



Every cancer. Every life.

2024 Atlanta Hope Ball Impact Report



Every cancer. Every life.™

HOPE Ball 2024

Presented by  DELTA

cancer.org | 1.800.227.2345

©2022, American Cancer Society, Inc.



Every cancer. Every life.™

thank you

Thank you for helping us end cancer as we know it, for everyone.

The American Cancer Society is deeply grateful to Delta Air Lines for its commitment and more than 22 years of partnership. The combined efforts of Hope Ball leadership, sponsors, and guests of the 2024 Hope Ball helped raise more than \$1.3 million to support the American Cancer Society's vision to end cancer as we know it - for everyone! The American Cancer Society is the leading nonprofit organization making the most comprehensive impact on cancer and working to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

As the only organization combating cancer through advocacy, discovery, and patient support, the American Cancer Society has made significant contributions to the fight against cancer over the last 110 years. Yet there is still work to be done – which is why partners like you are crucial to our mission. Cancer is a complex problem that takes a comprehensive approach to make progress. Your support of the Atlanta Hope Ball is helping to ensure cancer patients and their families have support every step of the cancer journey – from prevention to survivorship – so no one has to walk it alone.

We are so proud of the work we do and so appreciative of your support of our efforts. On behalf of the 16.9 million survivors, thank you for your generous support in helping us end cancer as we know it - for everyone! Please also join me in extending gratitude to our Hope Ball Chair and Co-Chair.

With heartfelt thanks,

A handwritten signature in blue ink, appearing to read "Tselan Kunian".

Tselan Kunian
Sr. Development Manager II
Atlanta Hope Ball



A handwritten signature in blue ink, appearing to read "Erik Snell".

Erik Snell - Hope Ball Chair
Vice President - Airport Customer
Service, Cargo Ops, Ground Support
Equipment, and Global Clean
Delta Air Lines



A handwritten signature in blue ink, appearing to read "Ken McCue".

Ken McCue - Hope Ball Co-Chair
Vice President - Technical
Supply Chain and Delta
Materials
Delta Air Lines

2024 Hope Ball Overview

In 2024, the Atlanta Hope Ball raised more than \$1.3M to fund our mission to improve the lives of cancer patients and their families.



2024 Hope Ball mission appeal brought energy unlike any year! The amazing guests and donors raised over \$400,000 for the Atlanta Hope Lodge.



In 2023, the Atlanta Hope Lodge provided 25,299 nights of free lodging, served 1,146 guests, and provided 5,803 rides to cancer patients and caregivers.



The American Cancer Society has funded 53 investigators who went on to win the Nobel Prize, considered the highest accolade any scientist can receive.



In the United States, 1 in 2 men and 1 in 3 women will be diagnosed with cancer in their lifetime. Thanks to our work together, there is a 33% decline in cancer deaths.



Every cancer. Every life.™

HOPE Ball 2024

Presented by  DELTA

cancer.org | 1.800.227.2345
©2022, American Cancer Society, Inc.

2024 Hope Ball Overview



\$1.3 Million
raised



470 Guests
40 Volunteers



\$430,000+
raised during
mission fundraising

In 2024, there will be an estimated 2,001,140 new cancer cases and 611,720 cancer deaths in the U.S. Each year, the American Cancer Society impacts the lives of 71 million people through our crucial patient support programs, advocacy, and services.

The American Cancer Society's fundraising events, like the Atlanta Hope Ball, support our mission to help improve the lives of people with cancer and their families through advocacy, research, and patient support to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer. Funds raised from this year's Hope Ball mission appeal are dedicated to the much-needed "Home Away From Home - Atlanta Hope Lodge." When treatment is far from home, Hope Lodge offers a free place to stay for people fighting cancer and their caregivers. We continue to close the gap in healthcare inequity, because everyone deserves access to treatment.

Donations to events like the Hope Ball and to the American Cancer Society help us make a meaningful impact on the people who will receive this devastating news. You have the power to change how cancer impacts our community and join our vision to end cancer as we know it - for everyone!

Atlanta Hope Ball

- Raised more than \$7 million over the years.
- Recognized as one of the American Cancer Society's leading Premier Events and one of approximately fifteen \$1+ Million Dollar events.
- Hosted thousands of guests and volunteers.
- Partnered with many of the nation's most respected companies!
- Provided funding for the Atlanta Hope Lodge, local and nationwide cancer research projects.



September 28, 2024 | St. Regis Atlanta



HOPE Ball²⁰²⁴

Presented by  DELTA

cancer.org | 1.800.227.2345

© 2022, American Cancer Society, Inc.

Special Thanks to our 2024 Hope Ball Volunteers & Guests



Beautiful Guests – Inside & out. Record Giving Year!



Hope Ball Leadership – Delta Air Lines Team and Executive Leadership



C-Suite VIP Pre-Reception
Erik Snell & Keith Farley



Patio Ambiance – added touch to cocktail hour



Board of Ambassador Oko Buckle (Burns & McDonnell) & Guests



Ean Niland & Melissa Niland



Hope Ball Co-Chair Ken McCue & Michelle McCue



Fundraising Guy Harry Santa-Olalla & Delta Air Lines speakers & leadership



Abdol Moabery & Cathy Moabery of GA Telesis



HOPE Ball 2024

Presented by DELTA

cancer.org | 1.800.227.2345

©2022, American Cancer Society, Inc.

Special Thanks to our 2024 Hope Ball Volunteers & Guests



Mandell Jackson & EVP Kimberly Jackson



Mission Speaker Charisse Evans, Basil Papayoti, & Anne Papayoti



Gavin Gallogly & Kathy Gallogly - gorgeous pink!



David Richardson & Charisse Richardson



Part of the incredible Diamond Mission Sponsors - Gretchen's Gazelles Crew



Gifts from Blue Rock Winery & our Thank You Sponsor Bitzel's Chocolates



Board of Ambassador Tanesha Boldin & Friends



From the main event to the after party, DJ ERA kept the energy flowing!



Brandi Dague, Britt Harrison, & Tselan Kunian



Every cancer. Every life.™

HOPE Ball 2024

Presented by DELTA

cancer.org | 1.800.227.2345

©2022, American Cancer Society, Inc.



WHY CORPORATE PARTNERS CHOOSE THE AMERICAN CANCER SOCIETY

- We are one of the largest and most respected voluntary health organizations in the United States.
- Our brand helps clearly identify your organization, set it apart from other organizations, and ultimately create relationships with our communities.
- The American Cancer Society has a 98 percent recognition rate among Americans. No other health organization has a higher rating.



- Americans believe cancer is the single most important health problem they face today.
- Our collaboration can bolster your company's reputation and demonstrate your commitment to serving the community.
- An estimated 74 percent of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.

- See [2024 Hope Ball Photos](#).



HOPE Ball 2024

Presented by DELTA

cancer.org | 1.800.227.2345
©2022, American Cancer Society, Inc.

Heartfelt Thanks to Our 2024 Hope Ball Sponsors

Presented by  **DELTA**

Diamond Mission \$50K



Platinum & VIP Reception \$40K



Platinum Sponsors \$25K



Klamon Family Foundation



Mission Gold Sponsors \$15K



Honeywell



slalom

Corporate Tables \$12K

Collins Aerospace
Deloitte
Delta Tech Ops
Emory Winship Cancer Institute

GE Aerospace
Juniper Networks
Oliver Wyman
Safran Group

Thales Inflyt
T-Mobile
Unifi Service

Mission Silver \$10K

Boston Consulting Group

Kaiser Permanente

Vaco

Dance Party Sponsor



Media Sponsor



Print Sponsor



Thank You Gift Sponsor



HOPE Ball 2024

Presented by  **DELTA**

cancer.org | 1.800.227.2345
©2022, American Cancer Society, Inc.



Richard M. Schulze Family Foundation
Hope Lodge – Atlanta, GA

OPEN THE DOOR TO HOPE

THE HOPE LODGE

Facing cancer is hard. Having to travel out of town for treatment can make it even harder. Our Hope Lodge® communities provide free, temporary lodging for people facing cancer and their caregivers when treatment is far from home.

Each year, approximately 200,000 cancer patients must travel 40+ miles to treatment. American Cancer Society Hope Lodge® helps people with cancer be close to vital treatment when they need it most. Hope Lodge communities also support over 225 referring hospitals, as well as the local economies in more than 30 locations.

The Atlanta Hope Ball Mission Moment Impact

- \$2,940** Provides lodging during a 6-week radiation treatment
- \$6,300** Provides lodging for 90 nights for a bone marrow transplant recipient
- \$10,000** 20 weeks of free lodging for a patient or a 6-week stay for 3 patients
- \$25,000** Free lodging grants for 325 nights or free lodging grants for 45 patients

These funds allow us to continue our life-saving support programs and research right here in Georgia

2023 IMPACT – Georgia



Provided **5,803** rides to treatment in Georgia through the Road to Recovery program.

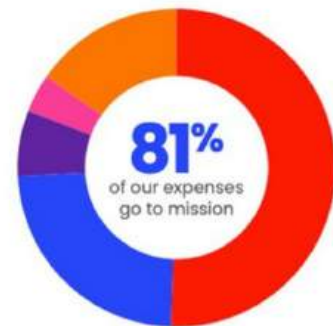


25,299 free nights provided to our **1,146** cancer patients through our Atlanta Hope Lodge.



Connected **2,877** individuals in Georgia to answers and support **6,562** times, through our 24/7 Helpline **800-227-2345**

GIVE WITH CONFIDENCE.



- Patient Support
- Discovery
- Advocacy
- Management and general
- Fundraising





AMELIA LANGSTON, MD

THE HOPE LODGE - Mission Moment

“ It’s really important to have a place like the Hope Lodge that’s free and accessible for patients that are coming to Atlanta for treatment and may live many hours away...To be able to have a place like that often times makes the difference between them being able to get the care that they need and not being able to do it. ”

Amelia Langston, MD
Emory Winship Cancer Institute

[2024 Hope Lodge Mission Video](#)



HOPE *Ball* 2024

Presented by  **DELTA**

cancer.org | 1.800.227.2345

©2022, American Cancer Society, Inc.

Our National Impact

Our vision

End cancer as we know it, for everyone.

Our mission

Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Who We Are

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.



71 million total lives impacted each year. And counting.



Every cancer

Only nonprofit supporting people with all types of cancer through advocacy, research, and patient support.



Every life

Ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer.



3.5 million fewer cancer deaths

Invested \$3.1 billion in cancer research since 1991, contributing to 3.5 million fewer cancer deaths.



Access to care for all

Advocating for high-quality, affordable health care for everyone, including closing the Medicaid coverage gap, through our American Cancer Society Cancer Action Networks.



Prevention and screening

Educating and advocating for healthy lifestyles and environments, including promotion of regular screening, and trusted source of screening recommendations for health care professionals.



Direct patient support

Providing multiple support programs for people with cancer and their caregivers, including a home away from home at our Hope Lodge® communities when they need to travel for treatment and free access to cancer information via our 24/7 helpline



More than 80% of our revenue is invested in delivering our mission.

1M+

The only nonprofit with **over one million volunteers** working in local communities across the US and Puerto Rico.

Thank you!



cancer.org | 1.800.227.2345

©2023 American Cancer Society, Inc.