



# GROWING HOPE THROUGH ART

PERMANENT ART INSTALLATION PROGRAM

## UNDERWRITING PRESENTATION



### “SEASONS OF LIFE” | ART INSTALLATION

A PERMANENT ART INSTALLATION AT LEVINE CANCER INSTITUTE  
TO AMPLIFY SARCOMA AWARENESS AND FUND NOVEL  
CANCER RESEARCH

IMAGINED BY THE PAULA TAKACS FOUNDATION IN THEIR  
“GROWING HOPE THROUGH ART” PROGRAM,  
THE FIRST IN OUR SERIES

“SEASONS OF LIFE” GLASS TREE  
DESIGNED BY RENOWNED GLASS ARTIST  
AND SARCOMA SURVIVOR JAKE PFEIFER  
OF HOT GLASS ALLEY

[GROWINGHOPETHROUGHART.ORG](http://GROWINGHOPETHROUGHART.ORG)

## THE PARTNERS

### PAULA TAKACS FOUNDATION FOR SARCOMA RESEARCH

The highly visible and successful local nonprofit that imagined the 'Growing Hope Through Art' program, employing a distinctively unique cancer fundraising model. It launches with the piece "Seasons of Life" as the first installation in this program.

### JAKE PFEIFER/ HOT GLASS ALLEY

The juried and highly regarded Charlotte glass artist as well as childhood sarcoma survivor, Jake Pfeiffer, who is endowed with the talent and perspective to bring our first fundraising art project to life.

### LEVINE CANCER INSTITUTE

The nationally recognized cancer facility – working diligently to shift cancer outcomes for patients everywhere – who believes the fine art they showcase throughout their complex is a key piece in the patient healing process and central to a healthy staff experience.

## THE CONCEPT

The glass installation, titled, "Seasons of Life" is devoted to raising sarcoma awareness and the importance of funding research. This installation also honors the courage shown by the cancer community at large, while elevating the life stories of local cancer patients and their healthcare heroes.

## THE DONOR EXPERIENCE

The unique donor-driven, fund-raising model – designed to bring greater personal connection to the art – ensures that each glass flower and bark tile is crafted for that donor. Our intention is that this installation will 'come to life' through the all the people who support cancer research and survivorship.

## THE LOCATION

By locating the installation in the highest traffic corridor of the Levine Cancer Institute complex we give every staff member and visitor a chance to experience this vibrant, dimensional flowering glass display. Our desire is to have it offer each a place to pause, be uplifted and comforted, and feel more hope.

## THE PHILANTHROPY

By supporting this initial installation you demonstrate yourself as an ally in our endeavor to amplify awareness and fund sarcoma research at Levine Cancer Institute and Levine Children's Hospital. Your alliance also helps position your brand alongside diverse supporters of Charlotte's life-changing medical facilities, and talented community artists.

## THE UNDERWRITING CATEGORIES & BENEFITS

Only a select group of underwriters will bring to life this first art piece in our program, receiving both near term and everlasting benefits from their support.



FOUNDATION  
for SARCOMA  
RESEARCH

## THE PARTNERS



Hot Glass Alley was incorporated in PA in 2013 as an open access studio, and relocated to the NoDa District of Charlotte, NC in 2018. Hot Glass Alley is the only hot shop in the area bringing the art of glass blowing directly to the public. People may come by the gallery to shop for one-of-a-kind pieces and commission custom art, learn about glass blowing, fusing and design, witness molten glass transform into art at an Open Demonstration or fully experience the magic of glassblowing by making their own piece to take home. HGA is owned by artist Jake Pfeifer as well as his parents, Michael & Sonya Pfeifer. Jake is assisted in the shop by other talented glassblowers and gallery teammates.

[hotglassalley.com](http://hotglassalley.com)



The Paula Takacs Foundation for Sarcoma Research, the single largest non-profit donor to research at Levine Cancer Institute, was founded by Paula and Geoffrey Takacs of Charlotte, NC in 2010 to fund sarcoma research and raise awareness of this complex and underfunded universe of cancers. Since inception, the Foundation has raised over \$2.8 million with over 10,000 attendees at its events. Thus, the Paula Takacs Foundation has solidified itself as one of the most successful and active grassroots sarcoma organization in the United States. To date, the Foundation has funded 6 research projects, including a very successful immunotherapy clinical trial, and a pending osteosarcoma clinical trial for ages 5 and up.

Paula lost her life to liposarcoma in 2014 and we passionately continue to honor her legacy today.

[paulatakacsfoundation.org](http://paulatakacsfoundation.org)



**Atrium Health**  
Levine Cancer Institute

Caring for approximately 20,000 patients annually, Atrium Health's Levine Cancer Institute -- officially established in 2012 -- is one of the leading and most innovative cancer care facilities in the country, the Institute operates within a unique model of care that provides diverse communities access to world class care, close to home. This academic hybrid model combines two important bodies of work -- academics and oncology research -- with compassionate, community-based cancer care. Levine Cancer Institute has been recognized by US News and World Report as one of the top 50 cancer centers in the country. Learn more here.

In 2019, Atrium Health's Levine Cancer Institute opened its newest addition to the world- renowned cancer institute with Levine Cancer Institute II (LCI II). LCI II includes nearly 31,000 square feet dedicated to research which allows for centralized oncology and hematology research. Levine Cancer Institute continues to invest in the development of clinical trials and other research to make it easier and more convenient for patients to have access to groundbreaking therapies. A multi-site Phase 1 clinical trials unit provides access to the newest, most innovative therapies and cancer treatment options available.

[levinecancer.com](http://levinecancer.com)

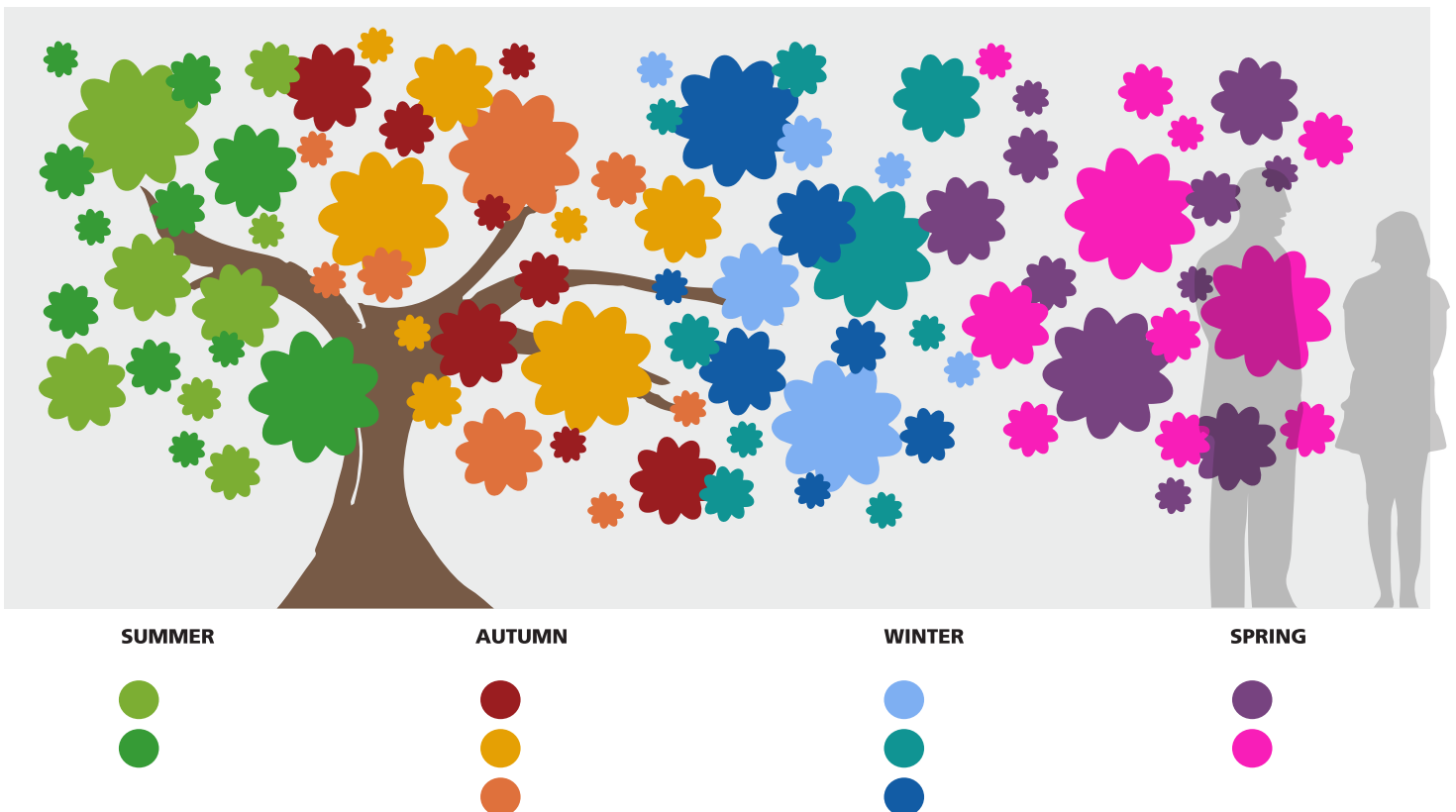
# THE CONCEPT

*Out of the soil comes the tender shoot, an organic metaphor of survival and beauty. Held securely in place by an unseen network of nourishing roots, fed by light and love, the seasonal cadence of blossoms symbolizes the courageous journey of one survivor, and pays homage to all cancer patients and their healthcare heroes.*

## “SEASONS OF LIFE” | ARTIST JAKE PFEIFER

18’ 9” wide X 8’ 9” tall

Full width scale of wall, trunk, and flowers.  
Images of tallest man is 6 feet tall.



**Installation Visual at Completion:** The display will be a contemporary interpretation of a tree bending in the wind but not breaking as it grows through all 4 seasons. The tree dances outward in its own design, as nature would grow, with a long and lush network of flowers adorning its wind-swept branches. The flower colors will be displayed in groupings of seasonal colors starting with summer, then moving to fall, on to winter, and then spring. Each season will represent artist Jake Pfeifer’s personal interpretation of his own sarcoma cancer journey, going from full health (summer) to diagnosis (fall), then moving to treatment (winter) and renewal (spring).





FOUNDATION  
for SARCOMA  
RESEARCH

## GLASS COLOR PALETTE



## THE DONOR EXPERIENCE



Potential donors can learn about the art installation project at [GrowingHopeThroughArt.org](http://GrowingHopeThroughArt.org), a stand alone website, as well as through content found on the Paula Takacs Foundation website that links to the program. We will also be promoting this program through digital and print media. QR code signage will be located at the LCI installation. **The QR code will hyperlink to a custom landing page on the Paula Takacs Foundation website.**

Donors' giving levels for this fundraiser correspond to bark pieces or flowers ranging from an accessible \$100 for bark tiles to \$2,000 for a fully immersive experience with the artist. The flower sizes are commensurate with each level of philanthropic support. **Flower donors will receive information from the Foundation detailing the exact location of their blossom in the art installation.** Based upon giving level, donors may receive benefits such as PTF swag, HGA discounts and/or private events at HGA, and invitations to the installation unveiling.

Whereas the flower colors and placement will be artist controlled by artist Jake Pfeifer, **the final art composition will be substantially driven by donor selection of flower sizes.** This approach helps immerse donors more fully in the development of the project and enhances their emotional connection to the art, Levine Cancer Institute, and the Paula Takacs Foundation.



SAMPLE OF FLOWER  
DESIGN

With a target maximum of 100 glass flowers, installed in a seasonal color palette pattern, colors will intermingle and follow a seasonal layout beginning with (from top to bottom): Summer, Fall, Winter and Spring. Summer colors of glass will be: New Green, Lime Green, and Jade Green. Fall colors of glass will be Orange, Gold Topaz, Amber, Copper, and Ruby Red. Winter colors of glass will be White, Light Blue, and Cerulean Blue. Spring colors will be Pink, Apricot, Yellow, and Red. The trunk will be comprised of approximately 100-200 pieces of custom glass bark with the average size being approximately 5" by 3".

# THE LOCATION

**Installation Location:** Seasons of Life will be located in a prominent, 18-foot alcove in the 3rd floor hallway connecting Levine Cancer Institute's Building I and II, the highest foot traffic location in the LCI complex. This connector is traveled daily by visitors and staff, and features food service, a gift shop, and the Keep Pounding Family Center lounge. The art installation will be directly across from the continuous bank of windows, providing ample natural light to accentuate the colors and beauty of the hand-blown glass.

**Installation Visual at Initiation:** Early in this journey, the alcove area will display signage announcing the upcoming installation and include a graphic representation of the completed installation as well as a QR code linked to a specific landing page on PTF's website to learn more.



LEVINE CANCER INSTITUTE WILL BE PERMANENTLY GIFTED THIS CELEBRATED INSTALLATION. THIS REPRESENTS OUR COMMITMENT TO RAISING SARCOMA AWARENESS, AND FUNDING LOCAL CANCER RESEARCH.



## THE PHILANTHROPY



### ALIGN WITH A NATIONALLY RECOGNIZED MEDICAL POWERHOUSE

Atrium Health is a trusted destination for patients and partners from around the world with renowned care and ground breaking trials for sarcoma patients. The exhibit complements Atrium's already impressive commitment to art as a way to augment care and elevate the healing environment for all.



### A COMMITMENT TO CELEBRATING DIVERSITY

When groups or individuals whose voices -- typically not considered mainstream -- are given a platform to express themselves through art, we elevate empathy and improve our relationships across the community at large.

### SUPPORT A GLOBAL VOICE OF HOPE



We funded the very first investigator-initiated sarcoma clinical trial at LCI which achieved global recognition. Since Levine Cancer Institute opened their doors in 2012, the Paula Takacs Foundation has become their largest non-profit research donor, gifting an average of \$250,000 each year.

### HELP ESTABLISH A 'FIRST OF ITS KIND' IN CHARLOTTE' EXHIBIT



By lending your support to this masterfully conceived art, in terms of materials, theme, and location, you become a part of this permanent exhibit. The collaboration between artist/cancer survivor, research and medical care provider, and non-profit foundation, intends to set a new standard for combining art, activism, and purposeful cancer fund-raising.



# THE UNDERWRITING CATEGORIES & BENEFITS

## Installation Underwriter

Site preparation, art fabrication and installation, as well as all undertakings to market and manage the project and bring it to life.

**Three (3) available at  
\$25,000/each.**

## Matching Gift Underwriter

Incentivize potential donors during fundraising. Show corporate commitment in furthering sarcoma research at Levine Cancer Institute & Levine Children's Hospital.

**Two (2) available at  
\$35,000/each.**

## Benefits:

### EVERLASTING BRAND EXPOSURE

Prominent & permanent recognition of your support on the Growing Hope Through Art website landing page for the program and the installation. It will also be prominent on our PTF website.

### PRINT, DIGITAL AND VIDEO EXPOSURE

**Print:** Various local and well-read publications. As well as Our State Magazine, and SouthPark Magazine with a combined circulation of 1.5 million.

**Digital:** Articles, social media, paid advertising

**Video:** Underwriter acknowledgements to appear in Installation video.

### EXPERIENTIAL EXPOSURE

Interact with the public, and glass piece donors at Hot Glass Alley during flower glass blowing events.

### SPEAKING OPPORTUNITIES

Attend and be recognized at the Installation unveiling as well as other Paula Takacs Foundation events.

### STUNNING GLASS GIFT

Receive a custom glass piece to display in your lobby, office or central location as a symbol of your commitment to our mission to find cures for sarcoma.