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# Impact

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## Granite Telecommunications' "Saving by Shaving" raises \$2.2 million for Dana-Farber

When he asked longtime employee Ross Golen what it would take for Golen to shave off his long beard and handlebar mustache, Granite Telecommunications CEO Rob Hale was probably not expecting the answer to be a gift to Dana-Farber. But that is what happened on March 3, when a bit of banter blossomed into a major event generating \$2.2 million in gifts from Hale, his company, and his mother, Institute Trustee Judith Hale, to one of Granite's primary charities.

Ever since his late father, Robert Hale Sr., was treated at Dana-Farber for pancreatic cancer, Rob has made giving back to Dana-Farber an annual priority. He initially pledged \$10,000 to see a clean-shaven Golen, whose own father had a cancerous kidney removed at Dana-Farber last year. When other employees volunteered to get shaved, "Saving by Shaving" was born. The company pledged \$1,000 per employee, and Judy Hale joined Rob to up the ante, offering \$2,000 each for every employee who had their beard, mustache, or head shaved. More than 430 employees rose to the challenge, with local barbers and hair stylists volunteering their services for the event at Granite's Quincy, Mass., headquarters.

"Almost everybody has been affected by cancer, and those of us who have seen its impact want to fight back," said Rob. "For my teammates to step up makes a powerful statement. They, too, want to honor a loved one and make a compelling effort to stop cancer."

In addition to the money raised at the shaving event, the Granite Fiber Arts Committee knitted 153 "chemo caps," which were donated to Dana-Farber's Eleanor and Maxwell Blum Patient and Family Resource Center for patients undergoing chemotherapy. Granite donated \$500 per cap to the fundraising efforts. Several participants also donated their hair to Locks of Love, a nonprofit organization that accepts hair of at least 10 inches in length to create hairpieces for financially disadvantaged



Granite Telecommunications CEO Rob Hale (center) and his mother, Institute Trustee Judith Hale, and their company gave \$2.2 million to Dana-Farber through a fundraising challenge sparked by the beard of Granite employee Ross Golen (right).

children suffering hair loss from the treatment of cancer or other medical conditions.

The Hales and their company are longtime supporters of Dana-Farber. Most recently, a \$10 million gift from Judy Hale and her children established the Hale Family Center for Pancreatic Cancer and the Robert T. and Judith B. Hale Chair in Pancreatic Cancer. And each June since 2003, "Granite Day" turns the company's parking lot into a carnival, entertaining thousands of local residents and raising nearly \$1.5 million to date for Dana-Farber.

"This amazing, spontaneous event symbolizes the unwavering commitment that everyone at Granite has to Dana-Farber," said Edward J. Benz Jr., MD, Dana-Farber president and CEO. "We're incredibly grateful to the Hales and to the whole Granite family for their continued generosity toward Dana-Farber's lifesaving mission." ■