IT STARTED AS AN IDEA.
A RIDE. A WEEKEND.

BUT THE RIDE BECAME SOMETHING BIGGER. It became a movement transcending profession, geography and background. Connecting people, ideas and opportunity. A movement based on a shared belief that when we work together, we go further, and when we push ourselves—individually and as a community—we can achieve great things.

And the Pelotonia community has achieved great things. Raising and investing more than $157 million for innovative cancer research in nine short years. Investing in some of the youngest and brightest minds through student fellowships, idea grants and support for faculty, creative trials and studies, and the newest technology to aid research. But we know we have so much more to do. It’s what gets us up early in the morning and keeps us up late at night. It’s what has motivated us all to take action and inspire others to join us. Because we know that when more of us come together with one goal, we will never have to accept anything short of our vision.

The Pelotonia community has accomplished more than we’d ever imagined and raised more than we dared thought possible… and we’ve only just begun.

YOU ARE CREATING LIFE-SAVING IMPACT.

A FEW HIGHLIGHTS YOU MADE HAPPEN

IDEA GRANTS, CLINICAL TRIALS, FACULTY AND STUDENT RESEARCHERS— YOU FUND ALL OF IT.

ON THE VERGE OF A NEW BLOOD TEST TO DETECT LUNG CANCER EARLY. YOU ARE FUNDING THIS WORK.

PREDICTING A SKIN CANCER’S SPREAD. DOCTOR TOLAND IS ALMOST THERE. YOU ARE FUNDING HER WORK.

PREVENTING OVARIAN CANCER SPREAD AND RECURRENCE. THIS RESEARCH IS HAPPENING. YOU MAKE IT POSSIBLE.

PELOTONIA RESEARCH FUNDING CROSSES 11 COLLEGES WITHIN THE OHIO STATE UNIVERSITY. ALL DISCIPLINES WORKING TOWARD ONE GOAL.

MOST ADVANCED DIGITAL PATHOLOGY AVAILABLE ANYWHERE IS AT THE OSUCCC-JAMES. YOU MADE THAT HAPPEN.

The Ohio Colorectal Cancer Prevention Initiative, funded by Pelotonia, is estimated to have saved more than 1,000 years of life among those screened.

Pelotonia dollars have supported the groundbreaking clinical trials of ibrutinib, which is now FDA approved for the treatment of chronic lymphocytic leukemia and mantle cell lymphoma.

Most advanced digital pathology available anywhere is at the OSUCCC-James. You made that happen.

Predicting a skin cancer’s spread. Doctor Toland is almost there. You are funding her work.

Idea grants, clinical trials, faculty and student researchers— you fund all of it.

Inventive cancer research is happening. You make it possible.

Pelotonia research funding crosses 11 colleges within the Ohio State University. All disciplines working toward one goal.

On the verge of a new blood test to detect lung cancer early. You are funding this work.

You are creating life-saving impact.

A FEW HIGHLIGHTS YOU MADE HAPPEN

Our Vision
A world where our communities are healthier and we are all empowered to live our best lives

Our Purpose
Inspire meaningful collective action

We believe research can prevent and end cancer
We believe health and fitness are critical to cancer prevention
We believe when we come together aligned with one goal, we go further
We believe when we push ourselves—individually and as a community—we can achieve great things

YOU ARE CREATING LIFE-SAVING IMPACT.

A FEW HIGHLIGHTS YOU MADE HAPPEN

Idea grants, clinical trials, faculty and student researchers— you fund all of it.

On the verge of a new blood test to detect lung cancer early. You are funding this work.

Most advanced digital pathology available anywhere is at the OSUCCC-James. You made that happen.

Predicting a skin cancer’s spread. Doctor Toland is almost there. You are funding her work.

Preventing ovarian cancer spread and recurrence. This research is happening. You make it possible.

Pelotonia research funding crosses 11 colleges within the Ohio State University. All disciplines working toward one goal.

Really, this is what it’s all about.
**MILESTONES**

**$157M raised to accelerate innovative cancer research PRIOR TO 2018 RIDE**

- **2009**
  - 2,265 Riders
  - 235 Virtual Riders
  - 1,500 Volunteers
  - 52,750 Donations
  - $4.5M RAISED

- **2010**
  - 4,047 Riders
  - 761 Virtual Riders
  - 1,800 Volunteers
  - 85,152 Donations
  - $7.8M RAISED

- **2011**
  - 4,786 Riders
  - 1,814 Virtual Riders
  - 2,091 Volunteers
  - 113,150 Donations
  - $13.1M RAISED

- **2012**
  - 6,212 Riders
  - 3,142 Virtual Riders
  - 2,114 Volunteers
  - 132,750 Donations
  - $16.8M RAISED

- **2013**
  - 6,723 Riders
  - 3,482 Virtual Riders
  - 2,437 Volunteers
  - 140,750 Donations
  - $19M RAISED

- **2014**
  - 7,270 Riders
  - 3,700 Virtual Riders
  - 2,617 Volunteers
  - 143,900 Donations
  - $21M RAISED

- **2015**
  - 7,981 Riders
  - 3,899 Virtual Riders
  - 2,770 Volunteers
  - 152,170 Donations
  - $23.6M RAISED

- **2016**
  - 7,749 Riders
  - 2,616 Virtual Riders
  - 2,790 Volunteers
  - 156,500 Donations
  - $24.1M RAISED

- **2017**
  - 8,022 Riders
  - 3,577 Virtual Riders
  - 3,044 Volunteers
  - 165,600 Donations
  - $26.2M RAISED

**SPECIAL GUESTS, MUSICIANS & SPEAKERS**

- **Lance Armstrong** 2009
- **Michelle Branch** 2009
- **Counting Crows** 2010
- **Woody Rosenland** 2012, 2015
- **Sheryl Crow** 2015
- **Vice President Joe Biden** 2017

**MEMORABLE MOMENTS**

- **2009**
  - Cindy Hilsheimer and Dan Rosenthal embrace Dr. Mike Caligiuri’s idea to create Pelotonia and decide to go for it and “go big!”

- **2010**
  - First car magnets introduced

- **2011**
  - First check celebration event
  - Victoria’s Secret models start Super Model Cycle
  - Pelotonia’s route switches gears from Ohio University to Kenyon College
  - Rider Safe Initiative (RSI) is launched
  - Total fundraising crosses the $100 million mark

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- **2013**
  - Rider Safe Initiative (RSI) is launched
  - EVOLVED Body Art tattoos 120 arrows on participants at the Opening Ceremony

- **2014**
  - Pelotonia launches an app, PULLL, so anyone, anytime, anywhere can raise money for cancer research

- **2015**
  - Total fundraising crosses the $100 million mark

- **2016**
  - Rider Susan Davenport thanks the Pelotonia community for saving her life

- **2017**
  - EVOLVED Body Art tattoos 120 arrows on participants at the Opening Ceremony

Since 2009, more than 25,000 unique riders from all 50 states and 21 countries and more than 1 million donations from all 50 states and 70 countries. Pelotonia is reaching far and wide.
In 2011, riding in my first Pelotonia became my annual “celebration” of life per se. Each year since, I’ve found myself on the route somewhere thinking about that day ten years ago, and even though it was the worst day of my life, I wouldn’t change it. I’ve gained so much perspective, deepened friendships, and focused on the important things in life, all because of cancer.

JAMONAH RAE SHADE

This symbol holds an immense amount of significance to me. It represents an event that brings Columbus together for a weekend. It’s a badge that supports research to eliminate cancer. It’s a symbol of hope. It’s a reminder to keep looking ahead.

SANDY SPIWAK

I am a 2-time cancer survivor and have been a James cancer patient since 2003. The encouragement I have received from Pelotonia has helped me stay strong and hopeful.

DAVE GAISER

Volunteering for Pelotonia is an experience of a lifetime and I’m so happy to be a part of the family.

ELAINA BIFFLE

“I ride in honor of my Brian. I ride for my children to honor their loss. I ride to strengthen my body, mind and spirit. I ride to live longer and stronger and to fight hard against cancer. I ride in honor of all who are living with cancer, all who have lost their battle and for those affected in any way by this devastating disease. I promise to train hard and with every pedal rotation, lift each and every one of you up!”

ERIN GILCHRIST

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“I have been getting treatment for metastatic cancer on an ongoing basis for the last 20 years. I never lose track of the fact that cancer research is behind why I’m here today.”

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JOE Apgar

“I can’t express enough gratitude to everyone who played a role, large or small, in the incredible endeavor that is growing exponentially with each passing year.”

DR. MICHAEL CALIGIURI

“WE ARE MAKING A DIFFERENCE! WE ARE FIGHTING... AND WE WILL WIN!”

PAUL EDGAR

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Tom lennox, pelotonia CEO, 2008-2014

Pictured with kelley griesmer, pelotonia COO, 2008-2016

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There are three very important ways I visited Ohio State and the cancer program. It is an exciting time in cancer research, and we are man-made immune system drugs that take the is a treatment where we retrieve certain Our increased understanding, President & CEO of Pelotonia and DISEASE.” MORE PATIENTS FREE OF BREAKTHROUGHS AND AND WE ARE SEEING MORE IN CANCER RESEARCH, “IT IS AN EXCITING TIME back to this part of the country. States was a very exciting opportunity. Finally, in the third-largest cancer hospital in the United Helping plan, build and open a new surgical floor Cancer Hospital and Solove Research Institute. had a once-in-a-lifetime opportunity to help plan the clinics, other colleges and disciplines at Ohio just within the cancer program; it reached into collaboration. That collaborative culture wasn’t several times as a visiting professor, and now I’m back to this part of the country. There are three very important ways that Pelotonia brings us closer to a cancer-free world. First, the Pelotonia community provides a remarkable opportunity to elevate and bring attention to the challenges and importance of cancer research. Second, the dollars from the Pelotonia community are directed to areas of cancer research that traditional funding sources, such as the National Cancer Institute, don’t cover. For example, Pelotonia dollars support research involving novel ideas presented by young up-and-coming scientists. Currently, it is difficult for young scientists to compete for funding dollars from the federal government. They are new to the process, have less data and are competing with seasoned, published researchers for a smaller and smaller pool of money. We need smart, passionate, innovative young minds to keep coming up with new ideas so we can continue to move research forward. Finally, Pelotonia dollars give us flexibility to fund areas of importance to the cancer program, such as the Drug Development Institute, immunotherapy and digital pathology. These are areas that would be difficult to find funding for under traditional models. Patients will benefit from breakthroughs and cures. That’s why it is so important to pursue prevention, research and treatment on multiple fronts with many different disciplines engaged in pursuit of breakthroughs and cures. We are seeing remarkable results with immunotherapy, and the more we understand about the genetic makeup of a cancer tumor, the better the treatments will become. We are seeing remarkable results with immunotherapy, and the more we understand about the genetic makeup of a cancer tumor, the better the treatments will become. • Pelotonia will be instrumental in generating funds to continue the growth of our cancer research and expand treatment options in Ohio and around the world. The dollars make it possible to recruit expert faculty who build strong, well-funded, innovative programs that find better ways to treat and cure all types of cancer. We also know it is inspiring for Pelotonia riders to see our researchers out on the road with them, but what many may not realize is how inspiring it also is for all of us to meet, talk with and ride with so many passionate members of the community. It reignites our passion for what we do and reinforces the importance of our work to cancer patients everywhere. We are grateful and dependent on the success of Pelotonia to make what we do possible.
Our funding partners generously offset the cost of our operations, allowing for 100% of all participant raised dollars to go directly to cancer research.

“Pelotonia is a textbook example of what can happen when a community truly comes together. Over the past decade, our partners, board, volunteers, staff and community have gone above and beyond with their time, talents and generosity as we have all rallied behind our one goal. Thank you all for your continued passion and commitment to end cancer.”

—DANIEL ROSENTHAL, PELOTONIA BOARD CHAIRMAN
WHAT AN AMAZING 10 YEARS IT'S BEEN