

2024

IMPACT REPORT

With INTentional Kindness and Support

Our Vision

Lifting the burdens for brain tumor patients and caregivers, so they can **focus on the fight!**

Our Mission

Enhance the quality of life for brain tumor patients and caregivers **With INTentional Kindness and Support (WINKS)** – no journey is traveled alone!



A Message from our President and Founder

I'm honored to present our 2024 Impact Report, a reflection of our collective efforts to make a meaningful difference in the lives of brain tumor patients and their families. The past year has been one of growth and transformation, and I'm incredibly proud of the progress we've made together.

WINKS continues to support individuals and families facing brain tumor diagnoses through our vital programs. The Empathy in Action Program has expanded, offering emotional, logistical, and financial assistance. We've distributed 131 Brain Tumor Power Packs to healthcare facilities and awarded \$22,500 in grants to help alleviate the financial burden of a diagnosis.

We've also strengthened our organizational capacity to meet growing demand, hiring a part-time program manager and increasing our volunteer team to 19 members. This expanded infrastructure will help us better support the increasing number of families who need us.

While our work continues to evolve, we are faced with the challenge of scaling our impact to meet the rising demand for services. As a volunteer-led organization, we are aware that financial sustainability is key to achieving long-term growth and stability. Our goal is to transition to a full-time leadership structure, allowing us to further amplify our impact and continue offering life-changing support to those in need.

Looking forward, we are committed to building a sustainable future for WINKS. Through strategic partnerships and continued community engagement, we are actively working to diversify our funding sources and ensure that our mission remains strong for years to come.

I would like to take a moment to express my deepest gratitude to our donors, volunteers, and partners. Your unwavering support is the heart of WINKS, and together, we are changing lives.

Sincerely,

A handwritten signature in cursive script that reads "Sam Hunter". The ink is dark and the signature is fluid and personal.

Sam Hunter
President, Founder, and Survivor

PROGRAMS

Encouraging Nods Brain Tumor Support

Our program provides emotional, practical, and peer support to patients and caregivers, helping them navigate the challenges of a brain tumor diagnosis

Stronger Together

WINKS hosted 4 of our quarterly support groups in 2024, with 13 total active support group members.

Eye Opener

The WINKS Eye Opener raises awareness and advocates for brain tumor patients in our community, ensuring their needs are recognized and supported.

WINKS is working hard to be a constant presence in our community to better spread the word about the needs of brain tumor patients and their families. In 2024 alone, WINKS accomplished plenty of outreach:

- 3 interviews with local news media about WINKS
 - 13 News Now
 - WTKR Coast Live
 - TEGNA Grant
- 3,749 site visitors to the WINKS website.
- Facebook & Instagram pages total reach of over 10,000
 - 117 Facebook posts with an average of 62 impressions per post
 - 102 Instagram posts, with an average of 44 impressions per post



PROGRAMS

Empathy in Action Grants

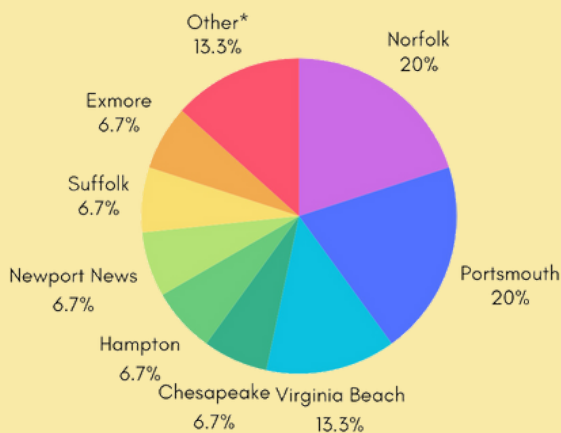
WINKS' Empathy in Action is an initiative to provide need-based support for ordinary and necessary living expenses, resource connections, and other tangible assistance for brain tumor patients and caregivers in the Hampton Roads area.

WINKS provided the following life-changing support to brain tumor patients and their families in 2024:

- **131 Brain Tumor Power Packs** supplied to newly diagnosed patients
- **15** additional informational packets provided to patients currently in treatment
- **15 Empathy in Action Grants**, totaling **\$15,000**, providing needs-based support for ordinary and necessary living expenses
- **12 EIA Transportation Grants**, totaling **\$7500**, providing the funds for patients to attend specialist appointments and treatment.

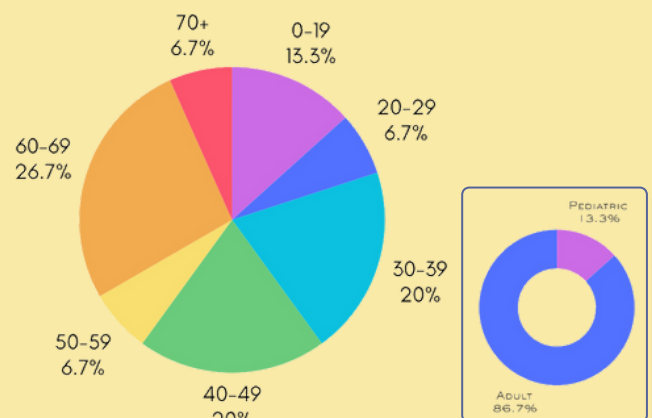
2024

GRANTS BY LOCATION

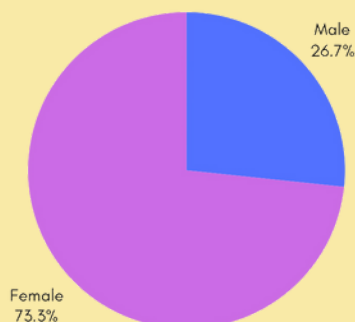


* Patient resides outside Hampton Roads area, being treated in Hampton Roads

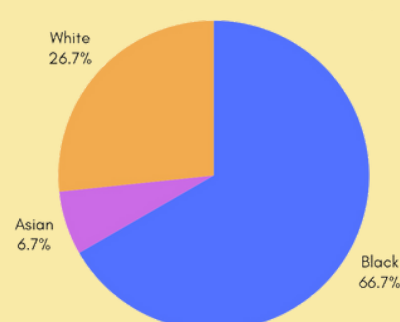
GRANTS BY AGE



GRANTS BY GENDER



GRANTS BY RACE



IMPACT

2024 Statement of Activity

January - December 2024

	<u>Total</u>
Revenue	
Donations	8,344.00
Grant Awards	
Sentara Cares	15,000.00
United Way Grassroots	9,750.00
TEGNA Foundation	5,000.00
Chartway Foundation	5,000.00
Net Fundraising Revenue	
2024 Tee Up for Brain Tumors	9,018.00
Miscellaneous Revenue	6.00
Total Revenue	\$ 52,118.00
Expenditures	
Office/General Administrative Expenditures	3,283.00
Empathy in Action	
EIA Grants	
Sentara Cares	5,000.00
WINKS	10,000.00
Total EIA Grants	<u>15,000.00</u>
EIA Transportation Grants	
United Way Grassroots	4,000.00
WINKS	3,500.00
Total EIA Transportation Grants	<u>7,500.00</u>
Brain Tumor Power Packs	4,281.00
EIA Program Management	3,674.00
EIA Program Marketing	3,500.00
Total Expenditures	\$ 37,238.00
Net Operating Revenue	\$ 14,880.00
Net Revenue	\$ 14,880.00

IMPACT

WINKS Through the Years



\$68,800 IN ASSISTANCE
TO BRAIN TUMOR
PATIENTS

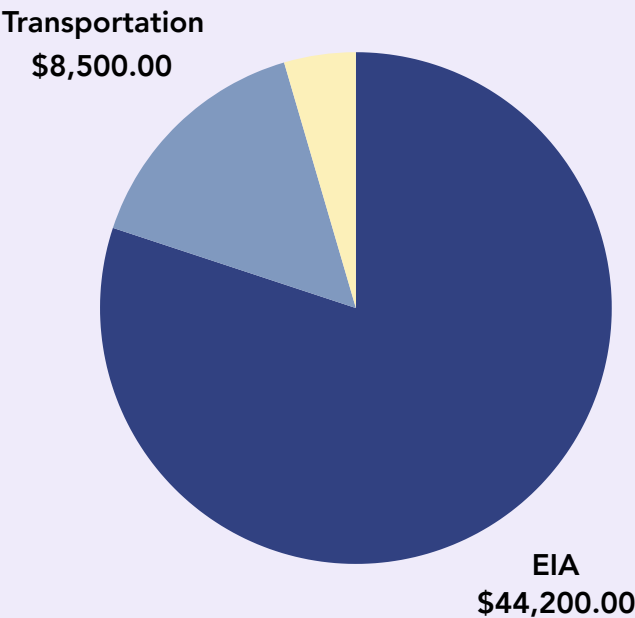


\$55,200 EMPATHY IN
ACTION GRANTS



368 BRAIN TUMOR
POWER PACKS

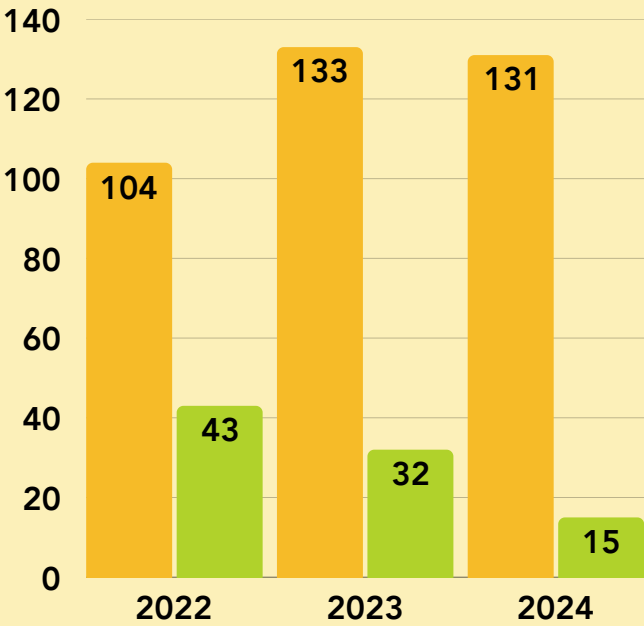
EMPATHY IN ACTION GRANTS



62

Local Brain Tumor
Patients Supported

BRAIN TUMOR POWER PACKS & INFORMATIONAL PACKETS



\$13,600

Total Program Cost

COMMUNITY PARTNERS

No Journey is Traveled Alone

Everything we do is made possible through partnerships with local organizations.

We collaborate with healthcare organizations across Hampton Roads to provide Brain Tumor Power Packs to newly diagnosed patients and facilitate support groups for patients and their families. Additionally, we partner with local and national organizations to fund our Empathy in Action Grants, raise awareness about the impact of brain tumors, and address the needs of brain tumor patients in the region. **In 2024, WINKS joined forces with over 15 organizations, providing more than \$22,000 in need-based grants and distributing 131 Brain Tumor Power Packs.**



Children's
Hospital
of The King's
Daughters



HAMPTON UNIVERSITY
PROTON CANCER INSTITUTE
Cancer and Research Center



United Way of
South Hampton Roads



We couldn't have done it without your generous support

Kari's Story

When Kari was diagnosed with a brain tumor, she turned to WINKS for help.

In August, Kari applied for an Empathy in Action Grant to cover daily expenses and relocate to more affordable housing. Living alone, with only limited support from family and a home care provider, **Kari struggled to meet her basic needs and access the help she needed.**

Recognizing the urgency of her situation, WINKS arranged for President and Founder, Sam Hunter, to visit Kari at home in September.

What began as a quick visit to deliver the grant turned into a two-hour conversation, as Sam recognized Kari's need for emotional connection. The experience deepened Sam's commitment to WINKS' mission, reinforcing the importance of providing both practical and emotional support to those facing brain tumor diagnoses.

Thanks to the grant, Kari was able to move into more affordable housing, lifting a significant financial burden. Now focused on regaining her strength, Kari is excited to give back to WINKS and sharing the kindness and support that transformed her life.



Why Your Support Matters

While brain cancer may affect fewer than 1% of the population, the **impact** on those who face it is profound. WINKS is dedicated to meeting the **urgent needs** of these individuals, ensuring they receive the **resources, care, and support** they deserve. We are grateful for our **community** of supporters, who help us make a meaningful **difference** in the lives of brain tumor patients and their families.

Thank you to all our donors, volunteers, and partners



I support WINKS through fundraising and volunteer work because I have seen first hand the **impact** that a brain tumor diagnosis can have on patients and their loved ones. The work WINKS is doing in the **community** through monetary grants, support groups, and resource sharing is **invaluable to those in need!**

Brionna, Volunteer



WINKS Honored for Outstanding Service and Community Contributions



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www.winksbt.org



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