

**Charlotte's**  
**PlayYellow**  
a program of  
Children's Miracle Network Hospitals

**Invitational**

**Fighting Kids Cancer**

**LIFE RING**

foundation



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BALLYHACK

July 19-21, 2024



## *A Letter From the Co-Founders*

Dear friends of Fighting Kids Cancer,

We would first like to simply say, **“THANK YOU!”**

What you have helped us accomplish over the last 18 months is extraordinary. We have never before been part of, or even seen, anything that compares. The heart and passion that we have seen come to bear in this endeavor has been beyond moving. We have seen people from every corner and demographic of our community bring everything they have to the effort. You have brought your muscle, your voices, your intellect, your connections, your financial resources and, most precious of all, your time. The coming together of these forces have quickly resulted in, what we are sure, will be the beginning of a multi-generational change in the narrative surrounding treatment of pediatric cancer and blood disorders in Southwest Virginia.

We will be updating you with more details and specifics in the coming weeks, but here are a few of the headlines. Because of your efforts, your communication, your questions, your commitment and your volume, we have gained the validation and trust of Carilion Clinic as an official partner. We are working on the final details of an agreement that will form a “program partnership” between Carilion Clinic, The Life Ring Foundation and Children’s Miracle Network. Thanks to your hard work, we will be working hand in hand with Carilion Clinic leadership to identify needed resources and prioritization of allocating donor dollars on an ongoing basis. It is likely that we will be initiating the search and hiring of up to 6 new clinic positions by the end of this year! Your dollars are going to **WORK!**

*A Letter From the Co-Founders (continued)*

Of course it does not go without saying that hiring for these new positions is only possible because of your overwhelming generosity. It is very likely that by the end of July of 2024 we will have raised between \$2.5 million and \$3.0 million! This is an extraordinary number for such a short period of time. More amazing is the number of donors involved. The number of you that have been so generous and the amounts of your generosity are humbling to say the least. Having said that, moving forward we will need you more than ever! The Life Ring Foundation's portion of the program budget is expected to be north of \$2 million per year for the next five years. While this number is big, with your continued support, it is very doable. Not to mention, there are very few philanthropic opportunities that are this impactful. When you give, we acquire resources to fight kids' cancer!

Once again we say, "THANK YOU!"

We are in awe of your strength and commitment, we are honored by your trust and you have our word that we will be relentless in making sure that every dollar you give will have the most impact on positive outcomes for children as possible.

At your service,

Jess & Kelly Woolwine  
Co-Founders, Life Ring Foundation



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**2023 Charlotte's  
Play Yellow Invitational**



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**BILL & SHIREEN KIRK**



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CHARLOTTE'S **Play Yellow** INVITATIONAL  
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We are dedicated to bringing critical resources needed to win the fight in pediatric cancer and blood disorders to SWVA.



Our goal is to change the narrative in which kids have to leave Roanoke to receive the best possible care.



Because it is not only difficult, but it is impossible for most to leave their hometown.

Our Dedicated Committee



Kelly & Jessica Woolwine Co-Founders

Sarah Wilson Executive Director

Jordan Bousman VP of Philanthropy

Brandon LaCroix Board Member

Jack Hamlin

Aaron Dooley

Elizabeth R. Martin, MD Board Member

Joanna Gruver

Teddy Dalton

Bryan Musselwhite

Chris Walters

Erin Ashwell

Wyatt Poats

Scott Thomasson

Heather Lindstrom

Alex Dailey

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