

LIFE RING

foundation

IMPACT REPORT

Highlights of the Year



Fighting
 Kids Cancer

2024

Our Why



We, as a Community, have the chance to save kids lives who are battling pediatric cancer & blood disorders. Donations made to Fighting Kids Cancer directly support critical resources right here in Southwest Virginia.



A FEW WORDS FROM THE FOUNDERS



Nothing is coincidence in life... and we were chosen for this journey for a reason. Someone needed to help, so that is exactly what we (at the Life Ring Foundation) are doing.



*Co-Founders
Jessica & Kelly
Woolwine
with son Foxx,
daughter
Charlotte
(pediatric
cancer survivor),
and dog Chief*



Fighting Kids Cancer doesn't happen without YOU.

In just over two years, YOU have helped us raise significant funds towards our campaign goal.

More important than even the money, is your voice, your presence, and your awareness. These crucial actions have disrupted the norm and brought the shadowy, dark world of kids' cancer into the light!

WHO WE ARE

The Life Ring Foundation is a nonprofit founded by Jessica & Kelly Woolwine. "Our foundation has supported the health & wellbeing of children in Southwest Virginia through multiple programs since 2005. However, since our daughter Charlotte's cancer diagnosis in 2018, we are primarily focused on providing new resources for kids diagnosed with cancer in our region. Through our Fighting Kids Cancer (FKC) campaign, we endeavor to provide critical, local pediatric hematology & oncology program funding." *Jessica & Kelly Woolwine*



OUR MISSION

Creating a healthier and happier community in Southwest Virginia.



OUR VISION

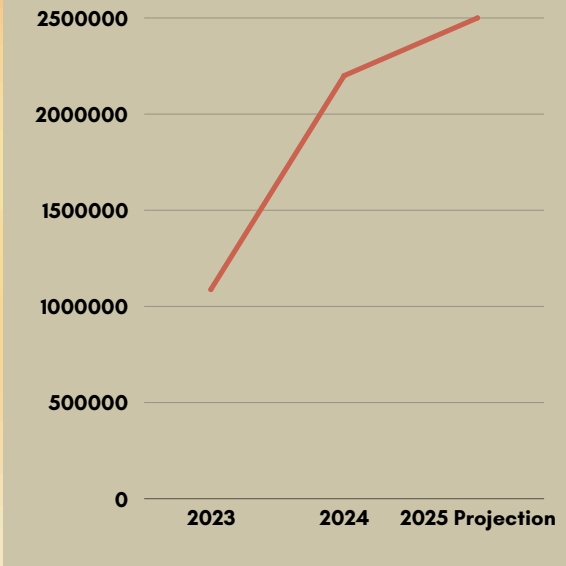
Our vision is to fight kids' cancer by funding local resources and raising awareness for pediatric cancer and blood disorders. Together, we can ensure every child in Southwest Virginia receives the treatment and care they deserve.



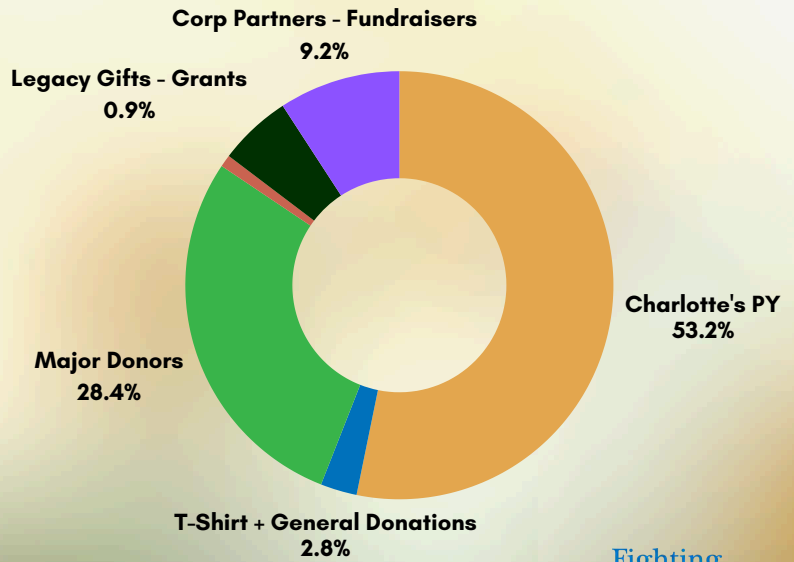
Pictured: Executive Director Sarah Wilson, VP of Philanthropy Jordan Bousman (with daughter Annie), & Co-Founders Kelly & Jess Woolwine with daughter Charlotte)
2023 Charlotte's Play Yellow Invitational



Growth YoY



Revenue Breakdown



Ambassadors & Fighting Kids Cancer Committee at Charlotte's Play Yellow Invitational



In 2023 & 2024, The Life Ring Foundation was invited to the annual Play Yellow Invitational in West Palm Beach by achieving the \$250K fundraising qualification.

Pictured with Jack & Barbara Nicklaus (founders of Play Yellow), with Jordan Bousman, Brandon LaCroix, Chris Walters, and Jack Hamlin.

The Life Ring Foundation & Carilion Clinic Partnership



Carilion Children's and the Life Ring Foundation share the mutual goal of enhancing and growing cancer services for children in Southwest Virginia and desire to collaborate through a philanthropic financial partnership. The Life Ring Foundation's philanthropic activity will support agreed upon resources/needs that support the mission of Carilion Children's, which is to improve the health of the communities (specifically children with cancer and their family unit) that they serve.

The collaboration aims to create a robust partnership that financially supports the growth of Carilion Children's cancer care program and the provision of pediatric oncology and hematology treatment in the region.

Phase One Funding Priority – Key Personnel/Resources:

1. Head of Pediatric HemOnc
2. Head of Pediatric HemOnc Nursing
3. Care Coordinator
4. Head of Metabolic Health
5. Head Nutritionist
6. Social Worker
7. Child Life Specialist

**positions are targeted for funding, pending review of program*



OUR GOAL...TOGETHER

To increase the capacity and accessibility so all children of the region, and beyond, have access to the best cancer care closest to where they live.

Our Committee



Kelly & Jessica Woolwine
Co-Founders

Sarah Wilson
Executive Director

Jordan Bousman
VP of Philanthropy

Brandon LaCroix
Merrill Lynch

Elizabeth R. Martin,
MD
OBGYN

Aaron Dooley
The Waterfront
Country Club

Alex Dailey
*Auction Co-Chair
The ALS Association

Jack Hamlin
*Revenue Chair
Hamlin Builders

Joanna Gruver
*Auction Co-Chair
Jo & Co Jewelers

Teddy Dalton
Callie Dalton & Associates

Scott Thomasson
Layman Distributing

Heather Lindstrom
*Volunteer Chair
Alcova Mortgage,
Retired

Wyatt Poats
Cushman & Wakefield
Thalhimer

Chris Walters
Janney Montgomery
Scott LLC

Erin Ashwell
McGuire Woods

BOARD MEMBERS

KELLY WOOLWINE
President & CEO

JESSICA WOOLWINE
Vice President

SARAH WILSON
Executive Director

RICHARD WOOLWINE
Board Member

BRANDON LACROIX
Board Member

ELIZABETH MARTIN, M.D.
Board Member

JORDAN BOUSMAN
Vice President of Philanthropy



Main Highlights

Fundraiser

We spent most of our resources on the biggest event of the year, Charlotte's Play Yellow Invitational. We hit our goal (\$1.4 million) and also found new partners & donors to work with - invaluable!

New staff

Our 1st full-time employee started in August 2023. Jordan Bousman is the VP of Philanthropy. We are very grateful for her commitment to the cause and leadership.

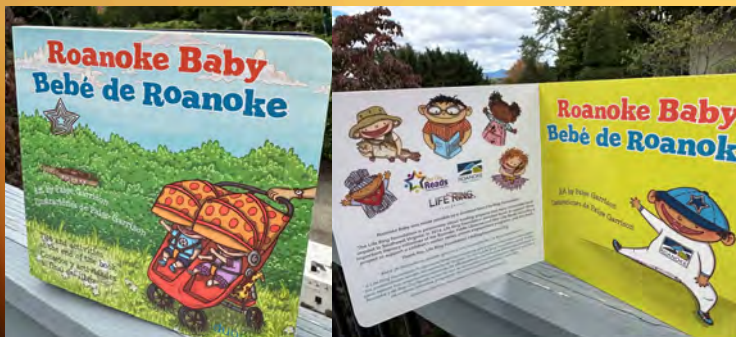
The FKC T-Shirt Club

We launched a new recurring donor campaign, the Fighting Kids Cancer T-Shirt Club. It offers the opportunity to contribute in a smaller gift capacity monthly and receive recognition (and a cool shirt).

DID YOU KNOW?

The Name Origin of "The Life Ring Foundation?"

"When someone is in open water and cannot swim anymore, we throw a life ring to help them."



Life Ring has sponsored the Roanoke Baby book since 2014 to be given complimentary to every baby born at Carilion Roanoke Memorial Hospital.

In support of literacy education and in partnership with Roanoke Public Libraries, "Roanoke Baby" is now bilingual and has distributed over 23, 282 copies (~2,400 copies per year!).

LIFE RING
foundation

ANGEL
AMBASSADORS

OUR AMBASSADORS



ROWAN PRICE



PARIS SWISHER



MIKEY SMITH



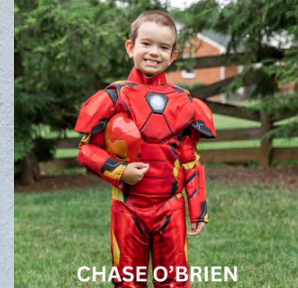
JUANITA PRADA



TRIPP POATS



JAMES MOLEDOR



CHASE O'BRIEN



ASPEN FRANKLIN



CHARLOTTE WOOLWINE

Pediatric Cancer & blood disorders threaten the most precious things in life you will ever have...your children. Diagnosis is a blindside catastrophe you could never be and should never be prepared for. When it happens, it is shattering and terrifying. There are no words to describe these feelings. A parent is not built to see their children suffer. The torment of watching the disease burden take it's toll on your baby is gutting. Worse still, sometimes the treatments can be more tolling and painful than the disease itself. Fighting pediatric disease is an unnatural journey that injures and scars the entire family, the village, and is something everyone must take on.

While there is no way to describe the heartbreaking, gut-wrenching and even miraculous journey that fighting cancer can bring, there are no people more equipped to try than the warriors, parents and family of those who have walked the path. The stories of battle that follow, are those of the heroes who fought them. Some are stories of miracles while others are echoes of the lives of heroes who have been set free from the pain and suffering of this world.

THESE ARE THEIR WORDS.

LifeRingFoundation.ejoinme.org/Ambassadors

THE IDEA

Three years ago, when our family began to emerge from the trauma and haze of inpatient life, we had a dream that somewhere in those dark days of Charlotte's journey, there was a blessing, a mission to be found. Getting to know so many more families from our community who were experiencing their version of the same journey, we realized what that mission was. That one day soon, the next family in our community that would hear those words, "your child has cancer", would have the BEST available treatment resources known, and not have to separate from the village of support that is critical to helping them get through it. Watching your child battle cancer while in some far off, strange place, alone, can be the darkest, scariest feelings you will ever feel.

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



THE EVENT OF THE YEAR

In the last two years, Charlotte's Play Yellow Invitational alone has raised over \$2.2 million. Even the words, "monumental success", would be an understatement. Your participation and generosity have been integrally important in making a vision come true for the FKC campaign.

Hundreds of people's hearts, minds and spirits bonded together at this special event to create an immense power to be used for good. We could feel it then, and still feel it now, and will NEVER forget that moment.

The results of everyone coming together are still reverberating.



Ballyhack

Life Ring Foundation



2024



CHARLOTTE'S Play INVITATIONAL



Charlotte's
PlayYellow
Children's Miracle Network Hospitals
Invitational

THANK YOU TO OUR SPONSORS!

**BILL & SHIREEN
KIRK**



WALTERS
WEALTH MANAGEMENT
OF JANNEY MONTGOMERY SCOTT LLC



ANDERSON LEGAL



EVOLUTION | HR

**COACH BRENT &
AMY PRY
& COACH MIKE
YOUNG**



ROBINS & MORTON



SAFEHOUSE SIGNS
THE SIGNS OF A SAFE INDUSTRY

TRUIST



**MAGIC CITY
AUTO GROUP**

Fink's
JEWELERS

CAPTRUST

CARILION CLINIC

Carter



THE MARTIN FAMILY



**PATRICK &
HEATHER HENDERSON**

*The Donna Andrews Invitational
Dedicated in Memory of Eleanor Washburn*

Every Dollar, Every Voice, Makes a Difference.



Lane Woods, a 13 year-old stock car driver hosted an online fundraiser & did news segment during Childhood Cancer Awareness Month



Ambassador Emory Price, started "Enchanted Creations" crocheting various pieces, giving % of each item in memory of her sister Rowan.



Jersey Mike's Blacksburg & Salem locations partnered during March "Month of Giving", raising \$16,800



Freedom First launched "Play For A Purpose" during VT Women's Bball games, donating \$3,500



Fink's Jewelry hosted an Ippolita Designer Event in October, giving \$12,000



Cushman & Wakefield | Thalhimer Conducted a Quarter 1 Company Wide Fundraiser, contributing \$17,000



Jo & Co Jewelers raised \$23,000 through annual Diamond Dig event held in August at SML.



Visionary Corporate Partners Branch Management Corporation (Tom & Lisa Branch) and the Lunch Pail Defense Foundation (Coach Bud Foster) each pledging \$50,000



THANK YOU FIGHTING KIDS CANCER T-SHIRT CLUB MEMBERS!

ADAM JOHNSON
 ALEX DAILEY
 ALISA B LEMKE
 AMANDA NELSON
 AMBER MACBRIEN
 ANONYMOUS (3)
 BAREFOOT FAMILY
 BARRY CASTEEL
 BECKY MAY
 BEKAH STATES BISNETT
 BEN & LAURA GARDEN
 BOB CLARK
 BOBBY & KELLEN W.
 BOHLSEN FAMILY
 BRANDON & CAROLINE LACROIX
 BRYAN & RENU MUSSELWHITE
 BRYAN & RENU MUSSELWHITE
 CALLAGHAN FAMILY
 CAMERON JOHNSON
 CHAD & EMILY BENNETT
 CHARLOTTE WOOLWINE
 CHIPPY & DAVID BOUSMAN
 CHRIS STOCKING
 CHRIS WALTERS
 COACH BRENT PRY & AMY PRY
 CULLEN REED
 DANI POE
 DONNA & DENNY EARLY
 Dr. ELIZABETH & EDDIE MARTIN
 DWIGHT GALT
 ERIC SWISHER
 FIA Properties - Shaz & Eric
 Silverglate
 HEATHER & ROB LINDSTROM
 HEATHER P
 JACKIE HOPKINS
 JEFF & TRACI HARTBERGER
 JEN HALAHAN
 JILL JETER
 JIM COWAN
 JOANNA GRUVER

JOE & BEKAH BISNETT IN HONOR OF
 BLAIR BISNETT
 JORDAN & AUSTIN BOUSMAN
 JOSH & SHELLY DIX
 JUSTIN HALSEY
 KARI MEIDLINGER
 KELLY & JESSICA WOOLWINE
 KERI PEARCE
 KIM & STU HOLT
 KIM SHANAHAN
 LANCE CLARK
 LANE WOODS RACING
 LAUREN NALDO
 LAURIE YOUNG
 LEAH HYPES
 LEIGH ANN & JACK HAMLIN
 LINDA MCCALL
 LINDSEY WOODS
 MARIA DRISCOLL
 MARK & CHRIS HENDERSON -
 HOLLYWOOD'S RESTAURANT
 MARY KATHARINE WIMMER
 MAX & JESSICA OFSA
 MEREDITH ROBERTSON
 MICHELLE SCIOSIA
 MIKE & SAM WILKINS
 MISSY C.
 MOWER FAMILY
 NADRA SCOTT
 NANCY PRICE
 NICK SHARP
 NIKKI M DANDRIDGE
 NORA WALLACE
 O'BRIEN FAMILY-IRON CHASE
 PAT MCGEE
 PRICE & KATIE GUTSHALL

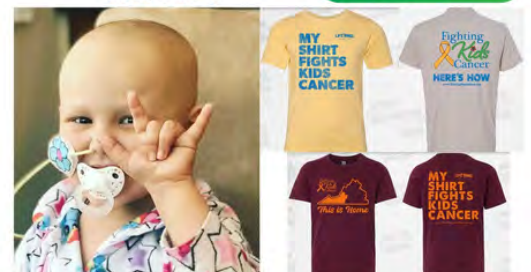


RHONADA K. WEAVER
 RICHARD & DANA SEALEY
 ROBIN PETERSON
 RYAN MCBURNY
 SARAH WILSON
 STEPHANIE RAGSDALE
 STEPHEN F. JONES JR
 STEVE GETZ
 TEDDY & CAROLINE DALTON
 That_Jeepin_Realtor, NICHOLE
 POWELL
 THE BRIZENDINES
 THE NEWMAN FAMILY
 THE POATS FAMILY
 THE PRICE FAMILY
 TOMMY & TERRI NELSON
 TYLER & SARAH GAYLE EARLY
 VA COUNCIL OF CEO's ROUND
 TABLE 6
 VANNOY FAMILY
 VIC COFFEY
 WAURAYNE COOPER
 WHITNEY & NOAH STATES
 WILLIAM P. HAMLIN
 ZACH MATUSAK
 ZAYAS FAMILY



DONATE MONTHLY. GET A SHIRT.
 SAVE A LIFE!

JOIN THE CLUB



Childhood Cancer

- Approximately 1 in 285 children in the U.S. will be diagnosed with cancer before their 20th birthday. Globally there are more than 300,000 children diagnosed with cancer each year.
- **Every 3 minutes, somewhere in the world a family hears the devastating words that their child has been diagnosed with cancer.**
- Cancer is the leading cause of death by disease in American children, resulting in the death of approximately 1,800 kids each year.
- Two-thirds of those who do survive face at least one chronic health condition. One quarter of survivors face a late-effect from treatment that is classified as severe or life-threatening. Late-effects of treatment can include heart damage, second cancers, lung damage, infertility, cognitive impairment, growth deficits, hearing loss, and more. **It is becoming increasingly apparent that childhood cancer “is for life.”**
- Childhood cancer research is consistently underfunded. **Less than 4% of the U.S. federal budget for cancer research is dedicated to childhood cancer.**

**Statistics from acc.org & Alex's Lemonade Stand Foundation*

The need in SWVA & surrounding states



Southwest Virginia Blueprint

35 Counties

11 Independent Cities

1,456,163 Population

2025 FUTURE OUTLOOK

Spring	Summer	Fall - Winter
Blue Ridge Marathon <i>Run, Fundraise, Volunteer</i> April 12	National Cancer Survivors Day June 1	September Childhood Cancer Awareness Month
GIVE ROANOKE April 23	Charlotte's Play Yellow Invitational - Ballyhack July 18-20	Giving Tuesday December 2
National Volunteer Week April 20-26	National Volunteer Day August 28	National Pediatric Cancer Awareness Day February 15

While all of this has us glowing with excitement, we do not want to ignore the most heart-warming part of it all. Because of you, our Faith continues to grow in realizing that if we can just make people aware of what the kids' cancer journey is like...that they will care. They will help. They will move to action. This realization, and this alone, is the ONLY way that the DREAM - of the best care anywhere, for kids with cancer and blood disorders in Southwest Virginia - will one day be a reality.

Fighting
 Kids Cancer

LIFE RING
foundation

Thank you



Follow Us & Keep Bringing Light to the Dark World of Pediatric Cancer & Blood Disorders.

Thank You To Our Printing Partner

Southern Graphics

■ ■ ■ ■ & Supply



Pictured: Ambassador Mikey Smith with Mom, Brittany. To read more Life Ring Foundation Ambassador stories, visit LifeRingFoundation.ejoinme.org/Ambassadors

To view the 2024 Impact Report online, visit LifeRingFoundation.org

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