

# Momentum

Spring  
2021

A PUBLICATION OF ATRIUM HEALTH FOUNDATION



## Congenital Heart Center Takes Flight

THE HEARTEST YARD HELPS LEVINE CHILDREN'S  
REACH NEW HEIGHTS IN CONGENITAL HEART CARE



**Atrium Health  
Foundation**



Dear Friends,

Spring is upon us – a season in which we celebrate new beginnings, warmer days, and transforming landscapes. As Atrium Health Foundation looks back on a year like no other, we celebrate *health*, as more of our community is vaccinated; *hope*, as our medical teams make advances in treatment options and plan for a new medical school; and *healing*, as our community comes together to overcome differences and improve healthcare – **for all**. We are all looking forward to brighter days.



This issue of **Momentum** certainly demonstrates that despite the challenges of the past twelve months, there are many bright spots to celebrate. Philanthropy has continued to give hope throughout the region we serve. Because of you, Atrium Health is transforming patient centered facilities with the opening of the HEARTest Yard Congenital Heart Center and pediatric cancer research lab at Levine Children's Hospital, as well as plans for a new pulmonary center. Philanthropy is also helping to transform patients' lives, supporting programs and research efforts at Sanger Heart & Vascular Institute and Levine Cancer Institute.

Philanthropy continues to be a driving force in transforming our community, as gifts from corporations and foundations have enhanced outreach programs to address disparities in care, including virtual behavioral health, mobile Covid testing, cancer screenings, and more. And in the spirit of transformation, Atrium Health Foundation has welcomed new members to our board to best represent our community and support our efforts to position Atrium Health as a place where excellence lives.

We are grateful to you – our community partners – for rallying behind us, for inspiring transformational giving that surpassed \$40 million in 2020, and for **giving hope**.

With gratitude,

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

Armando L. Chardiet  
President





# Momentum

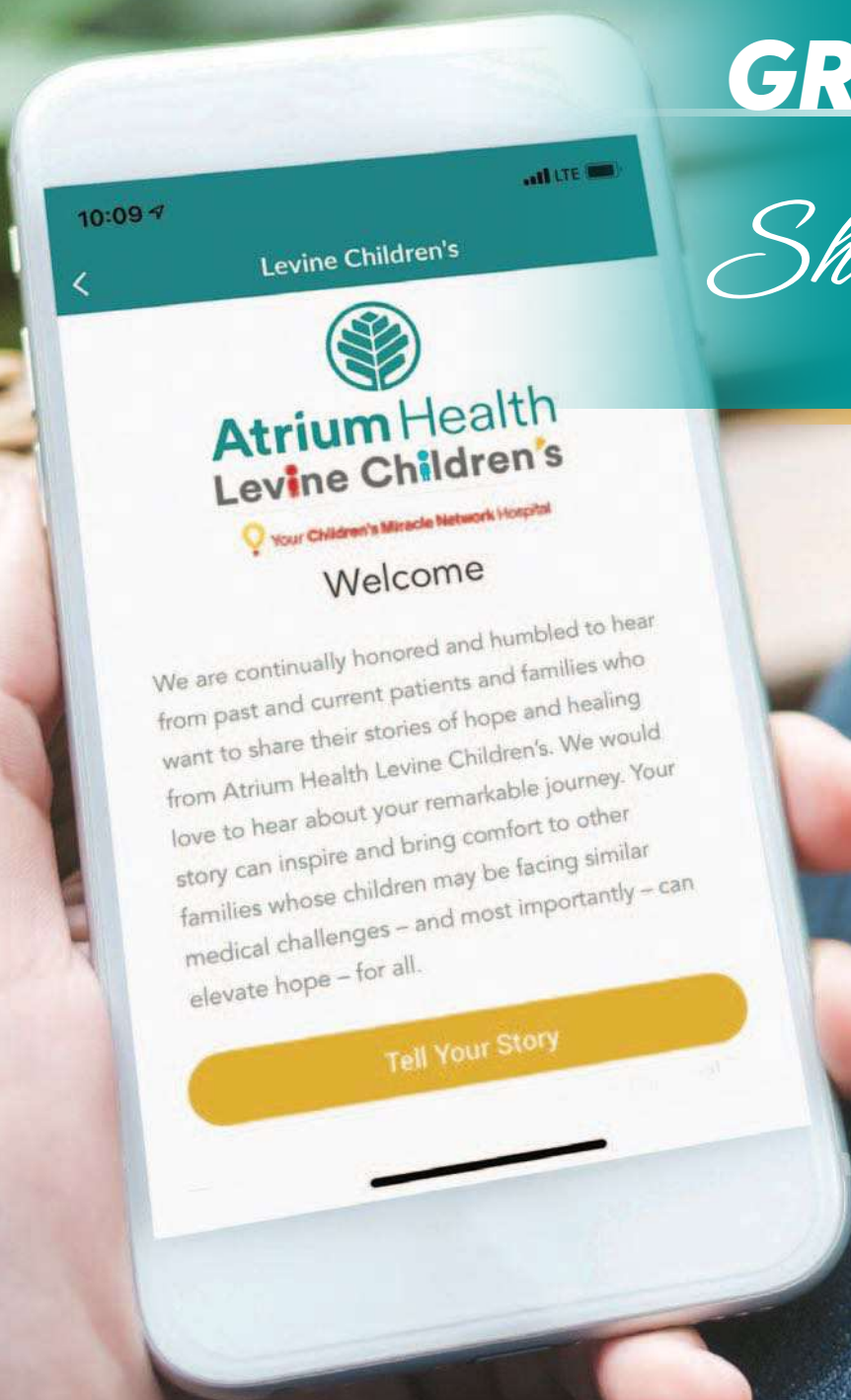
“Momentum is a powerful word, one that signifies the growth and continual progress we strive for within our health system.”





# 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.



# C O N T E N T S

SPRING 2021



## ON THE COVER

- 10** Cover: Levine Children's specialty outpatient clinic is now home to the HEARTest Yard Congenital Heart Center, a next-generation pediatric cardiovascular and congenital heart center that supports enhanced treatment and resources for pediatric patients with congenital heart disease.



## GAME CHANGERS

- 2** Johnny's Legacy of Love  
**14** Wake Forest School of Medicine  
**16** Pediatric Oncology Lab  
**20** Morris-Jenkins  
**26** Paula Takacs Foundation

## ON THE SCENE

- 25** Cupid's Cup 5K  
**40** 24 Foundation  
**44** Inner Circle

## PHILANTHROPY IN ACTION

- 22** The Future of Cardiac Rehabilitation  
**23** Nalibotsky Family  
**37** Good Friends & Good Fellows  
**38** Healing Power of Art  
**42** Spirit Halloween

## INNOVATORS

- 5-7** Welcome New Board Members  
**8** The Duke Endowment  
**19** Isabella Santos  
**31** Fritz and Ann Rehkopf  
**39** Billy-O Golf Tournament

## CORPORATE PARTNERS

- 19** JE Dunn  
**21** Epic  
**21** Relevant Engineering  
**31** Fifth Third Bank  
**41** Rodgers Builders  
**43** Scope Anesthesia

## A DOSE OF HOPE

- 13** Ella Floyd Fund  
**24** George Washington III  
**36** Sandra Goldman

## GRANTS

**28-30**

## GIFT PLANNING

**46**

## UPWARD

- 32** Ace Hardware  
**33** Norsan Media's Latin Radiothon  
**34** Huffy Bicycles & Chase Briscoe  
**34** Summer Classics Home  
**35** Ballantyne Hotel's Gingerbread Lane  
**35** Ollie's Bargain Outlet

## SAVE THE DATE

- 42** Keep Pounding 5K  
**45** Levine JCC Virtual Kids Triathlon  
**45** National Nurses Month



### Atrium Health Foundation Board of Directors:


Mandy S. Houser, Chair; Howard Bissell, III; Todd Collins; Hugh S. (Beau) Cummins III; May Beverly Hemby; Beverly Ladley; Doug Lebda; Luther Lockwood, II; Sonja Nichols; Greg Olsen; Manuel Rey; Mike Rucker; Michael Salvino; David Secrest

Momentum is a publication produced by Atrium Health Foundation. For more information, please call 704-355-4048.

© Copyright 2021 by Atrium Health Foundation

To opt out of future communications from Atrium Health Foundation, please email [ahfoptout@atriumhealthfoundation.org](mailto:ahfoptout@atriumhealthfoundation.org), telephone 704-355-4048, or write to: Atrium Health Foundation @ 208 East Boulevard, Charlotte, NC 28203.





Palmer Horton  
Cystic Fibrosis patient

# JOHNNY'S LEGACY OF LOVE

A LITTLE GIRL.  
A "HUGE GUY WITH A HUGE HEART."  
A TRANSFORMATIONAL IMPACT.



When Palmer Horton took her first breath and wrapped her tiny fingers around her mom and dad's, the first-time parents fell in love. They wanted to protect their child, who was born with cystic fibrosis (CF). They quickly learned that the team at Levine Children's Hospital had the same goal. "They embraced our entire family with their continuous care, love and support – and guided us through such a tough time," said Doughton Horton.

It was during these challenging times that Doughton's childhood friend, John Justice IV, and his family rallied to support the Hortons. John and Doughton, who lived together while attending UNC-Chapel Hill, established Friends Fighting CF (FFCF) in 2016. They collaborated with their fraternity to create an annual fundraiser that supported their CF initiatives. They also presented their ideas to John's dad, Johnny, whose initial response was: "What do you need? How can I help? What a wonderful idea!" Johnny became their biggest supporter and fan.

Over the next several years, the charity surpassed John's wildest dreams. (To date, FFCF has raised \$480,000 for research and scholarship support for children with CF). John, Doughton, and his wife Mallery had just begun discussions on how to best move forward with their philanthropy when they lost their main cheerleader. Johnny Justice – the momentum behind their charity – passed away on October 4, 2019.

"Dad was a huge guy with a huge heart," said John. At 6' 8" – John William Justice III (Johnny) – stood out wherever he went. He had a large presence, exuded warmth, and loved helping others. The man with the golden hair lived by the Golden Rule. He was known for treating everyone equally and saying, "You need anything, you call me." The native of Cheraw, SC, an avid golfer who grew up surfing and spending time on Pawley's Island, impacted people from all walks of life during his 62 years.

"If people had the gumption to ask, he always said, 'Yes,' and didn't ask anything in return," said his wife of 40 years, Donna. She recalled the time one of Johnny's employees at Justice Products decided to part ways. When Johnny asked about the man's career ambitions, he said he wished to start a trucking company. So, Johnny got him a truck and a route. Today the man still works closely with the company. There are many more similar stories – Donna learned during Johnny's memorial – of how her husband had mentored others. One man was so grateful for his support, he named his child after Johnny.

And Johnny loved children. "Our Suburban was always loaded with kids," said Donna. Johnny instilled in his sons, John IV and Samford, and their friends, the simple mantra: "Just do what you can to help. If you can help, why wouldn't you?" He led by example. When his best friend Jimmy Hodges was killed in a plane crash at age 35, Johnny stepped in to help raise his children.

*Continued on pg. 4*

HE WAS KNOWN FOR  
TREATING EVERYONE  
EQUALLY AND SAYING,  
"YOU NEED ANYTHING,  
YOU CALL ME."





## JOHNNY'S LEGACY OF LOVE

Continued from pg. 2

According to Donna, the only time Johnny felt helpless was when his children were sick. Both John and Samford were diagnosed with severe asthma as young boys. It struck a chord when, years later, Johnny learned of Palmer's illness and the challenges the Horton family would face. Naturally, he wanted to help.



In 2020, when the Justice family decided to honor the man they loved and who loved to help others, they realized they had the unique opportunity to help Palmer, her family, and other CF patients. The Hortons told John about a doctor at Levine Children's who they believed in – Dr. Ashley Chadha, director of pulmonary medicine. "So, I said, 'Great. Then I believe in him too,'" John recalled. "Let's get together and let's go."

The Justice's strong belief in Dr. Chadha and his care team, coupled with their desire to pay tribute to the man who loved unconditionally, led them to commit \$1.1 million to create a fund in Johnny's honor and to name the John and Donna Justice Pulmonary Diagnostic Center at Levine Children's. Under the direction of Dr. Chadha, the fund will provide support for research, personnel, equipment and capital needs to advance pulmonary research and patient care at Levine Children's Hospital.

"This inspirational gift from the Justice family launches us into a new world of opportunity for our patients, and it will truly help transform our pulmonary center," said Dr. Chadha. "The foundation of our care at Levine Children's is the relationships we form with the community and our families," he added. "I built a relationship with the Justice family through a common patient and friend; so, I do feel like we are a team, and I

appreciate that more than you know."

John finds it fitting to name the Pulmonary Diagnostic Center for his parents, who he says were the ultimate team, lovingly referred to as "JohnandDonna." Now, thanks to their teamwork, countless other CF patients like Palmer will have a better experience with their healthcare journeys. "Dad would be a huge fan of that," said John. "He would also be proud that we are supporting something locally and giving Mallory and Doughton some agency over their daughter's care. My wife Barbara and I are fortunate to have two healthy children. Having seen how brave this little girl has been in the first six years of her life has changed our lives."

Now, the Justice family is helping to change others' lives.

"We feel the best tribute to Johnny is to help others as much as he did," said Donna. "The Pulmonary Center embodies what made Johnny so special. He was larger than life, in body and spirit."



Rendering of the future John and Donna Justice Pulmonary Diagnostic Center at Levine Children's.



*Levine Children's Hospital is ranked as a Best Children's Hospital by U.S. News & World Report in multiple specialties, including pulmonology and lung surgery.*



# WELCOME to Atrium Health Foundation's Newest Board Members



## Todd Collins

*CEO and Managing Partner of Red Hill Ventures*

A Texas native, family man, and CEO and Managing Partner of Red Hill Ventures, Todd Collins combines his talents in business, leadership, and philanthropy to serve others and transform Charlotte's urban landscape. Todd's passion for students' success and social impact have long been evident in his volunteer service with the Stratford Richardson YMCA and through Red Hill Venture's student internship program. Todd shares in Atrium's vision to increase the diversity of the healthcare workforce and tackle some of our community's most critical health challenges through philanthropy.

## Hugh "Beau" Cummins, III

*Head of the Corporate and Institutional Group  
Truist Financial Corporation*

Hugh S. "Beau" Cummins, III, head of the Corporate and Institutional Group at Truist Financial Corporation, has a talent for leadership and a passion for philanthropy. His successful investment banking career, including numerous leadership positions with SunTrust Robinson Humphrey, Bank of America, and Citibank, have allowed Beau to support numerous philanthropic causes and serve in volunteer leadership positions, including his former role as a member of the Business Advisory Council at his alma mater, Miami University.





# WELCOME to Atrium Health



## Doug Lebda

*CEO & Founder of LendingTree*

Widely recognized as a leader in business and entrepreneurship, Doug brings his talent and passion for addressing social disparities in healthcare and medical education to the Atrium Health Foundation board of directors. As the CEO & Founder of LendingTree, the nation's leading online loan marketplace, his visionary leadership, resilience in the face of market changes, and talent for innovation have made LendingTree a household name in the online lending marketplace. A graduate of Bucknell University, Mr. Lebda has served as a past member of the Bucknell Alumni Association Board of Directors as well as a past member of the Darden School Foundation Board of Trustees at the University of Virginia.

## Sonja Nichols

*President & CEO of Nicholant Enterprises*

An entrepreneur, accomplished businesswoman, published author, trusted advisor, and an active civic and community leader, Sonja Nichols newly adds Atrium Health Foundation board of directors to her impressive resume. Prior to starting Nicholant Enterprises, she served as a Systems Engineer with IBM and as a marketing representative for PepsiCo. In addition to her role on the Atrium Health Foundation board, where she aspires to serve as a passionate advocate for the new Charlotte campus of the Wake Forest School of Medicine, Sonja is a longtime supporter of the military and its service members, and serves on numerous boards across the Greater Charlotte community.





# Foundation's Newest Board Members

## Beverly Ladley

*Senior Advisor, McKinsey & Company*

Beverly Ladley and her husband, Mark, have dedicated much of their lives to pediatric brain tumor research in honor of their son John Francis Ladley, III, who lost his battle with brain cancer in 2000 at the age of just 15 months. Beverly and her family established the Baby J Ladley Pediatric Brain Tumor Research Fund to support awareness and research efforts for pediatric brain cancer at Levine Children's Hospital. Donations made to the Fund are used to support the Pediatric Neuro-Oncology Program in advancing brain tumor-related research, education, training, and awareness, as well as supporting the introduction of brain tumor related Phase I and Phase II clinical trial initiatives to the region.



Prior to her role at McKinsey, Beverly has held leadership roles as a Fintech executive with Bank of America, SunTrust, and Fiserv. She serves as a member of the Levine Children's Hospital Board of Ambassadors and is a founding member of the Dreamcatcher Society.

## The Baby J Fund

For the Ladley family and their devoted friends, the spirit of giving couldn't be dampened by the unexpected events of the past year. With her signature creativity and compassion, Beverly added a special twist to the annual Baby J holiday ornament sale by hosting a drive-by party in front of her home, allowing Levine Children's supporters to purchase beautiful snowflake and vintage Baby J ornaments from a safe



distance. Over the years, proceeds from the holiday ornament sale, which benefit the Baby J Fund, have been instrumental in helping to enhance the pediatric oncology program at Levine Children's. A founding member of the Carolinas Kids Cancer Research Coalition, the Baby J Fund helps bring Phase I and Phase II clinical research trials to the region, including the recent addition of a pediatric cancer translational research lab led by Dr. Giselle Sholler. Additionally, the support of the Baby J Fund is helping Levine Children's address the neurological and psychological needs of patients with brain tumors, including cognitive rehabilitation, parent support, and much more.

*Beverly Ladley's annual ornament sale to benefit pediatric brain tumor research went COVID-safe in 2020.*





# The Duke Endowment AWARDS MULTIPLE GRANTS TO ATRIUM HEALTH, TOTALING \$1.58 MILLION

## **ATRIUM HEALTH LEADS NEW INNOVATIONS IN BEHAVIORAL HEALTH WITH VIRTUAL PSYCHIATRIC TRANSITION CARE SERVICE**

**A**s the most comprehensive behavioral health care provider in the region, Atrium Health has developed numerous transformative solutions to improve access to behavioral health services. Today, Atrium Health Behavioral Health is recognized nationally for its virtual care model, including programs such as Virtual Patient Navigators, Zero Suicide, and Behavioral Health Integration, all of which vitally improve access to care, patient engagement, and behavioral health outcomes.

Through a \$1.08 million grant from The Duke Endowment, Atrium Health will expand its use of telemedicine as it develops and implements a new Virtual Psychiatric Transition Care Service. The program will provide disease management, peer support, patient navigation, and health coaching for patients, with the aim to reduce inpatient psychiatric readmission and avoidable emergency department visits.



"The most challenging period for a behavioral health patient is the first few weeks following discharge from the hospital," shared Martha Whitecotton, RN, MSN, FACHE, senior vice president of Atrium Health Behavioral Health Services. "This grant allows us to continue caring for the patient as they transition into the community and begin to navigate the world of outpatient treatment."

**"THE MOST CHALLENGING PERIOD FOR A BEHAVIORAL HEALTH PATIENT IS THE FIRST FEW WEEKS FOLLOWING DISCHARGE FROM THE HOSPITAL. THIS GRANT ALLOWS US TO CONTINUE CARING FOR THE PATIENT AS THEY TRANSITION INTO THE COMMUNITY AND BEGIN TO NAVIGATE THE WORLD OF OUTPATIENT TREATMENT."**

**- MARTHA WHITECOTTON, RN, MSN, FACHE  
SENIOR VICE PRESIDENT, ATRIUM HEALTH  
BEHAVIORAL HEALTH SERVICES**

Kate Penny, MA, LCMHC, program coordinator of Zero Suicide with Atrium Health Behavioral Health Services, also shared, "The risk of suicide in the first month after inpatient psychiatric treatment is 200 to 300 times greater than in the general population, with the risk in the first few days of discharge being extremely critical. These concerns, coupled with the increased social isolation and anxiety due to the pandemic, make it essential that we offer our patients security, support, and hope so they know that their care extends after hospitalization."

By engaging patients through a virtual care model, Atrium Health

has been successful in decreasing inpatient hospitalizations, avoidable emergency department visits and repeat hospitalization. With this new program, Atrium Health experts will apply the same approach to care in treating patients following discharge from inpatient psychiatric care, discharge from the psychiatric emergency department, and for individual patients identified as high-risk in ambulatory care sites.



## PHYSICIANS REACH OUT PROGRAM



### **\$500,000 GRANT WILL PROVIDE FUNDING FOR THE PHYSICIANS REACH OUT PROGRAM**

Since 2004, Atrium Health has proudly partnered with Care Ring to support the Physicians Reach Out (PRO) program – an extensive volunteer network of 1,600 providers who donate in-kind, comprehensive care for more than 5,000 low-income, uninsured residents of Mecklenburg County. With a recent \$500,000 grant from The Duke Endowment, Care Ring and Atrium Health PRO providers will continue to offer healthcare services to community members in need and provide access to primary care, as well as many different specialties.

Over the last three decades, The Duke Endowment has proven to be a substantial and visionary supporter of healthcare initiatives in the Carolinas and has provided more than \$22 million in grants to Atrium Health Foundation.



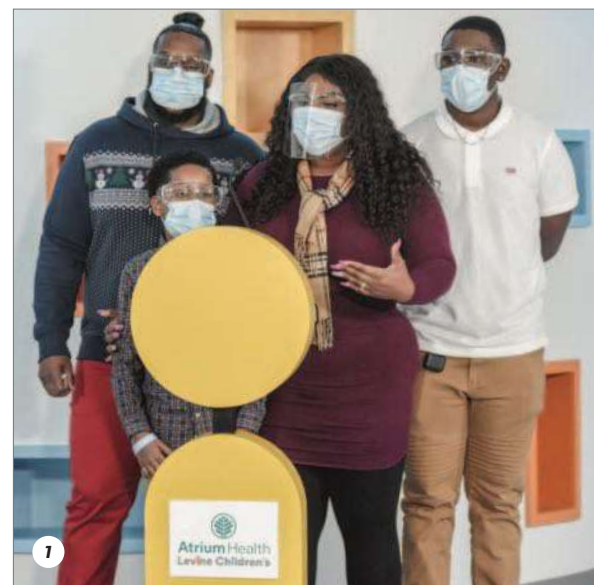
# Congenital Heart Center Takes Flight

## THE HEARTTEST YARD INITIATIVE ACHIEVES A NEW MILESTONE

As one chapter closed this year for the newly retired, history-making, all-pro Carolina Panthers tight end Greg Olsen and his family, a new chapter in congenital heart care began at Levine Children's specialty outpatient clinic, home of the HEARTTest Yard Congenital Heart Center. The next-generation pediatric cardiovascular and congenital heart center will support enhanced treatment and resources for pediatric patients with congenital heart disease and provide them with comprehensive cardiac care to help reach their fullest potential.

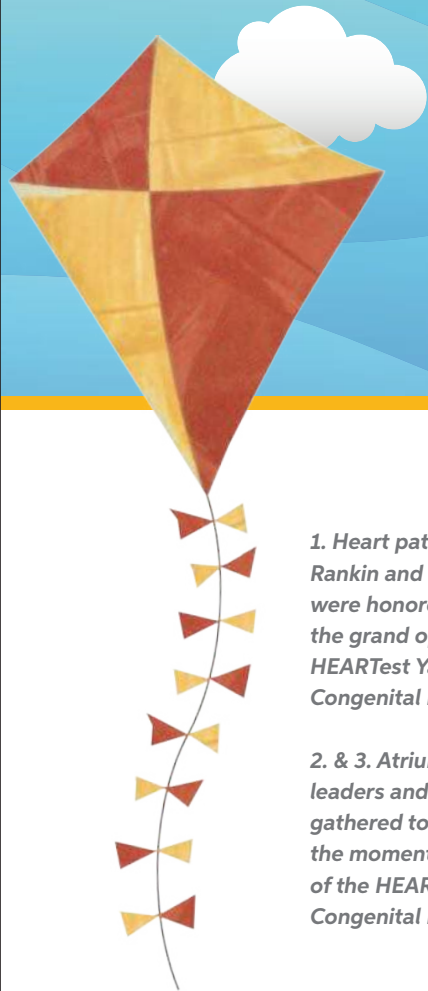
Greg and Kara Olsen, whose generosity established the HEARTTest Yard Congenital Heart Center, made the gift to help families navigate the myriad of healthcare needs that go hand in hand with congenital heart defects. Like so many heart families, they realized that their now 8-year-old son T.J. needed additional support to address the side effects of his complex congenital heart defect.

*Continued on pg. 12*



# THE HEARTTEST





*1. Heart patient Joleel Rankin and his family were honored guests in the grand opening of the HEARTest Yard Congenital Heart Center.*

*2. & 3. Atrium Health leaders and teammates gathered to celebrate the momentous opening of the HEARTest Yard Congenital Heart Center.*



THE HEARTEST YARD CONGENITAL HEART CENTER EXEMPLIFIES THE FIRST IN A SERIES OF STUNNING TRANSFORMATIONS PLANNED FOR THE LEVINE CHILDREN'S OUTPATIENT SPECIALTY CENTER.

YARD



## CONGENITAL HEART CENTER

*Continued from pg. 10*

"As parents, we quickly realized how complex it would be to help our son as he went through his multiple heart surgeries, but the real challenge came after we left the hospital," said Greg. "We noticed that T.J., and others who have gone through what he had, needed additional support and care from a team of experts who were closely connected to one another and could seamlessly share feedback at one time with the family."

The new HEARTest Yard Congenital Heart Center boasts nearly 25,000 square feet of modern, bright, and interactive space for all children. It features a dedicated fetal echocardiography lab, 25 patient rooms, and additional technology and advancements to meet patient needs. The clinic also features a separate space for adults with congenital heart disease and will enable Levine Children's and Sanger Heart & Vascular Institute to provide personalized care to patients from before birth through adulthood.

The center will house the region's only cardiac neurodevelopmental program, which first launched at Levine Children's in 2017, thanks to a previous \$750,000 commitment by the Olsen family. The program is designed to support pediatric heart surgery patients who may have neurodevelopmental deficits in their lifetime, which can impact language, fine motor skills or vision. Through the first-of-its-kind neurodevelopmental program in the Charlotte region, families have access to a neuropsychologist, educational specialists, mental health professionals, dieticians and other innovative patient therapies all in one location. To date, the Olsens have raised more than \$5 million for programs that provide multidisciplinary care for Levine Children's patients with congenital heart disease.



"YOU WILL ALWAYS BE  
THE MIRACLE THAT MAKES  
OUR LIFE COMPLETE"

GREG & KARA OLSEN, 2020



1. Greg and Kara Olsen, Levine Children's benefactors and founders of the HEARTest Yard initiative, celebrated the opening of the center remotely along with special guests and Atrium Health teammates.
2. The HEARTest Yard Congenital Heart Center exemplifies the first in a series of stunning transformations planned for the Levine Children's outpatient specialty center.



## **FLOYD FAMILY ESTABLISHES THE ELLA FLOYD FUND IN LOVING MEMORY OF THEIR DAUGHTER**

Halfway through their second pregnancy, Stephanie and Brian Floyd were given news that their daughter Ella had a congenital heart defect (CHD). Ella was diagnosed with a severely hypoplastic right ventricle and tricuspid valve. It wasn't until she was born in February of 2018 that the true complexity of her condition was discovered. Dr. Gonzalo Wallis, pediatric cardiologist and medical director of the pediatric heart failure and transplant program at Atrium Health Sanger Heart & Vascular Institute, informed Ella's family that she was no longer a candidate for surgery to repair her heart. Instead, she would need a new heart and was immediately placed on the transplant list.

Over the next three weeks, Stephanie and Brian spent most of their lives in the Cardiovascular Intensive Care Unit at Levine Children's Hospital with their newborn daughter. On March 6, the Floyds were given news that Ella was approved for transplant, however, their daughter's condition continued to deteriorate, and she sadly passed away before a new heart could be found.

Shortly after losing Ella, Brian and Stephanie knew they wanted to give back to support other families awaiting transplant at Levine Children's Hospital. After careful research and planning, Brian and Stephanie established the Ella Floyd Fund in January of 2021 with an initial gift of \$45,000. The fund provides special needs assistance for heart failure and transplant families at Atrium Health's Levine Children's Hospital, including rent and mortgage assistance, transportation assistance, nutritional supplements and food, adaptive equipment, and other related financial needs identified by Levine Children's social workers.

Today, the Ella Floyd Fund has raised over \$65,000 thanks to the determination of the Floyd family and the generosity of their loved ones. Now, Ella's legacy will continue to impact the lives of countless families awaiting transplant at Levine Children's Hospital.



*Eleanor "Ella" Floyd was born  
in February of 2018.*

*Brian and Stephanie with their son,  
Bane and daughter, Hollins*



“THE FOUR-YEAR MEDICAL SCHOOL WILL USHER IN  
A BRAND-NEW ERA OF HEALTHCARE EDUCATION,  
INNOVATION AND SOCIAL IMPACT.”

- EUGENE A. WOODS  
PRESIDENT AND CEO OF ATRIUM HEALTH



# NEW MEDICAL SCHOOL

A BEACON OF HOPE FOR CHARLOTTE REGION





In March, Atrium Health announced a 20-acre site in midtown Charlotte – at the current corner of South McDowell Street and Baxter Street – as the home of the second campus of the Wake Forest School of Medicine. The two medical school campuses in Winston-Salem and Charlotte will create a new, preeminent regional corridor for health technology and innovation.

“The four-year medical school will usher in a brand-new era of healthcare education, innovation and social impact,” said Eugene A. Woods, president and CEO of Atrium Health.

The new campus will be located less than three-quarters of a mile from Atrium Health Carolinas Medical Center, where extensive renovations are underway, ensuring students will have access to the most modern, state-of-the-art facilities and technology in all of their learning environments.

“This location for Wake Forest School of Medicine’s Charlotte campus will provide students the perfect mix of expertise,” said Dr. Julie Ann Freischlag, chief academic officer for Atrium Health and dean of Wake Forest School of Medicine.

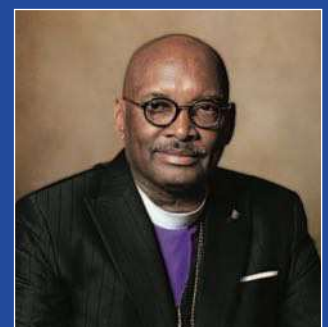
In addition to the location of the medical school, Woods announced the establishment of the Bishop George E. Battle Jr. Endowment to support the continuing education of those who live in underserved communities. An emeritus member of the Atrium Health Board of Commissioners and Atrium Health Foundation, Bishop Battle is a lifelong advocate for at-risk youth and those economically disadvantaged. “We believe Atrium Health can play a significant role in providing equity in access to both healthcare and education,” said Woods.

## Endowment Honors Community Hero

The Bishop George E. Battle Jr. Endowment was created to honor Bishop Battle’s longstanding service to Charlotte and to support the continuing education of those who live in underserved communities.

Through an initial seeding of \$5 million, the fund will benefit those pursuing a degree in health sciences at an Atrium Health-affiliated college or university, including Wake Forest University School of Medicine, Carolinas College of Health Sciences and Cabarrus College of Health Sciences.

As part of its comprehensive philanthropic campaign launching this year, Atrium Health Foundation will engage the community to match the initial gift and create a \$10 million fund by the time the first students are seated at the Wake Forest School of Medicine in Charlotte in 2024.



**To support the endowment, visit [atriumhealthfoundation.org/scholarshipendowment](https://atriumhealthfoundation.org/scholarshipendowment)**

# Pediatric Oncology Lab OPENS ITS DOORS,

## Marking a Pivotal Milestone for Pediatric Cancer Research

Finding cures for childhood cancers is a collaborative, global effort, and Atrium Health Levine Children's is helping to bring the newest therapies and clinical trials from around the world to patients here in Charlotte. Now, some of those therapies will be discovered at Levine Children's with the opening of a new pediatric oncology research laboratory that will develop new precision treatments for pediatric cancers.

Levine Children's has already been at the forefront of precision medicine for pediatric cancers. Children from around the U.S. – and even from 20 countries – travel to Charlotte for treatments.

"The new lab – and especially Dr. Sholler's leadership in this lab – will allow us to bring even more early-phase clinical trials to patients, offering them the most cutting-edge therapies available," says Javier Oesterheld, MD, specialty medical director, pediatric hematology, oncology, and bone and marrow transplant at Atrium Health Levine Children's Hospital and Jeff Gordon Children's Foundation Endowed Chair for cancer and blood disorders. "This research further establishes Levine Children's as a leader in precision medicine for childhood cancer."

*Continued on pg. 18*



^  
The Beat Childhood Cancer Foundation's (BCCF) recent gift of \$1 million is part of the organization's larger \$5.25 million commitment to support Dr. Sholler's Beat Childhood Cancer Research Consortium.

Pictured (L-R): Kyle Matthews, Executive Director at BCCF; Yvette Pullara, Operations Manager at BCCF; Savannah Billett, BCCF; patients Cambri Dorko and Lucy Wright; Giselle Sholler, MD, director of the Isabella Santos Foundation Solid and Rare Tumor Program; and Javier Oesterheld, MD, Jeff Gordon Children's Foundation Endowed Chair in Cancer and Blood Disorders.





*The lab is the only one of its kind in the region and will play a vital role in developing precision treatments for pediatric cancers.*

◀ *Members from the Isabella Santos Foundation (ISF) toured the new lab earlier this year, which has been made possible through philanthropy. ISF has pledged \$5 million to help build the ISF Rare & Solid Tumor Program, which will be run by Dr. Sholler and her colleagues at Levine Children's.*

*Pictured (L-R): Erin Santos, Executive Director and President of ISF; Rachel Wood, Director of Marketing at ISF; Giselle Sholler, MD; Javier Oesterheld, MD; Maitland Danner, Director of Operations at ISF; and Karen Murphy, Director of Sponsorships at ISF.*

“THE NEW LAB – AND ESPECIALLY DR. SHOLLER'S LEADERSHIP IN THIS LAB – WILL ALLOW US TO BRING EVEN MORE EARLY-PHASE CLINICAL TRIALS TO PATIENTS, OFFERING THEM THE MOST CUTTING-EDGE THERAPIES AVAILABLE.”

– JAVIER OESTERHELD, MD  
JEFF GORDON CHILDREN'S FOUNDATION ENDOWED  
CHAIR IN CANCER AND BLOOD DISORDERS



## **GISSELLE L. SHOLLER, MD**

*Dr. Sholler, a world-renowned pediatric oncologist, has a deep commitment to research as the chair and founder of the Beat Childhood Cancer Research Consortium, which includes more than 50 hospitals and universities around the world. Not only did Dr. Sholler's lab move with her to Levine Children's Hospital last year, but it will grow as Levine Children's undertakes new research initiatives.*

*The lab, which opened this past winter, exists because of philanthropy and hope, with leading support from the Beat Childhood Cancer Foundation, the Isabella Santos Foundation, and Caroline's PEACH Foundation, which together have pledged nearly \$12 million to support cutting-edge pediatric oncology research led by Dr. Sholler. With the opening of this state-of-the-art laboratory, Dr. Sholler and her team will continue to advance rare pediatric cancer research in Charlotte with one powerful goal: to cure childhood cancers.*

## PEDIATRIC ONCOLOGY LAB

*Continued from pg. 16*

One pediatric cancer that has shown special promise with precision medicine is neuroblastoma, which is a cancer that begins in nerve cells. At many centers, all neuroblastomas are treated the same; at Levine Children's, a research study incorporating genomic sequencing allows each child to be matched with the treatment best equipped to fight their exact tumor.

"Progress with neuroblastoma has continued to improve over the last five years," says Giselle L. Sholler, MD, the director of the Isabella Santos Foundation Solid and Rare Tumor Program at Levine Children's. "For example, one drug we've been studying, DFMO, has changed outcomes. Before, over 35% of kids were relapsing. Now less than 15% of kids on this drug are relapsing."

One drug can change so many lives. And now, some of those precision drugs that bring hope to pediatric patients at Levine Children's will be discovered, right here in our own backyard.



*Caroline's PEACH Foundation presented a check for \$200,000 last fall to help underwrite DIPG treatment – known as the P.E.A.C.H. Protocol – Precision mEdicine and Adoptive Cellular tHerapy. This gift is part of a larger \$1.6 million pledge from the organization.*

*Pictured (L-R): Javier Oesterheld, MD; Giselle Sholler, MD; Tina Kanis, Founder of Caroline's PEACH Foundation; Stacy Nicholson, MPH, Sara H. and Howard C. Bissell Endowed Chair and president of Atrium Health Levine Children's; and Meg Willit, Caroline's PEACH Foundation.*



## THE ISABELLA SANTOS FOUNDATION HONORS THEIR NAMESAKE'S "SWEET SIXTEEN"

On March 9, The Isabella Santos Foundation organized a special Star Light Star Bright Luminary Dedication Event in honor of what would have been their namesake Isabella's "Sweet Sixteen" birthday. Leading up to the event, community supporters were invited to purchase a luminary to help honor loved ones affected by cancer and signify the fight to cure pediatric cancer. This meaningful event raised more than \$100,000 to support Dr. Giselle Sholler's P.E.A.C.H. Protocol clinical trial at Levine Children's.



1,600 luminaries lit up the front lawn of Calvary Church, where Isabella was laid to rest.



The Uptown skyline turned purple on March 9 in honor of Isabella's birthday and of other children with cancer.

## JE DUNN CONSTRUCTION DONATES \$15,000 TO ATRIUM HEALTH'S COVID-19 FEEDING PROGRAM

JE Dunn Construction continues to impact the lives of individuals and families across the Greater Charlotte community by supporting philanthropic initiatives at Atrium Health Foundation. The company's recent gift of \$15,000 will be directed to the Atrium Health COVID-19 Feeding Program to support those who have tested positive for COVID-19. The program, which was established last year, delivers food, medications, and essential supplies to low-income individuals and families to ensure they can safely and effectively quarantine.

With community and corporate support, the program will continue to provide critical items so that families can quarantine without hardship. Thanks to JE Dunn's most recent donation, Atrium Health will also be able to expand deliveries of basic supply bags for patients in need to Cleveland, Gaston, York, SC, Union, Anson, Cabarrus and Stanley Counties.

Representatives from JE Dunn Construction presented a check for \$15,000 to support the Atrium Health COVID-19 Feeding Program. ➤





# Morris-Jenkins

## HELPS PATIENTS CELEBRATE THE BIG WINS

**M**orris-Jenkins, the official air conditioning, heating and plumbing service provider of the Carolina Panthers, continues to build upon the company's long and successful track record of service to our community and children's health. In 2020, the company teamed up with the Carolina Panthers to launch "Kicks for Kids," a charitable initiative in which \$1,000 was donated to Levine Children's Hospital every time the Carolina Panthers made a field goal. The program (which will continue next season) scored \$15,000 to support Levine Children's Hospital's patient recognition and Child Life programs, which help to celebrate every milestone in a child's life and medical journey.

Off the field, Morris-Jenkins employees and owner Dewey Jenkins individually opened their hearts once again for Levine Children's patients, contributing \$60,000 in 2020 to support Levine Children's Hospital's special recognition program, which celebrates the big wins in patients' lives—the end of cancer treatment, a transplant success, birthdays, and much more. Ever since his own grandchild, Jack, received life-saving care at Carolinas Medical Center, now home to Levine Children's Hospital, Mr. Jenkins has led his company to raise funds year-round through employee giving campaigns, raffles, and the annual Secret Santa Radiothon. Through their generosity, Morris-Jenkins continues to help put Levine Children's on the map as a destination for world-class and patient-centered care.



# KICKS FOR KIDS

PRESENTED BY



(L-R) Levine Children's VP and Facility Executive Callie Dobbins celebrates big with Dewey Jenkins.



## **RELEVANT ENGINEERING SUPPORTS LEVINE CANCER INSTITUTE WITH \$10,000 GIFT**

A new firm with an impressive commitment to philanthropy, Relevant Engineering has already made a prominent impact in the Charlotte community. The electrical engineering company recently contributed \$10,000 to the Levine Cancer Institute Advancement Fund to support the areas of greatest need at LCI. Led by Founder Ryan Baird, Relevant Engineering has completed work on several Atrium Health facilities, including the expanded main campus of Levine Cancer Institute.



## **EPIC GIVES GENEROUSLY TO PATIENT CRITICAL NEEDS PROGRAMS AT ATRIUM HEALTH**

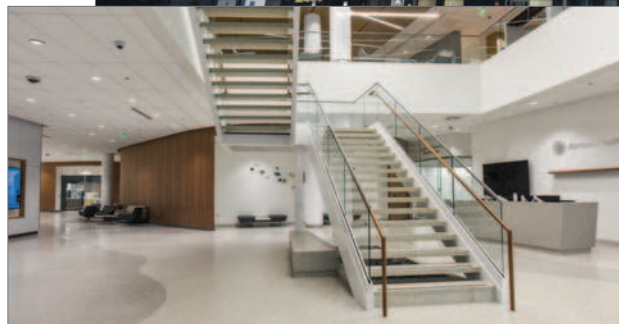
For more than 40 years, Epic has been doing business “with the patient at heart.” Over the years, the health information technology provider has supported initiatives at Atrium Health, including the Children’s Special Needs Fund at Levine Children’s Hospital. Most recently, Epic made a generous donation to Atrium Health Foundation, with funds split evenly between the Levine Cancer Institute Critical Needs Fund and Atrium Health’s COVID-19 Feeding Program. This gift will help members of our community who have been most deeply affected by the COVID-19 pandemic.



## CARDIAC REHABILITATION: A PATH TO A SAFE, EFFECTIVE RECOVERY

After patients experience a serious heart event – including a heart attack, open-heart surgery or angioplasty – cardiac rehabilitation makes a big difference in their recovery and resilience. Since opening a second campus of Sanger Heart & Vascular Institute in Charlotte this April, the Institute's cardiac rehabilitation program has gained a new clinic location in addition to its Pineville and Monroe locations, offering even more patients a path to recovery and heart health. A cornerstone of Atrium Health's patient-centered approach to care, the cardiac rehabilitation program supports heart patients through a multidisciplinary approach that combines education, diet, and exercise. Cardiac rehab teaches patients how to live a heart-healthy lifestyle, offering insight on diet, activity, medication, emotional health and more. It also shows patients how to exercise after a heart event. Nurses give each patient a long-term exercise program suitable for them, and they monitor those exercises to ensure safety.

The newly built, 13,000 square-foot Kenilworth location of cardiac rehabilitation includes a demonstration kitchen and meditation room, as well as new exercise equipment and a telemetry system. The kitchen will be utilized by all of Sanger Heart & Vascular Institute to provide heart-healthy cooking demonstrations for current patients and for the community. The meditation room, including a simulated water feature for relaxation, is a welcomed stress management resource for patients recovering from major cardiac events. Philanthropic support for the new facility also helps to underwrite the purchase of essential medical supplies that are also offered to patients in-person as well as to those who are seen remotely.





# Nalibotsky Family ADVANCES CARDIAC CARE

For nearly two decades, the Nalibotsky family has helped to advance cardiac care at Atrium Health Sanger Heart & Vascular Institute (SHVI), contributing nearly \$500,000 to the Nalibotsky Family Heart Transplant Fund. The fund, which was established in 2003 following Philip Nalibotsky's lifesaving heart transplant, recognizes the exceptional care he received from Dr. Theodore Frank, medical director of the Heart Failure and Transplant program at SHVI.

Sanger Heart & Vascular Institute has been on the leading edge of cardiac care for over fifty years, providing the region's only heart transplant program. The Nalibotsky Family Heart Transplant Fund is dedicated to supporting this world-class program by sustaining transplant research, continuing education, family support services, and patient care advancements. In addition to his commitment to the heart transplant program, Philip Nalibotsky was instrumental in establishing the annual Cupid's Cup 5K, which has raised over \$1 million to benefit Atrium Health's Cardiac Rehabilitation program.

With his passing in 2008, Philip's family now carries on his legacy of giving, working closely with Dr. Frank – the transplant cardiologist who gave their father a second chance at life – to impact the lives of other families across the region. Throughout the years, one thing has remained certain: the Nalibotsky family has a heart for giving back.



1. Philip Nalibotsky, 1937-2008, pictured with his late wife Myra Nalibotsky in 2003.



2. Philip's oldest son Albert Nalibotsky (front R) now manages the family fund with (pictured) his wife, Janice, and sons Nathan and Evan; and (not pictured) his aunt Linda Saltz and brothers Abram and Ivan.



3. Dr. Theodore Frank, medical director of the Heart Failure and Transplant program at Sanger


"OUR ENTIRE TRANSPLANT TEAM IS DEEPLY INDEBTED TO THE NALIBOTSKYS FOR THEIR GENEROSITY IN ESTABLISHING THIS FUND, WHICH SUPPORTS SO MANY ASPECTS OF OUR PROGRAM."

- DR. THEODORE FRANK

# A Transformation *from Heart Patient* *– to Heart Champion*

**H**aving endured incredible losses and health setbacks in 2020, heart champion George Washington III turned his experience of surviving and recovering from a heart attack into an opportunity to lend his voice to a cause near and dear to his heart – the cardiac rehabilitation program at Sanger Heart & Vascular Institute. After losing his father to COVID-19 last summer and then battling the virus himself for three brutal weeks, the newlywed and avid runner had his eye on the future and better days to come. Then George's heart health took an unexpected turn. Though he didn't fit the profile of someone at risk to have heart problems, the severe chest pain he experienced one morning last September made it clear to George: he was having a heart attack. George's decision to act quickly and call 911, followed by the care he received at Atrium Health, saved his life.

Sanger Heart & Vascular Institute's cardiac rehabilitation program, which helped restore George's health, gave him the rewarding opportunity to help shine a light on heart health and the importance of giving back. This February, the professional voice actor lent his talent to the Cupid's Cup Virtual 5K as the official heart champion for the cause in 2021. "There is a camaraderie there and the safety and observation of what you're doing," George shared about his experience in cardiac rehab. "I have tools. I know what I have to do. I know who I have to reach out to so I can stay moving forward."

A large photograph of George Washington III, a Black man with glasses and a goatee, wearing a purple button-down shirt. He is positioned in front of a professional microphone on a boom stand, set against a wood-paneled background. In the bottom left corner of this image, there is a smaller inset photo of George in a hospital bed, looking towards the camera with a slight smile.

*Heart champion George Washington III is a full-time, professional voice actor. A national talent, George has worked with producers of television, radio, audiobooks, animation, and much more. This February George lent his voice to a new cause – the Cupid's Cup 5K.*



## **CUPID'S CUP: ENSURING CARDIAC REHAB FOR THOSE WHO NEED IT**

Everyone who needs cardiac rehab deserves to have access to it. But for some, it's a financial obligation that's out of reach. That's the reason behind the Cupid's Cup 5K and 1-Mile Walk, which began 17 years ago and has grown into a beloved community fundraiser – especially for graduates of the cardiac rehabilitation program at Sanger Heart & Vascular Institute. This year, the Cupid's Cup 5K took on a virtual format. Organizers encouraged runners to take part from a safe distance, using the slogan, "Run Where You Are," and offered flexible options for supporters to participate in the 5K virtually and fundraise during Heart Month. With support from participants and event sponsors – Sanger Heart & Vascular Institute, K & L Gates, Piedmont Plastics, Chick-fil-A, LSI and AM King – the Cupid's Cup 5K generated \$37,000 to benefit cardiac rehabilitation clinics at Atrium Health's Pineville, Kenilworth Avenue, and Union clinic locations, including scholarships to support the recovery of patients seeking cardiac rehabilitation following a major heart event.

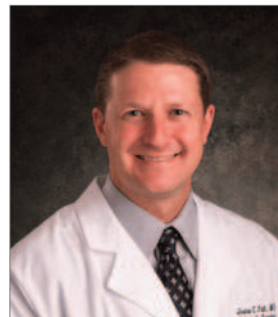


# Sarcoma Research Trial RECEIVES NATIONAL RECOGNITION

## FOUNDATION'S EFFORTS FOR SARCOMA RESEARCH AT LEVINE CANCER INSTITUTE CULMINATE IN RECORD-BREAKING YEAR

Last year was record-breaking in many ways, and for The Paula Takacs Foundation, 2020 signified their most successful fundraising year to date, resulting in a \$225,000 donation to Levine Cancer Institute's sarcoma research program. In accepting the contribution during a virtual celebration, Dr. Jeff Kneisl, chair of orthopedic oncology, said, "We're using this to

enhance our world-class care and provide personalized medicine through translational research for the benefit of sarcoma patients treated at Levine Cancer Institute and Levine Children's."



**Joshua Patt, MD**  
Vice Chair of Education,  
Musculoskeletal Institute

A significant amount of the Foundation's funds was raised last spring through their annual Sarcoma Stomp, which virtually welcomed over 50,000 "stompers," including Levine Cancer Institute sarcoma patients, their families, survivors, and Atrium Health teammates.

The Paula Takacs Foundation also received a nod at the American Society for Clinical Oncology (ASCO) Conference, where LCI's Dr. Michael Livingston presented the significant findings of a clinical trial and credited the Foundation as the main benefactor behind the research.

"This year has really been an amazing year for us," reflected LCI's Dr. Joshua Patt, who is also a member of the Paula Takacs Foundation Board of Directors. "We had our [clinical] trial accepted for presentation at ASCO, which really helps put us on - and keep us on - the map for where they are doing great research in sarcoma."

Hank Povinelli, a participant in the clinical trial and a patient at Levine Cancer Institute, said, "When I think of LCI, the word hope comes to mind. The efforts by the Paula Takacs Foundation to help cure cancer are so generous and so necessary."

*Hank Povinelli, a participant in the trial  
and a patient at Levine Cancer Institute* ➤

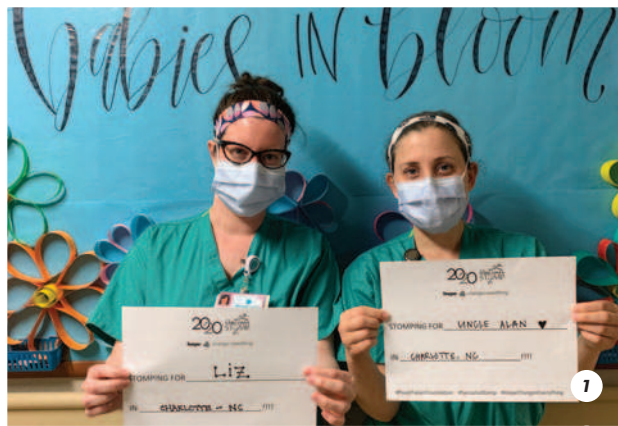


“WHEN I THINK OF LCI, THE  
WORD HOPE COMES TO MIND.  
THE EFFORTS BY THE PAULA  
TAKACS FOUNDATION TO HELP  
CURE CANCER ARE SO  
GENEROUS AND SO  
NECESSARY.”

— HANK POVINELLI  
LEVINE CANCER INSTITUTE PATIENT



# Sarcoma Stomp



**Pictured: (1-2 and 4-7):** In 2020, Sarcoma Stomp and Paula Takacs Foundations supporters from far and wide came together virtually to support sarcoma research at Levine Cancer Institute.

**Pictured (3):** Sue Udelson, Executive Director of the Paula Takacs Foundation for Sarcoma Research

# GRANTS



## **Mecklenburg County awards \$150,000 to support Atrium Health's Million Mask Initiative**

Last summer, following the state of North Carolina's face covering order, Atrium Health announced its Million Mask Initiative to supply individuals and families with face coverings in an effort to combat the coronavirus pandemic. Since then, Atrium Health has been working closely with Mecklenburg County, which recently granted \$150,000 to the Atrium Health Essential Needs Fund to support this initiative, to distribute masks to community members in need. As of February 2021, Atrium Health has distributed more than 2.4 million masks throughout the community.

## **Smart Start of Mecklenburg County Awards Innovation Grants**

Atrium Health Foundation has begun a new partnership with Smart Start of Mecklenburg County – a local not-for-profit organization that ensures children are healthy and prepared to succeed when entering kindergarten. With grants totaling \$41,500 from the organization, Atrium Health will seek to identify the root causes for racial disparities in maternal and infant mortality in Mecklenburg County by evaluating current services and programs for infants and families, convening stakeholders, and identifying opportunities to address social determinants of health. Additionally, through early intervention, Atrium Health will help elevate care for newborns who are exposed to potential toxic stress in utero and may be at-risk of facing ongoing psychosocial challenges in early infancy.

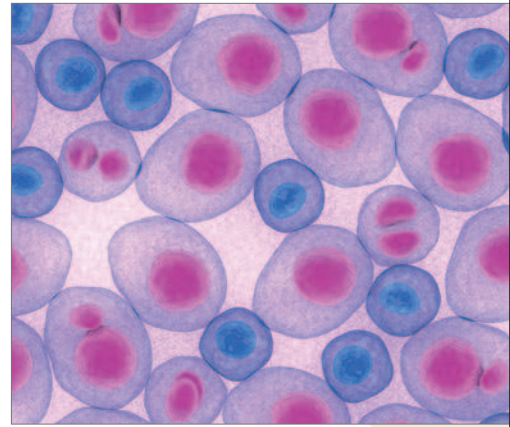




### Multiple Myeloma Research Consortium Awards Annual Grant to Levine Cancer Institute



Since 2016, Levine Cancer Institute has been a member of the Multiple Myeloma Research Consortium, advancing research for the disease in partnership with other cancer centers across the globe. The Multiple Myeloma Research Consortium recently awarded \$32,500 to support Phase I and II clinical trials at Levine Cancer Institute, which will accelerate clinical trials and drive results for patients.



### Colon Cancer Coalition Grants \$17,000 to Levine Cancer Institute's FIT For Life Program

Thanks to a \$17,000 grant from the Colon Cancer Coalition, residents of Mecklenburg, Gaston, Union, and Lincoln Counties will have improved access to life-saving colorectal cancer screenings and follow-up care provided by FIT For Life – a program of Atrium Health Levine Cancer Institute. Funding will help to address a significant, unmet need within these counties by providing uninsured individuals, many who are high-risk, with colorectal education and screenings at no cost. Since the program began, FIT For Life has provided comprehensive colorectal cancer education for 400 individuals, as well as 235 patient screenings and 13 follow-up colonoscopies.

### Foundation For The Carolinas Supports New Technology at Levine Children's

Foundation For The Carolinas has awarded two grants through its Children's Medical Fund to support the purchase of new medical equipment at Atrium Health Levine Children's. The first grant will fund three Spot Visions Screeners for Dr. Lyne Nuse. With these devices, Dr. Nuse and her team at Atrium Health Levine Children's Rocky River Pediatrics will be able to quickly and easily detect vision issues in pediatric patients.

Additionally, the community foundation has awarded a three-year grant of \$100,000 to support the Pediatric Cancer Translational Research Lab at Levine Children's Hospital and the work of Dr. Giselle Sholler. With this funding, the lab will purchase a spectral imager which will aid in future research and clinical trials.



# >>> GRANTS



## **Heineman-Robicsek Medical Outreach, Inc. Awards Multiple Grants to Advance Research Across Atrium Health**



For 80 years, Heineman-Robicsek Medical Outreach, Inc. has supported cutting edge research and humanitarian projects across the globe. The not-for-profit organization recently funded three separate grants to advance research across Atrium Health.

Through its sister foundation, The Heineman Foundation of New York, a \$49,000 grant has been awarded to the Carolinas Lymphoma and CLL Fund. This grant will continue to support the work of Dr. Nilanjan Ghosh as he studies peripheral blood immune profiling as a predictive biomarker for clinical outcomes in Diffuse Large B Cell Lymphoma – the most common type of non-Hodgkin lymphoma in the United States and worldwide.



Additionally, through the Heineman-Robicsek, James H. Heineman Endowment, a \$50,000 grant has been awarded to the SHVI Cardiovascular Surgery Fund to support the research of Dr. Jeko Madjarov as he develops a bioengineered tubular vascular graft for the treatment of ascending aortic aneurysm. A \$26,000 grant has also been awarded to the Carolinas International Medicine Fund and will support the international research of Dr. Lee Morris as she develops an antimicrobial stewardship program in Escuintla, Guatemala.



## **Jeff Gordon Children's Foundation Grants \$25,000 to Establish New Fund**

For more than 15 years, the Jeff Gordon Children's Foundation has partnered with Atrium Health Foundation to advance pediatric cancer research close to home, providing generous support for initiatives at Atrium Health Levine Children's. Most recently, the Jeff Gordon Children's Foundation awarded a \$25,000 grant to establish the Jeff Gordon Children's Foundation Pediatric Cancer Innovations Fund. The fund will support the latest in innovative medicine, research, clinical trials, cutting-edge technology, and health care delivery within Levine Children's Pediatric Cancer and Blood Disorders Division.



## DREAMCATCHER SOCIETY SPOTLIGHT: FRITZ AND ANN REHKOPF

Founding members of the Dreamcatcher Society, Ann and Fritz Rehkopf have been longstanding supporters of Levine Children's and devoted advocates for children's health. As parents and grandparents, the Rehkopfs' compassion for the region's sickest and most fragile pediatric patients — and for patients' families — has found a rewarding purpose in the hospital's giving society, whose members annually support some of the most vital medical resources Levine Children's Hospital offers to patients from birth through adolescence. Going above and beyond their annual commitment to the Dreamcatcher Society, in 2020 the Rehkopfs raised more than \$14,000 to support Levine Children's pediatric cancer research program through a private golf tournament hosted by the couple and their friends at the River Hills Golf Club in Lake Wylie.



*Dreamcatcher Society members  
Fritz and Ann Rehkopf are  
passionate about the health  
and well-being of children.*

Among the couple's most meaningful experiences as Dreamcatcher members was funding the Children's Hospital Area Transport System — a bright, colorful, and kid-friendly, mobile medicine-delivery system that exemplifies Levine Children's commitment to patient-centered and family-centered care. The Rehkopfs' generosity and commitment to Levine Children's continues to touch the lives of countless patients and inspire the generosity of others.

---

## FIFTH THIRD BANK SUPPORTS ATRIUM HEALTH MOBILE CORONAVIRUS TESTING CENTERS

Fifth Third Bank has committed additional support to coronavirus outreach efforts with a \$10,000 donation to Atrium Health's Coronavirus Mobile Testing Centers. Throughout the COVID-19 pandemic, the mobile testing centers have provided critical access to testing in underserved and minority communities, using Geographical Information System (GIS) data to locate hotspots where testing is most needed. Fifth Third Bank has remained a key partner as Atrium Health continues to provide equitable care to those disproportionately affected by the COVID-19 pandemic.





## Racing for a Miracle Program Provides Memorable Experiences for Levine Children's Patients

The 14th Annual Racing for a Miracle program – sponsored by ACE Hardware Foundation, Children's Miracle Network Hospitals, Stanley Black & Decker's Craftsman brand, and Erik Jones of Joe Gibbs Racing – created an unforgettable experience for four former patients of Levine Children's. Kyler, Zackery, Christian and Sofia were invited to be honorary Joe Gibbs Racing team members during the NASCAR Charlotte Cup Race, which took place in October 2020. This unique experience was accompanied by a \$100,000 donation from Craftsman to benefit Children's Miracle Network Hospitals, of which \$25,000 was directly donated to Levine Children's Hospital.



*Kyler, 12, underwent a successful heart transplant at Levine Children's Hospital in 2015.*

*Erik Jones of Joe Gibbs Racing teamed up with the Racing for a Miracle Program to provide hope and healing for deserving young patients.*





## Norsan Media Celebrates a Decade of Supporting Patients at Levine Children's

Thanks to generous community support, Norsan Media's 10th Annual "Milagros Para Los Niños" Radiothon raised over \$127,000 for Levine Children's Hospital. The event was broadcast live from Norsan Media's affiliate stations La Raza 106.1 FM, Hola News, Latina 102.3 FM, Estrella TV and La Zeta 107.5 FM. Listeners were moved by stories of hope shared by families of former and current patients from the Hispanic community. Atrium Health pediatric cardiologist Dr. Gonzalo Wallis also made a special virtual appearance, encouraging listeners to contribute to the cause.

Over the past decade, Norsan Media has raised nearly \$1 million to fund vital medical equipment, healthcare services, clinical research and patient and family support programs, helping to improve the health and well-being of children treated at Levine Children's Hospital.



*Norsan Media's network station La Raza 106.1 continues to be a prominent contributor to the radiothon.*



*As the medical director of the pediatric heart failure and transplant program at Sanger Heart & Vascular Institute, Dr. Wallis witnesses firsthand the significant impact philanthropy makes within our community and at Levine Children's Hospital.*



## Huffy Bicycles Teams Up with Chase Briscoe

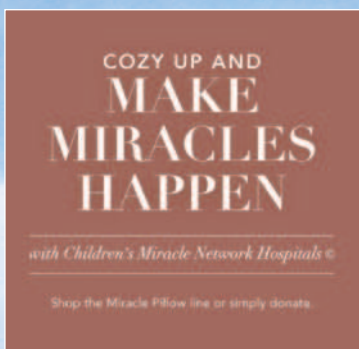
During the 2020 race season, Huffy Bicycles teamed up with NASCAR driver Chase Briscoe for a unique fundraiser to benefit Levine Children's Hospital. The Children's Miracle Network Hospitals partner committed to donating \$1,000 for every Chase Briscoe win. The season culminated with a commitment of more than \$10,000 to help patients treated at Levine Children's live their healthiest, best lives.



*NASCAR driver Chase Briscoe*

## Children's Miracle Network Hospitals Welcomes New Partner, Summer Classics Home

Children's Miracle Network Hospitals' new partner, Summer Classics Home, has jumped right in to help kids in a fun, unique way. The premier outdoor furniture retailer has partnered with 12-year-old CMN Champion Gabby to design a custom line of "miracle pillows." A portion of sales through this initiative, along with customer donations, will support Levine Children's and other CMN Hospitals.



*Gabby, age 12, helped design the custom line of "miracle pillows."*



## The Ballantyne Hotel Creates a Magical “Gingerbread Lane” Experience

Each holiday season, local gingerbread artists are invited to construct festive gingerbread creations as part of the Ballantyne Hotel’s Gingerbread Lane fundraiser. During the month of December, community members can visit the hotel’s display and vote for their favorite creation and, with each vote, guests are asked to make a monetary donation in support of Levine Children’s Hospital.

This year, the Ballantyne Hotel modified the event to adhere to the state of North Carolina’s Phase 3 reopening plan, requiring all attendees to wear masks and practice social distancing. Despite the new restrictions, the 2020 Gingerbread Lane raised more for Levine Children’s than ever before – nearly \$13,000 thanks to the generous spirit of our community.



*Festive gingerbread houses helped make the season bright during the 2020 Gingerbread Lane.*

## Ollie’s Bargain Outlet Teams Up With Children’s Miracle Network Hospitals

In 2020, Ollie’s Bargain Outlet, Inc. (Ollie’s), one of America’s largest chains of discount retail stores, announced a national partnership with Children’s Miracle Network Hospitals. As both organizations focus on the importance of healthy communities, funds raised at eight local Ollie’s locations will benefit Levine Children’s Hospital. During the first campaign, Ollie’s customers were invited to donate at the register and ultimately raised more than \$9,000.





# Sandra Goldman's Personal Journey

## INSPIRES A COMMUNITY TO ACTION

Until her early forties, Sandra Goldman led a relatively normal and healthy life as a wife, mother of four, and working professional. It was during a routine screening mammogram at the age of 42 that she would begin a 11-year battle with breast cancer and, in the process, become a champion for women battling the disease.

In 2010, Sandra was diagnosed with Stage II breast cancer and underwent a single mastectomy, followed by four rounds of chemotherapy. After five years of hormone therapy, she was officially declared cancer free in December 2015. Shortly after, Sandra noted some discomfort in the same area and a diagnostic mammogram confirmed that her cancer was back. This time it had invaded her pectoral muscle. Led by Dr. Julie Fisher at Levine Cancer Institute, Sandra's care team aggressively treated the local breast cancer recurrence with 16 rounds of chemotherapy and 30 rounds of radiation. She was diagnosed and treated for a third time in June 2016. Now ten years after her initial diagnosis, Sandra is battling her fourth round of breast cancer, all while raising funds for Levine Cancer Institute: Project PINK.



1. Sandra with her family in late 2010 just before she would begin her breast cancer battle. Photo by Paula Caron. 2. Sandra's radiation oncologist, Dr. Roshan S. Prabhu, and care team helped celebrate her completion of 30 rounds of radiation in late 2016. 3. A more recent family portrait from early 2019. Just a few months later Sandra would be diagnosed for a third time. Photo by Peter Safir. 4. Sandra's oncologist Dr. Julie Gottlieb Fisher has become a dear friend to her throughout the years. Here they are pictured in 2017 after receiving the news that there was "no evidence of disease." 5. Sandra participating in 24 Foundation's 2017 "24 Hours of Booty" fundraiser alongside Dr. Chasse Bailey-Dorton, MSPH, Chief of Integrative Oncology at Levine Cancer Institute, who continues to support her in her long journey.







## A Passion for Giving Back

Despite multiple diagnoses, Sandra maintains a positive outlook and has spent much of her life devoted to philanthropy and volunteerism, supporting countless women's health initiatives. After learning about Levine Cancer Institute: Project PINK, and its mission to increase access to life-saving mammography screenings, Sandra wrote a personal letter to friends and family requesting donations to the program. To date, she has helped raise nearly \$34,000 to support the initiative. Sandra's advocacy for women's health recently earned her an Atrium Health "Pink Partner Pinnacle Award."



## FRIENDS AND FELLOWS SUPPORT VACCINE INITIATIVE

A unique partnership between two community organizations is helping to remove barriers to access for the COVID-19 vaccine.

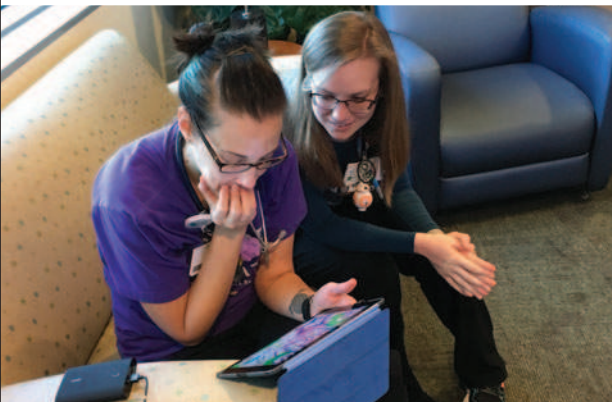
Good Friends Charlotte and The Good Fellows Club – both committed to assisting families in crisis and inspiring hope – collectively donated \$75,000 to support Atrium Health's "Community Immunity For All" campaign to provide vaccinations to those most disproportionately affected by COVID-19. The gift will go directly to offset the costs that accompany programs of such large size and scope, including: PPE for front-line workers and volunteers, cooling and hydration items, food and water for onsite workers, transportation, parking, and education materials.

"Members of the Good Fellows Club took special note of the lengths healthcare workers undertook to serve our community during this pandemic," said Richard "Stick" Williams, President of The Good Fellows Club. "The *Community Immunity for All* initiative provided the perfect opportunity for Good Fellows to partner with Atrium Healthcare to aggressively take the COVID vaccine into underserved communities."

An important component of the new initiative is Atrium's Roving Medical Vaccine Unit, which to date has administered over 8,400 vaccines in underserved communities at more than 20 community host sites, including a variety of churches and organizations serving largely African American and Hispanic populations. People of color represent 72% of those vaccinated at these roving units.







## ***THE HEALING POWER OF ART: Hospital Rooftop Transformed for the Benefit of Levine Children's Patients***

For Speedway Children's Charities, to care for the needs of children means caring for the whole person – mind, body, and spirit – and helping children thrive so they can achieve their goals and dreams. For artist Jonathan Grauel and an outstanding team from Levine Children's pediatric intensive care unit, the same vision holds true. Thanks to a gift from the Charlotte Chapter of Speedway Children's Charities, the Charlotte-based artist was commissioned to transform the rooftop view adjacent to patient rooms where children are recovering from serious illnesses or injuries, bringing a special form of healing to children and families at a time when they need it most. Inspired by the designs of patients, families, and medical providers who participated in artist-led workshops, the artist's "Levine Village" includes a 123-foot mural and 11 diorama sculptures that will continue to uplift patients and medical teams at Levine Children's for years to come.



## BILLY-O GOLF TOURNAMENT

An individual who lived life to the fullest, Billy Orman was a devoted family man and friend to many. His loved ones and friends share fond memories of his kindness, humor and generosity, and carry on his legacy today through the Billy-O Golf Tournament, which raises vital funds to support the Carolinas Neuromuscular/ALS-MDA Center at Atrium Health. After his passing, following a four-year battle with ALS, Billy's family members and friend John Taylor established the annual golf tournament as an instrument of healing, hope, and as a tribute to Billy and his love of the sport.

In 2020, the Billy-O Golf Tournament raised \$15,000 to benefit ALS research conducted at the Carolinas Neuromuscular/ALS-MDA Center under the leadership of Leo F. McCluskey, MD. As Billy's own disease progressed, he moved from Auburn, New York, to Charlotte to receive treatment at the Neuromuscular/ALS-MDA Center. Though Billy did not survive to see a cure for this devastating disease, he actively participated in clinical trials with the hope that he could make a difference for future patients battling ALS.

"We hope that someday soon there will be advanced treatments and a cure for someone diagnosed with this disease," said Katie Orman, Billy's younger sister. "To know we are contributing to that in some way is heart-warming."

The Billy-O Golf Tournament has become a healing reunion and cherished opportunity for Billy's closest friends and family members to honor his memory and his desire for researchers to one day soon discovery a cure for ALS.



*Pictured (L-R): Sara Piner, Director of Gift Planning at Atrium Health Foundation; Shivangee Thorne, MSW, Atrium Health Neurosciences Institute; Darlene Orman, and Leo F. McCluskey, MD, Atrium Health Neurosciences Institute.*

**With the support of philanthropy, the Carolinas Neuromuscular/ALS-MDA Center continues to advance leading-edge clinical research for ALS,** while expanding its infrastructure to serve patients with greater frequency and efficiency. Most importantly, community support has helped the Center earn international recognition for its clinical expertise and pioneering medical research, including designations among a select group of medical institutions to host and offer Phase III studies for ALS patients.

## 24 FOUNDATION'S INAUGURAL 24,000 MILE CHALLENGE SUPPORTS LITTLE HEROES

Beginning on January 9, 2021, everyday superheroes took to the streets, neighborhood parks, and their own backyards to join 24 Foundation for the inaugural “24,000 Mile Challenge.” The two-day virtual event, which encouraged community supporters to collectively complete 24,000 miles of activity, raised over \$41,000 to support the greatest heroes of all – children battling cancer.

To date, 24 Foundation has raised more than \$5.5 million collectively for Levine Cancer Institute and Levine Children's Hospital through community fundraising events, supporting adult and pediatric cancer survivorship and wellness programs.



*(L-R) Wren Jansen (far left), Levine Children's patient and leukemia survivor; Jennifer Pope, MD, (top) Director of Supportive Medicine, Levine Children's Cancer & Blood Disorders; and Chasse Bailey-Dorton, MD, (bottom) MSPH, Chief of Integrative Oncology, Levine Cancer Institute Department of Supportive Oncology.*

### CANCER SURVIVORSHIP AND WELLNESS PROGRAM

A common thread that connects all people facing cancer is the need for a good support system. And Levine Cancer Institute's Department of Supportive Oncology offers just that in its Cancer Survivorship and Wellness program which is designed to support patients, as well as their family members and caregivers, throughout their cancer journeys. The program aims to decrease negative symptoms associated with cancer treatment, to improve patients' health, to facilitate recovery, and nurture patients' overall well-being.



## RODGERS BUILDERS REMAINS STEADFAST IN COMMITMENTS TO ATRIUM HEALTH IN 2020

Demonstrating its deep-rooted commitment to healthcare philanthropy, Rodgers Builders has made a mark on more than just the physical footprint of Atrium Health. The company has generously partnered with Atrium Health Foundation to support significant programs over the past year and has improved the lives of patients in our community.

The challenges of 2020 didn't diminish Rodgers Builders' dedication to Atrium Health patient programs, which benefited from the contractor's commitment of \$25,000 to the 2020 Levine Children's Gala and its co-presenting sponsorship of the 10th and 11th Annual Keep Pounding 5K. Additionally, as an early supporter of the Atrium Health Essential Needs Fund, and a leading corporate benefactor of Levine Cancer Institute's Emergency Patient Feeding Program, Rodgers Builders has made a lasting impact on the health of frontline healthcare workers and medically fragile patients in need.



*Rodgers Builders employees helped celebrate the 2020 Virtual Keep Pounding 5K, each completing their own race from the safety of their home or neighborhood.*

## ***SPIRIT HALLOWEEN CONTINUES TO SUPPORT LEVINE CHILDREN'S CHILD LIFE PROGRAM***

As North America's largest Halloween store franchise, Spirit Halloween helps bring the excitement, thrills, and chills of Halloween to customers each year. Since 2008, Spirit Halloween has brought that same magic to patients at Levine Children's Hospital through its Spirit of Children Program, which collects in-store donations for local Children's Miracle Network Hospitals and provides memorable Halloween experiences for patients during their hospital stay. In 2020, Spirit Halloween associates and customers raised \$89,000 to support Levine Children's Hospital's Child Life program. To date, local Spirit Halloween stores have helped raised \$477,000 for this vital patient program, which provides an essential psycho-social and emotional support system that helps patients and their families.



*Members of Levine Children's Child Life department gratefully accepted Spirit Halloween's generous support for their program in 2020.*



SAVE THE DATE • SAVE THE DATE • SAVE THE DATE • SAVE THE DATE • SAVE THE DATE



**Register or donate this April at [KeepPounding5K.org](https://KeepPounding5K.org)**

# ***KEEP POUNDING 5K***



## SCOPE ANESTHESIA SUPPORTS WOMEN'S HEALTH SERVICES AT ATRIUM HEALTH

As Atrium Health's trusted anesthesia provider, Scope Anesthesia of North Carolina works closely with care teams to deliver exceptional patient care. The company's commitment to the safety and well-being of its patients extends beyond hospital walls and into our communities' backyards as they continue to support the work of local charitable organizations, including philanthropic initiatives at Atrium Health Foundation.

Through Atrium Health's annual employee giving campaign, Scope Anesthesia's providers recently made their largest contribution to date – \$42,000 to benefit the Women's Health Services Advancement Fund at Atrium Health Foundation. This contribution will support the work of Suzanna J. Fox, MD – Deputy Chief Physician Executive, Atrium Health; Enterprise Service Line Leader, Atrium Health Women's Care Service Line – funding research and programs that improve access to care for all women.



*Suzanna J. Fox, MD – Deputy Chief Physician Executive, Atrium Health; Enterprise Service Line Leader, Atrium Health Women's Care Service Line*

SAVE THE DATE • SAVE THE DATE • SAVE THE DATE • SAVE THE DATE • SAVE THE DATE



### ***It Takes a Village*** **MAY 31-JUNE 5**

"Keep pounding" cancer this spring by participating in a special, virtual event that welcomes supporters of all ages. Join in, from the safety of your home or neighborhood, and raise awareness and funds for cancer research at Levine Children's Hospital and Levine Cancer Institute.

***KeepPounding5K.org***



## INNER CIRCLE EVENTS GAIN MOMENTUM IN THE VIRTUAL SPACE

While healthcare, along with the rest of the world, has pivoted from its traditional format, Atrium Health Foundation has followed suit by hosting virtual events to stay connected with donors. The Inner Circle give donors a closer look inside Atrium Health with presentations from our experts on vitally important medical innovations, social impact programs, breakthrough clinical research, and other medical advances made possible through philanthropy.

In November, the Inner Circle focused on “Coping with COVID-19” and highlighted Atrium Health’s pioneering approach to behavioral healthcare, including its virtual care model that has proven to increase much-needed access to behavioral health screenings and support services across our community. At the close of 2020, attendees heard from leaders of Carolina’s Rehabilitation about the bright future of rehabilitation care at Atrium Health, as the construction of a new Carolinas Rehabilitation headquarters is underway. This February, the Inner Circle, hosted by NBC Charlotte’s Beth Troutman, featured a panel discussion on the latest cancer care developments at Levine Cancer Institute. Featured speakers included: Dr. Derek Raghavan, president of Levine Cancer Institute, Dr. Declan Walsh, director of supportive oncology, and Mellisa Wheeler, director of disparities and outreach. Guests also heard from a group of leading oncologists in breast, GI, and colon cancer, each of whom highlighted the role of philanthropy in driving medical research, cancer outreach, and integrative oncology.

The  
**Inner  
Circle**

Where innovation  
and inspiration meet

### Special thanks to our Inner Circle speakers and panelists:

**Ken D. Haynes, MSHA, MBA, FACHE,**  
*President of the Greater Charlotte  
Region for Atrium Health*

**Martha Whitecotton, RN, MSN,**  
*Senior Vice President, Behavioral  
Health Service Line*

**Wayne Sparks, MD,**  
*Senior Medical Director, Behavioral  
Health Service Line*

**Cheryl Dodds, MD,**  
*Medical Director - Mindy Ellen  
Levine Behavioral Health Center*

**Rabiya Hasan, MD,**  
*Director of Child & Adolescent  
Psychiatric Services*

NBC Charlotte’s **Larry Sprinkle**

**William Bocknek, MD,**  
*Chief Medical Officer,  
Carolinas Rehabilitation*

**Vishwa Raj, MD,**  
*Medical Director,  
Carolinas Rehabilitation*

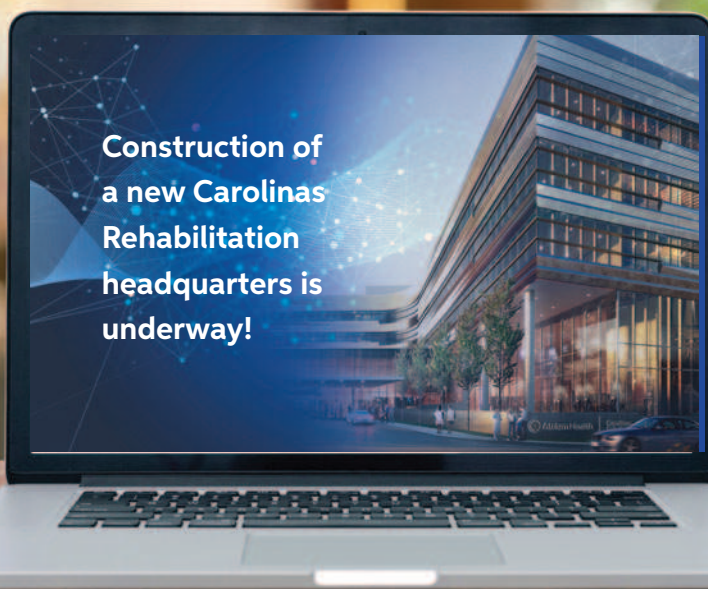
Atrium Health CEO **Gene Woods,**  
**MBA, MHA, FACHE**

NBC Charlotte’s **Beth Troutman**

**Derek Raghavan, MD, PhD, FACP,  
FRACP, FASCO, FAAAS**  
*President, Levine Cancer Institute*

**Declan Walsh, MD, MSc, FACP, FRCP**  
*Director, Supportive Oncology,  
Levine Cancer Institute*

**Mellisa Wheeler, BSW, MHA,**  
*Director, Disparities and Outreach,  
Levine Cancer Institute*





# Levine JCC Virtual Kids Triathlon

APRIL 25-MAY 24

Swim, Bike, and Run from a distance at your own pace!



## Benefiting:

*The Adaptive Sports & Rehabilitation Program and Levine Children's Pediatric Rehabilitation Pavilion*

### PRESENTED BY

**The Leon Levine  
Foundation**

### SPONSORS

#### Marathoners:

Ally Financial  
Atrium Health Foundation  
Sanger Heart & Vascular Institute

#### Sprinters:

Action Plus Ideas  
Regal Foundation

#### Warriors:

The William and  
Patricia Gorelick  
Family Foundation  
Rodgers Builders  
Moore Van Allen

#### Friends:

Brownlee Jewelers  
Haley & John Timperio  
Jewish Federation of  
Greater Charlotte

**Register your child today at [LJCKidsTri.org](https://LJCKidsTri.org)**

# National NURSES MONTH

MAY 2021



**Honor an Atrium Health Nurse or nursing student through the Nursing Stars Program:  
[AtriumHealthFoundation.org/Nurses](https://AtriumHealthFoundation.org/Nurses)**

# GIFT PLANNING

## PLAN FOR TOMORROW, TODAY

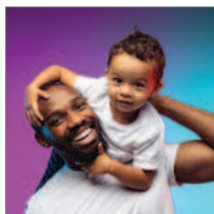
It is a new season in life and there is no better time to think about your future. As you reflect on all you have done with your life, what legacy do you want to leave? If you do not have a will or estate plan, now is the time to create or update yours. When you do, you will find ways to:

1. Leave more for your family and the causes you support.
2. Create income for you, your spouse, and your family.
3. Ensure you leave the legacy you want.

With even a simple plan, you can protect your family and leave a legacy that reflects your life's work.

## SUPPORTING ATRIUM HEALTH FOUNDATION THROUGH YOUR ESTATE

Atrium Health Foundation supports world-class programs, services, and facilities, such as:



**Levine Children's**  
Expert primary and specialty care for children



**Levine Cancer Institute**  
World-class cancer care close to home



**Sanger Heart & Vascular Institute**  
Specialized care for every heart condition



**Neurosciences Institute**  
Advanced brain and spine expertise



**Musculoskeletal Institute**  
Top orthopedic, sports medicine and spine care



**Women's Care**  
Personalized care for your health journey

**Gift by Will (Bequest)** - Include specific language in your will or trust naming Atrium Health Foundation as the beneficiary of a testamentary gift. Simply specify a specific dollar amount, a percentage of your estate or the residue of your estate.

**Beneficiary of your IRA or Retirement Plan** - Name Atrium Health Foundation as the beneficiary of your retirement funds (e.g. IRA, 401(k) or 403(b) plans) to reduce or eliminate taxes completely.

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!

Please let us know if you have already included Atrium Health in your estate plans as we would like the opportunity to properly thank you.

**For more information contact Sara E. Piner, CAP®, Director of Gift Planning: [Sara.Piner@atriumhealth.org](mailto:Sara.Piner@atriumhealth.org)**

*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.*





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 E. 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**





208 East Boulevard, Charlotte, NC 28203  
atriumhealthfoundation.org

NONPROFIT ORG  
US POSTAGE  
**PAID**  
CHARLOTTE, NC  
PERMIT # 3156



Join

## JOIN THE ATRIUM HEALTH Young Ambassadors

For more than a decade, Atrium Health's Young Ambassadors program has celebrated kids and teens who are making an extraordinary impact in the lives of Atrium Health patients through philanthropy. From youth-organized lemonade stands, to bake sales, and birthday donations, our young ambassadors' selfless service and ingenuity deserve our thanks and recognition.

Aspiring Young Ambassadors...you also can make a difference by donating funds or organizing fundraising events to support patients of all ages and backgrounds at Atrium Health. We want to hear from you! What are your fundraising plans and goals for 2021? What are your hopes and dreams for patients of Atrium Health? We want YOU to be part of our next annual Young Ambassadors celebration (Fall 2021).

*To become an Atrium Health Young Ambassador, or to refer a child or teen who has demonstrated Young Ambassador qualities, contact Madeline Yih at [Madeline.Yih@atriumhealth.org](mailto:Madeline.Yih@atriumhealth.org).*