrus County hosted an 18-hole charity golf tournament at The Club at Irish Creek this October to benefit the Wings to Soar Camp – an annual summer camp organized by Atrium Health and Hospice to help local youth cope with the loss of a loved-one.

ATRIUM HEALTH UNIVERSITY CITY

The 26th annual Dr. Ed Stubbs Memorial Golf Tournament, held September 24, raised over \$55,000 to support Atrium Health University City in its community outreach and wellness programs.

EASTWOOD HOMES

Eastwood Homes has been a proud supporter of Levine Children's Hospital since 2007. In addition to donating a portion of every Charlotte-area sale to the hospital, Eastwood Homes also held its 7th Annual Eastwood Classic this September, raising an additional \$105,000 for the hospital.

BOJANGLES'/MDA

When they're not serving up made-from-scratch biscuits, Bojangles' continues to show outstanding support for muscular dystrophy research at the McColl-Lockwood Laboratory at Carolinas Medical Center. In partnership with the Muscular Dystrophy Association, the company raised over \$299,000 at the Bojangles' 21st Annual MDA Golf Classic held October 7.

ATRIUM HEALTH PINEVILLE

On November 4, supporters of Atrium Health Pineville hit the greens for the 11th Annual Pineville Golf Invitational at Providence Country Club. With support of many generous donors and sponsors, led by Presenting Sponsor Rogers Builders, the tournament raised \$64,000 to help Atrium Health Pineville fulfill its mission of delivering advanced, personalized care to our region.

CHARLOTTE RADIOLOGY RAISES A PINT – AND FUNDS – FOR BREAST CANCER SCREENING PROGRAMS

On September 26, breast cancer advocates and beer lovers alike united for the 9th Annual Pink Pint Night, hosted by NoDa Brewing Company and Charlotte Radiology. Attendees enjoyed NoDa's pink brew (created especially for the occasion), bid on auction items, and donated generously to support Levine Cancer Institute Project PINK and Project PINK Plus. A collaboration between Charlotte Radiology and Levine Cancer Institute, Project PINK breast cancer screening programs and mobile mammography unit provide access to breast cancer screening and diagnostic tests for underinsured women in Mecklenburg County. This vital community program has provided breast cancer diagnostic services to several thousand women since its inception and, in many cases, has detected early-stage breast cancer in patients and connected them with essential follow-up care.



NoDa Brewing Company patrons, representatives of Charlotte Radiology, and many generous sponsors—including Imagine Software (pictured in group)—contributed to a successful Pink Pint Night this September.



BIG SPLASH FOR LOCAL CANCER RESEARCH

This September, hundreds of swimmers made a splash at the Lake Norman YMCA in the third annual Swim Across America Charlotte open water swim, benefiting leukemia research at Levine Cancer Institute. Swimmers were joined by Paralympian Hannah Aspden, American Competition Swimmer Madison Kennedy, and Olympian Lauren Perdue, as well as one of the top fundraising teams from Levine Cancer Institute, led by team captain Mike Grunwald, MD, research group director of the LCI Hematology Oncology Translational Research Lab. All funds raised benefited Levine Cancer Institute's leukemia research program.

Founded in 1987, Swim Across America hosts swimming events across the country each year, having collectively raised more than \$75 million since inception. Special thanks go to Dr. Grunwald and his fundraising team, Swim Across America CEO Rob Butcher, and top fundraiser Don Baker.



LOVE MEETS SCIENCE

in McColl-Lockwood Lab

Amazing things happen when love meets science.

When Jane B. Lockwood was diagnosed with Limb-Girdle Muscular Dystrophy Type 2i (LGMD2i) as a child, her parents Luther and Jane McColl Lockwood immediately began a national search for the best medical teams for their daughter. What they found was that their best options were at Atrium Health, right in their own back yard. As a result, Jane B. Lockwood's grandfather – Charlotte businessman Hugh L. McColl, Jr. – collaborated with Atrium Health to start the McColl-Lockwood Laboratory for Muscular Dystrophy Research. Nationally renowned researcher Dr. Qi Long Lu was recruited as director of the lab, and thus began their quest for a cure.

Fast forward 17 years and thanks to the relationship between Atrium Health and McColl-Lockwood Lab, Dr. Lu's clinical and research expertise, and the unrelenting love of the McColl and Lockwood family for their daughter and children like her – next

step in scientific discoveries in muscular dystrophy therapies seem closer than they have ever been before.

A new therapy, BBP-418, has been developed at the lab, and it could be game changing in the treatment of LGMD2i, which currently has no approved

treatments – and no cure. Based on the science, researchers anticipate the new therapy could reduce LGMD2i symptoms by at least 50%.



The McColl and Lockwood families.



RESEARCH DEVELOPMENTS

"With this new development, we've taken a giant leap forward," said Dr. Lu, whose team has worked diligently for years to unlock some of the keys to muscular dystrophy treatment.

On the heels of the discovery of BBP-418, ML Bio Solutions was founded to help advance the lab's efforts. The company, chaired by Jane B. Lockwood's dad Luther, is collaborating with Atrium Health and BridgeBio Pharma to move the research toward an approved treatment. "By combining the scientific leadership of the McColl-Lockwood Laboratory with the rare disease development expertise at BridgeBio, we believe we can accelerate the path to making a safe and effective disease-modifying treatment available to LGMD2i patients as soon as possible," said Luther Lockwood.

ATRIUM HEALTH TEAMMATES GIVE BACK

Not only are Atrium Health teammates the single largest employee-based contributor to Children's Miracle Network in the country, this year they gave generously to support other essential areas of clinical care provided by Atrium Health, including: behavioral health, cancer care, cardiac care, rehabilitation and orthopaedic research. Teammates continue to show an incredible commitment to Atrium's mission – to improve health, elevate hope and advance healing for all – with collective pledges topping \$2 million to support these and other vital programs that foster vibrant, healthy communities.

Teammates, to see your name in lights visit [AtriumHealthFoundation.org/miracles!](https://AtriumHealthFoundation.org/miracles)



TEAMMATE GIVING SUPPORTS CLINICAL CARE ACROSS ATRIUM HEALTH



Hearst Foundation Launches Mobile App TO CURB OPIOID ADDICTION

A grant for \$150,000 from the Hearst Foundation, Inc., will help to launch a new mobile health app to ensure that Atrium Health patients have safe and effective pain control after surgery, while decreasing the risks of opioid

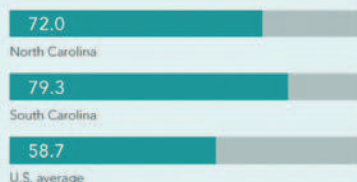
overuse. The grant will strengthen a first-of-its kind alert system Atrium Health developed over the past three years, called PRIMUM, that helps healthcare providers recognize patients who may be at risk for opioid use disorders or misuse. Further, the grant gives medical providers the opportunity to better understand and measure the potential benefits of using a mobile app to educate patients about safe pain management practices.

Just as the Hearst Foundation strives to ensure that people of all backgrounds can build healthy, productive and inspiring lives, Atrium Health is committed to improving health for all by advancing solutions to the nation's opioid crisis, starting within our own back yard. Thanks to the generosity of the Hearst Foundation, Inc., Atrium Health will expand its investment in public health efforts to curb opioid addiction by integrating patient education into surgical practice.

OPIOIDS IN THE CAROLINAS



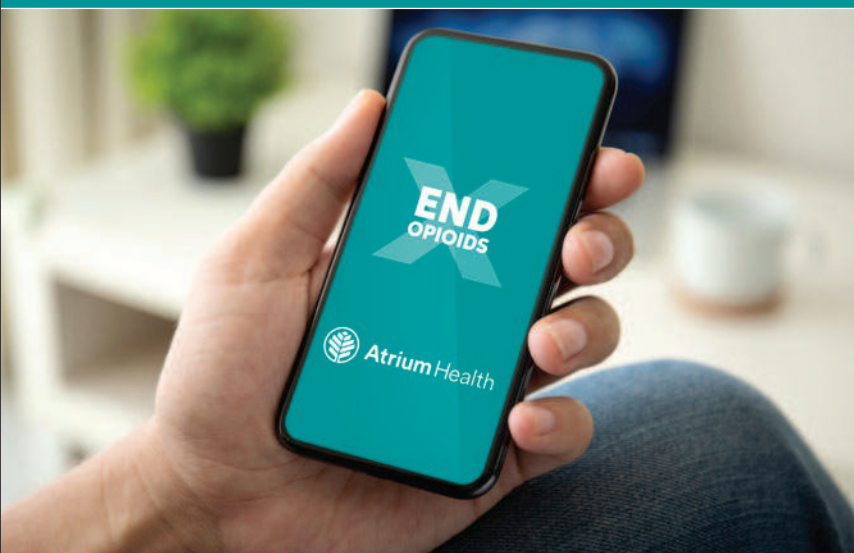
Opioid prescriptions per 100 persons*



Increase in opioid-related deaths*



* 2017 data
= From 2016-2017
Source: U.S. Centers for Disease Control and Prevention (CDC)



ADDITIONAL FACTS:

Opioid addiction is a reality that has a disconnect from where it often starts — in a hospital. Patients who undergo surgery are at an increased risk of addiction because they often need opioid medications to treat acute pain after surgery.

An opioid prescription intended to help a patient recover from surgery may unintentionally open a gateway to unintended patient addiction.

The mobile health app, **Educational iNteractive Dashboard for Opioids (END Opioids)**, will teach patients about expectations for post-surgical pain, safe opioid use, non-opioid alternatives, and safe disposal of opioids.

SPIRIT OF CHILDREN TREATS LEVINE CHILDREN'S HOSPITAL

On October 15, volunteers from local Spirit Halloween stores gathered to host a Halloween party for pediatric patients and their families at Levine Children's Hospital. Through the Spirit of Children program, kids were able to enjoy the spirit and magic of Halloween with costumes, games, music and more.

Since its partnership, the Spirit of Children program has raised over \$297,000 for Levine Children's Hospital's Child Life Program, which helps maintain normalcy in pediatric patients' lives during their time in the hospital. These funds have helped purchase special items used for distraction during procedures, create lounge and play areas for pediatric patients of all ages, and provide other necessary resources to carry out Levine Children's world-class care.

Spirit Halloween customers, both online and in-store, as well as vendors and business partners, contributed to this magical program. One hundred percent of the donations go directly to Child Life Departments across North America, impacting the lives of thousands of patients and their families.



NY TIMES BEST-SELLING AUTHOR & CHIEF METEOROLOGIST, ABC NEWS

Ginger Zee *Speaks*

ON MENTAL HEALTH

THURSDAY, MARCH 5
CARMEL COUNTRY CLUB

AN EVENING BENEFITING
ATRIUM HEALTH'S BEHAVIORAL
HEALTH PROGRAM



**Atrium Health
Foundation**

AtriumHealthFoundation.org/behavioralhealth
or Ellyn Brotherton at 704-355-4048.



Children's
Miracle Network
Hospitals

UPWARD

Children's Miracle Network Partners

From Miracle Balloons to Employee Giving, Children's Miracle Network fundraising soared to new heights this fall through numerous local campaigns.

ACE Hardware Leading Blue Bucket Challenge

Going above and beyond to support their patients, Levine Children's teammates partnered with local ACE/Blackhawk store to participate in the retailer's Children's Miracle Network Hospitals blue bucket fundraising campaign. During the annual "ACE Blue Bucket Challenge", Toy Story, cupcakes, and roller coasters were among the artistic themes submitted for the challenge. The winning design, created by the Neonatal Progressive Care Nursery, featured an underwater motif and "Premie" the shark.

For the Blue Bucket Challenge, Atrium Health teammates representing six pediatric departments put their hearts into their creations to support ACE Hardware's annual campaign for CMN Hospitals. Donors cast their votes online, with every dollar donated equaling a vote for the chosen design. The Blue Bucket Challenge raised over \$900 to support Levine Children's Hospital, bringing ACE Hardware's 2019 campaign total to more than \$5,000.



The winning department was the Neonatal Progressive Care Nursery, led by captains Ashleigh Taylor and Christina Senger. Other participants included the Neonatal Intensive Care Nursery, Myers Park Pediatrics, LCH 4 – Rehabilitation Pavilion, LCH 6 – Cardiovascular Intensive Care Unit, Pediatric Oncology, Respiratory Therapy, LCH 5&7A, LCH 10 - General Pediatrics, and LCH Administration.

Thank you, Blackhawk Hardware!



Celebrating Seven Years of Partnership with Local Publix Stores'

For nearly 30 years, Publix stores have supported Children's Miracle Network hospitals around the country with their annual coupon sheet campaign, raising more than \$3 million in 2019 alone. This year local stores continued to impress, raising over \$90,000 for patients at Levine Children's by offering \$1, \$3, and \$5 coupon sheets to customers at the register. Proceeds from the coupon sheets stay local and benefit the world-class treatment provided to children at Levine Children's Hospital every day.

Kendra Scott Connecting Fashion and Philanthropy

For jewelry designer Kendra Scott, philanthropy is more than a word. Fashion, philanthropy, and family are the three pillars upon which her brand, and hugely successful retail business, are built. In Charlotte, Levine Children's Hospital and Children's Miracle Network are among numerous beneficiaries of the retailer. This September, Kendra Scott SouthPark partnered with Levine Children's in the company's inaugural, month-long, national campaign for Children's Miracle Network Hospitals. Customers gave generously, both online and at the register, and by purchasing a special Kendra Scott Color Bar creation made by former Levine Children's patient and CMN Champion, Hannah Carroll.



Local Children's Miracle Network Champion Hannah Carroll shows off her original Kendra Scott Color Bar creation, sold to support patients at Levine Children's.



Showing the Love to Levine Children's Patients and Families

For their 20th Annual Campaign for Children's Miracle Network, employees and customers of local Love's Travel Stops went above and beyond to support Levine Children's Hospital patients. Not only did Miracle Balloon sales at Love's Travel Stop registers garner substantial support for the hospital, Love's National Coffee Day and other grassroots fundraising events hosted by the travel stop retailer took their fundraising for Levine Children's to new heights, exceeding \$100,000.

Walmart and Sam's Club Making Millions of Miracles

Walmart and Sam's Club associates, customers and members in Charlotte, NC raised over \$400,000 in this year's fundraising campaign for Children's Miracle Network and Levine Children's Hospital. Celebrating its 32nd year of fundraising with Children's Miracle Network Hospitals, Walmart and Sam's Club have collectively raised over \$12.1 million for Levine Children's.

Kate Mora, vice president and regional manager of Walmart, visits patients at Levine Children's Hospital during the kick-off of the 2019 campaign for CMN.



PLANNED GIVING

BENEFIT FROM GIVING VIA YOUR IRA

Make a gift tax-free through your IRA

If you are 70½ years old or older, you can make a charitable gift directly from your IRA without paying income tax on the withdrawal. This popular gift option is commonly called the IRA charitable rollover, but you may also see it referred to as a qualified charitable distribution or QCD for short.

You can make a direct transfer of up to \$100,000 per year (and up to \$200,000 per year for married couples) from your individual retirement accounts to the programs, services and facilities supported by Atrium Health Foundation without having to count the transfers as income for federal tax purposes. Since no tax is incurred on the withdrawal, gifts do not qualify for an income tax charitable deduction but are eligible to be counted toward your minimum required distribution.

How it works:

Mrs. Jane Donor, age 72, has a \$1,000,000 IRA. She does not need the entire \$39,000+ she is required to take this year. Jane has been considering a substantial gift in support of Levine Cancer Institute, where she was treated for breast cancer. Instead of paying all of the tax associated with her required minimum distribution, Jane authorizes the administrator of her IRA to transfer \$35,000 to Atrium Health Foundation for the benefit of the Carolinas Breast Cancer Fund and \$4,000 to herself. The \$35,000 counts towards her annual minimum required distribution and she mitigates the tax burden.



Why consider this gift?

- You can see your philanthropic dollars at work, allowing you to see the difference your donation is making!
- You pay no income taxes on the gift. The transfer generates neither taxable income nor a tax deduction, so you benefit even if you do not itemize your deductions.
- The amount transferred is excluded from your adjusted gross income (AGI).
- If you have not yet taken your required minimum distribution for the year, your IRA charitable rollover gift can satisfy all or part of that requirement.

This law no longer has an expiration date so you are free to make annual gifts to our organization this year and well into the future. **Please contact Sara Piner, CAP®, Director of Gift Planning at 704.355.0844 or Sara.Piner@atriumhealth.org** to discuss establishing your own named family fund or contributing to one of our 200+ existing funds benefiting the world class services, programs, research and facilities at Atrium Health.

Information provided is general in nature. It is not intended to be, and should not be construed as, legal or tax advice. Atrium Health Foundation does not provide legal or tax advice.

PLANNED GIVING



Professional Advisors

Our experienced team of professionals regularly works in partnership with estate planners and other professional advisors, with the knowledge to assist in developing a legacy plan that accomplishes your philanthropic goals and ensures future funding for the Atrium Health programs, services and facilities that have impacted your life.

Atrium Health Foundation Professional Advisory Council

The Professional Advisory Council is a group of distinguished professionals who are familiar with Atrium Health Foundation's mission, of inspiring transformational giving to improve health, elevate hope and improve healing – for all. Council members have expertise in financial and estate planning, including the fields of accounting, law, trusts and insurance.

Current Council Members:

Gerald Applefield, Partner
Barry, Evans, Josephs & Snipes

C. Michael Crisp, Member
Crisp Cherry McCraw PLLC

T. Gray Dyer Jr., President
Dyer & Company, LLC

Jay Eich, Principal
The Trust Company of the South

Debra L. Foster, Attorney
Debra L. Foster, PLLC

Nick Foy, Founder
Greenway Wealth Advisors

Chris Gammon, Partner & Co-Founder
Verum Partners

Jessica Hardin, Shareholder
Robinson Bradshaw

Kerri Mast, SVP Private Wealth Management
Brown Brothers Harriman

Leah Maybry, Wealth Advisor
SignatureFD

Billy Morton, Managing Director
MBL Advisors

Holly B. Norvell, Partner
Johnston Allison Hord

Eric Ridenour, Managing Director
Colony Family Offices

Stephen Sims, Investment Specialist
J.P. Morgan

The Gift of **HOPE**

HELP US PROVIDE HEALTH AND HEALING.

The gift of health is one we all cherish. At Atrium Health Foundation, we have the honor of seeing, first-hand, how **community support impacts all of our health**. It supports DeMarcus, whose basic healthcare needs are often met through mobile clinic visits in his low-income community. Your gifts give him hope for a brighter, healthy future.

Your generosity heals patients like DeMarcus, and it inspires others to help transform the lives of the patients we serve.

*During this season of giving,
we ask you to give the gift of hope.
AtriumHealthFoundation.org/givehope,
or 704-355-4048*



**Atrium Health
Foundation**

GRATEFUL PATIENT · GRATEFUL PATIENT · GRATEFUL PATIENT

Grateful Patient Gives Back

TO SUPPORT FAMILIES TOUCHED BY CANCER

The Berry Family is a true example of a grateful patient family. To honor the incredible care Jim Berry received from Mike Grunwald, MD, associate director of Levine Cancer Institute's leukemia program, the family was inspired to give back to support other patient families who are facing the struggles and financial burdens of a cancer diagnosis. The Berry family also understands the need for cutting-edge clinical research to improve cancer care and wanted to support local research. The decision to support Levine Cancer Institute by creating The Berry Family Fund was a family decision extending to children, cousins and Jim's siblings and their spouses. The family intends to fundraise throughout the year and many friends have already supported the Fund. It is evident that they are beyond grateful for the care and dedication of Jim's entire care team—from the emergency room at Atrium Health Pineville—to the care he received from Dr. Grunwald and the nursing staff at Levine Cancer Institute.



Mike Grunwald, MD, with his patient, Jim Berry.