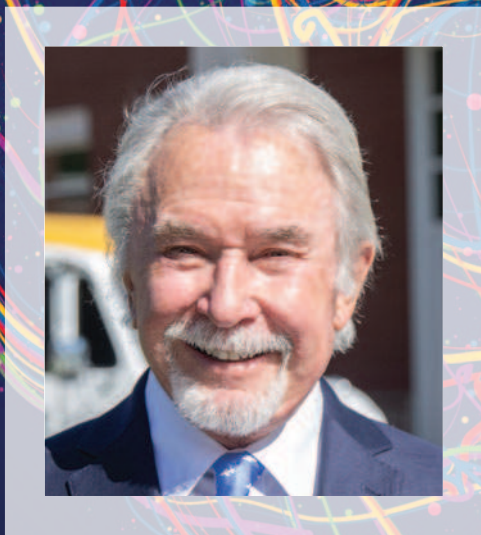


# Momentum

Fall  
2020

A PUBLICATION OF ATRIUM HEALTH FOUNDATION



## Transforming Stroke Care

GEORGE SHINN GIFT CREATES  
COMPREHENSIVE STROKE CENTER



**Atrium Health**  
Foundation



Dear Friends,

**Pivoting, integrating, and innovating...**

The last few months have certainly been unprecedented for Atrium Health Foundation and the health system we serve. As we further ventured down the uncharted path of the pandemic, our team continued to adapt and find new ways to implement our mission of inspiring transformational giving – to improve health, elevate hope, and advance healing – **for all**.



We have celebrated great successes – many of which are highlighted in this issue of **Momentum**. We acknowledged a gift to enhance our regional stroke network; received a donation to establish a pulmonary medicine center within the new Sanger Heart & Vascular Institute; and broke ground on a state-of-the-art rehabilitation hospital. In addition to significant community support, our very own Atrium Health family stepped forward with the largest commitment in history to the employee giving campaign, over \$1.8 million of which directly supports our Foundation. Despite times of challenge, uncertainty, and unrest, Atrium Health employees gave from the heart.

With our most recent announcement of integrating with Wake Forest Baptist Health, we have never had a greater opportunity to emphasize the “for all” part of our mission. As we look forward to supporting our new Atrium Health organization, we are excited about plans for a new medical school, our role in making a social impact, and expanding our research efforts across the region.

I am grateful for the trailblazers – the researchers, the caregivers, the leaders, and especially the community – for forging a new path and committing their time and resources to ensuring a healthier community for all.

**Thank you for giving hope!**

With gratitude,

A handwritten signature in cursive script, reading "Armando L. Chardiet". The signature is written in dark ink on a light background.

Armando L. Chardiet  
President



The image features a modern, multi-story building with a glass facade, illuminated from within. A teal overlay covers the middle section of the image, containing the word "Momentum" in large white letters and a quote below it. The background shows a clear blue sky with faint, glowing network lines and dots, suggesting a digital or technological theme. The building's architecture is contemporary, with large windows and a clean, geometric design. The overall tone is professional and forward-looking.

# Momentum

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



Atrium Health

Carolinas  
Piedmont



# GIVE the Gift of HOPE

Emmett



Scarlett



Kahlil



***The gift of health is one we all cherish.*** At Atrium Health Foundation, we have the honor of seeing, first-hand, how **community support gives Levine Children's Hospital patients hope for a brighter future.** It supports children like Emmett, Scarlett, and Kahlil – all of whom have received life-saving care at Levine Children's.

Your generosity inspires others to help transform the lives of these young patients, and it helps us provide the very best care – for all. Thank you for giving hope!

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



**Atrium Health  
Foundation**



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FALL 2020



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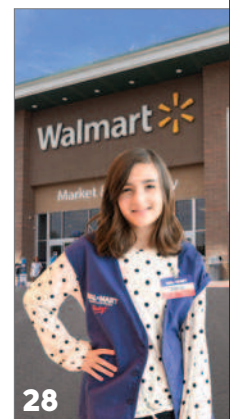
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 Board of Directors:**

Mandy S. Houser, Chair, Lori L. Sklut, Secretary  
 Howard Bissell, III, Thomas Hall, May Beverly Hemby, James E. S. Hynes, Luther Lockwood, II, Greg Olsen  
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Momentum is a publication produced by Atrium Health Foundation. For more information, please call 704-355-4048.

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## *JAN & ED BROWN:* **Changemakers**

*TRANSFORMATIONAL GIFT TO ENHANCE  
PULMONARY CARE AT ATRIUM HEALTH*

**T**he healthcare world is rapidly changing in our region and across the country, a fact that Ed Brown, who has served as chairman of the Board of Commissioners at Atrium Health since 2013, knows full well. Brown has been at the helm during key transitions in the health system, such as the change from Carolinas HealthCare System to Atrium Health – and most recently, announcing a new partnership with Wake Forest Baptist Health.

“There’s one thing consistent in life – and that’s that it’s always changing,” said Brown. So, it comes as no surprise that he and his wife Jan have seized the opportunity to help lead significant change in our community, most recently with a \$2 million transformational gift to enhance pulmonary care at Atrium Health.





In recognition of the Brown's commitment, Atrium Health will name its novel Center for Pulmonary Medicine in their honor. **The Jan & Ed Brown Center for Pulmonary Medicine** – spanning 10,000 square feet on the 3rd floor of the new Sanger Heart &

Vascular Institute medical office building on Kenilworth Avenue – will drive advances in care delivery of pulmonary medicine in the greater Charlotte region.

The gift will also create the Jan & Ed Brown Pulmonary Medicine Advancement Fund at Atrium Health Foundation, which will support growth of clinical research impacting care delivery within the division of Pulmonary Medicine. In addition, funds will be designated for lung cancer screening education, enrollment, tracking and diagnostic testing.

"It is our intent to become the first and best choice for pulmonary and respiratory care in the region," said Scott Lindblom, MD, Director of Pulmonology at Atrium Health, who also noted that the Brown's gift will help his team recruit a nationally recognized Chief of Pulmonary Medicine at Atrium Health. "It's grateful patients and friends like the Browns who are helping us take healthcare to a whole new level," added Dr. Lindblom.

"We like to find situations where we can help make change," said Jan Brown. "We're delighted to be part of this and to help bring in other physicians and build what will certainly be a destination for heart and pulmonary care."

*Continued on pg. 4*



## CHANGEMAKERS

Continued from pg. 3

### THE SEEDS OF CHANGE

So, what drove the Browns' passion for giving back, as well as their interest in healthcare? The seeds were planted years ago, as Ed spent 32 years at Bank of America under the tutelage of Hugh McColl. "He told me that he was going to help me accumulate wealth, and then it would be my responsibility to give back," said Ed. Those words stayed with Ed, who retired from the bank and then was recruited to lead Hendrick Automotive in 2010. In 2013, he was recruited by Jim Hynes, outgoing chairman of the Board of Commissioners of Atrium Health, to assume his role. The importance of giving back also resonated with Jan,

To honor her parents, Jan created the Hope and Pat Hall Scholarship in their honor at Queens University of Charlotte. She and Ed also have given generously to Queens University of Charlotte, where Jan saw a need for improvements in campus housing. "We took a run-down dorm and made it into one of the best on campus, with new bathrooms, new flooring and all new furniture in each of the dorm rooms." The Browns also created a terrace off of the Main Administration Building. This terrace serves as a great gathering place for students, professors and guests throughout the school year.



*Jan and Ed at their vineyard in Napa Valley.*

Now, the Browns are again striving to create the best with their gift to the Pulmonary Center. And this gift is once again personal, as both Jan and Ed have been impacted by pulmonary issues. Jan suffers from intense bronchial colds almost every year. Ed was stricken with Farmer's Lung, a fungal infection that he thinks he may have acquired tending his vineyard in Napa Valley, where he and Jan lived for several years while he was still with Bank of America. He was referred to Dr. Lindblom, where he was not only impressed with his care, but by his physician's leadership style.

So, given the threat of COVID-19 and the lung issues they both endure, the Browns determined the timing was perfect to get involved with the Pulmonary Center at the new Sanger Heart & Vascular Institute building. "Timing in life is everything," said Ed. "We look forward to making a difference for not only us, but for the community."

a former High School French teacher and track coach turned real estate professional. She credits Leon and Sandra Levine for boosting her real estate business early on, sending referrals her way. She also admired how Leon, Sandra and their family gave back. "These are people who have gone before us and made significant gifts and been so good to this community, supporting hospitals, education, and much more."

Over the years, Jan and Ed have been instrumental in supporting similar causes that are close to their hearts, the majority of which have been in education. Ed's former high school includes a stem wing, which the Browns gifted in honor of Ed's late father. And his mother's memory lives on at her alma mater, St. Vincent's Academy in Savannah, where the Browns gave a major gift to renovate the former nun's living quarters into classrooms and also gave funds to start a physics program.

Ed's commitment to the community is illustrated by the time, resources, and energy he continues to commit to Atrium Health, where he says the "for all" part of the health system's mission is the most important aspect. Passionate about addressing disparities in care and lifting those in need, Ed is quick to point out the critical role of philanthropy, as well as the importance of welcoming change.

"You have to be able to adapt to change, or you get left behind," said Brown. "Atrium Health is well positioned, and we feel very fortunate to be involved."

And Atrium Health is fortunate, indeed, that the Browns continue to make change to improve healthcare – *for all*.



# TEAMMATES GIVE WITH *Open Hearts*

**T**ime and time again, when called upon to support the areas of greatest need across Atrium Health, our fellow teammates respond with incredible generosity. Despite the immense personal and professional impacts of the COVID-19 pandemic that have been felt by Atrium Health's workforce in 2020, teammates showed incredible generosity during the annual giving campaign by donating more than \$1.2 million to Children's Miracle Network Hospitals for the benefit of our own member-hospital, Levine Children's. In addition, teammates raised \$437,000 to benefit crucial areas of research and patient care at Atrium Health, including: adult and pediatric rehabilitation; behavioral health; adult and pediatric cancer; women's health services; cardiology and heart surgery; and musculoskeletal care including orthopedics, neurosurgery and sports medicine.

## THANK YOU!





## DON AND BETTY ANDERSON UNDERWRITE NEW CLINICAL LABORATORY

A Charlotte family with a passionate interest in philanthropy, Don and Betty Anderson continue to help advance innovative research and education programs at Atrium Health, including recent support for the Carolinas College of Health Sciences Capital Fund. Laboratory science and medical education are important and personal to Betty, who formerly served for 30+ years as Director of the Carolinas College of Health Sciences' Clinical Laboratory Science program. An endowed medical laboratory science scholarship was established in her name to celebrate her retirement and honor her career. With their most recent gift of \$100,000 two of three new clinical laboratory sciences labs at Carolinas College of Health Sciences will be named in Betty's honor. These labs allow clinical laboratory scientists to perform complex laboratory tests and procedures, and to provide essential opportunities for students to practice and develop skills necessary to function as laboratory professionals.

In addition to their support of medical education and laboratory science at the Carolinas College of Health Sciences, the Andersons have for many years made vital contributions to enhance bladder cancer research programs at Levine Cancer Institute through the Don and Betty Anderson Fund for Bladder Cancer Research established in 2013 at Atrium Health Foundation.

*Benefactors Don and Betty Anderson* ➤







## STEPPING UP TO SUPPORT STUDENTS

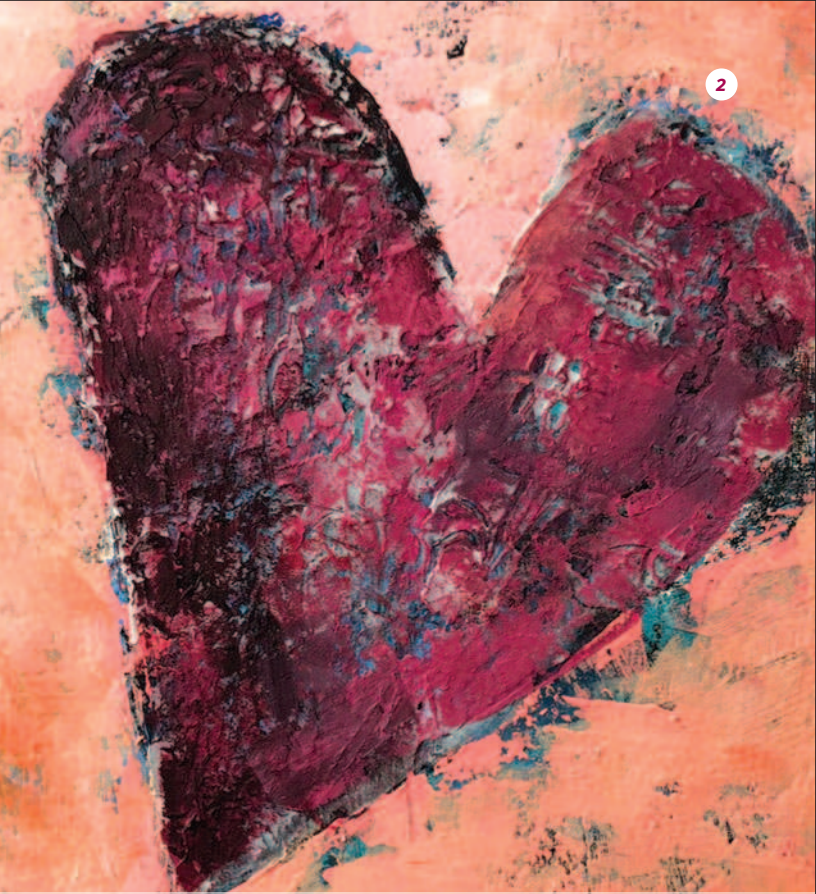
When Jackie and Louis Pfeiffer learned of the challenges students at the Carolinas College of Health Sciences (CCHS) at Atrium Health were facing during the pandemic, they were moved to make a significant donation in support of the Student Emergency Fund. As members of the Evergreen Society, Atrium Health Foundation's society for legacy giving, the Pfeiffers were no strangers to supporting nursing education at Atrium Health. A former nurse, Jackie graduated from a school in Pittsburgh which is now closed. When she and her husband decided to create a nursing scholarship, they researched schools in the area and chose CCHS.

Grateful that the college had established a fund to support students during COVID-19, Jackie and "Lou" were compelled to give more than they have ever in one year. "Competent and capable nursing care is greatly needed and appreciated, and we are pleased to be able to assist those who are called to provide it," said Jackie.

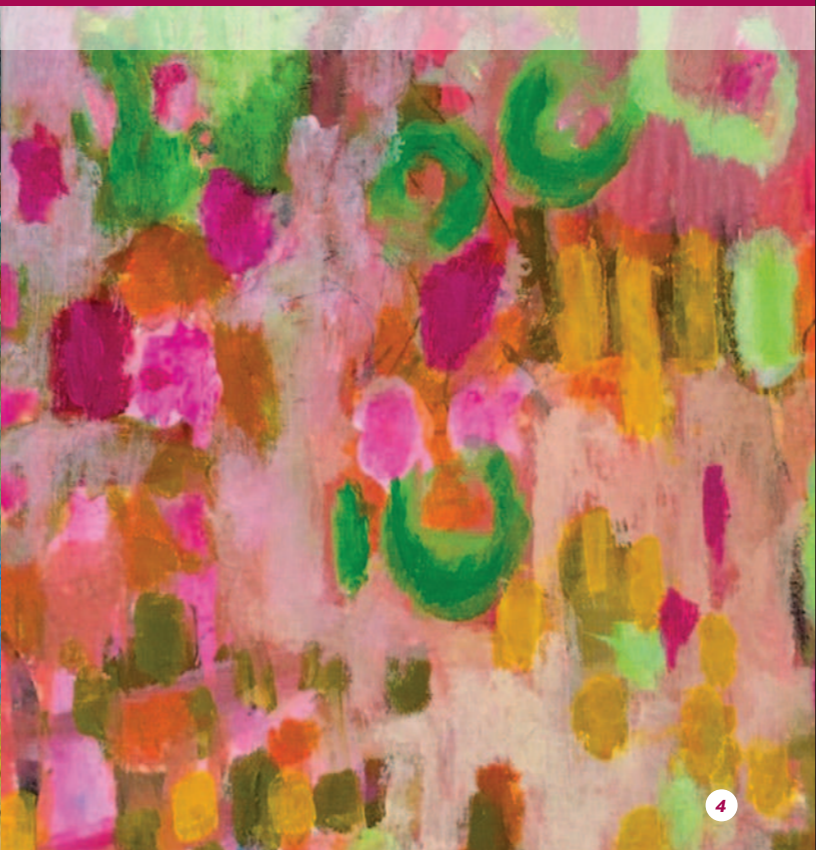


*Benefactors Louis and Jackie Pfeiffer*





# The *Art* of Healing





Seventeen years ago, Dr. Chasse Bailey-Dorton was diagnosed with Stage II breast cancer. Following her own experience undergoing surgery, chemotherapy, radiation, and hormonal therapy, Dr. Bailey-Dorton was introduced to integrative oncology, a form of complementary therapies to treat the mind, body and spirit of patients during and post-treatment. She has since become a pioneer of integrative oncology and cancer survivorship.

“Take advantage of the programs at Levine Cancer Institute that support you the best,” said Dr. Bailey-Dorton, Director of Integrative Oncology and Survivorship at Levine Cancer Institute’s Center for Supportive Care and Survivorship. “For me, one of those has been the Healing Arts program. I get to focus my energy on creating something beautiful and enjoy a respite from thinking about cancer and cancer treatment.”

Dr. Bailey-Dorton has become a leading champion for philanthropy and the role it plays in advancing the field of integrative oncology and survivorship programs. She supports numerous cancer-related causes across the country, but is especially close to several groups in Charlotte, including the 24 Foundation and SherryStrong. Not only has she been an active participant as a cyclist, team member, and fundraiser for the 24 Foundation’s annual “24 Hours of Booty” cycling event, she has also played an instrumental role in securing more than \$3.5 million from the organization to support Atrium Health’s pediatric cancer survivorship and wellness programs.



“TAKE ADVANTAGE OF THE PROGRAMS AT LEVINE CANCER INSTITUTE THAT SUPPORT YOU THE BEST. FOR ME, ONE OF THOSE HAS BEEN THE HEALING ARTS PROGRAM.”

— CHASSE BAILEY-DORTON, MD



*Dr. Chasse Bailey-Dorton,  
Director of Integrative  
Oncology and  
Survivorship at Levine  
Cancer Institute’s Center  
for Supportive Care*

**Featured Artwork:**

*1,2,4 – Art created by patients in the art therapy program at Levine Cancer Institute, which was then presented to their physicians.*

*3, 5 – Artist in residence demo pieces for patients, created by Manuela Strada Ballicu.*





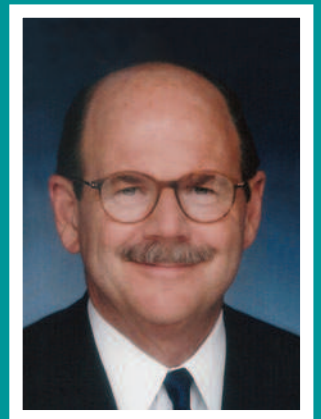
# James E.S. HYNES

“FROM THE VERY BEGINNING, I WANTED TO BE INVOLVED WITH AN ORGANIZATION THAT WOULD TAKE CARE OF EVERYONE IN THE COMMUNITY, NOT SIMPLY THOSE WHO HAD THE MEANS TO AFFORD HEALTHCARE. THIS ORGANIZATION, REGARDLESS OF ITS NAME AT ANY POINT IN TIME, HAS REMAINED TRUE TO THAT MISSION SINCE DAY ONE.”

— JAMES E. S. HYNES

## “HISTORIC GLUE” OF ATRIUM HEALTH BOARD LEADERSHIP

The name James E. S. “Jim” Hynes is synonymous with the history of Atrium Health. Looking back 50 years, you’d find Jim Hynes beginning his initial volunteer work on the original advisory board of what was then called Charlotte Memorial Hospital. Since then, his service has spanned decades, during which he held key roles on the Carolinas HealthCare System board, serving as vice chair from 1985 to 1999 and chair from 2000 to 2012. In 2013, he joined the board of Atrium Health Foundation and will wrap up his term at the end of this year. His next step will be serving as a founding member of the Atrium Health Enterprise Board.

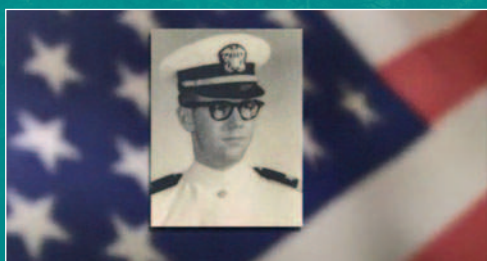




Asked why he was not tempted to cultivate other interests during such a long stretch of time, he says it's because the job never got boring. "The organization was forever changing and growing," he says. "My job was never the same any two years in a row."

Growth and change have always been important to Jim, who graduated from UNC-Chapel Hill in 1962. He credits two experiences early-on that most directly influenced his future path: travel and military service.

When he was 19, Jim spent a summer living with a family in Sweden. "Being exposed to people with such a different world view, at that impressionable age, was life-changing," he said.



Post-college, Jim attended Naval Officer Candidate School, after which he was assigned to serve on an admiral's personal staff. That position led to extensive travel to exotic locales such as Beirut, Singapore, Bangkok and Hong Kong, as well as ports in Italy and Japan. "Along the way," he says, "I became addicted to travel."

^  
*Jim Hynes takes great pride in his military service, during which he served on an admiral's personal staff.*

Having visited more than 80 countries, Jim says it's virtually impossible to pick a favorite. He said if he was limited to only one foreign destination, he'd pick Egypt. "There are a number of places where you can get insight into what life was like 4,000 years ago," he reflects. "But it's only in Egypt that the physical and cultural vestiges of such an ancient civilization are so visible."

Over the years (when he's not traveling), Jim Hynes has lent his leadership talents and people skills to many civic organizations. He's served on a large handful of corporate, arts, educational and philanthropic boards. He's also led many a successful capital campaign and always given generously of his own resources, including to Atrium Health where he is a proud member of the Evergreen Society, which recognizes those who have made planned gifts to the health system.

Perhaps Jim Hynes' most impactful gift has been the gift of his time to all the causes and organizations he believes in, especially at Atrium Health, where one friend labeled him "the historic glue" holding together multiple generations of board leaders.

"From the very beginning, I wanted to be involved with an organization that would take care of everyone in the community, not simply those who had the means to afford healthcare," said Jim. "This organization, regardless of its name at any point in time, has remained true to that mission since day one."



# GRANTS

## **Delta Dental Foundation Supports Pediatric Dentistry Program**

Atrium Health Foundation received a \$34,438 grant from Delta Dental Foundation—the philanthropic arm of Delta Dental of North Carolina, Michigan, Ohio and Indiana—to help underwrite operating costs of Atrium Health's Pediatric Dentistry Program, a service line jointly administered by Levine Children's Hospital and the Department of Oral Medicine at Carolinas Medical Center. The demand for care at the clinic has increased in recent years, with more than 75% of patients being economically disadvantaged. This grant provides funding for critical equipment and supplies needed to offer both routine and specialized dental care to pediatric patients with complex medical needs or chronic health issues.



## **Kohl's Grants \$150,000 to Fund School-Based Virtual Care Clinics in Lincoln County**

Thanks to a generous \$150,000 commitment made by Kohl's in 2020, Atrium Health Levine Children's will expand its school-based virtual clinic to additional schools based in Lincoln County. The virtual clinics have been serving students at G.E. Massey and Battleground Elementary Schools since 2019, and have recently expanded to Pumpkin Center Primary, Pumpkin Center Intermediate, Love Memorial Elementary, West Lincoln Middle, and West Lincoln High. This grant will allow Atrium Health to further develop and utilize a model that optimizes virtual access to high-quality pediatric care, decreases non-emergent utilization of the emergency room, and helps to establish a primary care medical home for students who do not have one.





### **Fifth Third Bank Supports Atrium Health's COVID-19 Feeding Program**

Fifth Third Bank has made a \$10,000 gift in support of Atrium Health's COVID-19 feeding program to help address critical service needs within the community. The feeding program delivers food and essential supplies to low-income individuals and families who have tested positive for COVID-19 at Atrium Health's mobile testing sites, helping to ensure patients can effectively and safely quarantine at home. The program currently coordinates more than 150 deliveries per month.



### **American Cancer Society Grants \$130,000 to Pharmacogenomics Research**

Jai Patel, PharmD, BCOP, and the Pharmacogenomics team at Levine Cancer Institute have received generous support from the American Cancer Society. With funding, researchers hope to establish a new model that shows that preemptive pharmacogenomic testing can improve medication and dose selection in cancer patients receiving supportive care for management of symptoms, including pain and depression.



### **Atrium Health Foundation Receives Global Blood Therapeutics ACCEL Grant**

Global Blood Therapeutics has awarded Atrium Health Foundation a 2020 Access to Excellent Care for Sickle Cell Patients (ACCEL) Grant. Funding will support Atrium Health's Levine Children's Cancer and Blood Disorders Clinic in its work to expand access to care for pediatric sickle cell patients by educating and empowering their primary care providers to deliver sickle cell care and reinforce education. Over the last few decades, Atrium Health has been at the forefront of new innovations and therapies to bring drastic improvement to sickle cell disease patients' quality of life.



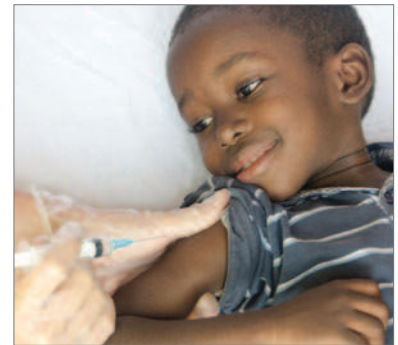


## < **Society to Improve Diagnosis in Medicine Supports Numerous Projects Across Atrium Health**

The Society to Improve Diagnosis in Medicine has awarded funding under the Gordon and Betty Moore Foundation to Atrium Health. Dr. Jean Wright and Dr. Daniel Howard have received \$49,000 to identify people living with Chronic Obstructive Pulmonary Disease but have gone undiagnosed, and Dr. Sheetal Vora has received \$50,000 to prevent morbidity and mortality related to rheumatic conditions in underserved pediatric populations.

## **Winer Family Foundation Supports Community Child Health and Advocacy** >

Thanks to generous funding from the Winer Family Foundation, Dr. Shivani Mehta will serve as Physician Champion of Community Child Health and Advocacy at Levine Children's Hospital. Dr. Mehta will partner with Atrium Health Levine Children's Department of Pediatrics, Pediatrics Primary Care, and Community Health to lead and cross-pollinate work around community child health and advocacy.



## < **Craig H. Neilsen Foundation Grants Funding to Carolinas Rehabilitation**

Atrium Health Foundation has been awarded a \$10,000 grant from the Craig H. Neilsen Foundation Emergency Relief Fund to benefit Atrium Health's Carolinas Rehabilitation. The Neilsen Foundation has been steadfast in its efforts to support the immediate needs of people living with spinal cord injuries during COVID-19. This generous gift will enable Atrium Health to support patients with spinal cord injuries by providing them with essential goods and access to online wellness and exercise modules.

## **Atrium Health Physician Awarded SAGES COVID-19 Research Grant** >

Atrium Health's Dr. Caroline E. Reinke has been awarded a \$15,000 COVID-19 Research Grant from The Society of American Gastrointestinal and Endoscopic Surgeons. Dr. Reinke, Surgical Quality Officer, and colleagues have spent the last several months ensuring hospitals are adequately equipped to perform Emergency General Surgery (EGS) while protecting healthcare providers and patients from contracting the disease. Funding will help address the community's surgical needs, particularly in times of altered healthcare processes.





# The Isabella Santos Foundation Invests in Research to Find a Cure for Pediatric Cancer

For many years, The Isabella Santos Foundation has been a dedicated supporter of Levine Children's Hospital, providing significant funding for pediatric cancer research and clinical trials. The organization's signature 5K Run & Brunch took place virtually on September 26, 2020, raising \$220,933 for Levine Children's and other beneficiaries.



## Dr. Giselle Sholler Leads The Isabella Santos Foundation Rare & Solid Tumor Program

Dr. Giselle Sholler joined the Levine Children's Cancer and Blood Disorders team in July 2020 as the Director of The Isabella Santos Foundation Rare & Solid Tumor Program. She brings with her a national consortium comprised of researchers and hospitals dedicated to finding a cure for childhood cancer. With funding from organizations like The Isabella Santos Foundation, Dr. Sholler is leading several clinical trials focused on developing new drug therapies for pediatric cancer patients.



## ATRIUM HEALTH FOUNDATION'S VIRTUAL INNER CIRCLE DISCUSSION FEATURES LEVINE CHILDREN'S EXPERTS

On September 16, 2020, Atrium Health Foundation hosted the sixth Inner Circle panel discussion, which broadcast virtually via Zoom and Facebook. With introductory remarks from Atrium Health President and CEO Eugene A. Woods, the virtual event welcomed panelists Rhonda Patt, MD, and Amii Steele, PhD, who shared timely information with parents and families about the coronavirus pandemic as children prepared for an unprecedented school year. Topics of discussion included transmission in children, mental and physical health impacts on children, and important resources from Atrium Health to assist parents during back-to-school. Stacy Nicholson, MD, MPH, President of Children's Services and Chair of Pediatrics, moderated the discussion, which welcomed more than 80 attendees.



**1. Rhonda Patt, MD, Assistant Specialty Medical Director for Levine Children's** **2. H. Stacy Nicholson, MD, MPH, Sara H. and Howard C. Bissell Endowed Chair, President, Atrium Health Levine Children's** **3. Amii Steele, PhD, Chief, Division of Pediatric Psychology & Neuropsychology at Levine Children's**



A photograph of a young child wearing a blue baseball cap and a face mask, sitting in a specialized orange and grey chair. The child is holding a video game controller and looking at a large screen displaying a game menu. The room is decorated with a space theme, featuring a starry background, a planet, and a rocket ship. The text 'STATE OF THE ART' is visible in the top right corner of the image.

STATE OF THE ART

# **Infusionarium**

TO PROVIDE OUT OF THIS WORLD  
EXPERIENCE FOR YOUNG  
CANCER PATIENTS

Thanks to a generous gift from Speedway Children's Charities (SCC), sickle cell and cancer patients now have a special place to receive infusions during their outpatient treatments at Atrium Health's Levine Children's Hospital. A \$100,000 donation to Atrium Health Foundation helped fund a renovated space, complete with an outer-space motif that includes planets, rocket ships, comfortable chairs, and advanced gaming systems.

The **Speedway Children's Charities Infusion Suite** features a comfortable child- and teen-friendly environment that will provide a positive experience for the patient and family. The infusionarium "space" theme will engage even older children and will offer spaces for family members to remain with the patient during infusion treatments. Gaming systems provide a distraction for patients and act as a stress reliever.

It is estimated that up to 750 patients each year will utilize the Speedway Children's Charities Infusion Suite, which is housed in the hospital's Torrence E. Hemby Jr. Pediatric Hematology, Oncology and Blood and Marrow Transplant Center. Children receiving outpatient chemotherapy, as well as those receiving infusion treatments for sickle cell disease and other blood disorders, will benefit from the new space.

"We are so privileged to partner with Atrium Health Foundation to bring this project to life," said Lisa Starnes, National Executive Director of Speedway Children's Charities. Our mission is to help children in need, and the vision with the Infusion Suite was for kids to have a comfortable and relaxing environment during treatment. We are honored to be among so many philanthropists in Charlotte who support Levine Children's Hospital."

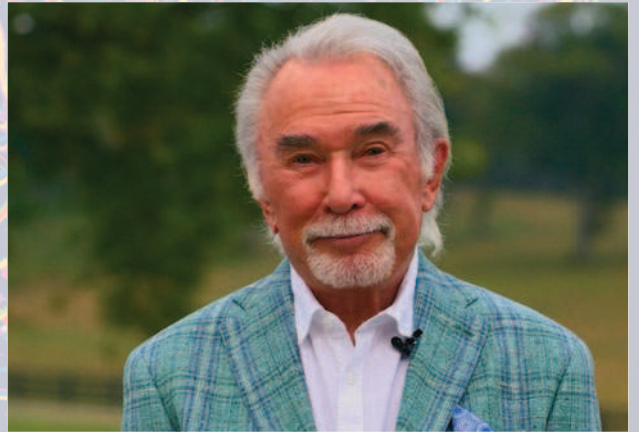
Since 1997 and projected through 2022, Speedway Children's Charities will have granted Atrium Health programs and facilities over \$1.2 million.





TRANSFORMATIONAL GIFT  
TO CHANGE THE LANDSCAPE OF

# Stroke Care



^  
George Shinn



Atrium Health leaders and teammates gathered on October 29 at the Neurosciences Institute to recognize World Stroke Day and celebrate a significant gift that will elevate its stroke network to national and international prominence. The group gathered on the 9th Floor of Carolinas Medical Center to announce a \$7.5 million donation from George Shinn, founder and former owner of the Charlotte Hornets. In recognition of the gift, the comprehensive stroke center will be named in Mr. Shinn's honor.

"The George Shinn Comprehensive Stroke Center will pave the way for all patients to access the highest quality care and have the absolute best chance of surviving and recovering from stroke," said Eugene A. Woods, President and CEO of Atrium Health. "We are deeply grateful to Mr. Shinn, whose name will forever be linked with excellence in neurovascular care."

Building excellent programs is a hallmark of Shinn, an entrepreneur who decades ago established a legacy in Charlotte with his successful efforts to land the Carolina's first major league franchise, the Charlotte Hornets – changing the sports landscape of both Carolinas forever.

Today, George Shinn is changing the landscape of the comprehensive stroke center. This most recent gift is personal to Shinn, who suffered a stroke when he was just 48 years old and was treated at Atrium Health Carolinas Medical Center.

"I am thrilled to make this donation to create the George Shinn Comprehensive Stroke Center, and I am thankful that all those years ago the team here at Carolinas Medical Center was able to save my life," said Shinn.

With one of the most experienced teams in the region, the stroke center treats over 4,000 strokes each year. The program emphasizes prevention, rapid response and treatment, and support for patients and families, post-acute care.

"Stroke is the leading cause of adult disability, and it doesn't just affect the patient; it affects family,



*New signage was unveiled on the floor, where philanthropy is helping pave the way for all patients to access the highest quality care and have the absolute best chance of survival and recovery.*

friends, and employers," said Dr. Anthony Asher, President of the Neuroscience Institute for Atrium Health. Dr. Asher, whose own father suffered a debilitating stroke during the prime of his career as an attorney, added: "Stroke doesn't discriminate. It can happen to anyone, at anytime and anywhere. We must do more. There's so much at stake."

The donation from George Shinn will provide the extra support that the Center needs to innovate and enhance its services to provide cutting edge technology and new research opportunities across its network of 30+ sites. In addition, the gift will support the creation of The George Shinn Endowed Chair in Neurovascular Medicine. "This faculty position will promote our program's presence, expertise, and research across the country," said Dr. Andrew Asimos, Medical Director of the Carolinas Stroke Network at Atrium Health, "and it will serve as a valuable recruitment tool for our team."

"It's gratifying to have our program recognized by this large donation," said Dr. Asimos. "We'll do our best, every day, to honor this gift by delivering world class care to those affected by stroke."

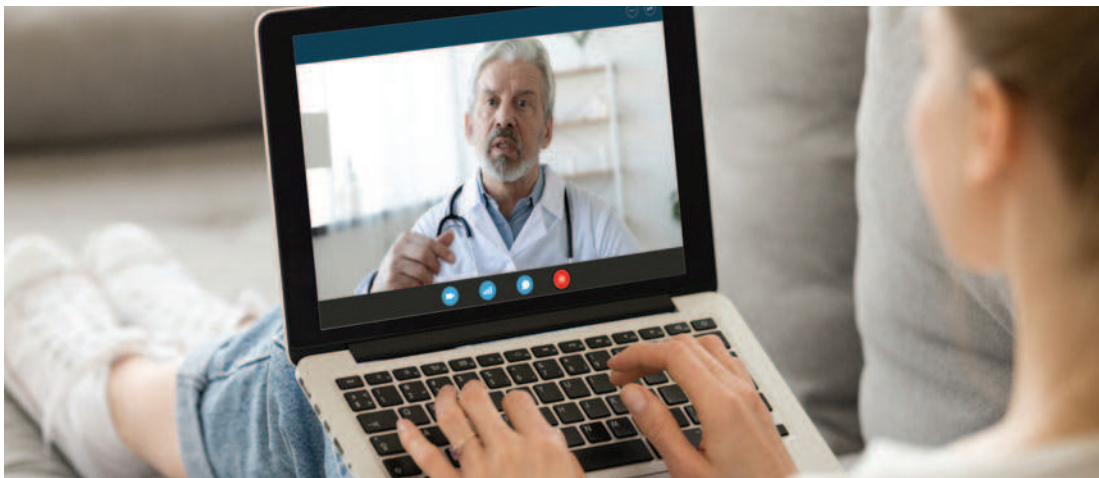


# MODERN HEALTHCARE'S *Top* 25 INNOVATORS

## MARTHA WHITECOTTON NAMED AMONG TOP 25 INNOVATORS BY MODERN HEALTHCARE



This August, Martha Whitecotton, RN, MSN, FACHE, senior vice president of Behavioral Health Services at Atrium Health, was named among Modern Healthcare's Class of Top 25 Innovators, in part for her leadership in the Virtual Behavioral Health Integration program. The Top 25 Innovators awards and recognition program recognizes leaders who are establishing innovations and transformative programs that improve care in their organizations, with emphasis on nominees' efforts to: implement patient-centered technology; advance efficient and equitable care; and attain measurable and sustained improvements in healthcare delivery. Atrium Health's Population Health team nominated Martha for her role as a champion of virtual behavioral health integration within the primary care setting, which has expanded needed services to more people, helped to diagnose mental disorders sooner, reduced the stigma associated with asking for mental health support and lowered the overall cost of care.



### From Atrium Health's Daily Dose blog

**This June, Martha and her husband were both diagnosed with COVID-19. Though they have recovered, the experience had a lasting impact, as Martha shared on Atrium Health's Daily Dose blog:**

*"Being a healthcare leader taught me a great deal about COVID-19. Being COVID-positive taught me even more. I've learned what it's like to be a coronavirus patient, to have a virus that no one truly understands yet. I've also learned about myself as a worker and about my colleagues as a support system. Even though I've worked at Atrium Health for 32 years, I learned more than ever how fortunate I am to be a part of this team."*





## **CITY AWARDS WORKFORCE PARTNER GRANT TO ADVANCE MEDICAL EDUCATION**

In response to the local impact of the COVID-19 pandemic, the City of Charlotte recently awarded Atrium Health Foundation a \$200,000 grant to expand several healthcare workforce-development programs and initiatives. With this funding, Atrium Health aims to eliminate disparities in healthcare in our community and increase upward career mobility for local high school students and current Atrium Health teammates.

The grant will support three core programs established by Atrium Health: The Rise to Success Program, which provides graduating CMS high school seniors with financial support to pursue their Certified Nurse Aide



certification or Associates Degree through local, accredited training programs and colleges; The RN Educational Assistance Program, which provides current nursing students employed by Atrium Health with tuition assistance; and the Education that Works Program, which provides current Atrium Health teammates working in lower wage-earning positions and those without college degrees with tuition assistance to earn their Associates Degree.

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## **PINK PINT NIGHT GOES VIRTUAL, BENEFITS LEVINE CANCER INSTITUTE PROJECT PINK**

To kick off breast cancer awareness month, Charlotte Radiology partnered with NoDa Brewing Company and numerous community sponsors to host an unforgettable, virtual edition of Pink Pint Night on September 24. Proceeds from NoDa's specialty pink brew – Gose Pink or Go Home – and beer sampler Host Kit sales, coupled with generous donations and virtual auction bids, made this year's event a great success. Inspired by breast cancer survivors and fighters across the community who shared their stories in a virtual broadcast emceed by WBTV's Kristen Hampton, donors to Pink Pint Night gave generously. They raised more than \$50,000 to support essential breast cancer screenings provided by Levine Cancer Institute: Project PINK.

Special thanks to Pink Pint Night Sponsors: Imagine Software, OnQ Contact Center, S.A.; R1RCM; Robinson, Bradshaw & Hinson, PA; Hologic; Shumaker Loop & Kendrick; Belk, Inc.; Data Media Associates, LLC; and Parker Poe Adams & Bernstein, LLP.





## ATRIUM HEALTH BREAKS GROUND ON STATE-OF-THE-ART CAROLINAS REHABILITATION HOSPITAL

To borrow from Carolinas Rehabilitation President Robert Larrison's remarks at the groundbreaking of the new Carolinas Rehabilitation hospital this September, the momentous occasion signified more than the physical construction of the region's most state-of-the-art rehab facility. The ceremony also commemorated the extraordinary achievements and celebrated the history of Carolinas Rehabilitation as a provider of groundbreaking rehabilitative care for 70+ years. During the event – broadcast virtually from the construction site – viewers heard from facility executives and grateful patients, including Robbie Parks, who expressed gratitude to the Adaptive Sports and Adventures Program for transforming his life and leading him to his current role as a teammate at Carolinas Rehabilitation.

Among the new facility's many anticipated enhancements and innovations are an outdoor therapy garden, a new patient bed tower for inpatient care, a center for independent living, a new home for the Adaptive Sports and Adventures Program, and much more.

# CAROLINAS REHABI



1. Leaders from Atrium Health and Carolinas Rehabilitation celebrated the groundbreaking of the new Carolinas Rehabilitation hospital on the campus of Carolinas Medical Center in Charlotte.





## FROM TRAGEDY TO TRIUMPH: ROBBIE'S STORY

As a teenager, Robbie Parks was known for being a “wild child” until a near-fatal car accident turned his life upside-down. Tragically, the accident left him partially paralyzed due to a C-7 spinal cord injury. After months of demanding physical rehabilitation, Robbie came to a critical realization: life would be different, but it could still be fulfilling. Armed with this new perspective, Robbie became involved with the Adaptive Sports & Adventures Program (ASAP) at Atrium Health Carolinas Rehabilitation. Through ASAP, Robbie rediscovered his passion for athletics, joining the rugby, handcycle and water ski team. Eventually, he would be selected to compete on the USA Adaptive Water Ski team, making him one of only 14 athletes to represent the United States in the world competition. Now a teammate at Atrium Health, Robbie hopes that his story can inspire others who face similar challenges.

**2, 3, 6:** Robbie Parks, ATP, Adaptive Sports and Adventures Program

**4.** Ken Haynes, president of the Greater Charlotte Region of Atrium Health

**5.** Armando Chardiet, President, Atrium Health Foundation

# LITATION HOSPITAL







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](mailto:Sara.Piner@atriumhealth.org).*

*Consider*  
**PLANNED  
GIVING**



**Atrium Health  
Foundation**



# GIFT PLANNING

## DR. STEPHEN L. KRAMER & FAMILY SUPPORT NURSING SCHOLARSHIP AT ATRIUM HEALTH

Through a recent planned gift to the Carolinas Nursing Endowment and the Jean Karen Hotchkiss-Kramer Scholarship, physicist Stephen L. Kramer, PhD, and his family continue to provide the opportunity for nursing students to receive a quality education and fulfill their potential in this vital field. Since the fall of 2008, the annual Jean Hotchkiss Kramer Nursing Scholarship, which was established to honor Dr. Kramer's late wife, has been awarded to deserving students enrolled in nursing education programs at the Carolinas College of Health Sciences, the Cabarrus College of Health Sciences, and formerly, the Mercy School of Nursing at Carolinas Medical Center.

*JEAN LOVED TO TEACH OTHERS ABOUT CARING FOR THE HEALTH AND MEDICAL NEEDS OF PATIENTS AND ANYONE WHO WOULD LISTEN. THE SCHOLARSHIP WILL CONTINUE HER LEGACY AND HOPEFULLY BRING IN THE MOST CARING INDIVIDUALS TO CONTINUE TOUCHING THE LIVES OF PATIENTS, FRIENDS AND STRANGERS.*

— STEPHEN L. KRAMER, PHD



^ Jean Karen Hotchkiss-Kramer





## SWIM ACROSS AMERICA GOES THE DISTANCE FOR CANCER RESEARCH IN COAST TO COAST CHALLENGE

Proving they can still Make Waves to Fight Cancer amid a global pandemic, Swim Across America organizers and fundraisers banded together across the country to support cancer research in profound ways – both small and large. Whether jogging indoors on a treadmill, completing a 750-meter open water swim, or completing hours of yoga, there was no limit to the creativity and compassion of Swim Across America supporters in 2020. Each activity logged counted as a mile across country, with Swim Across America reaching participants in all 50 states over a three-month period. Locally, two teams took fundraising to new levels in support of leukemia research at Atrium Health.

Team Levine Cancer Institute, led by the Department of Hematology Oncology and Blood Disorders, and other local supporters cumulatively raised over \$78,000 for Atrium Health's leukemia research programs this year. Over the four-year relationship with Swim Across America, Levine Cancer Institute has received \$415,000 in grant funding for cancer research.



*MSA Team Out of My Box, led by Patty Waldron (pictured in 2019), was the first Swim Across America – Charlotte team to have raised over \$100,000.00 for Levine Cancer Institute and Levine Children's Hospital. This year, the team adds over \$36,000 to their historic fundraising total.*



## (UN)LOOPED: A RECORD YEAR FOR 24 HOURS OF BOOTY

Proving that cancer hasn't stopped amidst the pandemic, nor has the incredible support that finding a cure for the disease inspires, the 24 Foundation and its wide circle of supporters came together virtually for their annual 24 Hours of Booty. The event, dubbed (un)Looped, raised a record-breaking \$780,000 for local cancer research. Supporters from the Greater Charlotte area, as well as those from 32 states and four countries, created their own experience in their hometowns and neighborhoods to support those impacted by cancer. Unique to the event was a "week of games" leading up to July 24, including activities such as cycling, running, hiking, yoga, fitness challenges, luminary displays, chalk art and more.

Levine Cancer Institute and Levine Children's Hospital are among several local beneficiaries of this significant support for cancer survivorship, cancer navigation, and related patient support programs.



*24 Foundation supporters, cyclists, and cancer survivors from far and wide celebrated the virtual 24 Hours of Booty (Un)Looped event, from a distance, in their own special ways.*



# UPWARD

# Walmart

## Market & Pharm

## Walmart and Sam's Club Help Kids Live Better with Record-Breaking Campaign

This summer, 68 local Walmart and Sam's Club stores demonstrated their commitment to Levine Children's Hospital in a monumental way, raising a record-breaking \$462,758 during their annual "Help Kids Live Better" campaign. Despite this year's challenges, local store associates, customers, and members showed their continued support of Levine Children's pediatric patients by raising 46% more than in 2019. Funds raised from this campaign will directly support innovative, state-of-the-art medical technology, treatments and patient resources that enable Levine Children's to offer the best care possible to children like Sofia, this year's Children's Miracle Network Champion.

*Sofia Copp, 12, Levine Children's Hospital patient and 2020 Children's Miracle Network Hospitals Champion.*





## Costco Puts Kids First

Since 1988, Costco has proudly supported Children's Miracle Network Hospitals, raising more than \$240 million for local children's hospitals, most notably through its month-long Miracle Balloon Campaign. Every year, hundreds of Costco locations across the United States and Canada participate in the fundraising campaign by asking members to donate at the register for their local children's hospital. This year, three local stores participated in the campaign and raised over \$81,000 for Levine Children's Hospital.

◀ *Pictured: Noah Kelly, a Children's Miracle Network Hospitals Champion, with his family.*

## Customers Shop for Good at Kendra Scott

Philanthropy is woven into the fabric of fashion-life style brand Kendra Scott. During Childhood Cancer Awareness Month, Kendra Scott stores across the country asked customers to help make miracles for local children by rounding up their purchase at the register. Thanks to store associates and customers at SouthPark Mall, as well as attendees of the Kendra Scott pop-up event at Nuvole Rooftop TwentyTwo, nearly \$2,000 was raised to benefit Levine Children's Hospital.



## Love's Travel Stops Rounds Up the Change

Since 1999, Love's Travel Stops & Country Stores have raised over \$27 million for Children's Miracle Network Hospitals. This fall, the nation's industry-leading travel stop asked customers to "Round Up the Change" once again to support pediatric patients nationwide.



## HOPEBUILDERS CELEBRATES 25 YEARS – AND DAYS – OF HOPE

October 2020 marked the 25th year of donors, Atrium Health teammates, and community partners building hope for sick and injured children and families who are served at Levine Children's Hospital. Since the first Hopebuilders 5K was organized by two local families who tragically lost their children to cancer, the event has raised more than \$2 million and has helped make Levine Children's Hospital a destination for world-class care. For the past 12 years, Barings has served as presenting sponsor of the event, which took place virtually this year. Many grateful patient families from across the region shared their stories of hope throughout a "25 Days of Hope" campaign. Among them was 14-year-old James Pilon, a kidney patient who now enjoys his favorite past-times – piano and mountain biking – thanks to his nephrology team at Levine Children's; and Wyatt Mauldin whose heart beats for Levine Children's and the medical team who performed his life-saving cardiac procedures.



1. Rylee Vogel, 12, is a Levine Children's patient and this year's top individual fundraiser, raising \$5,700 for Team IDEA. 2. For the last five years, Jason Walton (right) and his family have participated in the signature fundraising event. 3. Joey and Lindsay Smith collected donations at their workplace, Frampton Construction, in honor of their son, Hunter - a Levine Children's patient. 4. Oliver Taylor, middle, is one of many Levine Children's patients who supported the Hopebuilders Virtual 5K.







## THE FOUNDERS

5. *Gigi & William Harris*  
6. *Mattye & Marc Silverman*

The Hopebuilders 5K was first established by two Charlotte families—William and Gigi Harris and Marc and Mattye Silverman—in memory of their children, both of whom lost their battles to cancer in 1995. Margaret Harris was just three years old and David Silverman was 25 with a bright future ahead. The Silverman and Harris families channeled their grief into a meaningful event that has made a tremendous impact on countless families whose children have received care at Levine Children’s Hospital. Originally designed as a run/walk to raise money for brain tumor research, the event grew under the direction of Atrium Health Foundation to become the premier community fundraiser for Levine Children’s Hospital and all pediatric service lines across Atrium Health. Today, the Hopebuilders 5K continues to unite the community in support of sick and injured children – and build hope for families who need it most.

## BARINGS

For Barings, children’s health and wellbeing is a top priority. It is this shared vision with Levine Children’s Hospital that has been the catalyst for Barings’ longstanding commitment to Levine Children’s patients, through the gifts and service of the wealth management company’s employees. For the past 12 years, Barings has generously supported Levine Children’s through the Hopebuilders 5K as the presenting sponsor of the event. Their commitment in 2020 was no different, as they partnered with Atrium Health Foundation for an unforgettable virtual 5K that brought health, hope and healing to Levine Children’s patients and families. Because of their history with the Hopebuilders 5K, and the community fundraising the event inspires, Barings recently made a substantial pledge to underwrite the renovation of the hospital’s third-floor diagnostic suite.



*Members of Team Barings show their support at the 2019 Hopebuilders 5K.*

## ATRIUM HEALTH FUNDRAISING TEAMS

Team name	Team Captain
Team IDEA	Niraj Patel, MD
Pulmonary Superheroes	Dennis Schellhase, MD
Rheumatology Rockstars	Anna Sherrod and Vora Sheetal, MD
GI Generals	Caroline Dill, Ryan Shonce, and Ashley Chadha, MD
Kidney Crusaders	Katie Batten and Susan Massengill, MD
LCH Rehab Racers	Lori Badgley, MA
LCH Administration	Clay Locklear
LCH 6 PICU/CVICU	Amanda Davis



## KIDNEY KRUSADERS GIVE IT A VIRTUAL WHIRL

For the sixth consecutive year the Pediatric Nephrology Center of Excellence held their annual fundraiser, Tune Up Your Kidneys. Given the pandemic, this year's event featured a week-long online auction and a virtual celebration that highlighted stories of children and families impacted by kidney disease. Throughout the week videos and stories were shared of the young and brave kidney warriors and their caregivers. A variety of

patients of different backgrounds, from toddlers to teens, were featured in the video, demonstrating that kidney disease does not discriminate.

Proceeds from Tune Up Your Kidneys have enabled the Center to provide nephrology patients access to the latest research, scholarships for school, and improved care. This year's event raised over \$60,000 from the silent auction, raffle, and donations. Thanks to the generosity and support from the community, the Pediatric Nephrology Center had even more to celebrate this year. In 2020 it was ranked by *US News & World Report* as a Best Children's Hospital for Nephrology.



## YOUNG AMBASSADORS SUPPORT ATRIUM HEALTH

Philanthropists come in all ages and often get their beginnings with grassroots fundraising efforts. Every year Atrium Health Foundation recognizes some of our youngest philanthropists through our Young Ambassadors Program. Led by team captain Mike Rucker, former teammate of the Carolina Panthers and current member of the Atrium Health Foundation Board, this group of young fundraisers gets creative. They have raised money from bake sales, Christmas light displays, crafts, their own parties – and the list goes on. The ideas become more unique each year and the funds raised even more remarkable. Whether they do it for community service, in support of a friend or sibling, or just because they want to give back, these young philanthropists deserve to be recognized. If you would like to recognize a Young Ambassador for their hard work please visit:

[atriumhealthfoundation.org/get-involved/young-ambassadors](https://atriumhealthfoundation.org/get-involved/young-ambassadors)



*Young Ambassador Vanika Mehta recently hosted cultural events featuring the art of henna to raise funds and awareness for Levine Children's Hospital.*



# Singing for a Cure

When their youngest daughter, Elowen, was diagnosed with chronic kidney disease, the Smith family was determined to help other children like her. With the creative help of daughters Kate, Olivia and Elowen, the Smiths began the popular Karaoke for Kidneys fundraiser which benefits the Pediatric Nephrology Center of Excellence at Levine Children's Hospital. For three years, the Smiths have hosted the benefit concert to show their appreciation for the care they have received and to provide a dose of hope to other children living with kidney disease. The talent show, which was broadcast virtually this year, has raised more than \$16,000 to date.



## KARAOKE for Kidneys

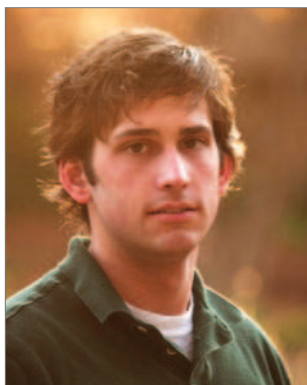


1. Levine Children's kidney patient Elowen Smith, along with her entire family, hosted a virtual Karaoke for Kidneys fundraising event, raising over \$16,000 to benefit the hospital's Pediatric Nephrology Center of Excellence. 2. WCNC-TV shared Elowen's story of hope with Charlotte Today viewers and introduced her family, as well as Susan Massengill, MD, medical director of pediatric nephrology, to celebrate the impact philanthropy has on patients treated by Levine Children's.



## JOEDANCE MAKES BIG IMPACT, BRINGING NEW TALENT TO THE SMALL SCREEN

This August, the Joedance Film Festival celebrated its 11th year of raising funds for rare pediatric cancer research, in loving memory of Joe Restaino. The film festival introduced new and established filmmakers' inspiring work to the small screen – and to the homes of Joedance supporters who were eager to be entertained and to show their dedication to funding cancer research. To date, the Joedance Film Festival, a beloved community tradition, has raised more than \$195,000 for Atrium Health Levine Children's to fund research and clinical trials for pediatric sarcomas, blastomas and brain tumors.



▲ Joe Restaino



This year's film selections featured the work of filmmakers with connections to North Carolina, South Carolina, Georgia, and Tennessee.



## GRATEFUL PATIENT

*Share your story!*

Whether you are a current or former Levine Children's patient, family member of a patient, a community supporter, or a provider at Levine Children's Hospital we want to hear from you! We have a new way for you to share your stories and remarkable journeys: the ThankU app. Your story can inspire and bring comfort to other families whose children may be facing similar medical challenges.

Share your #MyLevineChildrens story of hope today!

Visit [AtriumHealthFoundation.org/ThankU](https://AtriumHealthFoundation.org/ThankU) to learn more and download the app.





## *A Legacy of Love*

This holiday season, give the gift of love. Purchase a "Baby J" ornament and proceeds will support the pediatric oncology program at Levine Children's. Over the last 20 years, Charlotteans Beverly and Mark Ladley have worked tirelessly to carry on their son (Baby J's) legacy. Dedicating their time to fundraising to advance brain tumor research and treatment at Levine Children's, Beverly and her family and friends have collectively raised significant funds through donations and the annual sale of collectible holiday ornaments.

[atriumhealthfoundation.org/babyj](https://atriumhealthfoundation.org/babyj)





# GRATEFUL PATIENT

## *I Am Grateful*



*Alexandra S. Cutillo, PhD*

### **Grateful Patient Families Give Back to Levine Children's Gastroenterology Program**

Levine Children's Hospital's pediatric gastroenterology program has recently benefited from significant philanthropic support from grateful patient families, including: Chris and Laura Berry through Kulynych Family Foundation, Inc.; Jennifer and Michael Egues; and a generous local family who donated anonymously. Coupled with additional gifts raised by the Hopebuilders 5K "GI Generals" fundraising team, Levine Children's Hospital has received over \$60,000 to ensure children living with chronic GI-related diseases receive the supportive mental health services they need, in addition to counseling support for their family members.

If you would like to express gratitude for the care you or a loved one has received at Atrium Health:

**DONATE >**

[www.atriumhealthfoundation.org/grateful/](http://www.atriumhealthfoundation.org/grateful/)