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THE SKINNY

ISF EMAIL NEWSLETTER



Off To The Races

It's a new year, and ISF is coming in hot with new faces, exciting opportunities for all types of supporters and a renewed energy to take our mission to the next level.

JOIN OUR JOURNEY

Meet Our Marketing Mavens



Pictured left to right: Kat Baab, Hailey Rorie, Julie D'Amanda

As ISF continues to expand its efforts and reach new champions in the fight against pediatric cancer, we're excited to introduce you to our new marketing team.

Hailey Rorie | VP Marketing & Communications

Hailey has over 15 years of experience in marketing, public relations and community engagement. In the past year, she has shifted from her corporate role in Ballantyne, bringing with her a wealth of knowledge, leadership and passion for community work.

Julie D'Amanda | Marketing Manager

ISF welcomed Julie in 2023 just after graduating from UNC Wilmington. Her specialty lies in building better brands online and is now leveraging her skills to contribute to a cause that truly matters – funding research for rare pediatric cancer.

Kat Baab | Creative Director

With 13 years of prior experience as an in-house designer and director, Kat adds a creative spark to the team. Her robust background in graphic design and a keen eye for creative strategies, makes Kat a pivotal force in driving ISF's brand forward.

Please help us welcome these ladies to the ISF family!

PEEP THE PRESS RELEASE

Behind-the-Scenes

We have been busy laying the groundwork for a year of immense growth. [Catch a sneak peek](#) of the team in action at our 2024 planning retreat in Charleston, SC!



Ignite + Fight

We're excited to team up with Barry's in 2024! The fitness studio now sells our amazing mission-driven candles at its Charlotte location.

Feel the burn and mingle with our team at an in-studio pop-up on **January 27**.

[Contact the team for details.](#)

A Speakeasy Soiree

[Secure a seat](#) at the first signature event of the season, a 1920's-themed gala at The Revelry on March 22.

Enjoy a night of fun and philanthropy while connecting with the doctors, bidding on a lavish live auction and hearing first-hand what's next at ISF.

[Sponsorships](#) are limited, and general admission tickets go live on February 1.

[Join the waitlist.](#)



Leaving A Legacy

ISF founder, Erin Santos-Primis, was recently featured in Authority Magazine where she weighed in on how to leave a lasting legacy with a successful and effective nonprofit organization.

“In 2007, the same year as Isabella’s diagnosis, I founded ISF to turn my pain into action...I realized I could make an impact in small ways that would culminate over time. ”

[Read the full article.](#)

SAVE THE DATE

Do good. Feel good.

Fitness Focus

January 27

[Level up your workouts](#) by joining a high-intensity workout at Barry's on January 27. Mingle with us after class!

Self-Care Special

February 1-29

Rejuvenate your skin with a relaxing HydraFacial at [Providence Plastic Surgery & Skin Center](#).

Galentine's Day

February 10

Sip and shop with your favorite gals at [Pearl Pagoda](#). Enjoy live music, champagne, snacks and more!

Give Blood

March 8-11

In celebration of Isabella's birthday, donate with [OneBlood](#) in March. ISF receives \$10 per donation!

Join Our Team

If you have a passion for event planning, relationship building or research, we might have the perfect opportunity for you!

ISF is launching a new volunteer program with [THREE new roles](#) to fill within the next month! The ideal candidates will have a passion for building relationships and making a positive impact in the community.

[Apply here.](#)

An Incredible Impact

Thank you to all the amazing [Three Wish Members](#) who contributed to raising over \$300K last year! Want to join this secret society? Contact [Ashton Barlow](#) for details.

Before We Go

We'd like to thank every partner, past team member, volunteer and board member who have helped us get here. We recognize that the support of our incredible community has been integral in our success — and for you, we are so grateful.

We hope you'll continue to be a part of our journey as we embrace a year of immense growth, collaboration and progress. Big things are in store.



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