



**2024 Annual Fashion Reveal
Creative Brief**

Summary: Now in its 26th year, the Ingalls Development Foundation hosts the annual Promise of Hope Fashion Reveal to raise money in support of our Comprehensive Community based Cancer Research and Oncology Program at UChicago Medicine Ingalls Memorial.

Areas of impact donors support through Promise of Hope:

- **Cancer Research Clinical Trials / Infusion Therapy**
 - Nearly 300 oncology patients screened annually
 - 60 patients enrolled, on average in world class trials close to home here in the Southland!
 - 12,000+ Infusion therapies annually
 - 10X the enrollment rate of African American patients compared to the national average!
- **Integrative Wellness**
 - Wellness program incorporated holistic, mini-spa services addressing critical unmet need at Ingalls.
 - Nearly 300 services performed monthly including Massage, Reiki, Reflexology
- **Financial Counseling**
 - 500 Patient Navigations Annually securing more than \$1.5 Million awards
 - Co-Pay Assistance
 - Insurance Counseling
 - Pharmacy Intervention
- **Food Insecurity**
 - 3 complimentary nutrition stations open
 - 6,110 people served
 - 46,000 lbs of food distributed

We are looking for passionate, generous and dedicated volunteers to help us tell our story at this year's Promise of Hope event. Areas of support include Strategy, Logistics, Staffing, Sponsorship, Marketing, Planning.

Length of Time: January – May, beginning with first planning meeting on January 18th.
Remaining schedule will be set following first meeting.

Event Date: Thursday, May 9th 10:30 – 2:00pm / Odyssey Country Club

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