INTRODUCTION

Pelotonia’s incredible growth over the past 11 years is directly attributed to the hundreds of corporate and community groups who have made it their collective mission to raise above and beyond for cancer research, together. In 2019, over 150 companies hosted Pelotons, which acted as their organization’s rallying point for employee connectivity, wellness and social responsibility. A group of business leaders responsible for driving their company’s investment in Pelotonia put together the following video to discuss the benefits they’ve seen to their company culture at [https://vimeo.com/212904597](https://vimeo.com/212904597) —check it out!

The information in the following pages covers the basics of building a strong foundation for your Peloton and gaining support internally.
WHAT’S A PELOTON?

Organizing a team—which we call a Peloton—is a way for a group of friends, family and colleagues to create their own identity within the Pelotonia community. By harnessing the collective power of their unique skills and networks, members of a Peloton are empowered to raise more for cancer research, together.

A Peloton must consist of at least 5 participants. These 5 participants can be any combination of Riders, Virtual Riders and Volunteers. Please see fundraising commitments on page 8.

There are no fundraising requirements placed on the company when hosting a Peloton, nor is the Peloton and/or company responsible for their members’ fundraising commitments.

Each Peloton must select a Captain to activate the Peloton, approve member requests, manage communication efforts and act as the liaison from Pelotonia to their members.

Each Peloton receives their own profile page on our website to brand with logos, photos and messaging to highlight the company’s support. See example below:

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**Team Rockbridge**

- Peloton Funds Raised: $55,416
- Total of All Members: $380,886.48
- Grand Total Raised: $436,302.48

At Rockbridge, we know a good investment when we see one! That’s why we continue to build momentum and passion around One Goal, and are proud to be riding in support of our seventh Pelotonia!

Over the past eight years, Team Rockbridge has raised over $4.3 million for Pelotonia, including $1,100,000 in 2018 alone. We are just getting started, and our goal this year is even more ambitious.

Human nature drives us to support what we help create. With this in mind, the team at Rockbridge has developed an event called Rock the Road (RTRX), an annual Leadership and Innovation experience held on the Thursday before Pelotonia.

The idea behind RTRX was born from a recognition that in order to maximize our impact on Pelotonia, we needed to activate our personal and professional networks in a meaningful way. RTRX provides this platform through inspiring, dynamic speakers during a powerful day of storytelling, and provides the audience with an opportunity to be immersed in provocative thinking while supporting cancer research. 100% of proceeds raised by RTRX go to benefit Pelotonia.
SETTING UP YOUR PELOTON

To start the Peloton, 5 members will need to register at Pelotonia.org/register. Once these members are registered, the member designated as the Peloton Captain should email the 6-digit participant ID#s of all participants set to join and the Peloton name to Carolyn Appelhans at cappelhans@pelotonia.org. From here, we will create an active Peloton on our website, which additional members can join throughout the year.

LAY THE FRAMEWORK

Every Peloton is working toward the same goal, but each one gets there in their own unique way. Before you begin promoting your Peloton, we encourage you to outline what it means to be a member of this special effort. Please keep in mind that it’s not required that a company provides any support to their Peloton members, but the options listed below have proven to be great rallying points for our most successful Pelotons.

SET OFFICE GUIDELINES

Determine if your colleagues are permitted to meet during work hours to organize Peloton efforts and/or solicit colleagues for donations. Please communicate accordingly to ensure the Peloton is a positive enhancement to your culture!

SET MEMBER GUIDELINES

Determine if you’ll allow non-employees to join your Peloton. Generally, all Pelotons allow friends and family to join, but some may limit or remove the non-associates’ ability to receive fundraising perks.

CONSIDER CREATING A PELOTON JERSEY

This is a great way to highlight your company’s support to the audience of 15,000+ participants and supporters who attend Pelotonia weekend, as well as those who will see your Riders training throughout their community year-round. Custom jerseys typically cost anywhere from $35–$55 based on quantity and quality. A list of Pelotonia’s recommended providers can be found at https://pelotonia.org/wp-content/uploads/2020/02/PEL20_Jersey_Vendor_Guide.pdf.

CONSIDER PAYING THE RIDER REGISTRATION FEE

All Riders pay a registration fee to help cover the cost of the food, drink, event support and swag they receive during Ride Weekend. Fees are set by the following dates:

→ 2/20/20–6/10/20: $100
→ 6/11/20–7/08/20: $150
→ 7/09/20–8/07/20: $200

Your company can elect to cover any amount or percentage of this fee to incentivize recruitment. It’s up to you to determine how long this discount is active.

Pelotonia provides your company a unique link for your Riders to access the discount, then invoices the company in the Fall for discounts used.

To set this up this discount link, please contact Carolyn Appelhans at cappelhans@pelotonia.org.
CONSIDER OFFERING FUNDRAISING SUPPORT

E lecting to donate toward your members’ fundraising is one of most generous ways to incentivize participation. However you decide to support, we encourage you to set a policy that incentivizes your Peloton members to personally seek out grassroots donations from their networks. A few models we have seen work successfully:

- Donate a set amount to all members; we recommend no more than $300.
- Donate a set amount once Riders reach different milestones in their fundraising. Example: Once they raise 50%, donate $50 / raise 100%, donate $100 / raise $500 over commitment, donate $250.
- Donate $50 to Peloton members who recruit a new Rider to the Peloton.

**Pro tip:** Wait until the end of the fundraising period to process the company’s contributions to individual Riders. This will encourage Riders to continue working toward their full fundraising commitment on their own, rather than stopping their fundraising efforts once they see their minimum commitment has been fulfilled.

SET A FUND SHARING POLICY

The fundraising commitments are meant to challenge participants, but at the same time, we know that they are 100% achievable. Fund sharing was created to help Pelotons fundraise together, then share earned funds appropriately. We encourage you to use it for this purpose and set a policy for the amount of shared funds a Rider can receive, so that no one can take advantage of the funds your members are working so hard to raise.

Core functionality of fund sharing:

- The fund sharing period will occur between 9/28/20–10/09/20. During this time, there are two ways to share funds. First, a Peloton’s general funds may be shared among individual Peloton Riders who still need additional funds to reach their fundraising commitment. Second, an individual Peloton member’s funds in excess of their fundraising commitment may be distributed to a Peloton Rider who still needs additional funds to reach their fundraising commitment. Therefore, this could be a Volunteer who has no commitment, or a Virtual Rider or Rider who raised more than they were committed to raise. Please remember that a High Roller cannot share funds below $5,000, nor can they receive funds to get to their $5,000 commitment. Similarly, Virtual Riders cannot share funds below $100, nor can they receive funds to get to his/her $100 commitment.

**Policy best practices:**

- Set a participation requirement to earn Peloton funds. Some Pelotons who host numerous fundraisers throughout the year make a list of actionable items their Riders can do to support these events. Riders must complete a set number of these items per event if they want to receive funds earned.
- Require any Riders who need shared funds to personally ask the Captain—do not automatically share funds to all Riders who are short of their commitment! We hear from dozens of Riders every year who intended to personally contribute the remainder of their commitment, but they were never charged because funds were shared to their account without their request.
GAINING SUPPORT INTERNALLY

**SCHEDULE A KICK-OFF EVENT AT YOUR OFFICE**

The best assistance we can provide in getting the Peloton up and running is to host a recruitment kick-off at your office. We recommend scheduling this anytime between late March–mid May to allow for ample time to register and fundraise.

A typical kick-off lasts around 45 minutes, but we can easily condense our remarks if you determine a better opportunity to feature Pelotonia within a company-wide meeting.

Advertise the session at least 3 weeks in advance, and note that we’ll cover:

- Why Pelotonia is so much more than a bike ride
- 3 forms of participation—there’s something for anyone interested in joining the community
- The impact and breakthroughs funded by our $207 Million raised
- Fundraising & training tips, tricks and resources available
- Ride Weekend details, logistics, perks
- Free Pelotonia swag giveaways!

Pro tip: Providing food at these sessions always helps to increase attendance!

**COORDINATE A FUNDRAISER**

Company fundraisers are a great way to engage all of your associates, regardless of if they’re officially participating as a Rider, Virtual Rider or Volunteer. Check out the Fundraising Toolkit for recommended steps to take when planning your next fundraising event.

For fundraising ideas, we suggest you start with checking out the Fundraising Toolkit at [https://pelotonia.org/wp-content/uploads/2020/01/PEL20_Fundraising_Toolkit.pdf](https://pelotonia.org/wp-content/uploads/2020/01/PEL20_Fundraising_Toolkit.pdf). This is a helpful guide for any individual or company and provides examples of fundraisers that range from easy to pull off, all the way to elaborate events.

Planning out specific fundraisers is not integral to getting your Peloton started, but can be helpful to consider when setting goals for the year ahead!

**SPONSORS**

Seeking out sponsors for your Peloton is a terrific way to leverage support and yield even greater fundraising impact. Asking local businesses, vendors, and partners your company works with to sponsor your team’s efforts will allow you to support costs like team jerseys, fundraiser set-up costs, and food for team-building events. Offer to insert their logo on the back of your jersey as recognition of their contribution. Be sure to thank your sponsors and share your team’s annual impact!
Pelotonia is a ride, a community, a movement and cancer’s worst enemy. Since Pelotonia’s identity can’t be defined in just one way, we have selected a few resources that will help you understand and communicate the key aspects. These resources are great for answering common questions, recruiting Peloton members and educating potential donors.

FOR INFORMATION ON PELOTONIA’S IMPACT ON CANCER RESEARCH:

- Pelotonia Impact page
- Survivor Video
  A Rider’s life saved through Pelotonia funding
- Your Impact video series
  Pelotonia-funded researchers sharing how your fundraising is at work in their labs
- 2019 Pelotonia Investment Report

FOR INFORMATION ON THE RIDE:

- Routes
  Each of our routes explained and turn-by-turn directions
- Safety
  Learn about rules of the road in our Ride Safety Initiative (RSI)
- Training Tips
  Nutrition, injury prevention and training plans

FOR RECRUITING PELOTON MEMBERS:

- Pelotonia FAQ page
- 2019 Recap Video
  A glimpse into Pelotonia 2019
ABOUT PELOTONIA

Founded in 2008, Pelotonia was established with the objective to fund life-saving cancer research. Pelotonia is focused on a community of passionate fundraisers and centered around a three-day experience of cycling, entertainment, and volunteerism. Through its first eleven rides, the Pelotonia community has raised more than $207 million for cancer research. Thanks to its generous funding partners, Pelotonia can direct 100% of every donation to cancer research at The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute.

Pelotonia is an extraordinary experience for everyone who participates, but it’s so much more than just an event. The Pelotonia community is all about people coming together and making great things happen. It is about hope for those battling cancer and about making tangible progress toward eradicating this disease for future generations. Together, we are making meaningful impact. Last year, 7,484 Riders from 39 states and 12 countries participated along with 3,339 Virtual Riders and 3,174 Volunteers. This community of participants and donors have funded 534 Student Fellowships, 172 Junior and Senior Scientists, 166 Idea Grants, and 3 Statewide Initiatives. Every project and investment is intended to save lives!

In July 2019, Pelotonia announced the creation of the Pelotonia Institute for Immuno-Oncology (PIIO) at The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute. The institute launched with an initial $102,265,000 pledge from the Pelotonia community. This money will be raised over the next 5 years and represents the 2,265 riders who participated in the first Pelotonia in 2009. The PIIO will build on the successful endeavors in this relatively new area of cancer research and therapy, largely considered the next frontier in cancer prevention and treatment.

For more information about the groundbreaking advances funded by Pelotonia, check out http://pelotonia.org/impact/

PARTICIPANT ROUTES & FUNDRAISING COMMITMENTS

<table>
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**Other:**
- High Roller — $5,000
- Virtual Rider — $100
- Volunteer — $0
Thanks to our 2019 Corporate Pelotons who worked together to raise over $23 Million!

3 Minute Fitness
Abbott Nutrition
Abercrombie and Fitch
Accenture
Achievers
Advanced Drainage Systems, Inc.
AEP Energizers For A Cure
Aetna
Air Force One
Alliance Data
Amazon CMH Node
American Signature Furniture
American Structurepoint, Inc.
Anderson Concrete/Buckeye Ready-Mix
archall
Arthur Krenzel Lett Insurance Group
Ascena Retail Group
Aver Inc.
BakerHostetler
Bath & Body Works
Battelle
Bellwether Enterprise
BIG LOTS
BMCo
BMW Financial Services
Bold Penguin
Burgie MediaFusion
Cacata Sports
Cannuka
Capital Property Solutions
Cardinal Health Cycling Team
CAS
CASTO
Century 21 Excellence Realty/American Eagle Mortgage
Certified Oil
Chipotle
Chute Gerdeman
Coldwell Banker King Thompson
Colliers International in Ohio
Columbia Gas of Ohio
Columbus Aesthetic & Plastic Surgery
Columbus Blue Jackets
Columbus Brewing Company
Columbus Crew SC Continental Office
CoverMyMeds
CRT Realtors
Dayton Freight
Deloitte
DesignGroup
DHL Supply Chain
Diamond Hill Capital Management
Dispatch Media Group
Domino’s Pizza
Donato’s Pizza
Drive Capital
Dublin Wind Symphony
EASE LOGISTICS
Easton/Steiner + Associates
Encova
Englefield Oil/Duchess
Enterprise Holdings
Envisage Wealth
Ernst & Young LLP
EXPRESS
Fahlgren Mortine
Feazel
FST Logistics
G&J Pepsi
GBQ Partners
Geben Communication
GEODIS Logistics
Germain
Gilbane Building Company
GO: Fitness
Grange Insurance
Hall Financial Advisors
Hamilton Parker Company
Heartland Bank
Hexion Inc.
Highlights
Honda
Huntington Bank
IBP Peloton
Ice Miller
IGS Energy
InnoSource
Janssen One Team All In
JPMorgan Chase & Co.
Kenyon College
Kinetic Food Truck
Kappa Kappa Gamma
KPMG
Kroger
L Brands
La Senza
Lifestyle Communities
M/I Homes, Inc
M+A Architects
Mac Tools
MAST Global
McGraw-Hill Education
MK5K
Nationwide
Nationwide Children’s Hospital Navigator Management Partners
NBBJ
Netwrix
Nikola Labs
Noble Circle Pedalers
OCLC Peloton
Olive
OPGC.us
Orange Barrel Media
OREC
Owens Corning
PENZONE Salons + Spas
Pink
Porter Wright
Powered by Pepperoni
Prevedere
PwC
Quantum Health Warriors
Resourcing Edge
RevLocal Cares
Ringside Talent
Rockbridge Capital
Root Insurance
Ruscelli Construction
Safe4 AutoGlass
Salesforce.com
SCHNEIDER DOWNS
Schooly Caldwell
ScottsMiracle-Gro
Simonton Windows Peloton
Smoot Construction
Southern Glazer’s Wine and Spirits
State Auto
State Farm Peloton
Summit Financial Strategies, Inc.
T. Marzetti Tailored Management’s Pedaling Penguins
Technical Rubber Company
TEKsystems
The Champion Companies
The Fitness Loft Columbus
Thirty-One Gifts
Thompson Hine
TS Tech Americas
U.S. Bank
Upstart
Victoria’s Secret
Vorys
Washington Prime Group
WBNS 10TV Peloton
WHITE CASTLE CRAVERS
White Oak Partners Peloton
Whiting-Turner
WILLiams POWER
WNCI
Worthington Industries
zulily