

# Building Hope:

## ADVANCING CANCER CARE FOR OUR COMMUNITY



### Construction Progress at the Carilion Taubman Cancer Center

A lot can happen in five months. From the first steel beams to the rising floors of what will become a landmark for cancer care in our region, watch the Carilion Taubman Cancer Center take shape in this time-lapse from Robins & Morton and Branch..

[SEE THE PROGRESS](#)

### Turning Love into Lasting Impact



Susan Carter Parker Potter was larger than life, and she lived a life meant to be remembered. That's why her family is honoring the legacy of the 1984 Miss Virginia by dedicating a space in the Carilion Taubman Cancer Center in her name.

Susan didn't let her 10-year battle with breast cancer steal her joy. She even turned trips to Memorial Sloan Kettering Cancer Center in New York City into an adventure. But over time, the travel took a toll on Susan and her family.

"Especially when you're facing a battle like this and have to be away from your friends, your family and your support system, having to travel and not being able to have everyone with you. And the financial hardship is devastating," said Kaitlyn.

That experience is why Susan's family chose to give.

"We want others to not have to fight alone. We want them to have their support and their network around them," said Rebecca. "We want them to have world-class care here in the Roanoke Valley and surrounding areas."

For Susan's family, this gift honors her life while helping ensure others can stay close to the people who matter most during treatment. It's one way to turn love into lasting impact, carrying Susan's spirit forward through care that will touch lives for years to come.

[CONSIDER MAKING YOUR OWN HONORABLE GIFT](#)

[WATCH SUSAN'S STORY](#)

### Turning Every Fill-Up Into Hope for Cancer Care

If you're getting gas in Southwest Virginia, there's a good chance you'll pull up to one of Dharmendra Patel's stations and see signs for the Fuel Hope fundraising campaign. Through Fuel Hope, a portion of every gas purchase is donated to the Carilion Taubman Cancer Center. QR codes at the pump and inside the store give customers the option to contribute additional donations.

"I have grown in this community as a business owner. It is our job, every citizen's job, to give back to the community," Patel said.

Rather than make a one-time gift, Patel wanted to create an opportunity for others to take part.



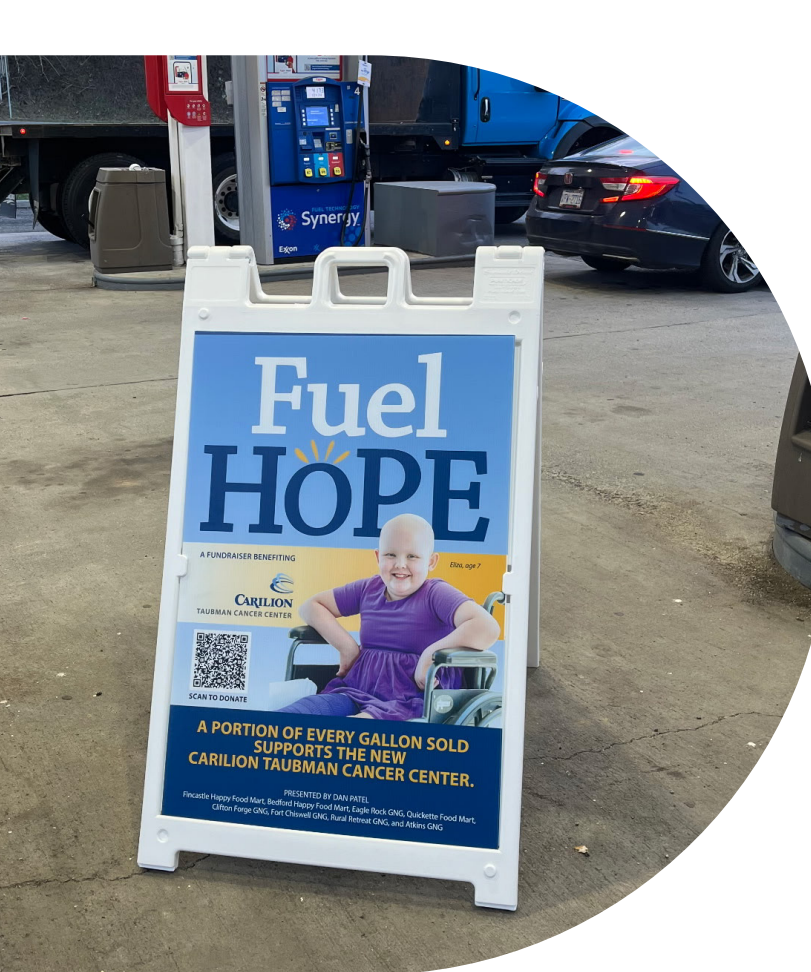
*Dharmendra Patel, local proprietor and community advocate*

"I could have made a donation and stopped there," Patel said. "But this invites the community to be part of the effort. When someone fills up at one of our gas stations and knows a portion supports the hospital, they can feel like they're helping build the cancer center." Patel said his support is personal. He has seen friends face cancer and believes access to advanced care close to home will make a meaningful difference for patients and families across the region.

Fuel Hope shows how local businesses can turn everyday transactions into meaningful support for the cancer center. Patel hopes other business owners will consider ways they can invite their customers to help bring world-class cancer care closer to home.

Fuel Hope is sponsored at the following gas stations: Fincastle Happy Food Mart, Bedford Happy Food Mart, Eagle Rock GNG, Quickette Food Mart, Clifton Forge GNG, Ft Chiswell GNG, Rural Retreat GNG, and Atkins GNG.

[WATCH MORE](#)



### Show your support at the pump for Carilion Clinic Foundation and Proton Therapy:

- Eagle Rock Grab N Go ..... 15881 Botetourt Rd Eagle Rock
- Fincastle Corner Mart ..... 8216 Roanoke Rd Fincastle
- Fort Chiswell Grab N Go ..... 118 Fort Chiswell Rd Max Meadows
- Quickette Food Mart ..... 725 Botetourt Rd Fincastle
- Bedford Corner Mart ..... 817 Burks Hill Rd Bedford
- Clifton Forge Grab N Go ..... 211 W Ridgeway St Clifton Forge
- Rural Retreat Grab N Go ..... 6862 W Lee Hwy Rural Retreat
- Atkins Grab N Go ..... 5535 Lee Hwy Atkins

### Proton Therapy Offers Hope for Cancer Patients Across the Region



Traditional radiation therapy, also known as photon therapy, has been used to treat cancer for more than 100 years. A tried and tested treatment, radiation therapy breaks down the DNA strands of cancer cells to eliminate cancer. As X-ray-based photon therapy enters and exits the body, it works differently.

Because protons release most of their energy at the site of a tumor, they cause less damage to the healthy tissue nearby. The result is fewer side effects and a better quality of life for patients during and after treatment.

For pediatric cancer patients, this distinction is especially critical. For young children, conventional radiation near the brain can impair spinal cord development and potentially harm surrounding organs – increasing the risk of secondary

cancer later in life. Proton therapy significantly reduces these risks by releasing energy precisely at the tumor site, protecting healthy, growing tissue.

In addition to pediatric cancers, proton therapy is also effective for treating certain cancers of the brain, eyes, and lungs.

For patients across Southwest Virginia, access to proton therapy could only happen through a long drive to Hampton Roads or Northern Virginia for a treatment that often occurs up to 5 days each week for 5 - 7 weeks. The campaign to support proton therapy at the Carilion Taubman Cancer Center will change that by bringing this advanced treatment close to home.

[WATCH MORE](#)



### Support Proton Therapy at the Carilion Taubman Cancer Center

Dan Patel found a way to turn everyday business into community impact. If you have an idea for how your business can support the Carilion Taubman Cancer Center, we want to build something together. Reach out to the Foundation Team at [foundation@carilionclinic.org](mailto:foundation@carilionclinic.org).

[DONATE NOW TO PROTON THERAPY](#)