

 American Diabetes Association®

Tour de Cure®

FUNDRAISING GUIDE



**STOP
DIABETES®**

TO LEARN MORE, VISIT diabetes.org/tour OR CALL 1-888-DIABETES

Welcome!

Thank you for registering for the Tour de Cure®! Your commitment, hard work and dedication play an important role in the success of the Tour, and will help the American Diabetes Association® in its goal to **Stop Diabetes®**

Every mile you ride and every dollar you raise helps us provide community-based education programs, protect the rights of people with diabetes and fund critical research toward a cure.

When you ride, you help us change the future of diabetes. Participation in the Tour de Cure encourages living a healthy, active lifestyle. Bicycling is one of the best forms of exercise for many people, but especially for those living with diabetes. Exercising helps control blood glucose levels in people with diabetes and improves overall quality of life for everyone. Cycling is also one of the activities that can help prevent or delay the onset of type 2 diabetes in people who are at risk.

This Fundraising Guide is filled with helpful information and tips to ensure you have a fun, successful ride and fundraising experience. If you have any questions or need additional support, please contact your local Tour de Cure Manager by calling 1-888-DIABETES.

We can **Stop Diabetes** together... pedaling one mile at a time.

The American Diabetes Association®

Special Thanks

Tour de Cure could not happen without the incredible support of our National Fitness Sponsor.



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Together we can STOP DIABETES.[®] One mile at a time.

About the American Diabetes Association[®]

The American Diabetes Association is the only non-profit organization supporting all 25.8 million Americans living with diabetes – including type 1 and type 2 diabetes; children and adults. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

About Diabetes

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. The cause of diabetes continues to be a mystery. Both genetics and environmental factors such as obesity and lack of exercise appear to play roles in the cause of type 2 diabetes.

Type 1 Diabetes

Results from the body's failure to produce insulin, the hormone that "unlocks" the cells of the body, allowing glucose to enter and fuel them. It is estimated that 5-10% of Americans who are diagnosed with diabetes have type 1 diabetes.

Type 2 Diabetes

Usually results from insulin resistance (a condition in which the body fails to properly use insulin), combined with relative insulin deficiency. Type 2 diabetes accounts for about 90-95% of all diagnosed cases of diabetes.

Symptoms of Diabetes

Diabetes often goes undiagnosed because many of its symptoms can seem harmless. Recent studies indicate that the early detection of diabetes symptoms and treatment can decrease the chance of developing the complications of diabetes.

Some diabetes symptoms include: frequent urination, excessive thirst, extreme hunger, unusual weight loss, increased fatigue, irritability and blurry vision. If you have one or more of these diabetes symptoms, see your doctor right away.

Diabetes Complications are Serious

- Increased risk of heart disease and stroke
- Leading cause of kidney failure
- Nervous system disease and nontraumatic lower-limb amputations

You can take our Diabetes Risk Test to find out if you are at risk for type 2 diabetes at diabetes.org/risktest or by calling 1-800-DIABETES.

For more information about the Association or diabetes, please visit our website at diabetes.org or call 1-800-DIABETES.



The Red Rider Program

Who is a Red Rider?

A Red Rider is someone who lives with diabetes – type 1 or type 2 – who can proudly ride as an individual or create their own team and ride with friends, family and co-workers.

What is the purpose of the Red Rider Program?

The purpose of the Red Rider Program is to support everyone who lives with diabetes and showcase the courage it takes to live every day with this difficult disease. You are why we ride, and we want to celebrate you at the Tour de Cure.

How do I become a Red Rider?

Contact your local Tour de Cure Coordinator. You will receive special recognition on the day of the event and Red Rider gifts. (Gifts vary by location and fundraising minimum is required.)



The #1 reason people donate is because they are asked!

Your Fundraising Dollars MAKE A DIFFERENCE.

Every 17 seconds someone in this country is diagnosed with diabetes. The American Diabetes Association® relies on the dollars raised through Tour de Cure® to support our mission: to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Every mile you ride and every dollar you raise helps us provide community-based education programs, protect the rights of people with diabetes and fund critical research toward a cure.

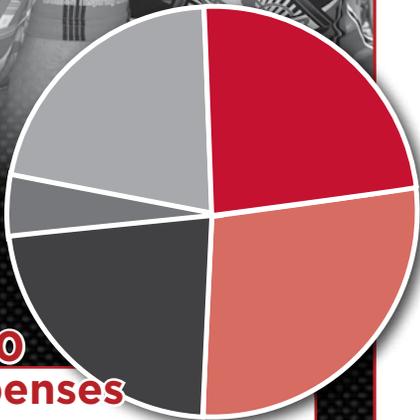
Riders are responsible for collecting donations to meet (and exceed) the fundraising minimum for the event. Join the millions in the movement to Stop Diabetes: make a donation today! Start with a contribution to yourself, then invite friends and family to do the same. Please see Page 3 for information about online fundraising and how to set up your Personal web page.

In thanks for your fundraising efforts, choose from a selection of great prizes including electronics, apparel, cycling accessories and much more!

Connect Your Donors to Our Mission

When you are writing your fundraising emails or asking people to join your team, it is important to include facts about why you are supporting the American Diabetes Association and Tour de Cure. Help us share the work of the Association and our mission by including the facts below in your fundraising and recruitment emails, letters and other fundraising activities.

- The American Diabetes Association is the only nonprofit organization supporting all 25.8 million Americans living with diabetes – including type 1 and type 2 diabetes; children and adults.
- In 2010 more than \$141 million, or 73% of the Association's expenses, was invested directly into mission activities including research, information and advocacy.
- Diabetes is a disease that has serious and even deadly consequences, and there is no cure.
- 1 in 3 children born in the year 2000 will develop diabetes in their lifetime if current trends continue. The ratio is even greater for minority children with 1 in 2 developing diabetes in their lifetime.
- In 2007, the total estimated cost of diabetes in the United States was \$174 billion.
- Since its inception, the Association has invested more than \$550 million in research and provided funding for more than 4,000 research projects.
- The Association continues to be the largest provider of Diabetes Camps as well as weekend retreats and one-day events that benefit more than 10,000 children of all ages each year.



2010 Expenses

- 28% Information
- 22% Research
- 23% Advocacy & Public Awareness
- 22% Fundraising
- 5% Management

ONLINE Fundraising: A Quick Guide

Riders who raise
funds online raise
4x as much than
those who don't!

Online fundraising is fast and easy—we've already created a personal page for you!

Login to your Tour Center at diabetes.org/tour and follow the easy instructions. Here's how to do it in six easy steps! Need help? Once you are in your Tour Center, download the guide, watch the tutorial videos, call or chat with our support staff.

STEP 1: Update your personal fundraising goal

Set your sights high! Choose a goal that will motivate you and your donors! \$250? \$500? \$1,000? Often riders surpass their original goal so you can always raise it again! Click on "change" next to "My Goal" on your progress bar.

STEP 2: Select "Personal Page" to customize your personal web page

- Create a personalized web address for your fundraising page (and for your team if you are a Team Captain). Example: <http://main.diabetes.org/goto/JennysTour>.
- Create a personal title. Example: Welcome to Jenny's Tour Page!
- Choose your font size, type, color and paragraph format.
- Enter your own text and tell why you are participating in Tour de Cure. Your contacts will visit this page to support you with a donation.
- Add two photos or video. **CLICK COMPONENTS** to change your settings for your thermometer, fundraising honor roll or add a personal blog to your page. Be sure to click **SAVE** as you go!

STEP 3: Upload Contacts to Your Address Book

- **IMPORT CONTACTS** from an existing address book from

Yahoo! Gmail, or a generic CSV file by following the easy steps.

- Use the "Add to Group" feature to group your contacts if you want: family, co-workers, etc.
- Or **ADD CONTACTS** manually by entering their name and email address information.

The more addresses you import and the more people you send emails to, the more money you'll raise to fight diabetes!

STEP 4: Send Email to Family, Friends & Co-Workers...

and neighbors, old classmates, etc. You never know how diabetes has touched someone's life.

- Click "Email" to begin messaging your contacts.
- Select a Template Message from the right hand column to get started.
- Customize your Subject line and body text or leave the template text in place.
- Type your contact's name in the "To" field and it will pull the contacts from your address book. You can also type in the name of a Group you've created or select recipients directly from the Contacts page.
- **IMPORTANT NOTE:** Be sure to click **SAVE DRAFT** as you are composing so your work is not lost.

STEP 5: Follow-up with your contacts

The My Progress page will show how much each contact

has donated.

- Use the drop down filter to see who needs to be thanked for their donation and who needs to receive a follow up email.
- You can check the box beside each of these contacts and then click **Compose** to start an email just to those selected.

STEP 6: Enter Checks & Cash Received

Cash & checks you turned in to the ADA are called "offline donations" and will not appear automatically on your web page. You have to enter them manually if you want to see them in your total. To do so start on your homepage:

- Click "Enter a new Gift"
- Enter the details and click "Add"

For more detailed instructions on how to set up your personal web page and use your online fundraising tools, download the complete Online Fundraising Guide from your Tour Center, watch the tutorial videos, chat or call the support line.



Fundraising MADE EASY!

Remember the Six Steps of Fundraising

STEP 1: Set Your Goal

Set a high—but not impossible—goal and tell everyone what it is. They will want to help you reach it!

STEP 2: Make a List

Make a list of EVERYONE you know. That includes friends, family, co-workers, neighbors, old classmates, your hairdresser, local businesses you frequent—don't exclude anyone! You may be surprised how diabetes has affected someone you know.

STEP 3: Make the Ask and Ask Big!

Tell the potential donor what you are doing and why it is important to you. Tell them how their donation will help **Stop Diabetes®** through the work of the American Diabetes Association in communities around the country. Choose the method that works best for each potential donor: send an email, meet face-to-face, make a telephone call, or mail a letter. On page 11 you'll find a sample personal letter for friends and family as well as a sample vendor letter. Many companies you support like to help support causes that are important to you. Use the vendor letter to solicit donations from your suppliers/clients.

STEP 4: Collect your donations and submit them to the American Diabetes Association

The easiest way is to direct donors to your web page to make secure online gifts. Send any checks collected to our office or place them in your collection envelope and bring them to the Tour de Cure. Please write a check in place of any cash and use the form on page 12 to accept donations by credit card.

STEP 5: Thank Your Donors

Always thank your donors promptly for their contribution with a thank you note. Your Tour Center provides thank you emails you can send with just a few clicks. Additional things you can do to show your appreciation:

- Send occasional updates to let your contacts know how your training and fundraising efforts are going
- Invite your donors to the Tour to cheer you on at the finish line celebration
- After the event, send a letter to let them know how much you raised and how the ride went. Include a photo of you with your bike!

STEP 6: Select Your Thank-You Gift

Participants raising the minimum fundraising amount receive a commemorative Tour de Cure T-shirt on the day of the event. Those who reach higher fundraising levels earn their choice of exciting thank you gifts including cycling gear, popular electronics and our exclusive Tour de Cure jerseys and apparel. After the event you'll receive a redemption certificate you can use to select and order your gift. View the list of gifts enclosed on page 8 and also at diabetes.org/tour.



Double Your Money with Matching Gifts!

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Some companies even match gifts made by retirees and/or spouses!

Contact your Human Resource Department to find out if your company has a corporate Matching Gift Program and how it works. If they do, pick-up a matching gift donation form (or a link to the online form) from your HR Department. Your company may match your donation as well as donations made by your co-workers if they also apply for matching gifts.

Please make sure your name (the rider's name) and the Tour site name (i.e. Miami tour de Cure) is entered clearly on the form (paper or online). Complete all requested information to ensure the donation will be matched by the company's processing system. If using a paper form, be sure to turn it in with the donation to be matched.

This is an easy way to double or even triple your funds for Tour de Cure®. Don't forget to encourage your donors to ask their companies for matching gift forms.

Go Mobile with Tour

The Tour de Cure Mobile Apps for iPhone and Android let you do your Tour fundraising on the go! Send donation requests, thank your contributors, check your progress and more all from the palm of your hand.



Fundraise with Facebook



Use the power of social media to reach your contacts through Facebook! Download the Tour de Cure fundraising app for Facebook-- simply click here and follow a few simple steps to add the app to your facebook account. Once the app is installed simply share the link on your newsfeed and your friends are one click away from donating on your behalf safely and securely! We even have news feed messages scheduled to go out regularly for you—it couldn't be easier!

Raise \$500 in 9 Days!

DAY 1: Make your own donation of \$25

DAY 2: Ask 5 friends for a \$10 donation

DAY 3: Ask 10 co-workers to give \$10

DAY 4: Ask 10 family members for \$10

DAY 5: Ask your doctor or dentist to give \$25

DAY 6: Ask 4 businesses you frequent to give \$25

DAY 7: Ask 5 people from your place of worship to contribute \$10

DAY 8: Ask 5 neighbors for \$10!

DAY 9: Congratulations! You just raised \$500 – share your success with your donors!



Creative FUNdraising Ideas!

Fundraise through Facebook

Upload the Tour de Cure® badge on your Facebook page and engage your entire social network in support of your efforts. Your Facebook friends will be able to join you or sponsor you directly from your Tour de Cure profile badge!

Keep the Change

Ask people to donate their pocket change. Set up change jars or bottles at home, the office or a local business and watch the change add up. Every penny counts!

Jeans Day or Casual Day

Encourage co-workers to make a donation in exchange for wearing jeans or dressing casually. Suggest a minimum donation of \$5. Talk to the decision maker in your company to plan a Jeans or Casual Day.

Online Networking

Use your corporate networking website, such as LinkedIn, or other sites such as Facebook to let others in your network know that you are participating in Tour and invite them to join your team or donate.

Auction (Silent or Live)

Ask for contributions of unique items, gift cards, or a stay at a timeshare and hold the event at your workplace over lunch. Ask the Senior Executives to

donate a premium parking space, lunch with the CEO, or time off. Auction the items to raise funds.

House Party

Invite friends over for a dinner, barbeque or masquerade party at your house or other location for a pre-determined donation amount. Show the Tour de Cure video and get them excited about helping you **Stop Diabetes®**.

Provide a Service

Do extra car pool duty, pet care, baby sit, mow lawns, give manicures, run errands, tailor clothes, organize closets, clean houses, or whatever you can think of and ask for a donation as payment.

Create a Tour de Cure Victory Wall

Use Tour yellow paper jersey pin-ups to create a wall display at work. Encourage people to write their name on one when they donate or the name of someone whose life has been touched by diabetes. Contact your local Tour Coordinator to get pin-ups and other fundraising materials.

Clean Out Your House

Have a garage sale and ask your friends and neighbors to donate items for you to sell. Explain that all proceeds go to the American Diabetes

Association's fight against diabetes. Have the kids sell lemonade to thirsty buyers.

Entertainment

Plan an evening of entertainment and invite your friends, family and co-workers. Ask talented friends to perform a benefit concert and charge a minimum donation for entry. Some ideas include: game night, poker night or movie night. Ask a local pool hall, restaurant, bar/club or bowling alley to donate their venue.

Email Signatures

Include a link to your personal web page in your email signature – makes it easier for the recipient to make an online donation!

Delegate

Ask 10 friends to ask 10 of their friends to support your effort!

Pot Luck Lunches

Name every Thursday "Tour Pot Luck Day." Team members take turns preparing foods, (salads, desserts, etc.) and invite their colleagues to enjoy the meal for a set donation.

Spread the Word

Change the recording on your voicemail or answering machine to mention Tour de Cure and invite callers to join your team or make a donation. Make it funny! Tell them you will not call back unless they support you!



Team Up!

If you registered as an individual rider, please consider forming a team. Riding with co-workers, friends and family members makes your Tour de Cure® experience more enjoyable!

Benefits of Forming a Team

- Strengthens teamwork and team building skills
- Boosts corporate pride and employee retention
- Provides an opportunity for family and friends to come together
- Encourages community involvement
- It's easier to fundraise with others
- It's more fun to participate as a group and celebrate on the day of the Tour!

Steps to Form a Team

STEP 1: Decide on a Team Name.

STEP 2: Register your team online by choosing "Create a Team" or by contacting your local Tour Coordinator at 1-888-DIABETES or through the "Contact Us" link on diabetes.org/tour. Please make sure to include your name and event name in your email.

STEP 3: If needed, your Local Tour Coordinator will change your individual registration to a Team registration.

STEP 4: You'll receive additional support and resources to help you and your team reach your fundraising and recruitment goals.

Team Captain Responsibilities

- Set a team fundraising goal
- Recruit team members
- Raise funds
- Update and follow up with team members
- Make it fun!

Team Captain Tips

For more tips on how to be a great Team Captain, please refer to our Team Captain Guide.

Recruit Team Members!

- Invite everyone you know to join your team! That includes your friends, family members, co-workers, neighbors – everyone you know!
- A team can start with two or more people but the more people, the more fun it will be and the more money you'll raise together!
- There is no limit to the number of team members on one team.

Register Your Team Members!

- Every team member must register online or complete a registration form provided by your local Tour Manager.
- Include your Team Name and web page address on all brochures, flyers and other communications.
- Keep an updated roster of your team members and maintain regular contact through your Team web page, phone calls and team meetings as necessary.

Raise Funds as a Team!

- Use our Online Fundraising Tool to ask for donations from friends, family, co-workers and everyone you know!
- Organize Team Fundraising events.
- Support each other as you get closer to reaching your goal.

"As leaders we are constantly looking for ways to better engage our teams in the important work we do at our company. The Tour de Cure is an incredible team building activity. It connects leaders with employees and fosters unforeseen networks across the volunteers, participants, and family members, too! Companies spend countless hours and thousands of dollars on staff retreats and team building activities when in fact starting a Tour de Cure team can achieve these same results and at the same time fulfill a civic responsibility. A Tour de Cure Corporate Team is a simple solution to a company's need for team building, healthy living and supporting the community all in one!"

MARSHALL CASE

Former Lockheed Martin Team Captain Silicon Valley



Diabetes Dollars

The Diabetes Dollars program is great news for Team Captains. For every NEW rider you recruit to your team, we'll credit you with 25 Diabetes Dollars towards an exciting thank you gift. To get the credit, both you and the new rider must raise and turn in (at least) the minimum fundraising amount two weeks before the day of the Tour. There is no limit to the Diabetes Dollars you can earn!

2011 Top National & Multi-Site Teams

*as of 11/4/11

Team Name	# Riders	Raised to Date*
Team Red	1,883	\$829,511
Johnson & Johnson	1,137	\$455,121
Lockheed Martin	779	\$318,816
Gold's Gym	903	\$302,504
Team Wal-Mart	133	\$222,600
Team Cisco Systems	336	\$188,543
Team Schwab	207	\$109,078
Velo Valero	143	\$95,785

Team Name	# Riders	Raised to Date*
Dignity Memorial	281	\$60,755
Novo Nordisk	183	\$54,281
Team Lilly	190	\$54,199
Team Roche	192	\$48,494
Team Amylin	76	\$45,677
AT&T	106	\$39,619
Team Deloitte	51	\$36,807
Amgen	57	\$28,208

2011 Top 50 Fundraising Individuals

Rank	Name	Total Collections	Location
1	Mrs. Valerie Kompaniez	\$37,285	Long Beach, CA
2	Mr. Jai Westwood	\$30,345	Basking Ridge, NJ
3	Mr. Jay G. Watsky	\$30,252	Saratoga Springs, NY
4	Dr. Anne P. Peters MD FACP CDE	\$25,525	Long Beach, CA
5	Dr. Daniel J. Bauer	\$23,941	Grafton, IL
6	Mr. H David Sloan	\$22,670	San Antonio, TX
7	Mr. Kale M. Buonerba	\$22,445	Sanborn, NY
8	Dr. Chuck H. Blevins II	\$21,120	Silicon Valley, CA
9	Mike Martin	\$20,781	Eagle River, AK
10	Ms. Vicki V. Healy	\$19,175	Reston, VA
11	Ms. Kimberly Murphy	\$18,362	Cooksville, MD
12	Mr. Chris L. Cook	\$18,316	Knoxville, TN
13	Mr. Steve G. Shaffer	\$17,775	Denver, CO
14	Mr. Joseph G. Lansing	\$16,435	Denver, CO
15	Mrs. Marcie O. Miller	\$16,150	Reston, VA
16	Dr. Kenneth L. Schaecher	\$15,425	Brigham City, UT
17	Mr. Stephen R. Marino	\$15,051	Basking Ridge, NJ
18	Mr. Gregg F. Gerety MD	\$15,010	Saratoga Springs, NY
19	Mr. Brandon S. Fogwell	\$14,339	Kennebunk, ME
20	Mr. Tony Farmer	\$13,800	Knoxville, TN
21	Mr. John D. Fanelli	\$13,650	Pittsburgh, PA
22	Mrs. Janet S. Thompson	\$13,644	Chattanooga, TN
23	Mr. Donnie A. Snyder	\$13,455	Napa Valley, CA
24	Mr. Michael F. Kelly	\$13,400	Cooksville, MD
25	Mr. Douglas J. Van Dyke	\$13,275	Long Beach, CA
26	Ms. Sandi J. Hassett	\$13,150	Silicon Valley, CA
27	Mr. David Rosenthal	\$12,878	Saratoga Springs, NY
28	Mr. Lloyd Campbell	\$12,784	Riverhead, NY
29	Dr. Edward J. Shahady MD	\$12,687	St. Johns, FL
30	Miss Hannah J. Giffin	\$12,590	Long Beach, CA
31	Ms. Colleen M. Abdoulah	\$12,500	Henderson, NV
32	Bruce W. Leider	\$12,450	Westerville, OH
33	Dr. Tara M. Bryant	\$12,244	Birmingham, AL
34	Dr. Daniel L. Lorber MD FACP CDE	\$12,151	Riverhead, NY
35	Mr. Joe Dozzo	\$12,075	Lakewood Ranch, FL
36	Mr. Larry Shwartz	\$11,565	Woburn, MA
37	Mr. John R. Kneeland	\$11,545	Cedar Rapids, IA
38	Mr. Michael E. Boyle	\$11,380	Knoxville, TN
39	Mr. Michael J. Carter	\$11,260	Denver, CO
40	Miss Jenn Dewald	\$11,240	New York, NY
41	Mr. Dan Pakula	\$11,221	Napa Valley, CA
42	Dr. Georgios L. Varsamis	\$11,175	Houston, TX
43	William T. Schlosser	\$11,132	Springfield, IL
44	Mr. Peter Doscas	\$11,093	Riverhead, NY
45	Mr. David A. Pappal	\$11,025	San Antonio, TX
46	Mrs. Janie Lipps ANP MSN CDE CDE	\$10,650	Nashville, TN
47	Ms. Petra M. Vester	\$10,447	Cincinnati, OH
48	Douglas C. Boggie	\$10,100	Cary, NC
49	Mr. Jon Brandon	\$10,042	Denver, CO
50	Mr. Steven W. Phillpott	10,038	San Diego, CA



Valerie Kompaniez & team



Jai Westwood



Jay Watsky



David Sloan



Chuck Blevins

2011 Top 50 Fundraising Teams

Rank	Captain	Team	Total Collections	Location
1	Mr. Jonathan Wood	Team Walmart SE Division	\$201,601	Atlanta, GA
2	Mrs. Stacy R. Rue	Lockheed Martin	\$140,905	Silicon Valley, CA
3	Mr. Joshua D. Bello	craigslist Rigshock Riders	\$133,454	Napa Valley, CA
4	Ms. Sandi J. Hassett	J&J Silicon Valley	\$128,777	Silicon Valley, CA
5	Mrs. Dalia N. Blevins	Team Cisco - Silicon Valley	\$116,776	Silicon Valley, CA
6	Mr. Michael J. Carter	Team Red Colorado	\$114,188	Denver, CO
7	Dr. Kenneth L. Schaecher	Team SelectHealth	\$96,017	Brigham City, UT
8	Mr. David L. Canfield	Kivort Steel Cycling Team	\$95,329	Saratoga Springs, NY
9	Mr. Bennett T. Berke	Team Bio-Rad	\$84,752	Napa Valley, CA
10	Mr. Seymour Battle III	Velo Valero	\$72,394	San Antonio, TX
11	Ms. Karin L. Stamy	Norfolk Southern	\$71,094	Chesapeake, VA
12	Mr. Russell R. Saunders	Team Red South Central TX	\$67,484	San Antonio, TX
13	Ms. Ann M. Hoffman	Bad Ass Coffee	\$62,926	Brigham City, UT
14	Mr. Robert L. Carter	A1C v 6.0	\$62,165	Napa Valley, CA
15	Mr. Theran Lee	Team Schwab	\$57,296	Napa Valley, CA
16	Mr. Jai Westwood	Barclays Capital Cycling Team	\$55,839	Basking Ridge, NJ
17	Mr. Steven G. Moore	J&J - Monrovia Cyclists Against Diabetes	\$55,717	Long Beach, CA
18	Mrs. Charlotte Skinner-Todd	Gold's Gym	\$54,964	Saratoga Springs, NY
19	Mr. Jay G. Watsky	The Endocrine Group	\$54,830	Saratoga Springs, NY
20	Dr. Daniel J. Bauer	Gus's Gang	\$53,248	St. Louis, MO
21	Mr. Stan K. Taylor	Lockheed Martin	\$51,610	Atlanta, GA
22	Mr. Thomas H. Deroller, Jr	Chain Reaction/Midtown	\$50,735	Rochester, NY
23	Mr. Ken Cole	Team RED Houston	\$48,661	Houston, TX
24	Danya Trent	Lockheed Martin Aeronautics	\$48,384	Fort Worth, TX
25	Ms. Jana Mejdell	Pacific Power	\$45,971	Portland, OR
26	Mr. Lawrence J. Lowe II	Team RED - Saratoga Springs	\$45,767	Saratoga Springs, NY
27	Mr. Marcus B. Dennis	Accu-Chek Accelerators	\$45,309	Indianapolis, IN
28	Mr. Tim Thielen	J&J/EES Cincinnati-Team Willcox/Cory	\$44,915	Cincinnati, OH
29	Bruno Braga	Team Verizon	\$42,522	Basking Ridge, NJ
30	Mr. David Minter	Team Dignity - Houston	\$41,615	Houston, TX
31	Ms. Ana I. Tirado	Johnson & Johnson Puerto Rico Team	\$41,015	Puerto Rico
32	Mr. Jim Jessee	LILLY-INSPIRED BY DIABETES	\$40,779	Indianapolis, IN
33	Mrs. Kristine L. Bockmier	Tommy's Team/Team Red - Portland	\$40,649	Portland, OR
34	Ms. Mary Cono	Amylin Pharmaceuticals	\$40,159	San Diego, CA
35	Mr. Justin Stevens	Sage Ruddy DiaBeaters	\$39,478	Rochester, NY
36	Mr. David Cohen	Team Red: Capital Area Red Riders	\$39,273	Reston, VA
37	Mr. John E. Kompaniez	Team Bottom Line	\$39,035	Long Beach, CA
38	Ms. Mary E. Costantino	Mary's Gang/The Bike Zone	\$37,235	Rochester, NY
39	Benjamin M. Wojcik	Team Red San Diego	\$37,103	San Diego, CA
40	Mr. Robert A. Proudfoot	Google	\$36,594	Silicon Valley, CA
41	Mr. Craig M. Clark	Advanced BioHealing	\$36,402	San Diego, CA
42	Bob Bingham	Henson Fuerst	\$34,826	Cary, NC
43	Mr. Douglas P. Meehan	Team Schwab	\$34,302	Phoenix, AZ
44	Ms. Tammy Molstad	Lockheed Martin Space Riders	\$33,976	Denver, CO
45	Ms. Ann Pogue-Campbell	Team Dia-LEE-Tes	\$32,524	Riverhead, NY
46	Mr. John E. Junker	SRA CARES	\$31,894	Reston, VA
47	Ed J. Kupa, Jr	Abbott Diabetes Care	\$31,836	Napa Valley, CA
48	Mrs. Teresa E. Filleman	SouthWest Bicycles	\$31,745	Phoenix, AZ
49	Mr. Vince Staub	KT Cycle Time	\$31,201	Silicon Valley, CA
50	Ms. Meredith J. Esham	Team Brivo	\$30,787	Reston, VA



Team Walmart

Lockheed Martin



craigslist
Rigshock Riders

Johnson & Johnson





To view all items, visit our website diabetes.org/tour. Gifts are not cumulative. To be eligible, money must be turned in by the deadline. Eligible participants will receive redemption certificates following the event.

RAISE	RECEIVE YOUR CHOICE OF
\$10,000 +	Apple® Ipad, FujiFilm® REAL 3D W3 Digital Camera, Samsung® 32" 720p LED HDTV, Garmin® 4.3" Bluetooth GPS with 3D, Baccarat® Insomnight Mordore Pendant Necklace, Ferragamo® Romana Handbag and more...
\$5,000 – \$9,999.99	Bose® 151® SE Environmental Speakers, Apple® iPod Touch 32GB, Samsung® 22" 1080p 120Hz LED HDTV, kate spade® harrison street wren handbag, CycleOps® Indoor Bike Trainer, DXG® "Next Dimension" 1080p HD3D Camcorder and more...
\$3,500 – \$4,999.99	Gucci® Silver Britt Bracelet, Coby® 7" Dual Widescreen Tablet DVD Player, Callaway® uPro MX GPS Rangefinder, Coleman® 12'x12' Straight Leg Instant Shade Shelter, FujiFilm® 14MP Digital, Camera Bundle, kate spade® cobble hill ellen handbag and more...
\$2,400 – \$3,499.99	Washington Technical 3-in-1 System Jacket, DeckMate® Luna Fire Bowl, Oakley® Sunglasses, Omaha Steaks®, Byer of Maine® Trilite Camp Set and more...
\$1,500 – \$2,399.99	Samsonite® 32" Casual Wheeled Duffel, Oakley® Alpha Charlie Messenger Bag, West Bend® Raclette, The Party Grill, DXG® 3D Camera and 3D Viewer, jWIN® 2.0 Speaker System, Topeak® MTX Office Bag and more...
\$1,000 – \$1,499.99	Griffin® Survivor iPhone Case, High Sierra® Longshot 70 Hydration Pack, Razor® Sole Skate, Oakley® Alpha Charlie Vertical Computer Bag, The Spooner® 28" Board, SunDog® Sunglasses with PC Lens, Pedro's® T Handle Hex Wrench 9-Piece Set and more...
\$750 – \$999.99	Adirondack Recliner, Coby® Bluetooth Speakerphone, Yankee Candle® Gift Basket, Ahava® Mineral Salt Collection, Bissell® Steam Shot and more...
\$500 – \$749.99	Totally Bamboo® Cutting Board Set, Heys® Travel Bag, Belkin® Wireless Mouse, Coby® Camcorder, Techno Lite Jacket and more...
\$350 – \$499.99	Hammock, iHome® Alarm Clock, Nambé® Butterfly Bowl, Coby® Wireless Car FM Transmitter, Athena Sport Bag, Party To Go Cooler, Extreme™ Eperformance™ and more...
\$250 – \$349.99	Veranda Grip, Bike Bag, Earphones, Edge Sport Backpack, Lamis Two-Tone Tote, and more...



To Register Visit diabetes.org/tour or 1.800.DIABETES

Sample Letters

These letters may be used for Online Fundraising or a Letter Writing Campaign. To receive this sample letter (and others) in a customizable word document via email please contact your local Tour Manager.

(DATE)
(NAME)
(TITLE)
(COMPANY)
(ADDRESS)
(CITY, STATE ZIP CODE)

Dear (NAME):

On (EVENT DATE), I will be riding with the (COMPANY NAME) Team in Tour de Cure®, benefiting the American Diabetes Association®, at (LOCATION). (COMPANY NAME) has set a goal to raise at least \$(AMOUNT), and I am hoping you will join us by doing one of the following:

- **Take A Leadership Role:** Form your own team within your company. Simply designate a Team Captain(s), set a goal, recruit riders, collect donations, and join us on (EVENT DATE).
- **Make A Corporate Contribution:** Support our team by writing a check payable to the American Diabetes Association and mail it to me.
- **Ride With Me On My Team:** Collect donations, get a T-shirt, share the camaraderie, and feel great in knowing that you helped save lives!

I am sure that you get solicited by several nonprofit organizations each year, just as I do. However, diabetes is America's fastest growing disease and the American Diabetes Association needs our help to stop this epidemic that affects employees and their families, driving up health care costs for everyone.

Every dollar raised through Tour de Cure supports critical diabetes research, information and advocacy. (HIGHLIGHT LOCAL RESEARCH OR PROGRAM HERE). In fact, the American Diabetes Association is the only national nonprofit health organization supporting all 25.8 million Americans living with diabetes; people with both type 1 and type 2 diabetes, children and adults. In a typical year, more than 75 cents of every dollar raised supports the mission: to prevent and cure diabetes and to improve the lives of all people affected by diabetes. The American Diabetes Association holds the Better Business Bureau's (BBB) Wise Giving Alliance Seal for National Charities.

I sincerely hope that you will join me and help us reach our ultimate goal: to STOP DIABETES®. If you would like to form your own team, please contact (TOUR MANAGER'S NAME) at the American Diabetes Association at (PHONE NUMBER) or (EMAIL ADDRESS). Thank you for your time and consideration.

Sincerely,
(NAME)

**Sample Email/Letter ▶
to Family, Friends,
Neighbors & Greeting
Card List**

◀ **Send a Letter on company letterhead to your Suppliers/ Clients requesting their involvement**

Dear Friend,

On [date] I will be joining more than 60,000 fellow riders from across the country in this year's **Tour de Cure®** to raise money for the American Diabetes Association®.

I will be gathering donations and cycling to help STOP DIABETES®. I've accepted the challenge to train and go the [50] mile distance.

I am asking for your help. By making a donation on my behalf, you will be helping the American Diabetes Association provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure.

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. There are 25.8 million Americans living with diabetes, a disease that is outpacing heart disease, cancer and AIDS. If we don't act now, one in three children born in the year 2000 will develop diabetes in their lifetime.

I know that my participation in this year's **Tour de Cure** can and will make a difference, with your support. With the help of people like you, the American Diabetes Association can raise over \$20 million to help Stop Diabetes.

My goal is to beat the national average pledge of \$440 by raising at least [GOAL]. Please help me reach my goal by supporting me for this year's **Tour de Cure**. Please go to my Web Page at [PERSONAL WEB PAGE ADDRESS], to make a secure, 100% tax deductible donation. If you do not want to donate online, please make your check payable to the American Diabetes Association and include your donation in the enclosed envelope. Please mail your contribution to me at [YOUR ADDRESS.]

Together we can stop diabetes, pedaling one mile at a time.

Yours truly,
(signature)

Sample Donor Receipt

Give these receipts to your donors who give you cash or checks for their tax records. Print or photocopy this page and cut each receipt as needed.

DONOR RECEIPT  American Diabetes Association.

DATE	
DONOR NAME	
AMOUNT	
SOLICITOR NAME	

All donations are fully tax deductible as allowed by law.
Thank you for your generous donation!

DONOR RECEIPT  American Diabetes Association.

DATE	
DONOR NAME	
AMOUNT	
SOLICITOR NAME	

All donations are fully tax deductible as allowed by law.
Thank you for your generous donation!

Sample Deposit Slip

If you mail donation checks to the ADA office, use one of these deposit slips to ensure we credit the amount to your total.

DEPOSIT SLIP  American Diabetes Association.

DATE _____

AMOUNT _____

YOUR NAME _____

Should this money be credited to anyone other than yourself?
 Yes No

If so, please write on the back of this slip, the names of those who should receive credit and the amount each one should be credited.

DEPOSIT SLIP  American Diabetes Association.

DATE _____

AMOUNT _____

YOUR NAME _____

Should this money be credited to anyone other than yourself?
 Yes No

If so, please write on the back of this slip, the names of those who should receive credit and the amount each one should be credited.

Please use this form to collect credit card donations from donors who prefer not to donate online. Cut this page into three forms and give one to each donor. Place the completed form(s) in your collection envelope to turn in on the day of the event or send to your local ADA office.

Tour de Cure American Diabetes Association.

CREDIT CARD DONATION FORM

PARTICIPANT'S INFORMATION:
 NAME

CARDHOLDER'S INFORMATION:

FIRST NAME M.I. LAST NAME

STREET NUMBER STREET NAME

CITY STATE ZIP

HOME PHONE WORK PHONE EXT.

AM EX DISCOVER MASTERCARD VISA CARD NUMBER EXP

CHARGE AMOUNT SIGNATURE _____


 * 0 2 0 4 *

*Make additional copies of these forms as needed.

Champions to STOP DIABETES®: Top Fundraisers Club



American Diabetes Association
TourdeCure

When you ride in Tour de Cure®, you take part in something unique. You join the ranks of some of the most passionate people in the country – people who care about cycling, health and, above all, finding a cure for diabetes.

In order to thank our most outstanding fundraisers, we have created the Champions to Stop Diabetes Top Fundraisers Club. It's our way of showing you what a difference you make in the lives of the nearly 26 million people living with diabetes.

Enjoy these exciting member benefits!

- ◆ Listing on a special Champions to Stop Diabetes web page
- ◆ E-mail Recognition
- ◆ Tour de Cure Medal corresponding to club level achieved
- ◆ Special on-event recognition (varies by location)
 - Priority service at event check-in
 - Opportunity to lead the ride out
 - On-stage recognition
 - Special rider number for next year's event
 - Invitation to various special events throughout the year
 - Recognition on route signage



*Level based on the current approximate number of people with diabetes: 26 million

diabetes.org/tour

2012 Champions to Stop Diabetes®
▼ Jersey





DIABETES.ORG/TOUR

1-888-DIABETES

