

24 Foundation IMPACT REPORT

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MISSION:

To inspire and engage communities to make an immediate impact on the lives of those affected by cancer.

2024



To Our 24 Foundation Supporters and Friends,

Gratitude never quite feels big enough when we reflect on the extraordinary impact YOU continue to make. Because of this community, 2024 was a year of powerful momentum, growing participation, deeper engagement, and meaningful dollars raised to support those navigating cancer.

Across our full event portfolio from the energy of 24,000 Meter Row, the camaraderie of Bourbon for Booty, the family-centered spirit of Superhero Stomp, the adventure of Dam to Dam Paddle, and the powerful reunion that is 24 Hours of Booty, more than 1,000 in-person cyclists, 30 virtual participants, and dozens of walkers, paddlers, and rowers from over 20 states united behind one purpose. Together, we raised more than \$1,800,000 to fund cancer navigation and survivorship programs transforming lives in our community and beyond.

Each gathering throughout the year from spring activations, summer miles on the Booty Loop, fall celebrations, and year-end moments of reflection, demonstrated what makes this community so extraordinary: you show up. Year after year. For patients, for families, and for one another.

In 2024, we also celebrated the fulfillment of a landmark milestone: the completion of our five-year, \$1.75 million commitment to Atrium Health Foundation, directly supporting life-changing cancer care at Levine Cancer Institute and Levine Children's Hospital. This is what sustained commitment looks like. This is what impact looks like.

At 24 Foundation, our promise remains unwavering. We will always SHOW UP for the cancer community. Because of you, our neighbors receive critical navigation, survivorship support, and hope when they need it most. Thank you for standing with us and for being agents of change. Here's to an even more impactful 2025.

With deepest appreciation,

A handwritten signature in black ink that reads 'Katherine O. Murphy'.

24 FOUNDATION BY THE NUMBERS



- **8,000 Spectators**
- **104 Total Team Fundraising Events**
- **400+ Volunteers**
- **1,200+ Participants**

**5-year average listed*

♥ **\$0.74**

of every dollar is spent on mission-related expenses

♥ **\$29M+**

Raised since inception

♥ **27,000+**

Participants since inception

♥ **\$1.8M+**

Raised in 2024

When we come together, our impact multiplies. Together, we inspire action, mobilize resources, and create meaningful change for those navigating cancer.

While our flagship event may last just 24 hours, the impact extends far beyond a single day. It lives in the year-round commitment of our participants, volunteers, partners, and the individuals and families we serve. It shows up in every mile ridden, every dollar raised, every story shared, and every act of support.

Because of this community, hope is not fleeting — it is sustained. Healing is not isolated — it is strengthened. And the trajectory of cancer care is not static — it is being reshaped.

Thank you for continuing to show up, to lead, and to stand with us. Your commitment makes a difference every single day.



OUR IMPACT

2024 Primary Beneficiaries



Atrium Health
Levine Cancer Institute



Atrium Health
Levine Children's

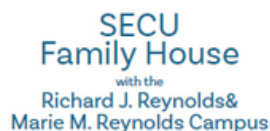
In 2024, we fulfilled our 5-year, \$1.75M commitment to Atrium Health Foundation, distributed across Levine Cancer Institute and Levine Children's Hospital. Funding at LCI provided over 12,000 in-person or virtual patient and caregiver encounters within Integrative Medicine, supported a bilingual Spanish-speaking Nurse Navigator, and ensured access to services such as patient navigation, dietician consultation, art therapy, yoga, acupuncture, and more.

At LCH, funding supported over 310 patient visits with a dedicated Psychology Fellow, over 300 visits to an Integrative Oncology Acupuncturist, and more than 1,000 patient and caregiver encounters within the LCH Department of Integrative Medicine.

MAKING AN IMMEDIATE IMPACT

2024 Community Beneficiaries

In 2024, 24 Foundation continued to invest in a powerful network of community partners, each working tirelessly to support individuals and families navigating cancer. Together, these organizations provide critical financial assistance, emotional support, lodging, nutrition, and specialized care — ensuring no one faces cancer alone.



TESTIMONIALS

"Support from 24 Foundation created access to life-saving healthcare for patients facing cancer. 89% of our guests last year said staying at Hospitality House had a positive or very positive impact on the patient's health outcome. The continuation of our Overnight Lodging Program helps patients stay close to their required care and allows their loved ones to stay nearby, reducing financial and emotional burdens associated with difficult medical journeys. Last year, 94% of our guests said Hospitality House had a positive impact on their stress level. Mental health is as important as physical health when dealing with a life-threatening illness. 24 Foundation allows us to continue our mission to create a community for patients connecting to vital medical care."

— Hospitality House of Charlotte

"With generous support from the 24 Foundation, NMDP can say "yes" to more patients facing financial distress during their transplant journey. The Patient Assistance Program is funded completely through philanthropy to help patients — and considering 50% of patients and their families need to relocate for an extended period of time in order to proceed with transplant, we know the need for this program will only continue to grow."

— NMDP (National Marrow Donor Program)

"The 24 Foundation grant enabled Go Jen Go to quickly respond to an increase in applications and allowed us to fulfill and fund these requests in a timely manner. The quantity of applicants that we served and the amount of funding distributed increased by 32%. It is partnerships with 24 Foundation and others that give us the opportunity to make a greater impact in the lives of patients, their families, and our local community."

— Go Jen Go





THANK YOU

Community Partners

None of this would be possible without the generous support of our sponsors. Their commitment to 24 Foundation's mission helps us show up, every single day, for the cancer community.

Atrium Health Levine Cancer Institute
USAA

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Palestra Boutique Spa

Atrium Health Levine Children's Hospital

Queen City News

Harris Teeter

Giordana

Sugar Creek Brewing

The Dunstan Group

Choate Construction

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A MESSAGE FROM SPENCER



Friends,

What a year it has been. The momentum behind 24 Foundation and 24 Hours of Booty continues to grow, and it's all because of this extraordinary community. Riders, walkers, paddlers, rowers, sponsors, donors, and volunteers play a role in turning compassion into action.

In 2024, we celebrated the fulfillment of a transformational five-year, \$1.75 million commitment to Atrium Health Foundation. That promise now lives on in expanded patient navigation, integrative therapies like acupuncture and art therapy, and meaningful support for families navigating cancer. Seeing those dollars translated into real care is both humbling and inspiring. Together, you helped raise more than \$1.8 million this year and brought participants from over 20 states to our community. The energy, resilience, and heart that fill the Booty Loop are unlike anything else - and they are unmistakably powered by you.

We may each arrive with different stories and reasons, but we leave connected by a shared purpose: to bring hope, healing, and immediate impact to those facing cancer. That unity is powerful. It's what drives us forward and what makes this movement so special. Thank you for being part of it. Thank you for believing in it. And thank you for continuing to show up.

See you on the Loop.

A handwritten signature of the word 'Spencer' in a cursive, black ink style.

WAYS TO GIVE:

General Donations, Participant Support, Corporate Gifts, Matching Gifts, In-Kind Donations, Year-End Giving, Annual Gifts, Legacy Gifts

WAYS TO GET INVOLVED:

Event Participation, Team Captain, Event Volunteer, Event Sponsor, Internship, Committee Membership, Board Leadership