

MUSC HOLLINGS CANCER CENTER
 **LOWVELO**

2021 Corporate Challenge





Raymond N. DuBois, M.D., Ph.D.
MUSC Hollings Cancer Center Director

“100% of participant-raised dollars are used for cancer research to improve the ways that we can more effectively treat our cancer patients now and in the future and to achieve better results with health disparities.”

**We want to improve our
services and treatments
to advance and unite in the
fight against cancer.**

About **LOWVELO**

LOWVELO is:

No ordinary bike ride.

A grassroots event that raises money for innovative and lifesaving cancer research at MUSC Hollings Cancer Center in Charleston, SC.

A fun ride geared towards all fitness levels ages 10 and up to celebrate those who have fought and continue to fight cancer.

A dedicated group of riders, volunteers, virtual participants and staff members who are driven by compassion and a determination to end cancer.

A moment to honor, support and celebrate our patients of the past, today and tomorrow.

An event designed to bring communities together from throughout the state and beyond to rally together to end cancer.

An opportunity for each rider to commit to the cause by fundraising a minimum amount based on their chosen distance: 10 miles, 22 miles, 57 miles, 100 miles, or an outdoor stationary bike class.

An opportunity to provide a sustainable source of research funding to connect, engage and synergize cancer research at Hollings.



A guarantee that 100% of every participant-raised dollar will go directly to cancer research. The money raised will be the catalyst for groundbreaking and lifesaving projects that will impact cancer care across the state and country.

Due to COVID-19, this year's ride will be a one-day event on Sat., Nov. 6, 2021. On Saturday morning, our riders embark on one of four routes or in a cycling class, as we put our best foot forward in the name of cancer research. The ride culminates in true Charleston fashion with a finish line celebration to remember.

A platform to form lasting corporate and community partnerships and forge friendships for one great cause.



Denis Guttridge, Ph.D., director of Darby Children's Research Institute and associate director of Translational Sciences at MUSC Hollings Cancer Center, participates in LOWVELO every year. Here's what he has to say:

Forge friendships for one great cause.

“Research isn't done in a silo. It takes the collaboration of an entire team, from the scientists and their labs who make the discoveries, to the physicians and their staffs who pull those discoveries into the hospital for our patients. The efforts are always in sync, and that's exactly why we have LOWVELO.

For me, being on the bike with a team supporting each other is absolutely no different than my lab and my collaborator in the clinic working together to make that next discovery possible for our cancer patients in South Carolina. I believe in my core that this is the only way a comprehensive cancer center should function.”



Corporate Challenge

Are you up for the challenge?

LOWVELO invites your organization to join the fun on November 6, 2021. Create a lively and competitive atmosphere by challenging your corporate competitors or engaging your employees. Each organization creates a peloton (team) and challenges one or more organizations to do the same. The company with the highest fundraising total by December 31, 2021 wins the challenge! While encouraging fundraising, we're also promoting healthy activities and lifestyles.



Challenge Benefits

Organizations that invest in health and wellness actually save money by reducing health care costs and curbing lost productivity due to absenteeism. An office wellness challenge can get your team working together toward their fitness goals while building camaraderie along the way!



1. Encourage team building.
2. Improve employee morale and have fun being healthy.
3. Promote leading a healthy and active lifestyle.
4. Supporting a great cause as a team – raising funds for cancer research.
5. Work together toward one goal and celebrate your success.
6. Increase community involvement and charitable contribution at your organization.
7. Grow awareness about the importance of cancer prevention and research.
8. Bragging rights and winner of the annual Corporate Challenge Trophy!

How It Works



1. Create and Grow Your Peloton

- Host a kickoff lunch and invite a LOWVELO rider recruiter to present to employees, clients, suppliers and peer institutions.
- Promote LOWVELO through your newsletters and social media outlets.
- Encourage participation by offering to cover the registration fee for employees:
 - LOWVELO will provide a partner code to waive the \$75 fee for 1 week after the start of your peloton OR LOWVELO will cover the first 15 employees to register.
 - LOWVELO can invoice your company on November 15 for any additional employees registered.
- Use our pre-prepared email messages for your company to provide recruitment and fundraising tips.
- Incentivize participation by creating challenges and offering giveaways.
- Hold a 24-Hour Mileage-a-thon at the office! Team members pick an hour break to log miles during a work day. Post videos on social media requesting donations.
- Create competitions and offer incentives between teams/departments to see which group can raise the most money.
- Match your miles! Offer to match any funds raised by employees or cover any remaining fundraising minimums for employees to participate.
- Bring in office treats for weekly meetings! Grab some coffee and donuts on the way into work and offer to employees for \$1 or \$2 donations.
- Dedicate your miles in memory or in honor of someone for a \$10 donation.
- Fundraise through the company Facebook, Instagram, and Twitter pages.
- Customize email signatures with a direct link to your rider page for donations.

2. Start Fundraising

Team fundraisers are a fun way to socialize!

- Inspire donations by having senior leaders offer to wear a costume while riding or for a full day at work when you reach your fundraising goal. Don't forget to share pictures!
- Design a goal thermometer or pledge sheet for everyone to view at your office and track donations until the peloton has met the fundraising goal.

3. Ride!

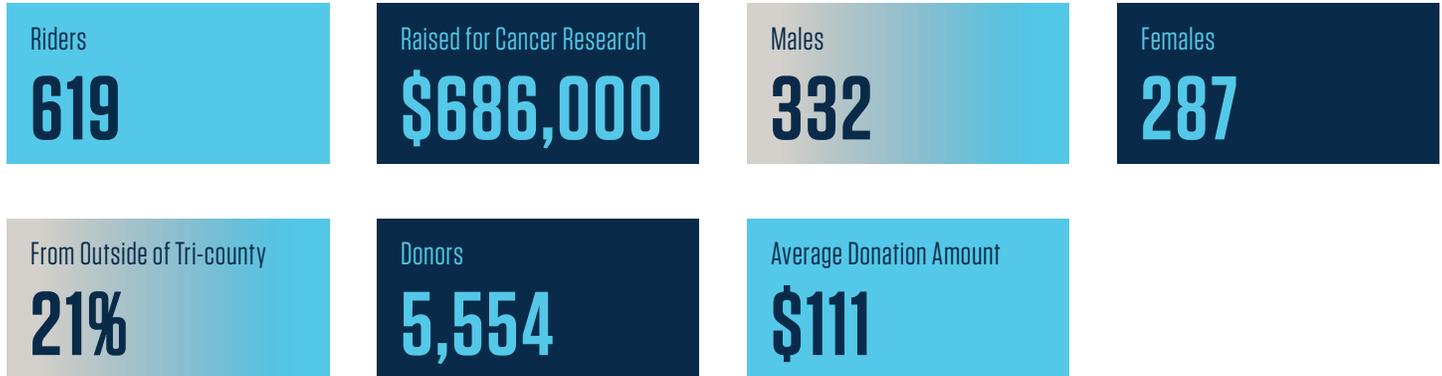
- Join us on November 6 for one of our four amazing routes through the Lowcountry or a stationary cycling class at the finish line.
- We have our Home Team virtual option for those who prefer to walk, run or ride any distance on their own.

Register at lowvelo.org

Contact us with questions at lowvelo@muscc.edu

By the Numbers

LOWVELO 2019



LOWVELO 2020

Because of COVID-19, we made LOWVELO20 a virtual event to maintain our momentum and keep participants safe.



About Hollings

MUSC Hollings Cancer Center

At Hollings, specialists across more than 20 academic departments join forces to study and treat cancer from diverse perspectives. Our four research programs include cancer biology, cancer control, cancer immunology, and developmental cancer therapeutics to create new and better methods for preventing and treating this complex disease.

With an annual research funding portfolio of more than \$44 million and more than 200 clinical trials, Hollings focuses on getting this research to where it matters most: in clinics for the benefit of cancer patients. We are dedicated to developing epidemiologic, environmental, and behavioral research to reduce the cancer burden and disparities in South Carolina, with a focus on underserved and rural areas.

Hollings offers clinical expertise and advanced technology that's only available at the nation's best hospitals, including offering the first CAR-T therapy in the state in 2019 and providing multidisciplinary scientific tumor boards to review cancer cases. As part of an elite network of 71 NCI-designated cancer centers across the nation since 2009, Hollings has teams of health professionals from basic researchers to clinicians who collaborate to accelerate scientific discoveries and offer cancer patients more and better treatment options.

As part of our 100% to cancer research model, LOWVELO supports fellows who are conducting cancer research as part of their postgraduate and postdoctoral educations. Their research aims to impact translational work to advance new treatments for our patients. Together, we can change what's possible.



Hollings Cancer Center
An NCI-Designated Cancer Center

Want to know more?

Check out the exciting advances happening at Hollings by visiting our news center:

hollingscancercenter.musc.edu/news



2021 Corporate Challenge

For more information, please contact
Rachel Haynie at 843-708-0788
or haynier@musc.edu.

[@LOWVELO](#) [#LOWVELO](#) [#LOWVELO21](#)

