

THE INSIDE RIDE

BRING IT!



*"What an incredible experience we had with our June 5th Inside Ride!
The passion and energy of the organizers are contagious.
As we took over the courtyard across from the TSX, it was difficult not to notice us.
I have had people stop me in the underground of Toronto's financial district saying,
"We'll be there with you next year!"*

*What a wonderful way to support the bravest of our children and their families....
by bringing hope and happiness, not only to our Inside Ride but to everything we do
and everyone we meet.....every day."*

Sue Neal, Regional Director, Toronto Downtown
Investors Group Financial Services Inc.

What is The Inside Ride?

Coast to Coast Against Cancer Foundation presents the Inside Ride, Canada's first indoor cycling challenge and fundraising event dedicated to raising monies in support of families and children with cancer. Support will be provided where the needs are greatest, including funding of oncology camps, community support programs, academic research scholarships and other areas which contribute to inspiring hope and improving prognoses for children and their families impacted by cancer.

We hope you will embark on this extraordinary two-hour indoor cycling challenge with us that is fun, safe, team-based and promotes volunteerism and encourages physical activity. Becoming involved in The Inside Ride provides opportunities for businesses, organizations, universities, colleges and high schools to get involved. The support of organizations like yours is vital to our success. Together, we will improve the world for families and children with cancer.

How Does The Inside Ride Work?

The Inside Ride is an organized stationary cycling challenge that we bring to you, which is set up indoors or outdoors. Between twenty and sixty state of the art racing bikes, are mounted and held stationary on trainers, with mileage and speed gauged with odometers.

Each cyclist rides for five or ten minutes to fun, fast-paced, uplifting music. As cyclists rotate through the event, they are cheered on by teammates, friends, colleagues and spectators. Volunteers record team mileage, and photos and videos are visually displayed throughout the event – creating momentum and camaraderie between the teams!

Each organization will raise money through pledging rider teams, team members or volunteers. Companies may hire The Inside Ride and treat their employees to a team-building challenge.

Participants will receive The Inside Ride manual containing all the details, forms and information to distribute amongst colleagues and friends, to make hosting the event easy! Online registration and fundraising boosts your potential to make a real difference in the lives of children and teens living with and beyond cancer. Post event awards are given to recognize outstanding team fundraising, team spirit, team costumes, team mileage and male and female fundraising achievements.

What are the Event Requirements?

Sponsored By

What Does it Cost?

- The Inside Ride is free for high schools, universities and non-profit workplaces or community organizations. LG Electronics is the sponsor that covers the costs of these events so that we can maintain our 100% donation model.
- Corporate for-profit organizations are asked to fund event costs through a \$2500 non-receiptable donation.
- All registration signups are handled through the event website.



Fundraising Goals & Event Minimums

The main activity of the Coast to Coast Against Cancer Foundation is to execute professional cycling events to raise and grow reliable, year over year funding for childhood cancer charities.

We are evaluated by Canada Revenue, our sponsors, and donors, as to how well we raise funds and how much fundraising we do. For that reason, our larger adult events, Tour For Kids, and the Sears National Kids Cancer Ride do have firm fundraising minimums. Registration fees in those events are set to cover actual rider costs so donations are not used for event costs.

For The Inside Ride, high schools and universities are provided with a goal of \$300 per team or \$50 per rider. This is a goal versus a firm minimum. Your organizing team will decide on event day who gets to ride based on their efforts, situation and abilities, versus the specific dollars raised.

The \$50/student is a reasonable guideline for a large professionally run fundraiser held once or twice in the school year. We are very aware that students come from exceptionally varying circumstances. That is why the decision for a student to ride rests in the organizers hand vs our team implementing a firm minimum requirement.

Workplaces are asked to set a goal of \$500 per team or an average of \$85 per person to fundraise. Again this is a goal versus a firm minimum.

To be respectful to the dedicated efforts of your organizing team, the Inside Ride crew and the children with cancer we are all working to support, we request that teams who sign up to participate but choose not to fundraise are not allowed to participate in the event.

How To Get Involved!

Step One: We Present to your Organization

Members of The Inside Ride crew provide your workplace, school or community group with a 1 hour presentation on The Inside Ride program. Participants will learn about the impact their participation will have on the lives of families and children with cancer and why your help is needed. This presentation is to prepare your organizing team with the information to hit the ground running.

Step Two: Set Your Inside Ride Assembly and / or Event Date

Work with us to set up your Inside Ride event date and an assembly date in schools or launch date in your workplace. We are booking events year 'round. We will provide your organization with a manual that contains everything you need to get your workplace or school excited and on board! The manual contains fundraising ideas, rider sign up forms, and information on key dates. We also provide posters and brochures.

Step Three: You Fundraise

The money you raise will go towards supporting where the needs are greatest and include, funding of oncology camps, community support programs, research, local pediatric centres, academic research scholarships and other areas which contribute to inspiring hope and improving prognoses for children and their families impacted by cancer.

Step Four: You Ride

Participants and spectators gather in your workplace foyer, gymnasium, or outdoor patio on the designated date and time as we kick off The Inside Ride cycling celebration – 6 riders per team, 5 or 10 minutes of cycling per rider, lots of fun music, enjoy your celebration!

Step Five: You are Rewarded

There are many opportunities for team and individual rewards including:

- The team with the highest combined mileage
- The team with the most team spirit
- The team with the best costume
- The male and female that raise the most money
- The team that raises the most money
- Excellence in event execution engages all participants
- A positive motivational and memorable event for all the right reasons.

Where do the Donations Go?

In Canada, over 10,000 children are living with some aspect of cancer or its long term effects. Another 1,400 children are diagnosed with cancer each year – that’s 4 or 5 per day. The treatment and cure for these children is a round-the-clock process, lasting 3 or more years. It’s an exhausting journey that can displace many childhood joys.

We raise funds to programs and charities that improve the survival rates and quality of life of children and their families living with and beyond cancer. Specifically, we distribute funds to pediatric oncology centers across Canada to support local programs that will have a major impact on the community in which the centre is located. As well, we distribute funds to national and provincial programs initiatives that will benefit all Canadians, including: Transition and Survivorship, Family Support, Research, Education and Pediatric Oncology Camps and wellness programs.



Frequently Asked Questions

Q1. Do I need to train to participate in *The Inside Ride* cycling celebration?

You don't need to train specifically to participate in *The Inside Ride*. However, we always recommend you try to meet the minimum daily physical activity requirements outlined in Health Canada's Physical Activity Guide for the promotion of health and wellness.

Q2. What should I wear to participate in *The Inside Ride*?

Riders should wear comfortable clothing that allows for movement. We recommend shorts and t-shirts. Pants with fitted or elastic leg bottoms are also acceptable. Do not wear multiple layers of clothing or heavy costumes while riding.

Q3. Will I be able to ride the bike for that long?

Use the first two minutes as a warm up then ride at a pace that is comfortable for you. This event is a celebration of your team's accomplishments to volunteer, fundraise, donate, and participate. Pace yourself to have fun!

Q4. What should I eat and drink before *The Inside Ride*? Is nutrition important?

Nutrition and Hydration is a valuable part of being physically active, learning at school, feeling well, and growing properly. Refer to Canada's Food Guide by searching online for "Eating Well with Canada's Food Guide".

Q5. What are the bikes and the pedals like?

The bikes are state of the art road-racing bikes mounted on stationary trainers which are set on mats to eliminate drift or vibration. .

Q6. Will I know how to operate these bikes?

Your bike volunteer or Inside Ride Crew Leader will tell help you to adjust the seat height, and work the odometer.

Q7. I finished my turn on the bike, what do I do now?

Congratulations for taking part, having fun, and being active! Now it's time to cheer on your team mates after they cheered you on.

Q8. What forms of donations are accepted?

Cash and cheques are all acceptable forms of donations. We highly recommend Online donations through your secure event website. Donors do all the data entry for you and receive their tax receipts immediately to their email.

Q9. Who do I make my donation cheque payable to?

Cheques to be payable to "The Inside Ride".

Q10. How do my donors get their tax receipts?

Tax receipts will be issued by *The Inside Ride* for donations of \$20 or greater. Full mailing addresses are a federal requirement to issue a tax receipt and must be captured online or on the pledge sheets. Electronic tax receipts are issued immediately with an online donation of \$20 or more. Donations submitted by cash or cheque with fully documented pledge forms are issued electronically generally within 16 weeks of the event. Tax receipts will be mailed by Canada Post where email addresses are not provided.

Q11. How do I find out more about *The Inside Ride*, *Coast to Coast Against Cancer Foundation* and the programmes they support?

Contact Us To Learn More

Lori O'Hara-Hoke,
Inside Ride Program Manager
T 416.906.4430
Lori.oharahoke@ctcacf.org

Foundation Website:
www.CoastToCoastAgainstCancer.org
Registered Charitable No. 8282 52346 RR0001

Event Websites:
www.TheInsideRide.com
www.TourForKids.com
www.NationalKidsCancerRide.com
www.StrutForaCure.com

Appendix A

Secondary Level Academic Participants in 2010

Abbey Park	Lorne Park Secondary
Applewood Heights Secondary	Loyalist Collegiate Vocational institutional
Bishop Allen Academy	Martingrove Collegiate
Bishop Reding	Mayfield Secondary
Blakelock Secondary	North Dundas District High (winter & fall)
Brother Andre Catholic	O'Neill Collegiate
Cardinal Newman Catholic	Pretty River Academy
Christ The King	Richview Collegiate
Cornwall Collegiate	Saint Mildred's-Lightbourne
Earl of March	Sir Frederick Banting Secondary School
EC Drury	South Carleton High School
Ecole secondaire catholique L'Escale	St Augustine - Brampton
Galt Collegiate	St Francis Xavier -Cornwall
Gananoque Secondary School	St. Lawrence Intermediate
Georgetown District High School	St. Marcellinus - Mississauga
Glenforest Secondary	St. Maximilian Kolbe - Aurora
Heart Lake Secondary School	Sydenham High & Kingston Investors Group
Henry Street High	Thomas Aquinas Catholic Secondary - Oakville
Holy Trinity Catholic - Bradford	Ursula Franklin Academy
Holy Trinity Catholic School - Oakville	Uxbridge Secondary School
Humberside Collegiate	Victoria Park Collegiate Institute
Innisdale Secondary	Western Tech
J. Clarke Richardson Collegiate	Western Tech (spring & fall)
La Citadelle	Westmount Collegiate Institute
Lakeshore Collegiate	White Oaks Secondary
L'Heritage	

Post Secondary Hosts in 2010

Canadian College of Naturopathic Medicine
Queen's University - Nursing Faculty (Spring & Fall)
University of Ottawa - Medical Faculty @ Ottawa Hospital
Trent University
U of Guelph Veterinary School

Workplace Participants in 2010

Alcatel - Lucent

B.C. Children's Hospital

Hatch

Herman Miller Workplace Resources

Hydro One Toronto

IG London

IG Toronto Downtown

IG Tri-Region Blue Mountain

IWK Health Centre Halifax

LG Electronics

Longos

Marsh Canada

Montreal à Sears Carrefour Angrignon

Northfield Racquet & Fitness Club

Peel Regional Police

Quebec City à Sears Place Laurier

Sears & Inner City Mall Thunder Bay

Sears & Lambton Mall

Sears & Mapleview Mall Burlington

Sears & St Laurent Mall Ottawa

Sears Belleville Distribution Centre

Sears Corporate office

Sears Home Store Regina

Sears Polo Park Winnipeg

Sears Thunder Bay

SickKids Hospital

Tucows

Strathmore Blvd Inside Ride

Appendix B

Childhood Cancer Facts

Consider these 3 key statistics:

- Childhood Cancer treatments often cause lifelong disabilities such as motor and cognitive impairments, loss of limbs, as well as heart, vision and hearing impairments; **over 60% of survivors report long term effects** which may arise years after treatment.
- 1 in 330 individuals will be diagnosed with a malignant disease before their 20th birthday.
- By the year 2010, it is estimated that 1 in 400 young adults (aged 15 – 45) is a childhood cancer survivor.

Now here is some information about Childhood Cancer

- The term cancer refers to a group of diseases, each with its own name, treatment and chances for control or cure. Cancer occurs when abnormal cells multiply and grow uncontrollably, crowding out normal cells;
- Scientists do not fully understand why normal cells mature and cancerous cells do not;
- Cancers in children differ from those in adults because childhood cancers are often genetic, whereas adult cancers are often related to lifestyle;
- Childhood cancers include:
 - Leukemia's (cancers of the blood-producing tissues); (most prevalent cancer)
 - Lymphomas (cancers of the lymphatic system);
 - Brain tumors;
 - Solid tumors (i.e. bone cancers);
- Brain tumors account for a large proportion of childhood cancers. Solid tumors, affecting body parts such as arms or legs, constitute the rest of childhood cancers;
- Cancer is the number one disease killing children from age six months through to young adulthood. It is the leading cause of non-accidental death in children.
- Every year 1400 Canadian children are diagnosed with cancer; 400 children in Ontario.
- Every year 227 Canadian children die from the disease;
- Advances in cancer research have significantly increased the odds of survival. A shift toward multidisciplinary care has improved outcomes and decreased morbidity rates by more than 50 per cent since the 1950s;
- 40 years ago essentially no one survived childhood leukemia; today, 80 per cent of young people with acute lymphoblastic leukemia are alive five years after diagnosis;
- Leukemia accounts for 26 per cent of new childhood cancer cases and 30 per cent of deaths
- Treating a child with cancer demands a 24-hour, seven-day-a-week commitment of specialized care. Childhood cancers are generally more successfully treated than cancers in adults because the cancers grow more quickly and are, therefore, more susceptible to chemotherapy and radiation. Childhood cancer treatments may include chemo, radiation, surgery or bone marrow transplants;
- Cancer treatments are long and often difficult to persevere but it is the immune system suppression and the resulting inability to go out into public that is the most trying for kids;
- The short term effects of cancer and its treatments may include a compromised immune system, hair loss, nausea, muscle aches, loss of appetite, mood problems and poor self image (especially in teens);

- Treatments can last from six months up to three years;
- If the child relapses it can take months, even years, to bring them back into remission.
- 1 in 5 young adult survivors of cancer suffer from post traumatic stress disorder
- Childhood and adolescent cancers have an enormous impact on the whole family. Young families are the most affected as they are forced to make difficult and often costly sacrifices affecting their employment and career development while struggling to navigate the health care and social welfare systems and maintain a stable environment for all of their children.
- Childhood and adolescent cancers often have an impact that continues far beyond the end of treatment. Survivors and their families frequently require ongoing mental, physical, and financial support. Childhood cancer has a devastating effect on parents, siblings, extended family, friends and communities everywhere.
- Pediatric cancer, representing just 2% of cancer cases and treated by a relatively small group of professionals spread among 17 tertiary care centres across the country, struggles for attention in the big cancer control world.
- Because of its unique challenges in treatment and care, childhood cancer cannot be lumped in with the general adult cancer world.

Appendix C

EVENT FEEDBACK

I just wanted to thank you all for making yesterday such a tremendous success. Staff and students have been coming up to me all day saying how much fun they had and making sure that we do this again next year! It was a fantastic opportunity for staff and students to bond together for such a worthwhile cause.

Leighann Hobson Evans

2008 Women's Road Racing Cyclist, 2008 Beijing Olympics Teacher, Galt Collegiate, Cambridge

"The Inside Ride is an excellent event for the workplace. As well as promoting a sense of the team working together, it reinforces the importance of exercise and healthy living".

Jim Seto – VP Engineering, AMD

"One of my best friends was diagnosed with malignant melanoma a couple years ago, and attended Camp Ooch for a few years. She always returned so happy from camp and wanted to tell me all about how wonderful it was. I loved being able to support her and kids like her with The Inside Ride. Thanks!"

Anna Norris

"The feedback I am getting is awesome. It is being regarded as the best team building event ever organized in our company. Everyone has wonderful incredibly positive things to say."

Madelyn Smith – Broadridge Solutions

"We incorporated the Inside Ride into our 4th Annual Golden Horseshoe Conference held this past June in Niagara Falls. The energy and competition in the room for the prizes and recognition was running high! Most of all we had fun while making ourselves aware of a great cause. I would highly recommend this event. This event really helped to make the day more than just memorable; it made it meaningful."

Perry Catena, Regional Director, Burlington
Investors Group Financial Services Inc.

"As a former competitive cyclist, I had the privilege (and a ton of fun!) participating in one of The Inside Ride cycling events, a terrific fundraiser for childhood cancer. The energy and enthusiasm of the organizers (Coast to Coast Against Cancer Foundation) and participants is inspiring, and means a brighter future for kids and their families impacted by cancer. Count on me to continue to support your amazing efforts and dedication to such an important cause."

Curt Harnett, Three Time Canadian Olympic Cycling Medalist

"I've been lucky in my career to be involved with many amazing corporate and community events. Today I witnessed something that Ottawa schools and companies should check out.

Its called The Inside Ride where you and your co-workers (or fellow students) ride in a team of 6 for 10 minutes each on a full size bike. While you're huffing and puffing away, your teammates are right beside you cheering you on, fanning you and giving you water.

The idea is not to be the fastest group, but to raise funds for kids with Cancer and having a blast with your co-workers during a lunch hour.

Alcatel Lucent is the only Ottawa company to host this event for the second year in their main entrance with 28 teams taking part.

The music was pumping, atmosphere like a rock concert and best of all almost \$30,000 was raised for kids with Cancer."

Stuntman Stu, Sports Radio Host
Team 1200 & PA Announcer for Ottawa Senators

"The Inside Ride was a huge success for Hydro One on a number of levels; we had a great team building event, we had a thoroughly enjoyable time and we supported a worthy cause. Praise must be given to the Inside Ride team for ensuring the event went smoothly."

David Prairie – Hydro One Trinity Toronto, 2009