

 American Diabetes Association®
TourdeCure®

TAKE THE RIDE OF YOUR LIFE



FUNDRAISING GUIDE



To learn more, visit diabetes.org/tour
or call 1-888-DIABETES.



Fundraising Guide

Table of Contents

About the American Diabetes Association	3
Why Ride?.....	4
Fundraising Made Easy!.....	5
What's Next?	6
Put the Fun In Fundraising!.....	7
Champions to Stop Diabetes.....	8
Start a Team. Join Team Red.....	9
Sample Letters.....	10
Deposit Slips/Receipts.....	11
Thank You Gifts	12
Top Fundraising Teams & Individuals.....	13-15



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.

This Fundraising Guide is filled with helpful information and tips to ensure you have a fun, successful ride and fundraising experience. Riders are responsible for collecting donations to meet (and exceed) the fundraising minimum for the event. In thanks for your fundraising efforts, choose from a selection of great prizes including electronics, apparel, cycling accessories and much more! If you have any questions or need additional support, please contact your local Tour staff member by calling 1-888-DIABETES.



About the American Diabetes Association®

The American Diabetes Association is the only non-profit organization supporting all 30 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. This year, the American Diabetes Association® is celebrating 75 years of continuous progress working to improve the lives of people with diabetes through research, advocacy and education.



Every 19 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. We can Stop Diabetes together... pedaling one mile at a time.

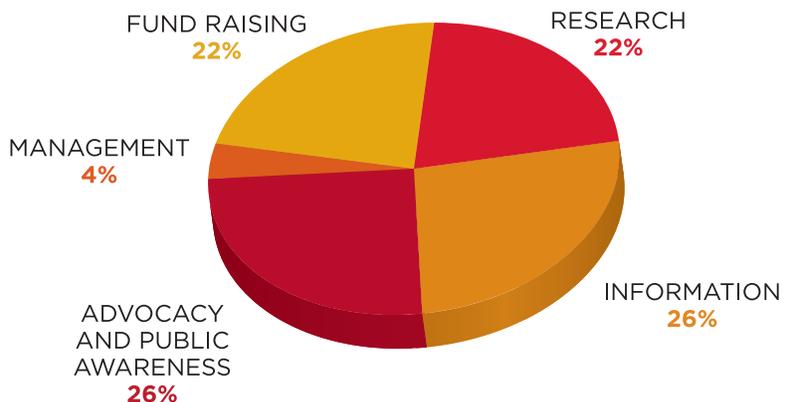
Connect Your Donors to Our Mission

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 in your fundraising and recruitment emails, letters and other fundraising activities.

The Association:

- has funded more than 4,000 research projects and invested more than \$600 million to date to find a cure
- continues to be the largest provider of Diabetes Camps benefiting more than 6,500 children a year
- leads advocacy efforts to prevent workplace discrimination and support the rights and well-being of children in schools nationwide

American Diabetes Association 2014 Expenses:



“
The #1 reason people donate is because they’re asked!”

Fundraising Guide

Why Ride?

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.

Diabetes Complications are Serious

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

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



Are you living with Diabetes?

**You are a Red Rider!
You are why we ride!**



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 staff member. You will receive special recognition on the day of the event and Red Rider gifts. (Gifts vary by location and fundraising minimum is required.)



Fundraising Made Easy!

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 web chat with our support staff.

STEP 1: Update your personal fundraising goal
\$300? \$500? \$1,000? Click on “change” next to “My Goal” on your progress bar.

STEP 2: Select “Personal Page” to customize your personal web page
Personalize your page web address; create a personal title; share why you are riding in the Tour; add photos or video; click components to change your settings for your thermometer, fundraising honor roll or to add a personal blog.

STEP 3: Upload Contacts
Import contacts from an existing address book (Yahoo!, Gmail, Outlook or a generic CSV file) or add manually by entering each name and email address information.

STEP 4: Send emails to Family, Friends & Co-Workers
Click “Email”; select a template message from the right hand column, customize, and send to contacts. Important note: Be sure to click “Save as draft” as you are composing so your work is not lost.

STEP 5: Follow-Up with Contacts
The My Progress page will show your donations. Use the drop down filter to see who to thank and who needs to receive a follow up email. Check the box beside each contact and click “Compose” to send an email.

STEP 6: Enter Checks & Cash Received
Cash and checks you receive are “offline donations”. You have to enter them manually if you want to see them in your total. Click “My Progress” and click “Enter Donations” to add your gift. Mail these donations to your local ADA office.

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!

Earn a Badge

You can earn online fundraising badges by raising certain amounts and completing fundraising actions. They are our way of thanking you for raising money to fuel our mission to **Stop Diabetes®**.

- | | |
|---|---|
|  Self Donor Badge |  \$1,500 Hill Climber Badge |
|  \$350 Hang the Banner Badge |  \$2,600 Champion on a Mission Badge |
|  \$500 Jersey Badge |  \$3,500 Leading the Pack Badge |
|  \$750 Gearing Up Badge |  \$5,000 You're a Star Badge |
|  \$1,000 Champion to Stop Diabetes Badge |  \$10,000 Trophy Worthy Badge |

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

Fundraising Guide

What's Next?

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! Download the Tour de Cure Facebook app from your Tour Center to add the app to your Facebook account. Once installed simply share the link on your newsfeed and your friends are one click away from donating! We have news feed messages scheduled to go out regularly—we make it easy!



Double Your Money with Matching Gifts!

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Contact your Human Resource Department to find out if your company has a Matching Gift Program. 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. Please be sure your name and your Tour event are entered clearly on the form.

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 your local ADA 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 11 to accept donations by credit card. Make copies of the donation receipt on page 11 to give to any cash donors who request it.

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. Additional ways to show your appreciation:

1. Send updates on your Tour training and fundraising efforts
2. Invite donors to the Tour to cheer you on at the finish line
3. Send a post-ride letter with photo to let them know how much you raised and how the ride went.

Select Your Thank You Gift:

Participants raising the minimum amount receive a commemorative T-shirt at the ride. Those who raise \$250 and above earn their choice of exciting Thank You gifts including 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 12 and also at diabetes.org/tour.



Put the FUN in FUNDRAISING!

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.

Social Media

Connect with those who follow you through Facebook, LinkedIn, Twitter, YouTube and Pinterest! Give the link to your page!

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.

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 to Stop 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.



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 staff member to get pin-ups and other fundraising materials.

Email Signatures

Include a link to your personal web page in your email signature. It 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!

Host a Champions to Stop Diabetes Dinner!

Are you a past Champion to Stop Diabetes? Host a dinner with past donors asking them to get you to the next champion level by making a donation.

Industry Events

Host a cocktail night inviting your Tour manager to "share the Tour de Cure experience". Invite those in your field to join you for a night of fun! Create the challenge and recruit riders and possibly a team!

Fundraising Guide

Champions to STOP DIABETES®: Top Fundraisers Club

A Champion to Stop Diabetes is a rider who has raised \$1,000 or more. 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 30 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 Champion medal
- 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



2015 Champions to Stop Diabetes Jersey — awarded for raising \$1000. This level is based on the current approximate number of people with diabetes: 30 million.

diabetes.org/tour



American Diabetes Association
Tour de Cure



Champions to
Stop Diabetes



Start a Team.

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 staff member 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!
- Order Team gear - take advantage of the Primal Gives Back Program to order cycling apparel for your team and get 15% back directly to your team's fundraising total. Visit www.primalcustom.com/givesback.htm



JOIN TEAM RED.

Be a Part of a Team Dedicated to the Fight to Stop Diabetes

YES! You (and those who support you) can join Team Red! This is a team that is for everyone and anyone who doesn't have a team including Red Riders. Just join the Team Red for your event online or call your local ADA staff person for more information.



Fundraising Guide

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 30 million Americans living with diabetes; people with both type 1 and type 2 diabetes, children and adults. In a typical year, more than 73 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 30 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 more than \$29 million to help Stop Diabetes.

My goal is to beat the national average pledge of \$453 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	
DATE	
DONOR NAME	
AMOUNT	
SOLICITOR NAME	
<i>All donations are fully tax deductible as allowed by law.</i> 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		
DATE		
AMOUNT		
YOUR NAME		
<i>Should this money be credited to anyone other than yourself?</i> <input type="checkbox"/> Yes <input type="checkbox"/> 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.		

Credit Card Donation Form

Please use this form to collect credit card donations from donors who prefer not to donate online. 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.

TourdeCure 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.

Fundraising Guide

Thank You Gifts...

...for your Commitment to the Mission of the American Diabetes Association.



RAISE	RECEIVE YOUR CHOICE OF
Level 12 \$10,000+	Bose® Portable Music Package, Movado® Classic Watch, Samsung® LED HDTV, DeWalt® 18V 4-Tool Combo, Calphalon® 13-Piece Cookware Set, and more...
Level 11 \$5,000 - \$9,999.99	Samsung® 3D Blu-Ray Home Theater System, Bose® QuietComfort 15, CycleOps® Indoor Magneto Bike Trainer, ALPS Mountaineering® Backpackers Dream, and more...
Level 10 \$3,750 - \$4,999.99	Garmin® Edge 500 Bike Computer, TourdeCure® Stormtech® 3-in-1, Apple® iPod Touch 16GB, kate spade® Leroy Street Vivienne Bag, and more...
Level 9 \$2,900 - \$3,749.99	Kent Custom ADA Bicycles, Jilco™ Diamond Necklace, Cuisinart® 14-Piece Hard Anodized Cookware Set, Dyson® Cordless Vacuum, and more...
Level 8 \$1,750 - \$2,899.99	TourdeCure® Stormtech® Knit Jacket, LeapFrog® LeapsterGS Explorer™, Amazon Kindle® with Case, Kenneth Cole® 24" Wheeled ABS Expandable Upright Luggage and more...
Level 7 \$1,250 - \$1,749.99	TourdeCure® Stormtech® Thermal Vest, Schwinn® CycleNav Bike Navigation, Pandora™ Clasp Bracelet, Black & Decker® 56 Piece Project Kit, and more...
Level 6 \$1,000 - \$1,249.99	Sportline® Cardio Coded Heart Rate Monitor, Diggin Lazer Pitch Baseball™, Topeak® LineUp™ Stand, Travelers Club® 4-Piece Travel Set, and more...
Level 5 \$750 - \$999.99	iLive® Bluetooth Under Cabinet Music System, Rachael Ray® Stoneware Round Casserole, High Sierra® Drench Hydration Pack, Stainless Steel Bicycle Chain Bracelet, and more...
Level 4 \$500 - \$749.99	TourdeCure® Endurance Polo Shirt, Boogie Board™ 8.5" Writing Tab, TourdeCure® Insulated Bottle & Tumbler Gift Set, TourdeCure® Field & Co.™ Bag, and more...
Level 3 \$350 - \$499.99	TourdeCure® Sport Comfort Fleece, Celebration Party Cooler, Bulova® Picture Frame Clock, Diggin DodgeTag, iLive® Portable Bluetooth Speaker, and more...
Level 2 \$250 - \$349.99	TourdeCure® Tri-Mountain® Pique Polo, Cool Gear® Water Filtration Sport Bottle, Topeak® HeadLux, TourdeCure® Vista Backpack, and more...



To view all items, visit our website: diabetes.org/tour and click “Gear up for Fundraising” then “Thank You Gifts” in the dropdown menu.

Gifts are not cumulative. To be eligible, money must be turned in by the deadline. Eligible participants will receive redemption certificates following the event.

To register visit diabetes.org/tour or call 1.888.DIABETES

2014 Top 50 Single Site Fundraising Teams

	Captain	Team	# Members	Total Collections	Location
1	Mr. Tom C. Jardine	Team Trinity Industries	145	\$138,008.21	Dallas/Ft Worth, TX
2	Warren Byrd	Team KAR	19	\$129,896.30	Indianapolis, IN
3	Mr. Howard M. Katz	Kivort Steel Cycling Team	148	\$108,151.24	Saratoga Springs, NY
4	Thomas H. Deroller, Jr	Chain Reaction/Midtown AC	174	\$79,565.00	Rochester, NY
5	Mr. Stephen E. Powers	Team Audi Colorado	124	\$75,347.88	Longmont, CO
6	Mr. Todd J. Eicher	Davidson Brothers Drafters	139	\$67,135.20	Saratoga Springs, NY
7	Ms. Ann M. Hoffman	Bad Ass Coffee	40	\$66,319.00	Brigham City, UT
8	Mr. Phil Michael	Team Crocs	21	\$62,268.93	Longmont, CO
9	Ms. Lauren N. Skinner	Team Spirit	134	\$59,096.04	Wichita, KS
10	Chris Holman	Scott Lab	90	\$57,035.88	Napa Valley, CA
11	Mr. Ray R. Mccutcheon	Ray's Trikers	15	\$56,694.00	San Antonio, TX
12	Mr. Edward T. Gritzenbach	Team Monaco Mechanical	23	\$54,343.75	Chicago, IL
13	Mr. Keith Adwar	Team Adwar/Newman	92	\$54,197.00	Long Island, NY
14	Mr. Kenneth L. Mayfield	Beef Team	150	\$51,938.38	Houston, TX
15	Mr. Steve Olin	Team Optum	184	\$49,798.50	Minneapolis, MN
16	Mr. Greg K. Hinkle	Team T. Rowe Price	48	\$47,819.86	Cooksville, MD
17	Ms. Diane C. Huis	Team Cheetah	50	\$46,764.00	Raleigh, NC
18	Mr. Jay G. Watsky	The Endocrine Group	25	\$46,369.00	Saratoga Springs, NY
19	Mr. Mather K. Waltrip	Amazon Lab126 Cycling Team	58	\$45,815.00	Silicon Valley, CA
20	Ms. Nancy E. Marchand	Team Spinsulin	17	\$44,686.37	New England Classic
21	Dr. Daniel J. Bauer	Gus's Gang	51	\$44,613.00	St Louis, MO
22	Ed J. Kupa, Jr	Abbott	124	\$43,025.61	Silicon Valley, CA
23	Mr. Jai Westwood	Barclays	30	\$42,938.00	Basking Ridge, NJ
24	Mrs. Holly E. Agostino	Team VENT Fitness	88	\$40,929.11	Saratoga Springs, NY
25	Mr. Eric Gidlow	Team Gidlow/McGladrey	17	\$37,576.00	Minneapolis, MN
26	Mr. Hiranka S. Dassanayake	Team Bank of America-NJ	32	\$37,219.00	Princeton, NJ
27	Ms. Jaimie Balogh	Mazzone Hospitality	74	\$35,862.00	Saratoga Springs, NY
28	Mr. Stephen G. Brauer	Team Pasternak	13	\$35,439.00	Napa Valley, CA
29	Dr. Michael B. Davidson	The Works Rides	92	\$34,844.27	Kennebunks, ME
30	John Mann	Walgreens	68	\$34,467.63	Chicago, IL
31	Dr. Georgios L. Varsamis	Team Sifnos - CST	8	\$34,186.00	Houston, TX
32	Mr. Kenny Oatman	TKO Diabetes	55	\$30,907.61	Minneapolis, MN
33	Mr. John C. Piscitelli	Team Bicycle Alley	20	\$30,736.00	New England Classic
34	Mr. Robert C. Deininger	FL Hosp/Translational Research Institute	109	\$30,576.73	Orlando, FL
35	Mr. Michael F. Mccabe	Team ADA	8	\$30,411.00	Napa Valley, CA
36	Ms. Linda K. Rodriguez	Road Ninjas	37	\$30,023.90	San Antonio, TX
37	Ms. Ann Louise Sumner	Battelle SpokesPeople	72	\$29,766.70	Westerville, OH
38	Mr. Warren Marshall	Big Ring Riders	23	\$29,740.99	Silicon Valley, CA
39	Ms. Nicola T. Fiddes	Nicola's Team	4	\$29,328.00	Silicon Valley, CA
40	Kurt Vandewalle	Team HEB	55	\$29,230.00	San Antonio, TX
41	Mr. Tony Rao	T1 Team	22	\$29,204.00	Long Island, NY
42	Mr. Len Isaacs	TEAM DIA-BEAT-THIS	59	\$28,972.22	Long Beach, CA
43	Mr. Richard Mayo	Jerry's Kids	73	\$28,759.44	Long Beach, CA
44	Mr. Mark Poulson	PwC Chicago	58	\$27,893.48	Chicago, IL
45	Jessica Burke	KP Thrive	71	\$27,387.20	Reston, VA
46	Robert M. Volpentest	Liam's Lads & Lassies	14	\$27,313.00	Napa Valley, CA
47	Mr. Thomas W. Henson, Jr	HensonFuerst P.A.	36	\$27,290.01	Raleigh, NC
48	Mr. Jason M. Martin	Team Agapee	33	\$27,216.00	Longmont, CO
49	Dr. Matt Devine	Highland SpinOuts	102	\$27,110.03	Rochester, NY
50	Mr. Paul T. Costantino	Mary's Gang	44	\$26,700.50	Rochester, NY

Team Trinity



Fundraising Guide

2014 Top National & Multi-Site Teams

*as of 12/31/14

Top National Teams	
Team Red	\$ 1,684,552
Lockheed Martin	\$ 492,657
Johnson & Johnson	\$ 400,470
Walmart	\$ 287,311
Lilly Diabetes	\$ 275,285
Dignity Memorial	\$ 246,947

Top Multi-Site Team	
Norfolk Southern	\$ 127,570

Top Ten Single Site Teams		
1	Team Trinity Industries	\$ 138,008
2	Team KAR	\$ 129,896
3	Kivort Steel Cycling Team	\$ 108,151
4	Chain Reaction/Midtown AC	\$ 79,565
5	Team Audi Colorado	\$ 75,348
6	Davidson Brothers Drafters	\$ 67,035
7	Bad Ass Coffee	\$ 66,319
8	Team Crocs	\$ 62,269
9	Team Spirit	\$ 59,096
10	Scott Lab	\$ 57,036

2014 Top 50 Individual Fundraisers

Rank	Name	Total Collections	Location
1	Mr. Jim Hallett	\$113,188	Indianapolis, IN
2	Phil Michael	\$57,062	Longmont, CO
3	Mr. W. D. B.	\$50,000	Brigham City, UT
4	Mr. Ray R. Mccutcheon	\$46,083	Selma, TX
5	Mr. Steve Menzies	\$41,455	Dallas/Ft Worth, TX
6	Mr. H. David Sloan	\$41,031	San Antonio, TX
7	Mr. Edward T. Gritzenbach	\$38,551	Chicagoland, IL
8	Mr. Jay Wright	\$37,742	Rochester, NY
9	Mr. Eric Gidlow	\$34,083	Minneapolis, MN
10	Mike Martin	\$32,646	Anchorage, AK
11	Ms. Kimberly Murphy	\$31,106	Cooksville, MD
12	Mr. Michael B. Smith	\$28,811	Houston, TX
13	Mr. Andy Jones	\$27,854	Cuyahoga Falls, OH
14	Mr. Brandon S. Fogwell	\$26,257	Kennebunks, ME
15	Ms. Nicola T. Fiddes	\$26,250	Palo Alto, CA



2014 Top 50 Individual Fundraisers

(continued)

Rank	Name	Total Collections	Location
16	Mr. Jay G. Watsky	\$25,998	Saratoga Springs, NY
17	Ms. Sarah J. Paul	\$23,202	Napa Valley, CA
18	Dr. Daniel J. Bauer	\$22,997	St Louis, MO
19	Mr. Jai Westwood	\$21,622	Basking Ridge, NJ
20	Robert M. Volpentest	\$21,528	Napa Valley, CA
21	Dr. Georgios L. Varsamis	\$21,200	Houston, TX
22	Kelly Dale	\$20,054	Las Vegas, NV
23	Mr. Jeffrey J. Amidon	\$19,702	Corpus Christi, TX
24	Mr. James I. Donlon	\$19,210	Saratoga Springs, NY
25	Ms. Marcie O. Miller	\$18,906	Reston, VA
26	Dr. Mark A. Eberbach	\$18,890	Lakewood Ranch, FL
27	Mr. Jim Grabowski	\$18,350	Rochester, NY
28	Tim Bierman	\$18,090	Seattle, WA
29	Mr. Tom C. Jardine	\$17,861	Dallas/Ft Worth, TX
30	Mr. Peter Rosenthal	\$17,721	Peconic, NY
31	Mr. David A. Rosenthal	\$17,260	Saratoga Springs, NY
32	Mr. Rone M. Luczynski	\$16,890	Houston, TX
33	Dr. Dave A. Demarco PhD	\$16,271	New York, NY
34	Mr. Rudolph J. Di Massa, Jr	\$16,047	Ambler, PA
35	Miss Erin Reddy	\$15,383	Cuyahoga Falls, OH
36	Marc D. Garvey	\$15,350	Saratoga Springs, NY
37	Andra Karnofsky	\$15,000	Tucson, AZ
38	Mr. Michael W. Malafronte	\$15,000	Asbury Park, NJ
39	Mr. Douglas J. Van Dyke	\$14,764	Long Beach, CA
40	Mr. Stan K. Taylor	\$14,518	Atlanta, GA
41	Mr. Stephen E. Powers	\$14,083	Longmont, CO
42	Mr. Michael F. McCabe	\$13,925	Napa Valley, CA
43	Mr. Stephen G. Brauer	\$13,848	Napa Valley, CA
44	Mr. Keith Adwar	\$13,778	Long Island, NY
45	Ed J. Kupa, Jr	\$13,686	Silicon Valley, CA
46	Mr. Steve G. Shaffer	\$13,600	Longmont, CO
47	Mr. Neal Herman	\$13,597	Silicon Valley, CA
48	Mr. Mather K. Waltrip	\$13,431	Silicon Valley, CA
49	Mr. Michael E. Boyle	\$13,421	Knoxville, TN
50	Mr. Garry R. Smith	\$12,667	Columbia, SC



 American Diabetes Association®
TourdeCure®

FUNDRAISING GUIDE

To learn more, visit
diabetes.org/tour
or call **1-888-DIABETES**

