

MUSC HOLLINGS CANCER CENTER



LOWVELO²⁵ IMPACT

Funding innovative and lifesaving cancer research at MUSC Hollings Cancer Center, the only NCI-Designated Cancer Center in South Carolina.

A group of cyclists in various colored jerseys (blue, orange, black) are riding along a city street. In the background, a large, white, classical-style church with a tall, ornate steeple is visible. The scene is set during the "golden hour" of late afternoon or early evening, with warm light illuminating the church and palm trees. The sky is a clear, pale blue.

Thank you!

YOU make an impact!

Thank you for joining MUSC Hollings Cancer Center's LOWVELO on our mission to eradicate cancer. We are so grateful you've joined us on the ride and your participation has already made an extraordinary impact! This was a milestone year, as we surpassed \$4.6 million raised for lifesaving cancer research at MUSC Hollings Cancer Center since LOWVELO began in 2019. That includes a record-breaking \$1.1 million raised this year alone. Every year you support LOWVELO, you are advancing cancer care, creating hope for our patients, and funding high-risk, high-reward research that is saving lives.

We couldn't do it without you, and we wouldn't want to. This is a team we are all on, and a journey we can only do together. Whether you join us as a rider, sponsor, volunteer, or donor...we hope you are as proud of LOWVELO as we are, and we can't wait to ride with you again on November 7, 2026.

Let's ride,

Team LOWVELO



1,640
participants

295
volunteers



7%
from outside
South Carolina

Total Funds Raised

\$2,182,418

\$1,132,416

ALL FUNDRAISING

6,135 total donations

3,243 new donors to MUSC

10 Rip Tide Club members (\$10K+)

2 King Tide Club members (\$7.5K+)

10 High Tide Club members (\$5K+)

27 Low Tide Club members (\$2.5K+)

\$780,921

TEAMS

\$322,244 MUSC teams (45 teams)

\$458,677 other teams (94 teams)

SPONSORS

\$1,050,002

\$940,750 cash

\$109,252 in-kind



LOWVELO25 By the Numbers

139
teams



\$1,132,416
total raised



1,308
Non-MUSC riders



+11.6%
rider-raised
funds



332
MUSC riders



56%
returning riders



69%
of total funds
raised by teams



\$691
average raised
per rider



Participant Breakdown

Stationary Riders	56
7-Mile Riders	329
14-Mile Riders	289
23-Mile Riders	264
50-Mile Riders	277
80-Mile Riders	200
Virtual Riders	225

New Riders



Returning Riders



*Impact
through the years*

	Riders	Raised for Cancer Research	MUSC Riders	Non-MUSC Riders	Teams	Volunteers
2019	619	\$674,646	150	469	51	150
2020	608	\$184,097	299	309	64	0
2021	821	\$525,887	249	572	83	200
2022	891	\$423,046	328	563	105	250
2023	1,334	\$669,329	401	933	120	305
2024	1,895	\$1,016,963	570	1,325	140	267
2025	1,640	\$1,132,416	332	1,308	139	295

The power of your dollar

Since the first ride in 2019, the LOWVELO community has been dedicated to one goal - ending cancer. And it's working! The research funded by LOWVELO riders is powering significant scientific advancements and breakthrough discoveries in cancer research, which is extending and saving more lives.

Pilot funding success

Over the years, \$1,246,503 raised by LOWVELO participants has seeded high-risk, high-reward cancer research that would have otherwise been difficult to fund. Thanks to LOWVELO riders and donors, these projects have now secured full-scale grants totaling \$23.8M from the National Institutes of Health (NIH) - an 1,800% return on investment!



Social Media Impact

- ▶ 4,119,807 total impressions across Facebook, Instagram, X, and Threads
- ▶ 90,360 engagements
- ▶ 25% growth in LOWVELO audience

Radio, Podcast & YouTube

527 Radio promo spots and PSAs on local stations

Plus, appearances on:

- ▶ Mount Pleasant Podcast – 10,400 YouTube subscribers
- ▶ Quintin's Close-Ups - 2,600 YouTube subscribers

ON AIR



OCTAVIA MITCHELL
@OctaviaNews

CHRIS WINN
Event Director

Local Media Impact

In-kind Promotion

7,719

Promo spots run on WCBD, ECBD, WCIV, ECIV, WCSC, Bounce, Palmetto Sports & Entertainment Network, and cable

\$287,775

In-kind value of promo spots run

Paid Streaming Ads

87,500

Impressions

Earned Media

18

Mentions - print, TV news, digital

12

LOWVELO interviews and features on WCSC, WCBD and WCIV

141.7M

Potential Earned Reach

\$1.3M

AVE - Advertising Value Equivalency

Community Mailers

1,800

Charleston Area Convention and Visitors
Bureau mailers sealed with LOWVELO stickers



31,726

LOWVELO mailers sent to residents along the
ride routes in 7 municipalities



Search Engine Marketing



1,553,734 impressions



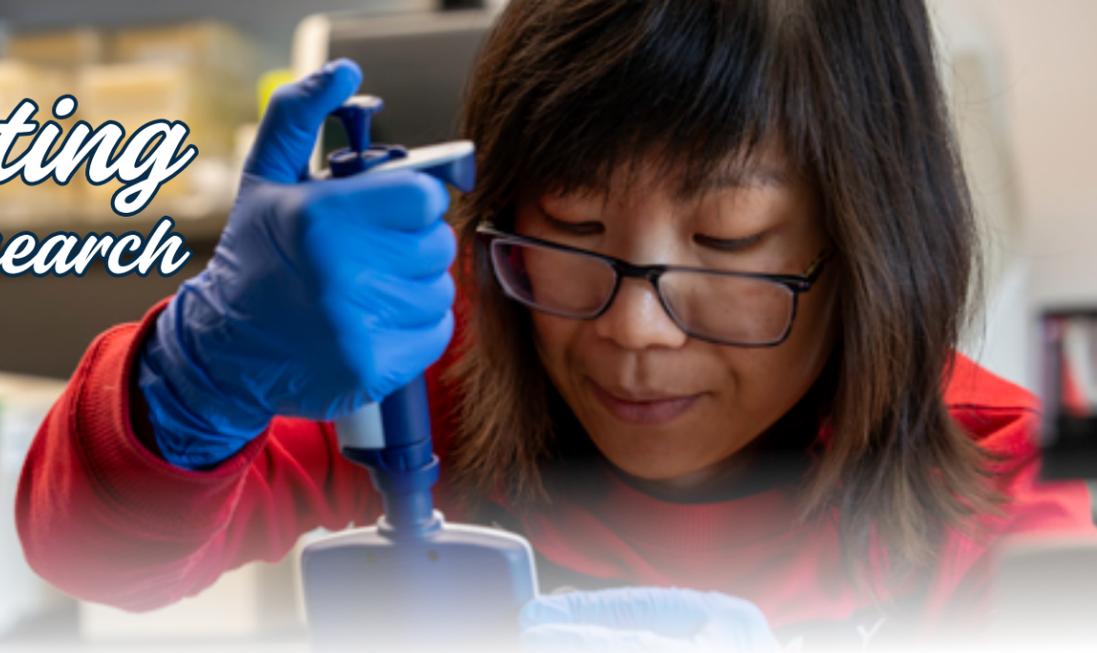
Sponsored Content Ad in the Post & Courier

Full page advertorial in October 2025

- Published in 11 newspapers across South Carolina with an approximate circulation of 150,000
- Posted on the digital version of the Post & Courier, 25,000 total impressions and 75 clicks



Impacting Cancer Research



LOWVELO supports a wide variety of cancer research projects as well as fellowships and scholarships to help train the next generation of cancer researchers. Here are some exciting highlights:

Game-Changing Treatment

CAR-T cell therapy is an immunotherapy now approved for use in the treatment of blood cancers. This treatment is used after all other standard treatments have been tried. T cells are an important part of the immune system. They help the body fight germs and protect it from diseases, like cancer.

During CAR-T cell therapy, T cells are collected from the patient, re-engineered in a laboratory to become cancer fighters and multiplied into the millions. They are then put back into the patient. In a successful treatment, the CAR-T cells will continue to multiply and will recognize and kill cancer cells.

Funded, in part, by LOWVELO, the goal of the CAR-T cell therapy project at MUSC Hollings Cancer Center is to reduce the side effects typically associated with the therapy and potentially make it more effective. [Early success with patients in Hollings' trial](#) has helped our researchers secure a large grant from the NCI to continue their work. By building up its own program, Hollings is making this cutting-edge treatment much more accessible to patients in South Carolina.

The first to bring CAR-T cell therapy to South Carolina, MUSC Hollings Cancer Center is working to refine this treatment so that more patients can benefit from it. The ability to manufacture CAR-T cells in-house at Hollings has many advantages. It allows researchers to control the process and create a purer product, reduces the cost of this typically expensive therapy, and allows the product to be delivered to the patient's bedside fresh, rather than being frozen and shipped.



Targeting Pancreatic Cancer with CAR-T Cell Therapy



Thanks to funding from LOWVELO, Hollings researcher Dr. Leo Ferreira is taking the success of CAR-T cell therapy with blood cancers and trying to replicate it for solid tumors, like pancreatic cancer.

A different beast than liquid tumors, solid tumors have the ability to turn the human immune system in their favor and essentially create a wall around themselves that protects them from cancer fighting cells. Pushing the limits of normal biology, [Dr. Ferreira's lab is working to re-engineer the immune system](#) to work in the body's favor and

fight off solid tumors. The lab is creating new immune cell types that do not exist in nature. The goal is to create cells that infiltrate solid tumors, kill tumor cells, and that secrete inflammatory cytokines and chemokines, which essentially call in reinforcement cells to help tackle solid tumors.

Finding Better Ways to Support Survivors

Funded in part by LOWVELO, the goal of the Hollings [Survivorship Program](#) is to identify better ways to support and care for cancer survivors and implement the new ideas efficiently through a collaborative approach between MUSC researchers and clinical providers. In the years ahead, work will continue to increase the quality of life for survivors and their caregivers.

While improvement in the rates of overall cancer survival is very encouraging, survivors may face physical, emotional, social, spiritual and financial challenges because of their diagnosis and treatment. That's where the Hollings Survivorship Program comes in. Understanding the unique needs of cancer survivors and their caregivers, Hollings provides patient-centered clinical care and comprehensive support services informed by cutting-edge research.

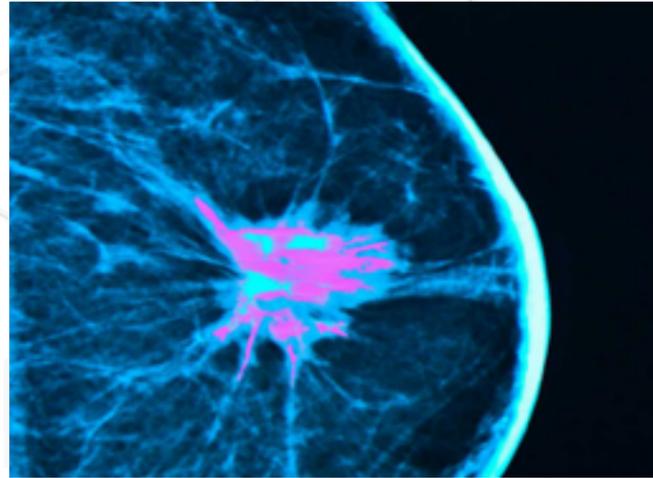
[Watch the SCOR story.](#)



Exploring a New Approach to Fighting Breast Cancer

A major obstacle to improving breast cancer care is the effective treatment of cancer which has spread to other sites in the body. [Dr. Philip Howe's laboratory](#) recently identified a new role for a protein that appears to be an important factor in breast tumor initiation and metastasis.

With support from LOWVELO, Dr. Howe and his collaborators are now studying a way to generate small molecule inhibitors to counteract this protein. If successful, data from the study could lead to more effective, less toxic treatments for breast cancer.



Supporting the Next Generation of Cancer Researchers



LOWVELO scholarships are awarded to students, like [Jessica Baxter](#), taking part in the SC CHEC program at Hollings. This program is an initiative between the Medical University of South Carolina, the University of South Carolina, Claflin University, South Carolina State University, and Voorhees College.

This hands-on laboratory research training platform in combination with career mentoring by some of the nation's leading cancer researchers at Hollings aims to attract and catalyze a new generation of biomedical scientists by exposing them to cancer research and providing experience in laboratories.

Optimizing Care for Cancer Survivors with Depression

Data shows that one in four cancer survivors suffers from depression, which can lead to decreased physical and social functioning, a lower quality of life and reduced survival rates. This is why MUSC Hollings Cancer Center researchers, Jennifer Dahne, Ph.D., and Evan Graboyes, M.D., are [working to reduce depression and improve quality of life](#) among a growing population of survivors. The initiative aims to identify patients with depression more effectively, connect them to care and deliver treatment.



Some of the other projects that LOWVELO funds have supported include work on:



Health benefits of quitting vaping



Optimizing care for cancer survivors with depression



Colon cancer causes and biomarkers



Bladder cancer treatment response



Novel anti-platelet therapy



Regulating osteosarcoma progression



Sphingolipid metabolism and immunotherapy



Reinvigorating exhausted anti-tumor T cells



Augmenting immune response in head and neck cancers



Non-invasive tool to help identify pre-cancerous oral lesions



Diagnostic biomarkers for liver cancer detection



Mental health access for people living with likely incurable cancer

Impact

**Every mile you ride furthers the mission.
Every hour you volunteer makes a difference.
Every dollar you donate improves patient lives.
Every story you share inspires more to join.
Every way you're involved makes an impact.**

I ride for cures & myself In memory of Jim McNeill & Julian Smith For my Auntie Joyce!
I ride for my dad! For everyone fighting I ride for my family, hope my kids never experience cancer
Bridget, and Val My own cancer journey For the fight against HPV I ride for Rayna Wentzky!
Penny Kuhn For Hamida To make cancer history For Dad, we miss you My Uncle Scott
In memory of Cynthia, love ya! For Marie Theriot my grandmother I ride for Danielle Pirok!
For Richard Amy Moise For integrative health! In memory of my amazing mom Fefe & Bryce
our dear friend Mark Langan I ride for Frank Marrison Gordon Windham To prevent cancer & related
for CAR-T at MUSC Aly, Carey, Joe, Brad For my husband Wallace I ride for Dad and Nana
Nana Friends & family & for healthcare workers! Caroline Schuyler For Ashley, Darlene, & mom!
I ride for my grandmother, Rose Marie For my best friend Bridget & my grandpa Wade! My daughter Ad

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