


# GROWING HOPE THROUGH ART PROGRAM

## 2025 PLAN SUMMARY



  
paulatakacsfoundation.org

**Paula Takacs Foundation for Sarcoma Research (PTF)**  
Mission is to fund local sarcoma research and expand global hope.

**Beneficiaries**

- Levine Cancer Institute
- Levine Childrens Hospital

**Revenue is generated through:**

- Organic Donations
- Beneficiary of outside organization's fundraising events such as All-In to Fight Cancer and The Clayton Golf Tournament
- Annual Sarcoma Stomp
- Annual Champions Celebration
- **Growing Hope Through Art Program**

**Key Impact since inception:**

- \$4.4M raised for research to date
- Funded first investigator-initiated sarcoma clinical trial at Levine Cancer Institute and Levine Children's Hospital
- 3 funded studies were selected for prestigious podium presentations at international conferences
- Established \$2M Endowed Chair of Sarcoma Research at Levine Cancer Institute



**Growing Hope Through Art is our only physical fund raising platform. Permanent art installations stand as an evergreen symbol of our commitment to growing hope for sarcoma patients world wide.**

**Objective:**  
We commission and oversee the underwriting, marketing, and installation of art that **creates evergreen awareness and fund-raising potential through visibility within the community.** The ancillary benefit is to amplify awareness and create more understanding throughout the community about sarcomas through the power of art. Revenue is generated through the solicitation of underwriters for the hard costs and sponsorship. Then, the art itself is the platform to solicit further donations from the public. When possible, we try to tie individual elements of the art to donation levels giving the donor a more personal experience with the art, and therefore amplifying awareness and commitment to our mission.

**First Installation Unveiled June 2024**  
**'Seasons of Life' Blown Glass Tree**

- Permanently displayed at Levine Cancer Institute
- 18' wide by 8' tall
- Artist Jake Pfeifer, Hot Glass Alley, Charlotte NC
- \$188,000 raised to date
- Fund raising is still active



**2025 Installations: In Planning Stages Now**  
Our ideal locations are pedestrian and accessible for close up interactions. Chosen medium should allow for maximum artistic expression and fund raising. Within the Charlotte region.

*TASKS FROM CONCEPT TO UNVEILING:*

- Identify artistic, promotional, and sponsorship partners
- Secure location and location benefactor
- Designate project management
- Identify roles and each partner and educate team of PTF
- Create our financial agreements
- Generate needed contracts with various vendors
- Map our project management
- Create fund raising algorithms and strategy
- Create marketing plan and strategy
- Generate the visual and messaging to brand the installation
- Solicit and secure underwriters
- Open fund raising to the public prior to installation
- Final installation