



Every cancer. Every life.™

HOPE Ball 2025

Presented by  DELTA

10 Year Celebration

2025 Impact Report



The Power of Partnership

cancer.org | 1.800.227.2345

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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 steadfast commitment and for entering our 25th year of partnership in the fight against cancer. Together, through the leadership, generosity, and compassion of our sponsors and guests, the 2025 Hope Ball raised an extraordinary \$1.47 million to advance our vision to end cancer as we know it – for everyone.

We are so proud of the work we do and so appreciative of your support of our efforts. On behalf of the 18 million cancer survivors nationwide, thank you for your generous partnership in helping us end cancer. Please also join me in extending heartfelt gratitude to our 2025 Hope Ball Chair and Co-Chair for their exceptional leadership and dedication.

As the only organization combatting cancer through advocacy, discovery, and patient support, the American Cancer Society has driven meaningful progress in the fight against cancer for more than 110 years. Yet there is still more work to be done – which is why partners like you are essential to our mission. Cancer is complex, and addressing it requires a comprehensive approach. Your support of the Atlanta Hope Ball ensures that patients and their families have the resources, guidance, and community they need at every step of the cancer journey – from prevention to survivorship, so no one walks alone.

With heartfelt thanks,

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

Tselan Kunian
Sr. Development Manager II
Atlanta Hope Ball

Meaningful Impact

In 2025, the Atlanta Hope Ball raised roughly \$1.47 million to boldly advance our mission to improve the lives of cancer patients and their families.



The 2025 Hope Ball mission appeal soared past last year's momentum! The amazing guests and donors raised over \$480,000 for the Atlanta Hope Lodge.



In 2025, the Atlanta Hope Lodge has already provided 27,608 nights of free lodging to 983 guests and 3,594 rides for cancer patients and caregivers - saving families more than \$3.68 million in expenses.



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, the cancer death rate has dropped by 34%, saving more than 4.5 million lives.



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2025 Hope Ball Overview



**\$1.47 Million
raised**



**475 Guests
40 Volunteers**



**\$480,000+
raised for the
mission appeal**

In 2025, there will be an estimated 2,041,910 new cancer cases and 618,120 cancer deaths in the U.S. Each year, the American Cancer Society impacts the lives of 100 million people through our crucial patient support programs, advocacy, and services.

Fundraising events like the Atlanta Hope Ball play a vital role in supporting the American Cancer Society's mission to improve the lives of people with cancer and their families. Through advocacy, groundbreaking research, and compassionate patient services, we work to ensure everyone has the chance to prevent, detect, treat, and survive cancer. This year's Hope Ball mission appeal supported the essential "Home Away From Home – Atlanta Hope Lodge," which provides free lodging and support to patients and caregivers traveling for treatment and cancer appointments. Together, we're helping remove barriers to treatment and close gaps in access, because everyone deserves the care they need, no matter who they are or where they live.

Your unwavering commitment underscores a deep alignment with our mission and a meaningful investment in advancing cancer research and patient support. Donations to the Hope Ball and the American Cancer Society create real, lasting change for those facing a cancer diagnosis. With your support, we can ease the burden of cancer in our community and move closer to our shared vision: to end cancer as we know it, for everyone.

Atlanta Hope Ball

- Raised more than \$8.5 million in ten years.
- Hope Ball is one of only twenty premier events nationwide raising over \$1 million among the organization's 250 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 27, 2025 | InterContinental Buckhead



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Special Thanks to our 2025 Hope Ball Volunteers & Guests



Event Chair Richard Cox,
Kim Jackson & Karyn Greer



Hope Ball Leadership, Delta Air
Lines Team & Executive Leadership



All smiles from 2024 Hope
Ball event chair Erik Snell



VIP C-Suite Reception &
Cocktail Hour



Hope Ball Co-Chair & Delta VP Ken
McCue with Michele McCue & family



Ron Lewis, Keisha Lance
Bottoms & Jerrick Lewis



Abdol Moabery & Cathy
Moabery of GA Telesis



Board of Ambassador & SVP Oke Buckle
of Burns & McDonnell with his guests



Delta Air Lines Red Coats
exemplify excellence



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2025 Hope Ball Special Memories and Celebration



Jonathan Watkins & Dr. Jeshenna Watkins



Erik & Austin Snell with the incredible Klamon Family



Dr. Taisha Blair & Sarah Beth Brown



Luis & Carolyn Morell with Brian & Meg Boerstler



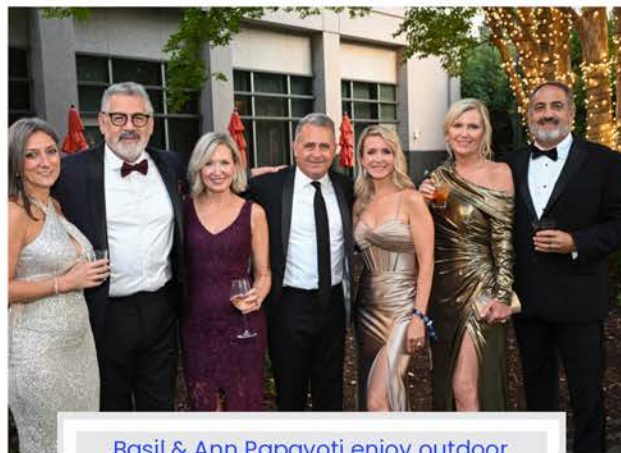
Becky Rhodes shares her Hope Lodge journey with guests.



Greg Mabry & Sid Barron from Asbury Automotive



Mission appeal supports Atlanta Hope Lodge



Basil & Ann Papayoti enjoy outdoor ambiance with the Heico team.



The amazing guests made it a record-breaking year!





WHY CORPORATE PARTNERS CHOOSE THE AMERICAN CANCER SOCIETY

- The American Cancer Society is one of the largest and most respected voluntary health organizations, leading the fight for a world without cancer.
- With 96% brand recognition, the American Cancer Society is among the most trusted names in health, helping partners build credibility and community trust.
- Aligning with the ACS brand distinguishes your organization, strengthens reputation, and builds meaningful community connections.



We're celebrating 25 years
of partnership with Delta

- Cancer remains one of America's most pressing health issues, making partnership with ACS relevant and impactful.
- Partnering with ACS elevates brand reputation, demonstrates community commitment, and engages thousands of employees and customers, just as Delta Air Lines has done for nearly 25 years.
- Over half of consumers say they're more likely to support companies that partner with the American Cancer Society, reflecting the steady value of cause-based collaboration.



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10 Years Celebration



HOPE Ball 2025

10 Year Celebration

THANK YOU to our 2025 Sponsors

Presenting Sponsor



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& Platinum Sponsor



Platinum



Mission Gold



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IBM

Juniper Networks
Safran Group
Thales Inflyt Experience
Unifi Service

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Lifestyle Magazine Sponsor



Giving Hope a Home since 1998

The American Cancer Society Hope Lodge® in Atlanta, opened in 1998, is a home away from home for people with cancer and their caretakers while going through treatment or a clinical trial. The facility offers 57 guest rooms, fully equipped community kitchens for food storage and preparation, gathering areas and community dining rooms, laundry rooms stocked with supplies, and outdoor reflection or meditation spaces, all located near treatment centers in the area.

The Hope Lodge is a loving, caring place for people in need of help, company, and companionship. I met so many wonderful people in my same situation, and that makes the time and treatments bearable. It is like coming home every day to friends.

Hope Lodge Guest

2025 Impact - Georgia



983+

guests
served



27,608+

free nights of
lodging provided



3,595+

Road to
Recovery Rides



\$3.68M+

saved in
hotel costs

*Estimates of October 31, 2025



Hope Lodge®

The Atlanta Hope Ball Mission Moment Impact

\$3,500 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

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.



140 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.

1.3M+

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

HOPE Ball

2025 Board of Ambassadors



Hope Ball Chair

Richard Cox

SVP - Airport
Customer Service,
Cargo Operations, Ground
Support Equipment & Global Clean
Delta Air Lines



Hope Ball Co-Chair

Ken McCue

VP - Technical
Supply Chain
Management
Delta Air Lines



Sid Barron

Vice President of
Manufacturing
Relations
Asbury Automotive Group



Oko Buckle

Sr. Vice President &
General Manager
Burns & McDonnell



Sandra Harris

VP of Sales &
Account Mgmt.
Kaiser
Permanente of Georgia



Josh Hirschheimer

Josh Hirschheimer
Associate Partner
Porsche Consulting



Joanne Hayes

Publisher &
Founder
Simply Buckhead



Dr. Adam Marcus

Deputy Director
Winship Cancer
Institute at Emory
University



Steven Klamon

Gretchen's
Gazelles





Thank you!



HOPE *Ball*

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<https://hopeball.org/>