



CONQUERING CANCER CONTINUES 2021





On a mission to advance state of the art cancer research and treatment to serve cancer patients and their families in Wisconsin and beyond.

Who we are

The Ride is a signature Wisconsin biking event which energizes the community around the mission of raising funds for cancer research and patient treatment at the University of Wisconsin-Madison and the UW Carbone Cancer Center.

The UW research environment brings together scientists and clinicians from a wide variety of disciplines to help solve complex problems affecting patient care, and The Ride accelerates the rate at which collaboration and discovery occurs.

Within this vibrant and interactive atmosphere, new strategies are emerging to address the cancer challenge. The Ride's overall mission is simple - to increase cure rates and reduce the burden of cancer for future generations.

“

We created The Ride to energize the community to take part in our mission in curing patients of today and tomorrow. The community's involvement has been paramount to the success of patient care.

*-Dr. Paul Harari
The Ride Co-Founder*

”

The Ride was created to engage the community in an effort to propel cancer research at the University of Wisconsin and to fund the most promising discoveries in the laboratory and drive these to treatments and cures.

*-Dr. Deric Wheeler
The Ride Director & Co-Founder*



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ACCELERATING CANCER RESEARCH AND INNOVATION FORWARD

THE NEED

Only 5-10% of all research grants are funded through the National Cancer Institute (NCI) which is a drop from the 20-25% funding in previous years. These grants are vital to moving research forward and without these funds, private sector involvement is critical. The Ride provides critical research dollars to the most promising discoveries and technologies at the University of Wisconsin.

THE SCHOLARS

The Ride powers the brightest minds, ideas and technologies that pioneer the future of cancer research and patient treatment at the University of Wisconsin. The Ride Scholars receive annual grants based on rigorous criteria which maintains The Ride's commitment to 100% of all funds raised powering the most promising areas of innovation.

THE IMPACT

To date, The Ride has funded over 40 scholars who have advanced ground-breaking discoveries to improve cancer patient outcomes.



RAISED HERE STAYS HERE



100% RAISED. 100% STAYS.

100% of all funds raised through The Ride go directly back to funding research at UW. The support of our generous sponsors ensures that every single dollar is used for innovative cancer research and treatment programs.



BY THE NUMBERS

100%
raised goes to
cancer mission

3,690
riders

20%
annual participant
growth

333
towns
represented

\$1,336,662
raised

300+
volunteers

7,870
donors

41
sponsors

40
scholars &
technologies

CELEBRATING THE 5TH ANNIVERSARY OF THE RIDE



2016

826 riders



2017

1,243 riders



2018

1,458 riders



2019

1,618 riders



2020

864 riders*

*Individualized experience due to COVID-19



RAISED HERE.
STAYS HERE.

Riders participated in a socially distanced manner in 2020 and were provided rest stops and engagement stations to enhance their experience on the 100 Mile, 100K, 50K and 25K routes. To provide a safe experience for all, participants began their route in various locations throughout the day to stagger themselves from other participants.



I RIDE in memory of all the people I know who have died of cancer and in the hope of better outcomes for all those living with the disease.
~Igor, Madison, WI



I RIDE for Theresa and all the Carbone Cancer patients that are in this fight.
~Krista, Middleton, WI



I RIDE in memory of my mom.
~Melissa, McFarland, WI



I RIDE in faith that our next generations do not have to continue battling this disease.
~Tracy, Cottage Grove, WI



I RIDE for my niece and everyone in Southern Wisconsin touched by cancer.
~Yvonne, Madison, WI



I RIDE for all my family and friends who have heard the words, "You have cancer."
~Kathy, DeForest, WI



I RIDE for all those who are affected by cancer. My hope is that with the money raised from The Ride, there will be a breakthrough in cancer research.
~Kara, Beaver Dam, WI



I RIDE for my dad, my father-in-law and my very good friend Marcia.
~Jerry, Verona, WI



I RIDE for my sister that lost her battle with colon cancer.
~Randy, Waupun, WI



I RIDE for improved patient outcomes for generations to come.
~Dave, Waunakee, WI

THE DISEASE



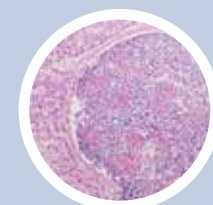
We have to keep striving to learn more, apply it, to learn from that and The Ride reinforces that.

-Dr. Howard Bailey,
UW Carbone Cancer Center
Director

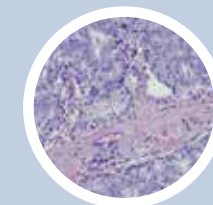
The Ride advances state-of-the-art cancer research and treatment to serve cancer patients and families in Wisconsin and beyond.

Cancer is an umbrella term that refers to over 100 diseases. Different types require different treatments, and success can vary from patient to patient. Fortunately, due to critical advances in research, US cancer death rates have dropped 27% in the last 25 years*.

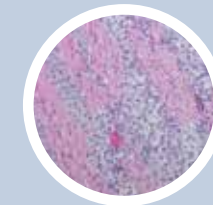
The Ride drives research in every type of cancer.



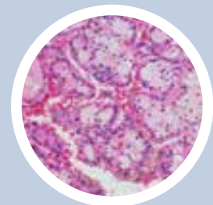
Pediatric



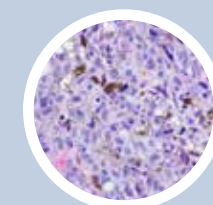
Prostate



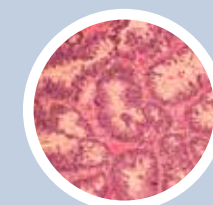
Bladder



Head & Neck



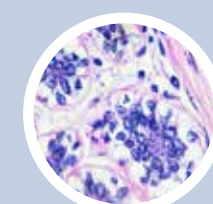
Melanoma



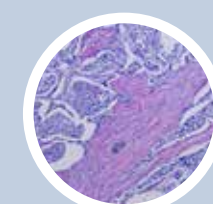
Colorectal



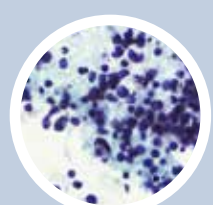
Thyroid



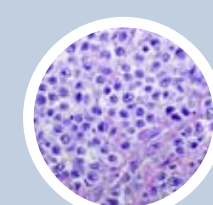
Breast



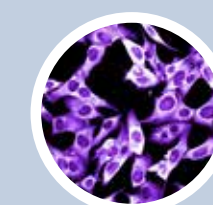
Pancreas



Lung



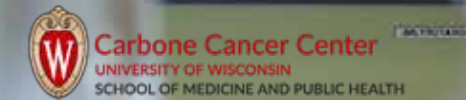
Lymphoma



Sarcoma

*According to the American Cancer Society's 2019 Facts and Figures Report.

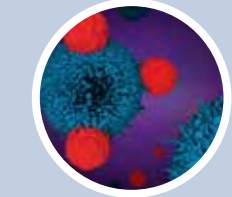
THE RESEARCH



POWERING THE BRIGHTEST MINDS AT THE UNIVERSITY OF WISCONSIN-MADISON

The Ride funds the most promising and innovative areas of cancer research to help lead to cures.

ImmunoOncology



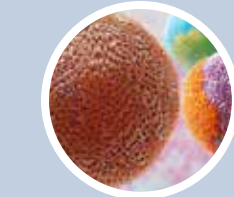
Harnessing the body's own defenses to recognize cancer cells and destroy them.

Radiation Therapy



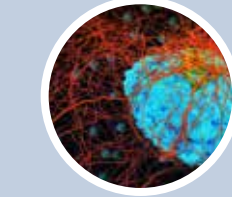
Researchers at UW pioneer advances in the delivery of radiation precisely to the tumor and not normal tissue.

NanoMedicine



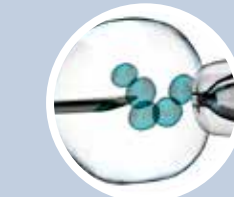
Researchers at UW are designing new medicines that home in on your cancer and deliver specific treatments leading to decreased side effects and increase cure rates.

Viral Oncology



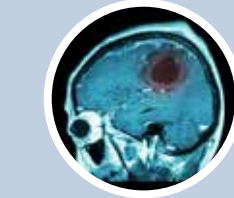
Over 25% of all cancers are caused by viral infection and UW researchers are leading the way in methods for detection, treatment and prevention of viral-driven cancer.

Cancer Stem Cells



Understanding the cells that give rise to cancer is vital to curing cancer faster.

Cancer Imaging



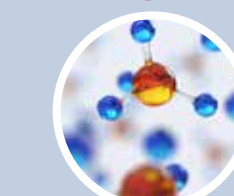
Detecting cancer at its earliest stages is fundamental for early treatment and increasing cure rates.

Therapeutic Resistance



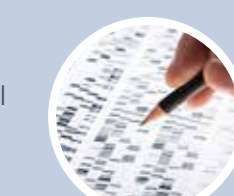
Understanding and predicting how tumors become resistant to different therapies is essential for prolonging life and curing patients.

Targeted Therapies



Understanding what proteins drive cancer is critical and advances will lead to better therapy options.

Cancer Genomics



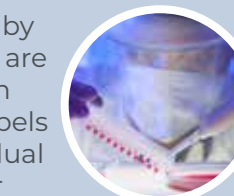
Cancer is a disease of gene mutation. Understanding mutations that drive cancer leads to a better awareness of how cancer arises and spreads to distant organs.

Precision Medicine



Although we often define cancer by the organ in which it arises, there are over 100 types of cancer with each one unique. Research at UW propels our understanding of your individual tumor so we can personalize your therapy.

Drug Design



Finding new treatments based on biological targets via algorithms, large amounts of data and technologies significantly improves the effectiveness of new and existing drugs.

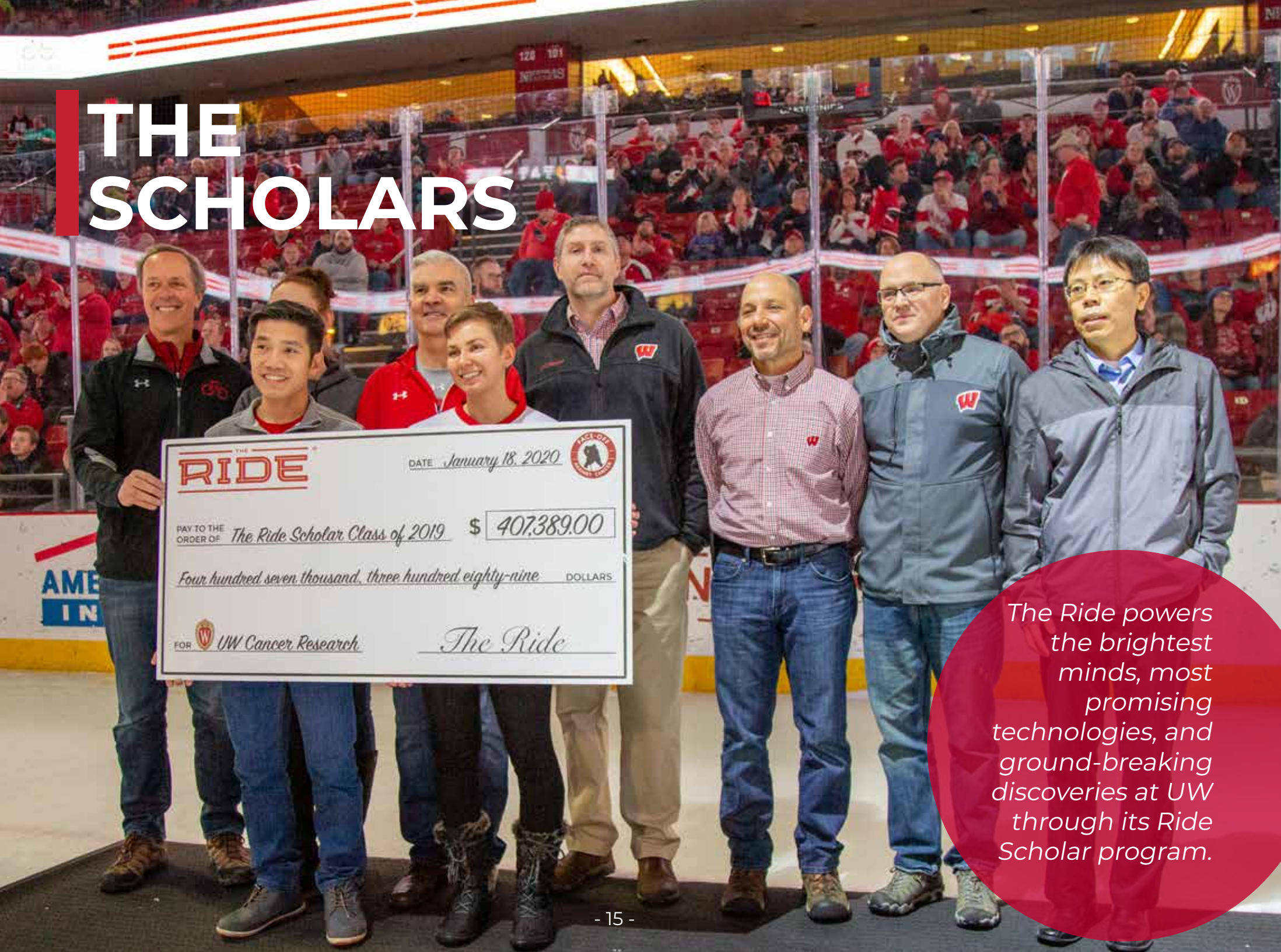
Chemoprevention



One of the best ways to reduce the number of patients dying from cancer is to prevent the disease from developing through investigative links between nutrition and early detection.

WHERE THE MONEY GOES

THE SCHOLARS



The Ride powers the brightest minds, most promising technologies, and ground-breaking discoveries at UW through its Ride Scholar program.

2016

Dr. Mark Burkard
UW Department of Medicine

Dr. Dustin Deming
UW Department of Medicine

Dr. Jessica Miller
UW Department of Human Oncology

Dr. Zachary Morris
UW Department of Human Oncology



Dr. Morris secured over \$8M in federal funding for ongoing research on the combined use of radiation and immunotherapies for cancer patients with his Ride Scholarship seed grant from 2016.

2017

Dr. Paul Ahlquist
UW Department of Oncology, Class of 2017

Dr. Bethany Anderson
UW Department of Human Oncology, Class of 2017

Dr. Steven Howard
UW Department of Human Oncology

Dr. Edward Jackson
UW Department of Medical Physics

Dr. Josh Lang
UW Department of Medicine



Dr. Lang received a large R01 grant from the National Cancer Institute to advance research developing new biomarkers of epigenetic alterations in prostate cancer with the goal of developing new approaches therapy resistant cancers.

Dr. Peter Lewis
UW Department of Biomolecular Chemistry

Dr. Shigeki Miyamoto
UW Department of Oncology

Dr. Mario Otto
UW Department of Pediatrics

Dr. Jennifer Smilowitz
UW Department of Human Oncology

Dr. Bethany Weaver
UW Department of Cell and Regenerative Biology

Yousef Alharbi
Student Scholar, Dr. Manish Patankar's Lab

Mark Klein
Student Scholar, Dr. John Denu's Lab

Ian Marsh
Student Scholar, Dr. Bryan Bednarz's Lab

Tao Wei
Student Scholar, Dr. Paul Lambert's Lab

2018

Dr. Bryan Bednarz
UW Department of Medical Physics

Dr. David Beebe
UW Department of Biomedical Engineering

Dr. Josh Coon
UW Department of Chemistry

Dr. John Denu
UW Department of Biomolecular Chemistry

Dr. Rong Hu
UW Department of Pathology

Dr. Randall Kimple
UW Department of Human Oncology

Dr. Noelle LoConte
UW Department of Medicine

Dr. Kristina Matkowskyj
UW Department of Pathology

Dr. Melissa Skala
UW Department of Biomedical Engineering



Dr. Skala has established new optical imaging technologies that can predict breast cancer response to chemotherapy and targeted therapies and looks to further develop optical imaging technologies to assess patient response to immunotherapies.

2019

Dr. Anjon Audhya
UW Department of Biomolecular Chemistry

Dr. Pamela Kreeger
UW Department of Biomedical Engineering

Dr. Hau Le
UW Department of Surgery



Dr. Le is leading a team to design and build an innovative cold atmospheric plasma device that can eliminate cancer cells without harming normal surrounding tissue.

Dr. Shigeki Miyamoto
UW Department of Oncology

Dr. Susan Pitt
UW Department of Surgery

Dr. Nathan Scheer
UW Department of Oncology, Class of 2019

Dr. Xiaofei Zhang
UW Department of Pathology, Class of 2019

WHERE THE MONEY GOES

YEAR IN REVIEW



The Ride's focus amid the COVID-19 pandemic was to provide the opportunity for our participants to honor their loved ones affected by cancer while delivering the ultimate in health and safety. Despite an economically challenging year, our participants raised significant funds which will advance life-saving cancer measures.

864
Riders

105
Global Riders

1,288
Donors

\$101,943
Raised



INVOLVEMENT OPPORTUNITIES

Whether you participate by walking, running or biking any one of our route distances ranging from 3 miles to 100 miles, volunteering to support our participants during their journey, or engaging your employer to support our mission through sponsorship or corporate team participation, you know you are playing a vital role in advancing life-saving measures for cancer patients today and for generations to come.

WHO GETS INVOLVED?

The Ride provides involvement opportunities for all types of individuals, corporations and organizations interested in supporting the brightest cancer minds, ideas and technologies at the University of Wisconsin.



INDIVIDUALS



CORPORATIONS



ORGANIZATIONS

BIKE

Since its inaugural year in 2016, The Ride has been providing route options for all ages and cycling abilities.



RUN/WALK

New in 2021, The Ride is proud to bring a Half Marathon run as well as a 5K Run/Walk.



VOLUNTEER

The Ride relies on hundreds of volunteers within designated areas to execute a successful event.



SPONSOR

Corporations provide the necessary support to allow for 100% of all participant-raised dollars to go to research.



CORPORATE INVOLVEMENT

Corporations play a vital role in the identity of our community and also provide a foundation of support through The Ride. Whether your company endorses employee participation as part of your company's Peloton Team or supports The Ride by providing goods and services or financial support to our mission, corporations know they are playing a vital role in advancing life-saving measures for cancer patients today and for generations to come.

UWHealth

THE RIDE
189

PARTICIPATE

Individuals have the opportunity to create and join their corporate team as part of the Peloton Program which aims to ignite wellness and community involvement initiatives playing an active role in fighting cancer at the University of Wisconsin.

CORPORATE PELOTON TEAMS



SPONSOR

The Ride is able to provide 100% of all participant-raised funds to UW cancer initiatives due to the financial support and donations of goods and services from sponsors. With zero operational cost, The Ride participants can fundraise in a transparent manner and maximize their impact on UW cancer research and patient treatment initiatives.

100% RAISED. 100% STAYS. MADE POSSIBLE BY THE RIDE SPONSORS



CONTACT THE RIDE DIRECTOR

DERIC WHEELER, PHD
dlwheeler@wisc.edu

ORGANIZATIONAL INVOLVEMENT

Cancer impacts us all which is why The Ride has designed itself to provide opportunities for all walks of life to make an impact on cancer research at the University of Wisconsin. Our team actively works with community organizations to allow group members the opportunity to make significant change in the fight against cancer as organizations walk, run, bike and volunteer.



CONTACT THE RIDE
DIRECTOR
DERIC WHEELER, PHD
dlwheeler@wisc.edu



SAVE THE DATE



SEPTEMBER 26, 2021
MADISON, WI
TheRideUW.org



CONTACT US

**LEARN HOW
YOU CAN HELP THE RIDE
DRIVE INNOVATIVE CANCER RESEARCH**



THE RIDE DIRECTOR

Deric Wheeler, PhD
dlwheeler@wisc.edu

TheRideUW.org/contact

I RIDE FOR
YOUR

#101
R. Hansen

FUTURE
SURVIVAL

