



PELOTONIA[®]

**15 YEARS
OF IMPACT**

2023 ANNUAL REPORT

THIS IS
PELOTONIA[®]

THE ***CANCER-FIGHTING, EXPECTATION-DEFYING***
ENDLESSLY INSPIRING AND TOTALLY COMMITTED COMMUNITY

THAT HAS ***REDEFINED WHAT'S POSSIBLE***

WHEN THOUSANDS OF PEOPLE RALLY AROUND ***ONE GOAL***
AND DO MORE TOGETHER THAN THEY COULD HAVE IMAGINED.

IN JUST 15 YEARS YOU'VE RAISED MORE THAN

A QUARTER BILLION DOLLARS

FOR BREAKTHROUGH CANCER RESEARCH AT THE OSUCCC – JAMES.

ACROSS

EVERY MAJOR TYPE
OF CANCER,

AT EVERY STAGE
OF PATIENT CARE,

THE RESEARCH WE FUND IS EXTENDING AND SAVING LIVES
IN OHIO, ACROSS THE NATION, AND AROUND THE WORLD.

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15 Years. One Goal.

Pelotonia was founded on the idea that together, we can achieve **our One Goal of ending cancer** by working collectively as a community.

The Pelotonia community is powerful, and the impact this community continues to have on lives around the world is so inspiring.

As you know, Pelotonia is a platform for people and organizations seeking **meaningful advancements in the fight against cancer**. Pelotonia's annual cycling, volunteer, and entertainment events inspire thousands of Riders, Challengers, Volunteers, and Donors to get involved – and stay involved – in raising funds for innovative cancer research that will save lives.

Since the first ride in 2009, the Pelotonia community has raised more than \$283M for innovative cancer research at The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute, soon to be the **2nd largest cancer hospital in North America**. The impact of Pelotonia-funded research at the OSUCCC – James spans all major cancer types and every stage of patient care and fosters collaboration with leading cancer institutions across the country and around the world.

The Pelotonia community's impact is real and lasting. It powers significant advancements in cancer research, understanding, screening, and treatment, and has laid the groundwork for even more possibilities. Pelotonia has funded an immunotherapy research institute, fueled breakthrough cancer therapies, and supported research in prevention and early detection techniques. Today's funding of research leads to tomorrow's discoveries. Pelotonia-funded research has attracted

additional investments from around the globe, leading to even more progress. This is the **unique, compounding effect** of the Pelotonia community.

This 15 Years of Impact report explains how these extraordinary, selfless efforts are producing meaningful results. This is about the people and labs today, right now, making progress and working tirelessly to put life-saving therapies into the world.

To everyone involved in Pelotonia, thank you. None of this is possible without you.



Doug Ulman
Doug Ulman
CHIEF EXECUTIVE OFFICER

Cancer Survivor



Joe Apgar
Joe Apgar
PRESIDENT

Cancer Survivor

THE CANCER LANDSCAPE

PROMISING ADVANCEMENTS GIVE HOPE.

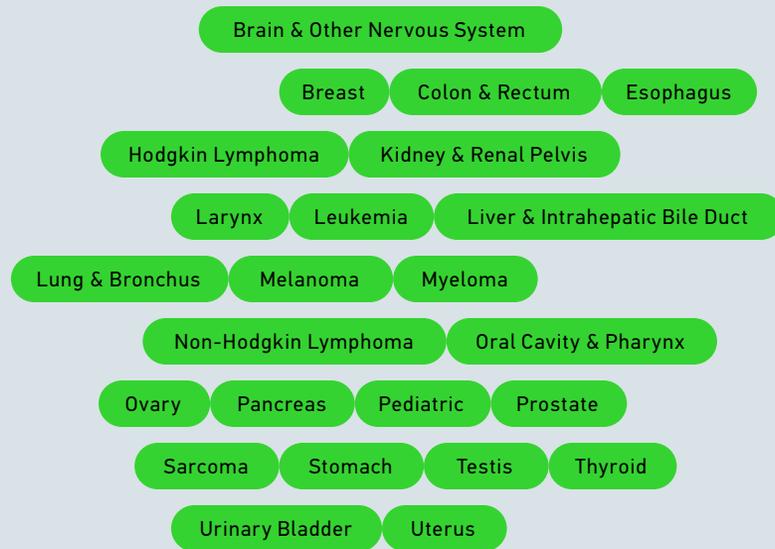
Improved survival rates are a result of major progress in treatment, screening, and early diagnosis — all areas of research that Pelotonia has funded. Here are some key facts about advancements in the cancer landscape.



THE CANCER LANDSCAPE

Cancer is not a single disease, but is rather a **wide-ranging group of diseases** that all share the characteristic of **uncontrolled cell growth**.¹

■ Pelotonia funds support research across all major types of cancer.



➔ There are 100+ subtypes of cancer.

THE CANCER LANDSCAPE

There are over **18 million cancer survivors in the U.S.**, a **600% increase** from the 3 million cancer survivors in 1971.¹

This increase in survivorship is attributed to new and advanced treatment methods, smoking prevention and reduced tobacco use, and advances in screening methods and early detection — all areas of cancer research that Pelotonia has funded.



SOURCE: 1. American Association for Cancer Research

THE CANCER LANDSCAPE

Funding for research into all facets of cancer has led to a **steadily declining U.S. cancer death rate**, which has decreased by 32% since 1991.¹

Pelotonia CEO Doug Ulman attended a White House announcement reigniting the Cancer Moonshot program, launched in 2017 to progress cancer research, with a goal to reduce the cancer death rate by an additional 50% over 25 years.



THE CANCER LANDSCAPE

Immunotherapy, a type of treatment that harnesses a patient's own immune system to fight cancer, is the next frontier in cancer treatment.

Pelotonia funding is supporting breakthrough discoveries in this field through a commitment of \$102,265,000 from the Pelotonia community.



The **Pelotonia Research Center**, a new state-of-the-art research facility named in honor of the Pelotonia community, includes dedicated research space for the Pelotonia Institute for Immuno-Oncology (PIIO).



PELOTONIA THROUGH THE YEARS

FIFTEEN YEARS OF IMPACT. A LOOK BACK AT PELOTONIA HIGHLIGHTS.

It's been a remarkable ride so far, one filled with hustle, generosity, and optimism. The Pelotonia community has accomplished more than we ever imagined. It's amazing what's possible when people rally around a singular cause: Ending Cancer. It's all about meaningful collective action. And some very inspiring events.



OVER 15 YEARS...

36,941

RIDERS

23,044

VOLUNTEERS

43,303

VIRTUAL PARTICIPANTS

AND



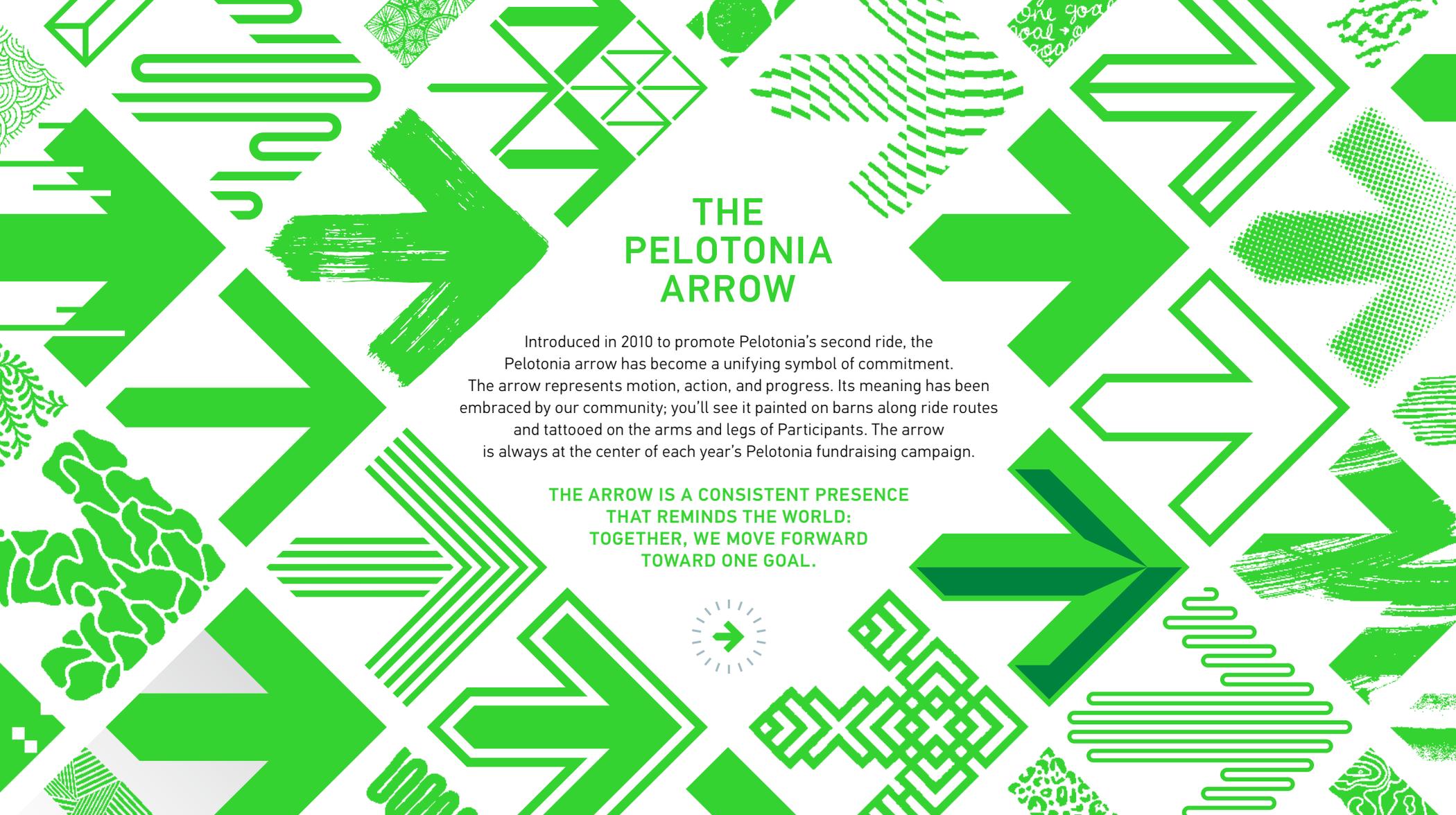
691,458

DONORS

HAVE RAISED

\$283,661,867

FOR INNOVATIVE CANCER RESEARCH AT THE OSUCCC – JAMES



THE PELTONIA ARROW

Introduced in 2010 to promote Pelotonia's second ride, the Pelotonia arrow has become a unifying symbol of commitment. The arrow represents motion, action, and progress. Its meaning has been embraced by our community; you'll see it painted on barns along ride routes and tattooed on the arms and legs of Participants. The arrow is always at the center of each year's Pelotonia fundraising campaign.

**THE ARROW IS A CONSISTENT PRESENCE
THAT REMINDS THE WORLD:
TOGETHER, WE MOVE FORWARD
TOWARD ONE GOAL.**



MEMORABLE MOMENTS



2008

Cindy Hilsheimer and Dan Rosenthal embrace Dr. Mike Caligiuri's idea to create Pelotonia and decide to go for it — and “go big!”

2010

HUNTINGTON, L BRANDS, and the SANTULLI family become major funding partners. *(See all 2023 funding partners on Page 75)*

Kenyon College

2012

Route switches gears from Ohio University to Kenyon College.

2013

The Ohio Colorectal Cancer Prevention Initiative (OCCPI), Pelotonia's first statewide initiative, is launched to reduce illness and death due to colorectal cancer. It is estimated that the OCCPI will save more than 600 years of life among Ohioans.



2017

The phrase “Greatest Team Ever” is coined



2016

Pelotonia's **last Opening Ceremony at Columbus Commons** before our community outgrew the space, and the **first participant/survivor success story** (Susan Davenport – Ibrutinib).



2009

INAUGURAL RIDE TO OHIO UNIVERSITY



2011

First check celebration event

2011

First car magnets introduced

2014

Annual fundraising surpasses \$20M for the first time!



2015

Total fundraising crosses the \$100 Million mark



2017

120 participants get **arrow tattoos** at Opening Ceremony.



PELOTONIA THROUGH THE YEARS

MEMORABLE MOMENTS

PULL

2018

Pelotonia launches a novel mobile app, **PULL**, so anyone, anytime, anywhere could raise money for cancer research through tracking their movement. In the 3 years it was live it raised more than \$400,000.



2018

Pelotonia and Huntington Bancshares Incorporated ring the **NASDAQ bell** alongside Riders, Survivors, and Researchers.

2019

Launch of Pelotonia Institute for Immuno-Oncology with \$102M pledge



2019

Community crosses \$200 million raised all time



2019

Launch of **What's Your Arrow** campaign inspires thousands of creative, community-designed arrows.

2020

Introduction of **Challenger** participation attracts new participants and fundraising ideas across the community.



2021

Pelotonia and Victoria's Secret introduce the **VS Global Fund for Women's Cancers** with initial \$10M commitment to fund female scientists studying women's cancer research.

2020

Legends LIVE! — Pelotonia's first ever livestreamed community event.



2021

First **rider tracking and timed finish-line photos** during Ride Weekend.



2022

M/I Homes raises \$2.3M by selling 14 homes to benefit our One Goal.



2023

The Pelotonia Research Center opens

2023

Pelotonia hosts first Gravel Day



PELOTONIA THROUGH THE YEARS

SPECIAL GUESTS



Lance Armstrong

2009



Michelle Branch

2009



Counting Crows

2010



Woody Roseland

2012 2015



Sheryl Crow

2015



Joe Biden and Dr. Jill Biden

2017



Dr. Sanjay Gupta

2019



Ethan Zohn

2017 2019 2020



Kevin McDowell

2021



Kyle Stepp

2022



Andy Grammer

2023

PELOTONIA THROUGH THE YEARS

ANNUAL FUNDRAISING TOTALS



2009

FUNDRAISING TOTAL

\$4,511,868



2010

FUNDRAISING TOTAL

\$7,846,705



2011

FUNDRAISING TOTAL

\$13,108,639



2012

FUNDRAISING TOTAL

\$16,871,403



2013

FUNDRAISING TOTAL

\$19,007,104



2014

FUNDRAISING TOTAL

\$21,049,621



2015

FUNDRAISING TOTAL

\$23,659,675



2016

FUNDRAISING TOTAL

\$24,104,423



2017

FUNDRAISING TOTAL

\$26,229,637



2018

FUNDRAISING TOTAL

\$27,400,779



2019

FUNDRAISING TOTAL

\$23,233,696



2020

FUNDRAISING TOTAL

\$10,502,362



2021

FUNDRAISING TOTAL

\$19,313,000

100%

2022

FUNDRAISING TOTAL

\$21,815,484



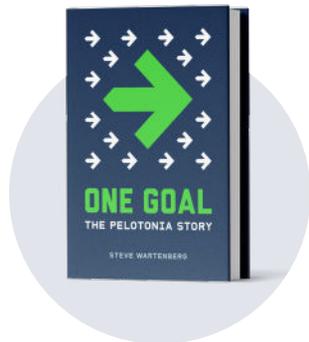
2023

FUNDRAISING TOTAL

\$25,006,939

PELOTONIA THROUGH THE YEARS

ONE GOAL: THE PELOTONIA STORY



“

When Michael Caligiuri, MD, developed the idea of Pelotonia, and the three of us approached The Ohio State University President Gordon Gee in February 2008 to gain his approval, President Gee responded, “You know why I like this? Because it includes everybody.”

DR. MICHAEL CALIGIURI, DAN ROSENTHAL, and CINDY HILSHEIMER,
in the foreword for *One Goal: The Pelotonia Story*

Steve Wartenberg’s 307-page book, *One Goal*, was released Ride Weekend 2023 and given to every Rider this year in celebration of their efforts. It’s a historic record of the people who created Pelotonia and a testament to setting an audacious goal and rallying a community to achieve more than they imagined was possible.

Steve was the perfect person to tell this story. A longtime journalist and author, he’s also a cancer survivor and 15-time participant in Pelotonia. We asked Steve to share his thoughts about the book and this 15-year milestone.

BEFORE THE FIRST RIDE, Tom Lennox told me Pelotonia would be much more than a charity bike ride. It would create a community of thousands of people united by a single goal. I was a newspaper reporter at the time, and a bit skeptical, as reporters tend to be. But here we are, and after 15 rides and more than \$280 million raised, being part of the Pelotonia community really has become an important part of my life.

As the initial Pelotonia blogger and host/co-producer of *The James Cancer-Free World Podcast*, I’ve interviewed hundreds of people from Pelotonia and the OSUCCC – James. Their stories of passion, commitment, courage, and love led to the idea of this book. It was an opportunity to describe what makes Pelotonia so special.

Like so many others, my family has been impacted by cancer. My wife (a pediatric oncology nurse in Philadelphia at the time) was diagnosed with breast cancer in 2001 — and has been cancer free for more than two decades. My mom was diagnosed with metastatic lung cancer in February 2020 and died five months later on July 4, 2020. Their courage inspires me to ride.

And so I will continue to ride, and also write and podcast about Pelotonia and the OSUCCC – James. Together, our community has made a difference, funding life-saving research, statewide screening programs, groundbreaking clinical trials, and new immunotherapy treatments. We still have a lot of work to do, so saddle up and keep riding. I’ll see you on the road.

STEVE WARTENBERG, Author



Order your own copy of *One Goal: The Pelotonia Story* in the Pelotonia Shop.

PELOTONIA 2023

**NEW ROUTES. A NEW RIDE.
ALL FOCUSED ON ONE GOAL.**

The 15th year introduced fresh routes for Ride Weekend and a brand-new event, Gravel Day, that challenged new participants with a bold, off-road experience. The result: more than \$25 million raised for innovative cancer research at the OSUCCC – James.

BY THE NUMBERS

\$25,006,939

PELOTONIA 2023 FUNDRAISING TOTAL

11,214

TOTAL PARTICIPANTS

757

SURVIVORS



PARTICIPANTS FROM 10 COUNTRIES (ACROSS 5 CONTINENTS)

- Afghanistan
- Algeria
- Brazil
- Canada
- Germany
- Hong Kong
- Ireland
- Norway
- United Kingdom
- United States



PARTICIPANTS FROM ACROSS THE U.S.

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- DC
- Florida
- Georgia
- Hawaii
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New York
- North Carolina
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Puerto Rico
- Rhode Island
- South Carolina
- Tennessee
- Texas
- Utah
- Virginia
- Washington
- West Virginia
- Wisconsin

6,559

RIDERS PEDALED
352,422
MILES

3,098

VOLUNTEERS SERVED
19,354
HOURS

1,992

CHALLENGERS COMPLETED
12,765
GOALS

248

15-YEAR
PARTICIPANTS

1,790

FIRST-YEAR
RIDERS

14-91

RIDER AGE
RANGE

15 YEARS
ONE GOAL

OPENING CEREMONY

AUGUST 4, 2023

The Pelotonia Opening Ceremony is where it all begins. It's a massive party with a purpose, where Riders, Volunteers, friends, and family gather to get fired up for Ride Weekend and Gravel Day. On stage, Cancer Survivors, Pelotonia leaders, and OSUCCC – James researchers celebrated our 15th year and shared personal stories that inspired and motivated us. Participants wrote names on boards and buttons recognizing those we ride and volunteer for. Survivors rang a new Living Proof bell to celebrate their progress and personal journeys. A kick-off video and high-energy performance from headliner Andy Grammer rallied the gathering of 15,000+ to meet the challenges ahead.





SURVIVOR STORY: BHUVANESWARI RAMASWAMY, MD

PROFESSOR, DIVISION OF MEDICAL ONCOLOGY MEMBER,
TRANSLATIONAL THERAPEUTICS PROGRAM, OSUCCC – JAMES.

At the OSUCCC – James, there are countless stories of patients who face a cancer diagnosis and the physicians and care teams that help them fight the disease. Sometimes, one of those caregivers is also a cancer patient.



DR. BHUVANESWARI RAMASWAMY is a breast oncologist at the OSUCCC – James. In 2016, Dr. Ramaswamy learned of her own breast cancer diagnosis: triple negative neuroendocrine breast cancer, a very rare and aggressive form of the disease. A few years later, she was diagnosed with a second type of cancer, T-cell lymphoma. As Dr. Ramaswamy likes to say, “cancer can happen to anyone.

“I personally know the hassle of taking so many medications every day,” she says. “I know what it’s like to lose feeling in your feet and hands, to have trouble getting dressed. I know what it’s like to deal with the uncertainties and the side effects. So, I tell myself what I tell my patients: ‘Don’t spend your days dying. Spend your days living.’”

And so she does, using her own experiences to inform how she cares for and comforts patients on their own journeys. At the 2023 Pelotonia Opening Ceremony, Dr. Ramaswamy had a chance to speak directly to the Pelotonia community:

“I want to thank you not just as a researcher, or as a caregiver, or as a physician. I want to thank you as a patient who is living with cancer. I cannot thank you enough, from the bottom of my heart, for how much you’re doing to help us be here today. All of you are inspiring. We’re all touched by cancer in some way. I am honored to be joined by my fellow cancer Survivors here on the stage and out in the crowd. Each and every one of us is here today because of what research can do for cancer patients.”

“
WE ARE
LIVING
PROOF!”



“CARING AND COMFORTING MY PATIENTS, BEING THEIR ADVOCATE AND DOING MY BEST, ALONG WITH MY TEAM, GIVES ME THE POSITIVE ENERGY TO LIVE HAPPILY WITH A PURPOSE — DESPITE MY HEALTH ISSUES. THEIR POSITIVITY AND LOVE FEED MY WELL-BEING.”

DR. BHUVANESWARI RAMASWAMY
at the 2023 Pelotonia Opening Ceremony



RIDE WEEKEND

AUGUST 5-6, 2023

Nearly 6,500 Riders (including almost 1,800 first time Riders!) from 40+ states and 10 countries took to the road for an incredible two days of cycling, inspiration, and community. Ride Weekend featured all-new routes ranging from 24 to 184 miles, including returns to fan-favorite communities and roads from years past. More than 2,800 Volunteers provided check-in materials, mechanical support, rest stop services, PB&J sandwiches (of course), and so much more to keep the ride healthy and safe. It all added up to more than 350,000 total miles pedaled – or 14 trips around the earth. Now that is commitment in action.







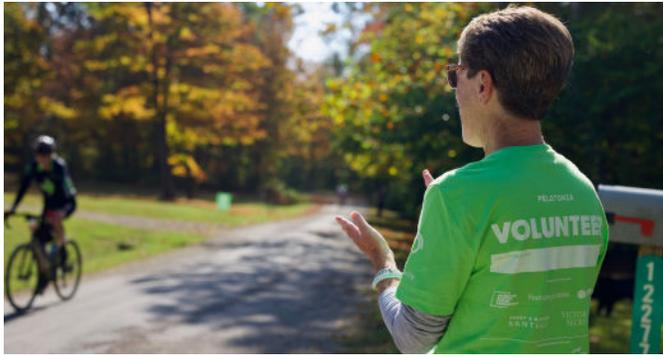


GRAVEL DAY

SEPTEMBER 30, 2023

Pelotonia's brand-new event took place on a beautiful fall day in southeast Ohio. 190 Riders cycled challenging routes on gravel roads including optional extensions on the Baileys Trail System in the Appalachian foothills, starting and finishing at Snow Fork Event Center in Nelsonville, Ohio. 196 Volunteers provided the Riders with support to ensure everyone had a safe ride. Gravel Day showed that, to accomplish great things, sometimes you need to get a little dirty. And have a whole lot of fun doing it. Wish you had tried it? Don't worry – Gravel Day will take place next year, too. Join us Saturday, September 28, 2024.







THE 2023 PELOTONIA AWARDS

GOING ABOVE AND BEYOND

Pelotonia would not exist without the selfless, committed efforts of a very large and impactful community. Each year we highlight Pelotonia participants who have distinguished themselves in their support of cancer research. Congratulations to the 2023 Pelotonia Award recipients!

FIRST-YEAR RIDER AWARD

This award recognizes a new member of the Pelotonia community who brings newfound energy, excitement, and passion to recruitment, fundraising, and advancement of our One Goal.



Christian Jeric
Adrenal Team Maria

Christian **rallied his family and friends to create the Adrenal Team Maria** in honor of his sister, Maria, who was diagnosed with a very rare and aggressive form of cancer, adrenocortical carcinoma, at age of 25 in April 2022. Through Christian's leadership, the five-person Peloton has raised more than \$24,000.



Julia Tolloty
Team Granville Spokesmen

Julia completed her first Pelotonia ride (77 miles) in honor of her little brother, Tristan Tolloty. Tristan was diagnosed with leukemia at 15 months old and lived cancer-free for 15 years. Due to the aggressive treatment at such a young age, he passed away in March 2023. This was Julia's motivation to participate. Julia is not only **one of the top fundraising first-year riders**, but she is also the youngest fundraiser (20 years old) in the top 50 list, raising more than \$16,000.

THE MARY HYATT COURAGE AWARD

This award recognizes a cancer survivor who embodies courage, perseverance, and grit, and has been instrumental in advancing the Pelotonia mission through grassroots activism, leadership, fundraising, and volunteerism.



John Heuer
Team Jack

John, known as Jack by his friends and family, first joined the Pelotonia community in 2020 after he was treated at The James for sarcoma, a very rare form of cancer. Through his journey, John not only courageously fought to be cancer-free, but has also **inspired countless community members to join him in his efforts**. John leads Team Jack, which is made up of friends and family from across the country. His leadership over the past three years has resulted in more than \$192,000 raised by the Peloton. Even more important, John has been a **fierce advocate in the Pelotonia community**, sharing his cancer journey at several events to inspire others to join us in our movement.

THE PELOTONIA LEGACY AWARD

This award recognizes an individual who has participated as a Rider, Challenger, or Volunteer for 10+ years, and has exhibited unparalleled leadership and passion for the Pelotonia mission.



Michael Schoen
Team Buckeye-Caligiuri-Schoen

Fourteen years ago, Michael Schoen rode in his first Pelotonia, raising nearly \$60,000 for cancer research at the OSUCCC – James. Since that first Ride, Michael has continued to passionately share the Pelotonia mission with his family, friends, co-workers, and anyone who would listen. He has **consistently finished as a Top-5 fundraiser each year**, and in 2023 alone he raised more than \$120,000, making him just the second person to exceed \$1.1M in lifetime funds raised for Pelotonia. It's a truly remarkable accomplishment and a reflection of his dedication to our One Goal. **Pelotonia recognizes and thanks Michael for the hard work and optimism he brings each year.**

VOLUNTEER OF THE YEAR

This award recognizes a volunteer whose unselfish and dedicated service has made a significant difference in the Pelotonia community, demonstrating a model of commitment to our mission.



Matthew Rausenberg

Matt is a 15-year Lead Volunteer who has led and developed the SAG program from day one. He has recruited, trained, and led this team over the years, from planning training sessions to providing on-site instruction, preparing vehicles and supplies, and receiving and dispatching all support requests. Beyond this, **Matt does anything and everything needed to make Ride Weekend safe and successful.** This year alone, he single-handedly swept fresh gravel and chip seal from significant portions of the route to make it safer for Riders; organized additional variable message boards as needed across the route; and was instrumental in the planning for our inaugural Gravel Day, driving routes to test radio coverage, creating a personnel and equipment plan to best access all areas of the remote routes, and assisting with route support and communication recommendations. Matt's passion for Pelotonia is unmatched, as was evidenced by the best thank you message left at Pelotonia HQ after this year's Ride Weekend. **We couldn't do it without him!**

PELOTONIA-FUNDED RESEARCHER OF THE YEAR

The Pelotonia-Funded Researcher of the Year Award recognizes the outstanding achievements of a Pelotonia grant recipient. The award highlights the importance of career research funding and how support from the Pelotonia community is making a tangible difference in the work of researchers and the lives of patients.



Ann-Kathrin Eisfeld, MD

Dr. Eisfeld, or AK as her colleagues often call her, serves as director of the Clara D. Bloomfield Center for Leukemia Outcomes Research at The Ohio State University. She is a tenure-track Assistant Professor and physician-scientist whose research focuses on acute myeloid leukemia (AML) genetics, and how age-, gender- and race-associated differences uniquely impact cancer patients. Dr. Eisfeld originally received Pelotonia funding in 2011 as a Post-Doctorate Pelotonia Scholar and has gone on to receive four Pelotonia Idea Grants to support her research, as well as many other prestigious international cancer research awards. Her diligent mentorship and collaboration is evident throughout the OSUCCC – James, including with her undergraduate mentee Isaiah Boateng, who received a Pelotonia Scholar Award in 2022. **Dr. Eisfeld is a steadfast champion of Pelotonia throughout the community, and a respected mentor, colleague, and physician.**

FUNDING PARTNERS PAVE THE WAY FOR PELOTONIA

Our funding partners generously offset the cost of our operations, allowing for 100% of all participant-raised dollars to go directly to cancer research.

MAJOR FUNDING PARTNERS



Bath&BodyWorks®



PEGGY & RICHARD
SANTULLI

VS&Co
VICTORIA'S SECRET & CO.

SUPPORTING FUNDING PARTNERS



Safelite®



DIAMOND HILL
INVESTED IN THE LONG RUN



NOTABLE FUNDING PARTNERS

THE PELOTONIA RESEARCH CENTER

AN ENDURING SYMBOL OF THE PELOTONIA MOVEMENT.

This new 300,000+ square foot building, part of Ohio State's new Carmenton innovation district, is home to the Pelotonia Institute for Immuno-Oncology and much more. This collaborative, cross-disciplinary center is proof that when we push ourselves, individually and as a community, great things can be achieved.

THE PELOTONIA RESEARCH CENTER

The Ohio State University Board of Trustees honored the Pelotonia community by adopting its name for a new center of research — one of the most advanced research buildings in the country.

OPENED IN 2023, this state-of-the-art research facility houses the Pelotonia Institute for Immuno-Oncology and the Center for Cancer Engineering. Interdisciplinary laboratories enable scientists from across the scope of Ohio State research to collaborate and accelerate breakthroughs and new discoveries. Two floors of the building will focus on important Pelotonia-funded cancer research including gene and cellular therapy, how the immune system has a massive role in fighting cancer, and other important cancer research.





“Pelotonia has made a significant commitment to research at Ohio State and for cancer. Pelotonia has had an incredible 15 years. This building represents the next 15 years. We expect it to have a profound impact on the future of cancer research and treatment.”

PETER MOHLER, PHD

Acting President and Executive Vice President for Research, Innovation and Knowledge
The Ohio State University



Take a look inside the Pelotonia Research Center and meet some of the scientists who will work within it.

ACCELERATING INNOVATIVE CANCER RESEARCH

SEVEN CATEGORIES OF INVESTMENT. ENDLESS POSSIBILITIES.

The funds raised by Pelotonia are divided into strategic groups that develop research talent and fuel insights and innovation across a wide spectrum of cancer types, demographics, and geographies. Pelotonia believes in moving fast and funding researchers and projects early. It's a pace perfectly suited for new ideas and exciting potential. Take a closer look at how dollars raised are used to help achieve our One Goal.



A Message from OSUCCC – James Leadership

It's a rare honor to be the beneficiary of a major recurring gift, let alone one that's distinctive and inspiring — and gets bigger and more impactful each year.

This is what Pelotonia means to The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute (OSUCCC – James).

Since the first ride in 2009, we've been astonished (and humbled) by the hard work and generosity the Pelotonia community demonstrates each year. And not just during Ride Weekend and Gravel Day, but year-round — raising awareness and strategically contributing to our shared mission. Pelotonia-supported research discoveries have resulted in better methods of diagnosing, treating, and, yes, preventing and curing cancer.

Our cancer program is recognized nationally for our research and the change it advances – impact that could not be achieved without Pelotonia. We are truly grateful for the vision, commitment, and tireless devotion of the Riders, Challengers, Volunteers, Funding Partners, Donors, and Staff who have a hand in making Pelotonia all that it is.

As you know, research truly holds the key to ending cancer, and it's only through discovery that we can continue to understand and conquer this disease. On behalf of everyone at the OSUCCC – James, we extend our deepest gratitude to Pelotonia and congratulate this incredible community on 15 transformative years. Thank you for moving us closer to our One Goal of creating a cancer-free world.



Raphael Pollock
MD, PHD, FACS
DIRECTOR

The Ohio State University
Comprehensive Cancer Center

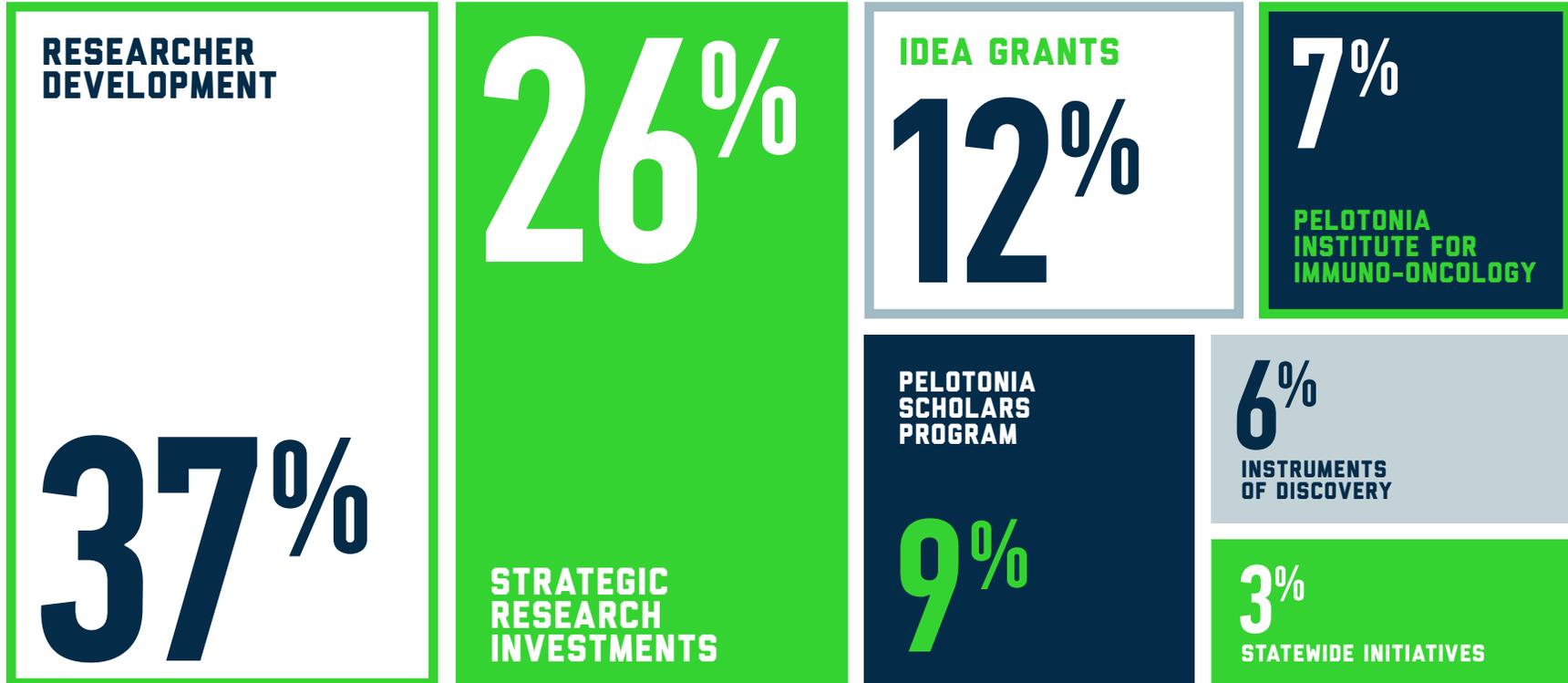


David E. Cohn
MD, MBA
INTERIM CEO

Arthur G. James Cancer
Hospital and Richard J. Solove
Research Institute

PELOTONIA FUNDS SUPPORT RESEARCH IN SEVEN AREAS

Percentages reflect Pelotonia proceeds through FY23



RESEARCHER DEVELOPMENT

Attracting top researchers to the OSUCCC – James by providing funds to (re)establish their research labs, programs, and teams so they can quickly continue their innovative work.

37% OF PELOTONIA FUNDING

- **270 top scientists** have been recruited to the OSUCCC – James since 2010.
- Historically, Pelotonia funding for Researcher Development has yielded **5.1x additional investment** from outside sources



REGINA CRAWFORD MD

Regina Crawford, MD, is a Clinical Associate Professor who was recruited from Duke University to serve as Medical Director of the Sickle Cell Program in the Division of Hematology at Ohio State.

In this role, she oversees all clinical and operational aspects of the Sickle Cell Program while maintaining the division's three-part mission of teaching, research, and patient care.

Dr. Crawford is also a member of the Translational Therapeutics Program at the OSUCCC – James, where her research focuses on patient outcomes regarding clinical and acute care for sickle cell disease, including those who undergo gene therapy and bone marrow transplant. She has additional interests in sickle cell patients who develop complex red cell alloimmunization and delayed hemolytic transfusion reactions.

“As adults with sickle cell disease get older,” Dr. Crawford says, “funding and community support from Pelotonia will help us develop innovative ways to treat patients with both cancer and sickle cell disease.”

STRATEGIC RESEARCH INVESTMENTS

Advancing the foundational methods of how we study and treat all cancers to improve consistency, quality, and speed of care.

26% OF PELOTONIA FUNDING

- **Drug Development Institute**
A biotech-like entity that helps rapidly translate Ohio State's innovative research to promising treatments for patients with cancer.
- **Digital Pathology**
The management of data and information generated by digitized specimen slides of blood, tissues, and other biological samples, making sharing of data faster and easier.
- **Total Cancer Care® Protocol**
Moving cancer research forward and personalizing cancer care thanks to the more than 66,000 patients that have voluntarily shared de-identified clinical data.
- **Center for Cancer Engineering**
Collaborative effort to design, develop, and integrate innovative engineering technologies and data analytics approaches with cancer biology, biomechanics, and fundamental science.

IDEA GRANTS

Investing seed dollars to accelerate new, innovative research ideas that may otherwise go unfunded.

12% OF PELOTONIA FUNDING

- **202 Pelotonia Idea Grants** have been awarded totaling \$28.3M.
- **74 Pelotonia Idea Grant-Funded Projects** have received funding from the National Cancer Institute and other funding agencies.
- Historically, Pelotonia funding for Idea Grants has yielded **2.6x additional investment** from outside sources

PELTONIA SCHOLARS PROGRAM

Training the next generation of cancer researchers by empowering young, bright students.

9% OF PELTONIA FUNDING

→ **654 Pelotonia Scholarships** have been awarded since 2010 to:

294 Undergraduate Students

152 Postdoctoral Researchers

198 Graduate Students

10 Medical Students

→ **Scholars hail from** 51 countries and 34 states.

→ Historically, Pelotonia funded Scholars have received **1.5x additional investment** from outside sources

PELTONIA INSTITUTE FOR IMMUNO-ONCOLOGY

Pioneering this landmark initiative focused on harnessing the body's immune system to fight cancer at all levels — the next frontier of cancer prevention and treatment.

7% OF PELTONIA FUNDING

→ The **PIIO was established in 2019** through a \$102M pledge of continued Pelotonia community fundraising

→ **87 open clinical trials** are being conducted by PIIO researchers.

→ **32 clinician scientists** who are pursuing immuno-oncology approaches to clinical trials.

→ **50+ inventions** disclosed.

→ **834 peer-reviewed articles** published in scientific journals since 2019.

→ **\$39M in annual funding** from new grants above and beyond Pelotonia investment.

INSTRUMENTS OF DISCOVERY

Providing sophisticated equipment to support cutting-edge research.

6%

OF PELOTONIA FUNDING

→ In 2022, \$2.5M was allocated to acquire innovative equipment for the OSUCCC – James including:

Medicinal Chemistry Shared Resource (MCSR) – High Throughput Screening Core

This resource helps researchers translate basic science findings into drugs that can be used for clinical care and offers access to libraries of diverse small molecules and methods of screening them.

Cell-sorting Instrument Modernization for the Flow Cytometry Shared Resource (FCSR)

The FCSR gives researchers an enhanced analytical method of sorting cells based on specific characteristics, and of measuring physical and chemical properties of cells.

State-of-the-Art Mass Spectrometer

Mass spectrometry is a technique for identifying chemical substances. The Proteomics Shared Resource gives OSUCCC – James researchers access to advanced mass spectrometry instrumentation needed to identify proteins and their changes in cancer samples.

STATEWIDE INITIATIVES

Creating better outcomes for some of the most common cancer types through prevention and early detection methods that will save and extend lives.

3%

OF PELOTONIA FUNDING

→ **Beating Lung Cancer in Ohio**

Assessing survival and quality of life using genetic testing for advanced-stage lung cancer, coupled with smoking cessation.

→ **Ohio Prevention and Treatment of Endometrial Cancer**

Identifying women with endometrial cancer who may be at risk for other types of cancer due to their genetic makeup, and to help match women with endometrial cancer to the best treatment options for their particular cancer.

→ **Turning the Page on Breast Cancer in Ohio**

Increasing breast cancer education, facilitating access to genetic counseling, and ensuring appropriate screening, follow-up for abnormalities, and treatment for Black women who are at an increased risk for breast cancer in 12 Ohio counties.

→ **Ohio Colorectal Cancer Prevention Initiative**

Established a 50-hospital network to screen newly diagnosed colorectal cancer patients and their biological relatives for Lynch syndrome so they can take precautionary measures, including heightened surveillance for early detection.

STORIES OF RESEARCH IMPACT

PELOTONIA FUNDING IS PRODUCING REAL RESULTS.

There are dozens of vital cancer research efforts that might not exist without the generosity of Pelotonia Riders, Challengers, Volunteers, and Donors. Pelotonia funding is pushing cancer research in extraordinary new directions. This is a small sample of the researchers and discoveries that are advancing science, saving lives, and moving us all closer to ending cancer.

SAVING LIVES AROUND THE WORLD: IDEA GRANT FUELS THERAPY APPROVAL

Ibrutinib helps patients manage an incurable form of leukemia.



IDEA GRANTS

IDEA GRANT RECIPIENT:
John C. Byrd, MD

AREA OF STUDY:
Chronic Lymphocytic Leukemia
Clinical Trial relating to ibrutinib
(2013)

INITIAL PELOTONIA GRANT:
\$100,000

A Pelotonia Idea Grant helped fund clinical trials of a cancer therapy drug called ibrutinib. Since then, it's been used to treat thousands of people around the world, including an OSUCCC – James researcher.

RAPHAEL POLLOCK, MD, PHD, FACS, is the Director of The Ohio State University Comprehensive Cancer Center and a surgical oncologist specializing in soft-tissue sarcomas. He is also a cancer survivor, thanks to the effectiveness of ibrutinib and a second-generation version called acalabrutinib that he now takes. Acabrutinib is a more refined drug that minimizes side effects. FDA approval of both drugs is largely attributed to studies at the OSUCCC – James that were supported in part by Pelotonia funding.



→ RAPHAEL POLLOCK, MD, PHD, FACS



**CHRONIC LYMPHOCYTIC
LEUKEMIA IS CONSIDERED
GENERALLY INCURABLE —
BUT MANAGEABLE NOW
THANKS TO IBRUTINIB,
ACALABRUTINIB, AND
OTHER VERSIONS OF THIS
TARGETED THERAPY.**



[Learn more](#) about Dr. Pollock's personal cancer journey, and how ibrutinib helped save his life.

"I'm now able to live in balance with my cancer while pursuing my deep personal aspirations to care for cancer patients," says Dr. Pollock. "It's a possibility that would have been improbable just a decade ago."

Dr. Pollock was diagnosed with chronic lymphocytic leukemia (CLL) after the disease had infiltrated his spleen, leading to near rupture. The National Cancer Institute estimates that more than 18,000 Americans will be diagnosed with CLL in 2023 and that nearly 4,500 will die of it. It is incurable — but manageable now thanks to ibrutinib, acalabrutinib, and newer agents that work by thwarting a protein that is essential for CLL to grow and spread.

Until about a decade ago, patients with CLL were treated with drugs that were considered acceptable but failed to eradicate the disease, and patients always relapsed. Ibrutinib and subsequent versions of this targeted therapy help more patients achieve lasting remissions with fewer side effects, enhancing their quality of life.

"There is a critical unmet need for therapy options for this subset of patients to achieve long-term cancer control," says Kerry Rogers, MD, a hematologist/scientist at the OSUCCC – James.

Together, these new targeted drugs have revolutionized CLL treatment by extending and improving the lives of many patients with this cancer, who now manage it as a chronic disease.

STOPPING CANCER IN ITS TRACKS BY UNDERSTANDING METATSTATIC SPREAD

A modest Pelotonia Scholars Grant leads to massive additional investment.



PELOTONIA SCHOLARS PROGRAM

SCHOLAR GRANT RECIPIENT:
Gina Sizemore, PhD

AREA OF STUDY:
Breast Cancer Metastasis

INITIAL PELOTONIA FELLOWSHIP:
\$98,660

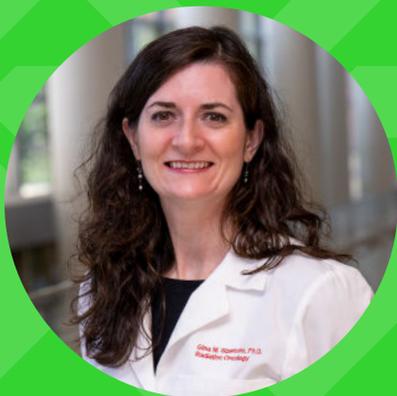
ADDITIONAL FUNDING TO ADVANCE RESEARCH:
\$764,000 from Pelotonia
\$4,887,000+ from national sources

Gina Sizemore, PhD, is, in many ways, a perfect embodiment of Pelotonia. She is a Rider. She is a cancer researcher at the OSUCCC – James. And she’s the recipient of funding from the Pelotonia Scholars Program, which was the launch pad for much of her work.

AS A RESEARCHER in the Cancer Biology Program at the OSUCCC – James, Dr. Sizemore investigates the most diagnosed cancer in the world: breast cancer. Driven by her personal mantra, “*We must do better,*” Dr. Sizemore studies the metastatic spread of the disease – the cause of most deaths. While treatment of localized cancer in the breast has very high recovery rates, if the cancer spreads to the brain, liver, bone or elsewhere, fighting it is much more challenging. “Mortality is almost entirely due to metastatic spread,” she says.



→ GINA SIZEMORE, PHD



“

Pelotonia funding helps us generate key data to support high-risk work, versus other funding sources that require the data first. Investing in higher-risk studies helps fuel breakthroughs that might not otherwise happen.”

GINA SIZEMORE, PHD



[Learn how](#) Pelotonia funding has fueled the research of Dr. Sizemore and others at the OSUCCC – James.

Cancer, she explains, moves to areas where it can survive. These pathways and destinations are the focus of her study. In fact, in researching these tumor microenvironments, her emphasis is on, as she says, “how the cancer cells talk to the non-cancer cells.” Dr. Sizemore wants to better understand these non-cancer cells, like blood vessels and immune cells, in places where cancer can travel — and thwart its spread. Studying this interplay within and surrounding the tumor is critical to developing better strategies for treating the disease. “Understanding how these cells can cause or help fight cancer is crucial,” she says.

Dr. Sizemore was awarded a Pelotonia Postdoctoral Fellowship in 2013 and received Pelotonia research startup funds in 2017. That initial funding has resulted in additional awards from both Pelotonia and other sources to support her collaborative and impactful research with others in Ohio and around the United States. “Pelotonia funding helps us generate key data to support high-risk work, versus other funding sources that require the data first,” Sizemore says. “Investing in higher-risk studies helps fuel breakthroughs that might not otherwise happen.”

HELPING WOMEN NOW AND IN THE FUTURE

This Pelotonia-funded program is helping identify genetic causes of endometrial cancer.



STATEWIDE
INITIATIVES

Endometrial (uterine) cancer is a challenging condition for women in any circumstance. For the 5% who also inherit Lynch syndrome, the diagnosis is much scarier. Lynch syndrome increases the chance of developing many other types of cancer. That's why free screening for Lynch syndrome is an integral part of a Pelotonia-funded statewide endometrial cancer initiative.

OHIO PREVENTION AND TREATMENT OF ENDOMETRIAL CANCER (OPTEC) was created to help identify women with endometrial cancer who may be at risk for other types of cancer due to their genetic makeup, and to help match them to the best treatment options. "It's estimated that every year 61,000 women are



→ DAVID COHN, MD



OPTEC IS MORE THAN AN INFORMATION SERVICE. IT'S AN ACTIVE STUDY OF BLOOD AND TUMOR SAMPLES TO IDENTIFY MOLECULAR CHANGES THAT CAUSE ENDOMETRIAL CANCER.



[Learn more](#) about the impact of OPTEC and hear from study participant Sally Hughes in this conversation with David Cohn, MD, interim CEO and Chief Medical Officer of The James, hosted by Steve Wartenberg, author of the new book, *One Goal: The Pelotonia Story*.

diagnosed with this disease,” says David Cohn, MD, Interim CEO and Chief Medical Officer of The James and a specialist in gynecologic cancer. “It’s the most common gynecologic cancer in the United States.”

OPTEC is more than an information service. It’s an active study of blood and tumor samples to identify molecular changes that cause endometrial cancer, whether or not participants are found to have Lynch syndrome. A sample bank created by the initiative will help future endometrial cancer studies as well.

“I knew I wanted to participate in this study, because knowledge is power,” says Sally Hughes, who was treated for endometrial cancer at the OSUCCC – James and was a participant in OPTEC. “If my tumor can benefit not only my family, but others going forward, that makes it an easy decision.”

If testing shows a patient has Lynch syndrome, OPTEC will provide free genetic counselling and testing for biological family members, so they better understand their own cancer risks. “This is called cascade testing, and it saves lives,” says Dr. Cohn.

While Hughes did not have Lynch syndrome, she tested positive for a different genetic mutation that increases her risk of breast cancer. “Because of this and my family history [of cancer], I’m now in the High-Risk Breast Cancer Program,” she says. Hughes has become an advocate for increased funding for cancer research and for reducing health disparities — and she is a Pelotonia Rider.

CLOSING A LONGSTANDING GAP IN TREATMENT AND SURVIVOR EQUITY

Black women in high-risk counties are accessing cancer information and screening thanks to this Pelotonia-funded program.



STATEWIDE
INITIATIVES

Simply put, far too many Black women are dying of breast cancer. A new Pelotonia-funded statewide program aims to reverse this historic trend.

COMPARED TO WHITE WOMEN, Black women have higher rates of breast cancer at younger ages, and they're more likely to be diagnosed with more aggressive forms of breast cancer. Black women are also more likely to die of breast cancer because they tend to be diagnosed at later stages of the disease, when the cancer is less treatable. Turning the Page on Breast Cancer (TPBC) was created to address this problem through education and assessment.



ELECTRA PASKETT, PH.D, MSPH



Turning the Page on Breast Cancer (TPBC), led by Electra Paskett, PhD, MSPH, and Heather Hampel, MS, LGC, is a statewide cancer research initiative focused on addressing the high death rates from breast cancer among Black women in Ohio.



Hear Dr. Paskett describe the goals of Turning the Page on Breast Cancer.

Launched in 2020 with funding from Pelotonia, TPBC is helping women living in 12 high-risk Ohio counties, including Franklin, Butler, Hamilton, Cuyahoga, and Trumbull. Led by OSUCCC – James staff Electra Paskett, PhD, MSPH, and former OSUCCC – James scientist Heather Hampel, MS, LGC, a collaborative team provides breast cancer education and facilitates access to crucial support services, including risk assessment, genetic counseling and testing, screening, follow-ups for abnormal tests, and proper/prompt treatment. “Our goal is to increase breast cancer education and access to treatment for Black women who are at an increased risk for breast cancer, and provide prompt and appropriate treatment for Black women,” says Dr. Paskett.

Researchers used geographic predictors of aggressive disease to identify these high-risk counties. Women who participate receive guidance about when to start breast cancer screening and what screening should include based on their level of risk. “High-risk women will be referred to genetic counseling, where they can receive a tailored risk assessment and genetic testing if appropriate,” says Dr. Paskett.

To learn more and get involved, women simply need to complete an online risk assessment. The project is co-funded by the American Cancer Society and Pfizer.

BUILDING A DIAGNOSTIC ARCHIVE FOR THE WORLD

Digital pathology is the next step in diagnostic imaging. Funding from Pelotonia is helping extend its potential to cancer researchers everywhere.



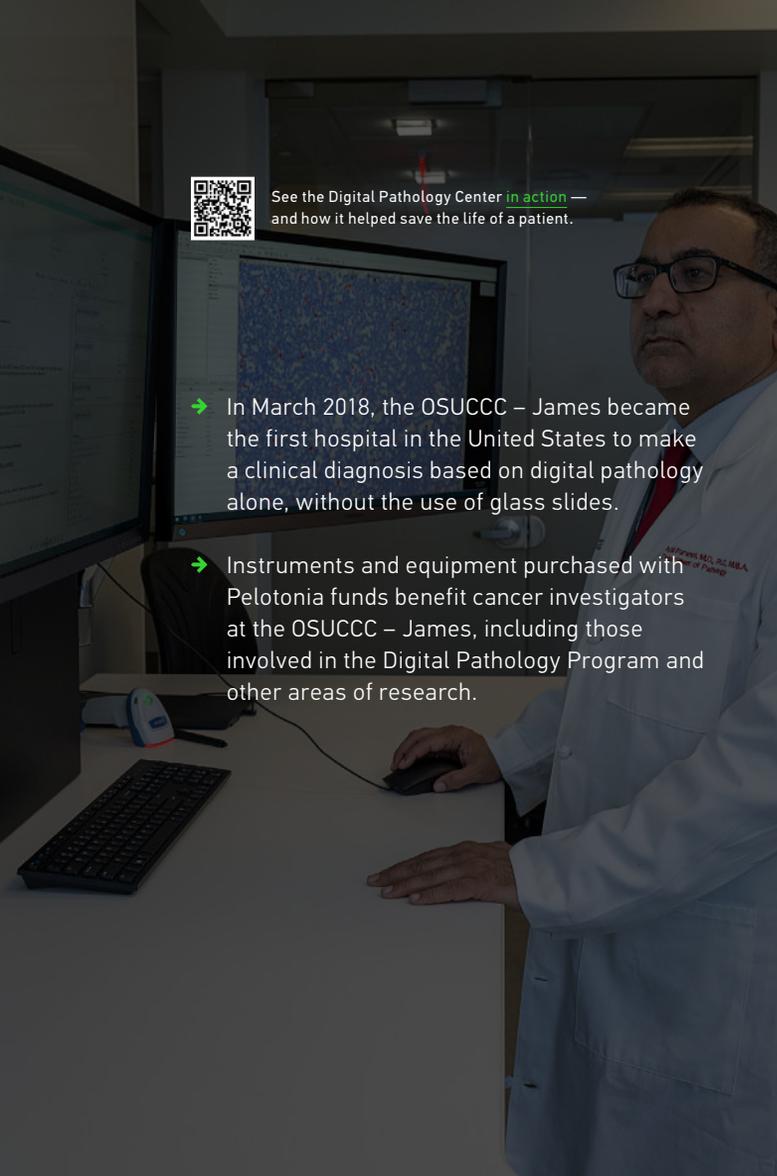
**INSTRUMENTS
OF DISCOVERY**

Cancer is often diagnosed by viewing a tissue sample under a microscope. Glass slides are effective but delicate and difficult for pathologists to share with colleagues. Digital Pathology is the answer to many of these challenges, unlocking collaboration around the world.

THE GLASS SLIDES are digitally scanned, producing detailed images that are paired with additional clinical information. The result is a more integrated picture of the person's unique cancer. All of which accelerates therapy. Best of all, these digital samples allow pathologists to perform tests and other diagnostics not possible on traditional glass slides and share the images electronically with other experts.



→ ANIL PARWANI, MD, PHD



See the Digital Pathology Center **in action** — and how it helped save the life of a patient.

- In March 2018, the OSUCCC – James became the first hospital in the United States to make a clinical diagnosis based on digital pathology alone, without the use of glass slides.
- Instruments and equipment purchased with Pelotonia funds benefit cancer investigators at the OSUCCC – James, including those involved in the Digital Pathology Program and other areas of research.

By creating a Digital Pathology Center, the OSUCCC – James is not just implementing digital pathology for all new patients, it's also digitizing slides from the past 10 years. Creation of this vital digital archive is being funded in part by Pelotonia.

“Thanks to Pelotonia, those specimens will see new life and contribute to the discovery of new biomarkers and new ways to more accurately diagnose cancer,” says Anil Parwani, MD, PhD, director of digital pathology and vice chair and director of Anatomic Pathology at The Ohio State University College of Medicine, Department of Pathology. The digital specimens will be made available to cancer investigators anywhere in the world.



[Learn more](#) about Digital Pathology clinical services at The James and get a behind-the-scenes look at the archival process.

Roughly 2,400 slides are digitized daily, with nearly 3 million images created since the program began in 2017. The 10-year project is expected to continue for another

five years. The collection, one of the largest in the world, represents more than 300,000 patients and nearly every type of tissue and disease. An important element in this effort is “deidentifying” the samples, so no identifying patient information is included. Leveraging this type of big data for research collaboration is critical as OSUCCC – James researchers move forward in an era of predictive precision cancer medicine.

The Digital Pathology Center is also using artificial intelligence and predictive computer algorithms (calculation processes) to examine cell patterns, predict their activity, and enhance the chances for accurate cancer-risk assessments and diagnoses.

“Cancer pathologic diagnosis is needed at all hours of the day and in every community across the globe,” adds Dr. Parwani. “This technology will allow us to take that subspecialized consultation and diagnosis to patients — regardless of where they live.”

ACCELERATING PERSONALIZED CARE WITH BIOPRINTED ORGANOIDS

A leading researcher brought his breakthrough work to the OSUCCC – James with the help of Pelotonia funding.



RESEARCHER DEVELOPMENT

RESEARCHER DEVELOPMENT FUNDS RECIPIENT:
Aleksander Skardal, PhD

AREA OF STUDY:

Biofabrication of advanced bioengineered human cell-based *in vitro* models of cancer of precision oncology, cancer metastasis, and immune-oncology.

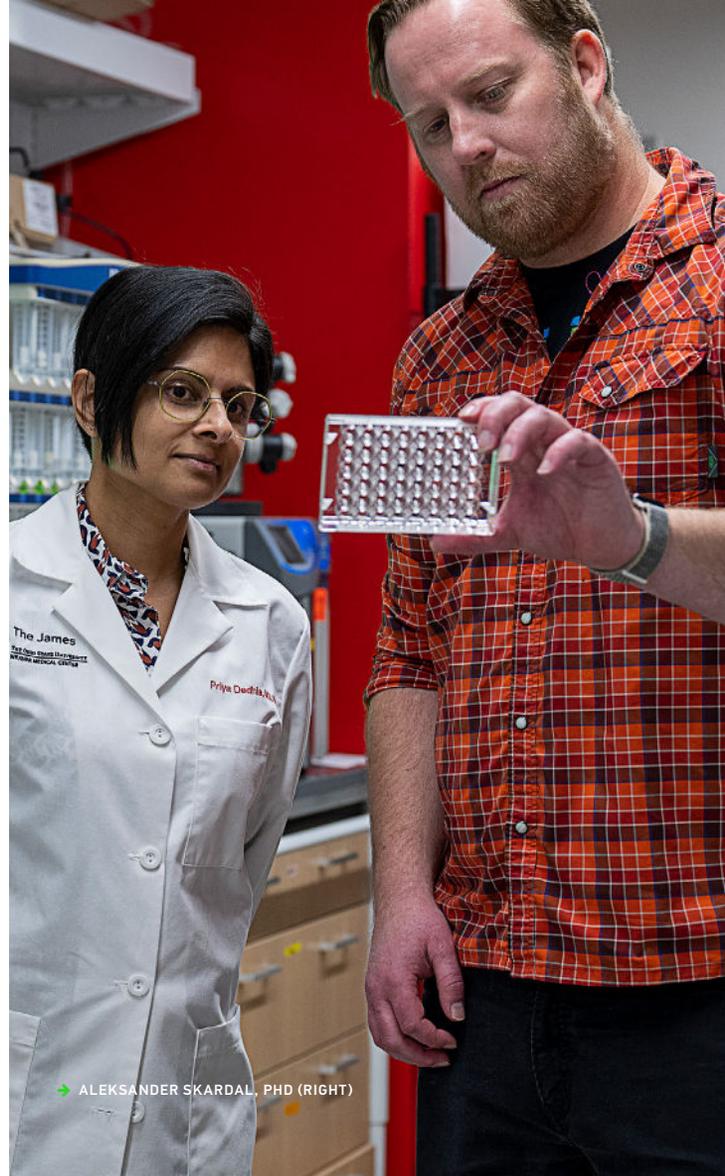
INITIAL PELOTONIA FUNDS:
\$200,000

ADDITIONAL FUNDING TO ADVANCE RESEARCH:
\$80,000 from Pelotonia
\$3,700,000+ from national sources

Pelotonia-funded researcher Aleksander Skardal, PhD, was trained not as a physician, but as a bioengineer — not the typical path for a cancer researcher. But he's developed an innovative tool for research into a variety of cancers.

EARLY IN DR. SKARDAL'S CAREER, he discovered an interest in “bioprinting,” the use of 3D printing-like techniques to combine cells, growth factors and/or biomaterials to fabricate biomedical parts, often with the aim of imitating natural tissue characteristics. “I liked the idea of building very tiny, lifelike versions of brains and livers for drug screening,” Dr. Skardal says.

His interest in the field was primarily related to bioprinting human-scale tissues for transplantation — until he realized smaller-sized bioprinted tissues, also known as organoids, could be effective in cancer research. The OSUCCC – James saw the same potential



→ ALEKSANDER SKARDAL, PHD (RIGHT)



HOW DOES BIOPRINTING WORK?

In the Skardal Lab, bioprinters produce 3D replicas of miniature organs or tumors using “recipes” that make up the basic cell structure of each.



Take a closer look at “organ-on-a-chip” models and other bioengineering work in the Skardal Biofabrication Lab

and recruited Dr. Skardal from his lab at Wake Forest University to one he now runs in the Ohio State Department of Biomedical Engineering.

Organoids, and in particular patient-derived organoids, have emerged as crucial tools in cancer research. Dr. Skardal’s research, supported in part by Pelotonia donations, explores the use of personalized tumor models for diagnostics. Research models are generated for research using the patient’s tumor cells. The lab has created organoids of lung, colorectal, melanoma, sarcoma, and other cancer tumors using bioprinting, similar to 3D printing that’s popular with hobbyists and in manufacturing, except that it uses biological materials (such as cells) printed into 3D architectures. Dr. Skardal is among researchers perfecting a cancer- and drug-screening model that’s individualized for each patient, testing how patients and their tumors might respond to existing drug and immunotherapy treatments. The Skardal Biofabrication Lab is part of the OSUCCC – James Center for Cancer Engineering.

Dr. Skardal’s models are being used in immunotherapy research and other studies. “Pelotonia’s sponsorship helped fund parts of our lab for two years,” he adds — crucial for building more big ideas.

SPEEDING TREATMENT AND REDUCING DAMAGE TO SURROUNDING TISSUE

Pelotonia funding helped bring the first proton therapy center to central Ohio. It offers less-invasive treatment for some of the most challenging cancers — including those in children.



**INSTRUMENTS
OF DISCOVERY**

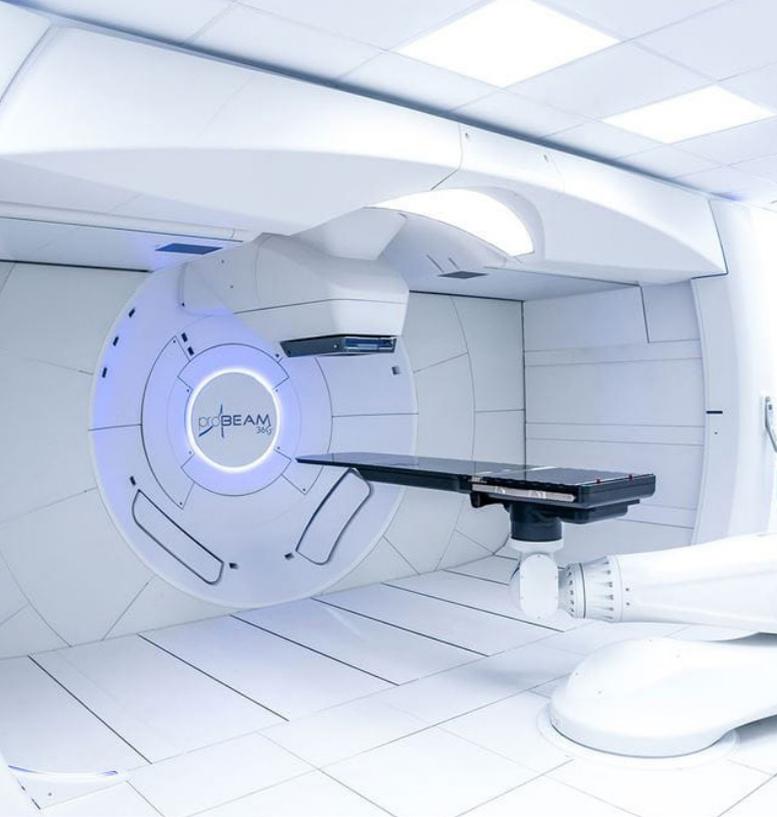
Among the many thrilling aspects of proton therapy is that it can dramatically speed up cancer treatments and greatly increase access to care. “Especially for underserved populations,” says Dr. Arnab Chakravarti, MD, Chair of Department of Radiation Oncology at Ohio State.

DR. CHAKRAVARTI oversees the new proton therapy center at the OSUCCC – James, which brings this next-generation radiation treatment to central Ohio for the first time.

The proton therapy center is the latest chapter in Ohio State’s legacy in radiation oncology advancement. The center is a collaboration between the OSUCCC – James and Nationwide Children’s Hospital and is supported by direct funding from Pelotonia. The OSUCCC – James is the first health system in central Ohio to offer this targeted radiation therapy for



→ DR. ARNAB CHAKRAVARTI, MD



HOW DOES PROTON THERAPY WORK?

From outside the body, a machine called a cyclotron delivers a high-energy proton beam painlessly through the skin to the tumor.



[Learn more](#) about Dr. Chakravarti's work with cutting-edge FLASH proton therapy.

certain types of cancer. For people with inoperable tumors, proton therapy may be an ideal alternative treatment.

Proton therapy uses protons instead of X-rays to kill cancerous cells. Because it applies a potent yet incredibly precise dose directly to the tumor, no surgery is required, and side effects are minimal. "Proton therapy is the epitome of personalized care in cancer," says Dr. Chakravarti. "We can target the beam just to where the target is. So safety is much higher than conventional radiation, because you're not irradiating other tissue as collateral damage."

This exciting new therapy can cut treatment from months to weeks, or even days. And a new experimental version of it, known as FLASH therapy, will work even faster. "FLASH therapy delivers such a high dose rate, an entire treatment course can be completed in less than a tenth of a second," says Dr. Chakravarti. "That's why research with FLASH protons is so important." It could give new hope to patients with challenging cases, such as cancers of the brain, prostate, lung, spine, head and neck, pediatric cancers, and cancers that are recurrent and/or refractory (resistant) to other types of therapies.

At the proton therapy center, OSUCCC – James researchers will study the safety and efficacy of this new radiotherapy, which has not yet been approved by the FDA but has looked promising in preclinical (animal) studies. "The impact on the health and well-being of the people of central Ohio and beyond will be astronomical," Dr. Chakravarti adds. "The opportunity to bring a technology that can help, literally, millions of people in Ohio and the upper Midwest is transformational."

PURSuing BREAKTHROUGH TREATMENT WITH LANDMARK COMMITMENT FROM PELOTONIA

There may be no better expression of Pelotonia's innovative spirit than the creation of the Pelotonia Institute for Immuno-Oncology (PIIO).

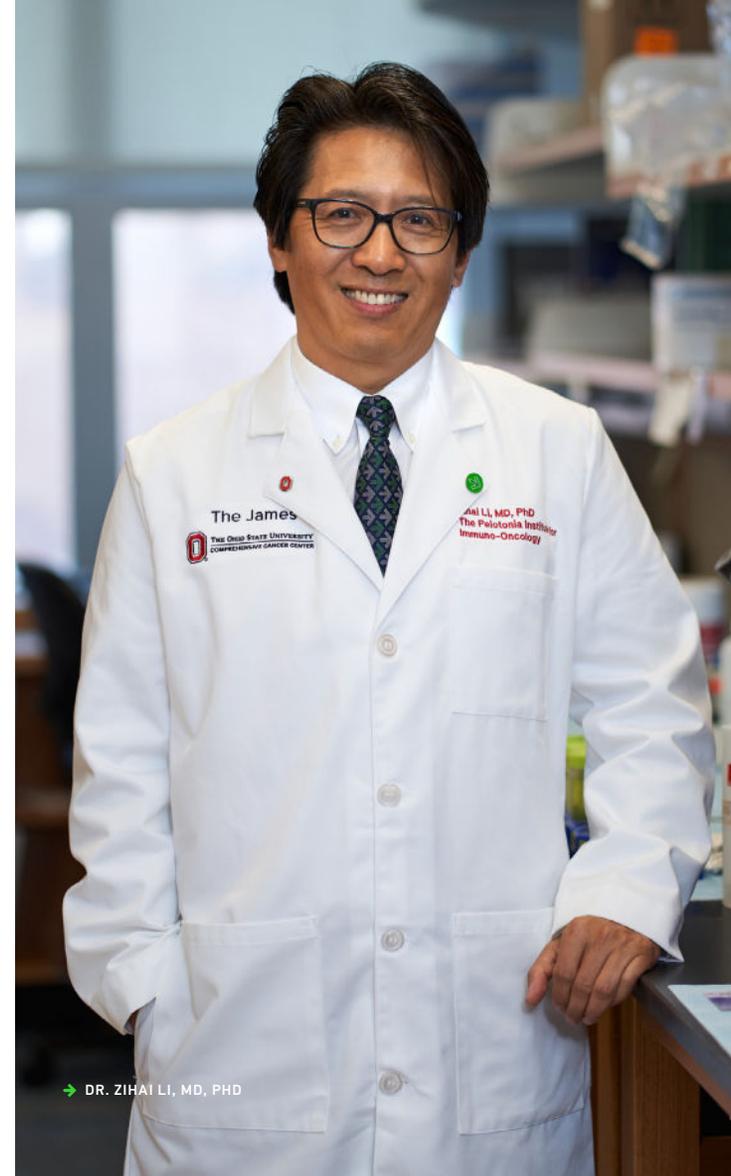


**PELOTONIA INSTITUTE
FOR IMMUNO-ONCOLOGY**

Immuno-oncology harnesses the power of the patient's own body and defense systems to battle cancer. It is a highly promising field of study that depends on dedicated researchers to better understand it, develop therapies using it, and establish it as an effective solution for many cancers.

ALL THIS IS HAPPENING AT THE OSUCCC – JAMES thanks to an initial, historic pledge of \$102 million from the Pelotonia community in 2019. The result is a comprehensive, bench-to-bedside immuno-oncology research institute focused on life-saving breakthroughs to fight cancer.

Under the leadership of PIIO Founding Director Dr. Zihai Li, MD, PhD, in just four years more than 90 clinical trials using



→ DR. ZIHAI LI, MD, PHD

PIIO SEX HORMONE RESEARCH

Medical scientists have long wondered why patients with cancers in non-reproductive organs such as the bladder and liver have striking discrepancies in incidence, progression, response to treatment and survival outcomes, depending on their sex. In almost all cases, male patients have worse prognoses and outcomes.

Wanting to help solve this mystery and improve patient outcomes, researchers at the Pelotonia Institute for Immuno-Oncology examined differences in the body's immune responses between male and female patients with these cancers. The scientists focused on T cells, an important part of the immune system's ability to combat cancer.

Their study yielded a landmark finding about how sex hormones called androgens — which are more prevalent in males — contribute to a cancer-related sex bias that results in faster tumor growth and worse outcomes. With this knowledge, researchers are developing ways to thwart this process. Continued understanding of this disparity in outcomes has the potential to improve the outcomes for male patients in a variety of cancers. This study also suggests broad implications to develop therapies that address sex disparities in other diseases.



[Learn more](#) about the PIIO, meet its staff, read about immunotherapy success stories.

immunotherapy to treat cancer have enrolled patients at Ohio State. Additionally, PIIO faculty have been awarded over \$39 million in annual funding from new grants and have published more than 1,200 peer-reviewed articles in science journals. They even assisted in immunotherapeutic studies relating to the COVID-19 pandemic.

“Our work is redefining how cancer is prevented, detected, and treated in the United States,” says Dr. Li. “Research indicates that immunotherapy is a more natural, non-toxic approach. It can also reduce the harsh side effects of other cancer treatments and may even improve the effectiveness of chemotherapy and radiation therapy.”

Dr. Li and his team have recruited top-tier immuno-oncology researchers, developed programs to train the next generation of cancer immunologists, and established resources that have promoted innovation and resulted in novel trials and practice-changing discoveries. In total, the PIIO has a diverse team of 115 faculty researchers, including 27 who have been recruited since 2019.

“Our immune system is so powerful – more powerful than any drug,” says Andreas Wieland, PhD, MSc, Assistant Professor in the Department of Otolaryngology – Head and Neck Cancer at Ohio State and a PIIO researcher. “But we need to know how to fine tune it. And that’s what we are so excited about – learning how to fine tune it so we can create cures for cancer. The generosity of the Pelotonia community fuels our efforts to lead these immunotherapy breakthroughs that will improve and save lives.” Dr. Wieland and colleagues received a 2023 Pelotonia Idea Grant titled “Identifying Molecular ‘Gas Pedals’ That Boost Cancer Immunotherapy Response.”

DEEPENING THE UNDERSTANDING OF GENETICS AND LEUKEMIA

Dr. Ann-Kathrin Eisfeld's work advances the understanding of genetic differences in leukemia patients. Her dedication to science, extending the work of her influential mentors, has earned her special recognition as the Pelotonia Researcher of the Year.



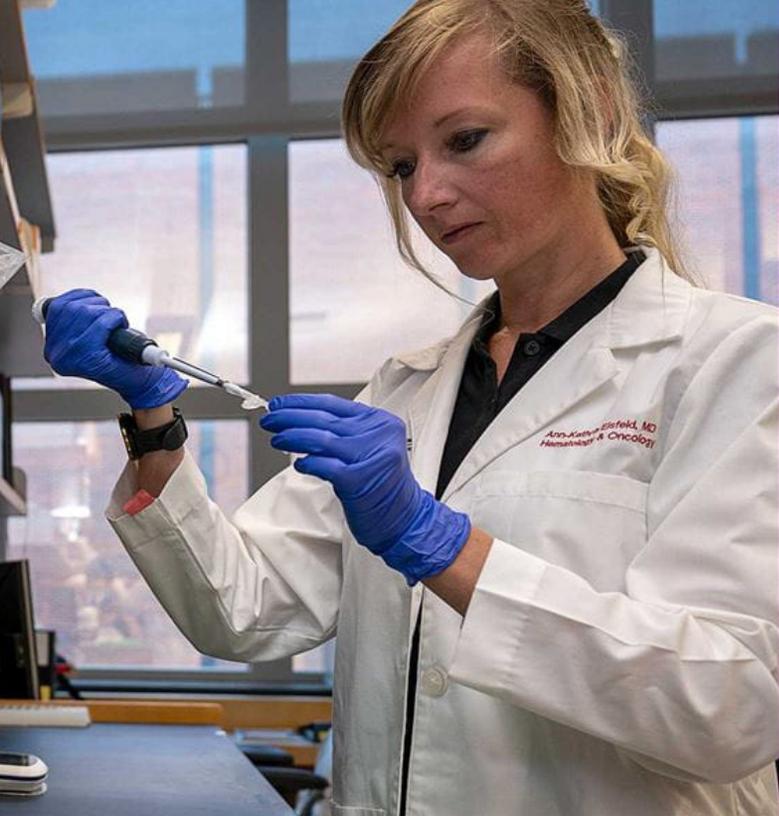
RESEARCHER
DEVELOPMENT

Ann-Kathrin Eisfeld, MD, was drawn to Ohio State to work alongside renowned cancer researchers Clara D. Bloomfield, MD, and Albert de la Chapelle, MD, PhD. After leaving her home in Germany, what started as a two-year visit led to a permanent position and her current role as director of the Clara D. Bloomfield Center for Leukemia Outcomes Research at the OSUCCC – James.

NAMED FOR EISFELD'S LATE MENTOR, the Bloomfield Center focuses on research in hematologic malignancies, including acute leukemias. The center honors and builds on Dr. Bloomfield's research that revolutionized treatment for patients with acute myeloid leukemia (AML) and associated diseases. It also expands into new research territory, including how race, ethnicity, and gender affect leukemia treatment.



→ ANN-KATHRIN EISFELD, MD



Driven by the expertise of the Bloomfield Center staff (outcome statisticians, data managers, and senior cytogeneticists), this database has enabled numerous efforts of national and international research collaboration. “It’s more important than ever to work together as a team to benefit patients and learn more about the disease,” says Dr. Eisfeld.



[Learn more](#) about renowned OSUCCC – James researchers Clara D. Bloomfield, MD, and Albert de la Chapelle, PhD, MD., and how they influenced Dr. Ann-Kathrin Eisfeld’s work.

During her time at the OSUCCC – James, Dr. Bloomfield established a base of more than 1,500 AML patients with detailed genomic, transcriptional, cytogenetic, and clinical outcome data, gathered from national collaborative clinical trial group research. The data provided the foundation for a multitude of collaborative scientific studies, and Dr. Eisfeld and her team have almost doubled the numbers of available data for genomic survival association analyses. In addition, they established a new database for patients treated at the OSUCCC – James, which now serves as the central hub for a new outcome research consortium between major U.S. cancer centers, as well as centers in Africa and Latin America. In the past three years, the database has attracted nearly \$14 million in extramural research funding.

She and her team have shown that race, sex, and socio-economic factors all impact leukemia cell mutations, as well as treatment outcomes. Young Black patients diagnosed with AML have significantly shorter survival than white patients. “We’ve been the first to show there are survival disparities of African Americans, and that sex and social demographics affect survival outcomes and even possibly the occurrence of type and frequencies of biological mutations,” Dr. Eisfeld says.

She spends most of her time on center-associated efforts and working in the lab, but her annual six weeks of in-patient rounds inspire her research. “It feels like a reality check,” she says. “Nothing makes me happier than thinking this is someone I might have helped or knowing I should give a patient one drug over another because of something we found out.”

INNOVATIVE COMMUNITY INITIATIVES

ACHIEVING OUR ONE GOAL GOES WELL BEYOND THE RIDES.

Pelotonia is often defined by the annual Rides that raise funds for research at the OSUCCC – James. In fact, Pelotonia is highly active in many other ways that move the mission forward. From robust corporate partnerships to exciting new events and programs, these initiatives show what's possible with creative thinking, community involvement, and a steadfast commitment to a cause.

MAKING AN EVEN GREATER IMPACT

In addition to the thousands of Riders, Challengers (virtual participants), and Volunteers who raise funds for Pelotonia, there are individuals and families who inspire us with generosity that goes above and beyond in expanding our mission.

From helping fund critical cancer research projects, clinical trials, and patient care initiatives at the OSUCCC – James (including the Pelotonia Institute for Immuno-Oncology) to ensuring Pelotonia’s long-term operational sustainability, these gifts are vital to Pelotonia’s success and can take many different forms, including legacy/estate gifts, stock transfers, donor-advised funds, and many more options.

We are deeply grateful for the generosity and support of these members of the Pelotonia community. Their personal stories inspire us to work harder than ever.

AMANDA & JOE PANFILL



“Pelotonia was introduced to our family when I joined the OSU College of Veterinary Medicine. It provided start-up funding that helped make my research possible. **We immediately saw the direct impact Pelotonia makes on cancer research** and have been engaged ever since. In addition to fundraising and riding since 2019, two of my trainees have since been awarded Pelotonia cancer research scholarships, providing them financial support as they work on independent cancer research projects in the lab. Pelotonia’s pledge of sending 100% of participant-raised funds toward cancer research is a challenging task, one that **inspired our family to include Pelotonia in our estate plan**. Our bequest will one day cover their operating expenses, making it possible for them to not only preserve this format, but to thrive in general. Without Pelotonia there are no researchers; there are no breakthroughs.”

AMANDA PANFIL, PHD

“WITHOUT
PELOTONIA
THERE ARE NO
RESEARCHERS;
THERE ARE NO
BREAKTHROUGHS.”

GINA & CJ HALL



"We've been inspired for many years by our dear friend Michael Schoen's devotion to the cause of defeating cancer, and to Pelotonia in particular. We have all been touched by cancer, one way or another, and when we began thinking about allocating a portion of our estate to medical purposes, **Pelotonia was an obvious choice for us.** Short of saddling up for the August ride ourselves, **we can think of no better way to contribute to accelerating cancer research.** Establishing this bequest in our personal trust leaves us confident that we will make a small contribution to defeating cancer once and for all."

GINA AND CJ HALL

LEE HESS & IRENE LEVINE



"Since day one, Lee Hess and Irene Levine have been steadfast in their support of Pelotonia. Lee, a 15-year participant, has served as a leader within not only the Team Bexley Peloton for Pelotonia but also across the broader community by hosting training rides, inspiring others to participate, and sharing our collective, One Goal. **Lee has always been one that has challenged our team to think bigger and push the envelope.** So, when we developed our new Gravel Day concept, he was naturally one of the first people we took the idea to. From the outset, Lee was supportive of this new endeavor. He asked questions. He provided feedback. He was always focused on how we could create a remarkable experience and raise more money for cancer research. And then, Lee and Irene offered to help fund our Gravel Day concept. **It goes without saying, they both played a pivotal role in making Pelotonia's Gravel Day a resounding success.** Their support not only made our Gravel Day possible, but has also significantly contributed to our ongoing mission to combat cancer."

JOE APGAR, PELOTONIA PRESIDENT



CREATE A LEGACY OF YOUR OWN

If you or anyone in your family is interested in learning more about major giving options and the impact to Pelotonia, please contact Eric Olsavsky, Vice President of Community Engagement & Partnerships at eolsavsky@pelotonia.org or (614) 484-5213.



CANCER RESEARCH FOR WOMEN, BY WOMEN: INNOVATING THE NEXT GENERATION OF CARE

Victoria's Secret has partnered with Pelotonia for a dedicated global research fund to improve outcomes for women's cancers and invest in the next generation of women scientists who represent the diverse populations they serve.

As a major step in its commitment to be a leading advocate for women, Victoria's Secret partnered with Pelotonia in 2021 to create **The Victoria's Secret Global Fund for Women's Cancers**. With a focus on breast and gynecological cancers, The Fund has enabled new research, professional development programs, and community education efforts that are changing women's lives on an international scale.

"Women's cancers affect millions of women worldwide, yet this field is historically under-resourced and under-studied, so we are thrilled that Pelotonia has guided us to create a robust platform that supports this critically important work," says Christy Tostevin, Senior Vice President of Communications and Community Relations at Victoria's Secret & Co. The Fund's efforts began with awarding women scientists from an international applicant pool with sizable grants designed to jumpstart new research in women's cancers. Investment in this type of research is crucially important, but so is investing in the careers of women researchers.

"We're seeing more women leave the field at higher rates than we have in the past," says Dr. Sandra McAllister, recipient of a 2023 VS Global Fund Rising Innovator Grant. "Victoria's Secret investing in women, particularly at a critical time in our career, will incentivize and energize us to do the important work in fighting these women's cancers."

SINCE 2021, THE VS GLOBAL FUND HAS INVESTED MORE THAN \$6 MILLION IN RESEARCH GRANTS TO PROGRESS PREVENTION, DETECTION, AND TREATMENT METHODS FOR WOMEN'S CANCERS, LED BY WOMEN SCIENTISTS WORKING GLOBALLY.

It also means thinking now for the future ahead. The Fund has found ways to excite and inspire younger women in science by offering immersive lab experiences to high-school students, enabling junior researchers to present their work before an international community, and sponsoring professional development workshops at leading industry conferences where hundreds of young scientists are coached on professional advancement topics and confidence-building exercises.

This impact doesn't stop with the scientific community. By working with Pelotonia to actively publish educational content on breast self-checks, ovarian cancer awareness, cancer screening guidelines, and risk assessment tools to Victoria's Secret's 70 million+ social media followers, The Victoria's Secret Global Fund for Women's Cancers is clearly living its goal to improve and save the lives of millions of women around the world.



Learn more about the groundbreaking Victoria's Secret Global Fund for Women's Cancers.



LEFT: Recipients of VSGF 2022 Career Development Awards and 2023 Rising Innovator Grants



BELOW: Recipients of VSGF 2022 Meritorious Awards, leaders from Pelotonia, VS, and AACR Scientific Advisory Committee



A HOMEBUILDER'S GENEROSITY FUNDS TRANSFORMATIONAL CHANGE

M/I Homes has sold nearly 30 Pelotonia Benefit Homes across the country. The sale of each home funds research at the OSUCCC – James.

In 2022, developer M/I Homes donated \$2.3 million to Pelotonia through the sale of 14 designated **Pelotonia Benefit Homes**. In 2023, they aimed even higher.

This year, M/I built 15 more Benefit Homes, each in a different city. By year's end, M/I's donation to Pelotonia is expected to be \$2.8 million. This generous program established M/I as one of Pelotonia's top corporate donors.

"We are proud that our homes can be a part of such meaningful fundraising," said Robert H. Schottenstein, Chairman & CEO of M/I Homes. "I see our Benefit Homes as a beautiful evolution in our 10-year-long support for Pelotonia."

In a sense, M/I Homes is simply doing more of what they're good at: making a difference in the lives of families. "We're humbled by the tremendous commitment of M/I Homes at the national level to broaden awareness of this significant mission that impacts us all," says Eric Olsavsky, Pelotonia's Vice President of Community Engagement and Partnerships.

The 15 Benefit Homes were built in M/I Homes markets across the country: Austin, Charlotte, Chicago, Cincinnati, Columbus, Dallas, Detroit, Houston, Indianapolis, Minneapolis, Orlando, Raleigh, San Antonio, Sarasota, and Tampa.

Homebuilders are in the business of making dreams come true. M/I Homes has found a way to take that dream and multiply it.



PELOTONIA ROUNDTABLE



BRIDGING RESEARCH AND CLINICAL TRIALS

Like many things at Pelotonia, what started as a modest idea quickly grew into a substantial annual event rooted in cancer research, collaboration, and partnership.

Pharmaceutical companies are fundamental partners in translating preclinical research into the clinical trials that bring state-of-the-art care to so many patients. The **Pelotonia Roundtable** builds new connections and relationships between pharmaceutical companies and researchers at the OSUCCC – James to further advance these crucial collaborations and increase access to innovative new therapies for cancer patients.

Held the week prior to Ride Weekend, the Roundtable is a gathering of leading pharmaceutical manufacturers hosted at the OSUCCC – James. The first event, in 2021, attracted 45 participants. In 2023, the event attracted nearly 100 attendees — most coming from outside Columbus.

The goal of the Roundtable is to build relationships that lead to collaborative research projects and clinical trials. It's about connecting people and learning together how to strengthen partnerships to bring discoveries to patients here and around the world. The first Roundtable attracted four organizations; in 2023, 10 were represented: AstraZeneca, BeiGene, Bristol Myers Squibb, Eisai, Genentech, Gilead Oncology, GSK, Lilly, Novartis, and Sanofi.

“Our team was impressed with the openness and collaboration from the OSU leadership, investigators, and community outreach members,” says Paul Ward, an Executive Director with BeiGene. “By participating in Pelotonia, our team felt

a mutual understanding between BeiGene and The James Cancer [Hospital] that has [created] several opportunities to work together — in ways that only come from open discussion and sharing innovative ideas.”

“Pelotonia Roundtable has created an opportunity for pharmaceutical partners to join in our mission,” says Eric Olsavsky, Pelotonia’s VP of Community Engagement and Partnerships. “Not only do our partners integrate with the community on Ride Weekend as riders and volunteers, but now they also engage in meaningful scientific and collaborative dialogue with our friends at the OSUCCC – James.”

The Roundtable is curated to match participants’ interests with specific OSUCCC – James research projects and initiatives. Each company brings 10 high-level leaders who represent

“WE WORK HARD TO BUILD NEW RELATIONSHIPS AND STRENGTHEN EXISTING ONES WHILE BUILDING AWARENESS AROUND THE DEPTH AND BREADTH OF OUR OSUCCC CAPABILITIES.”

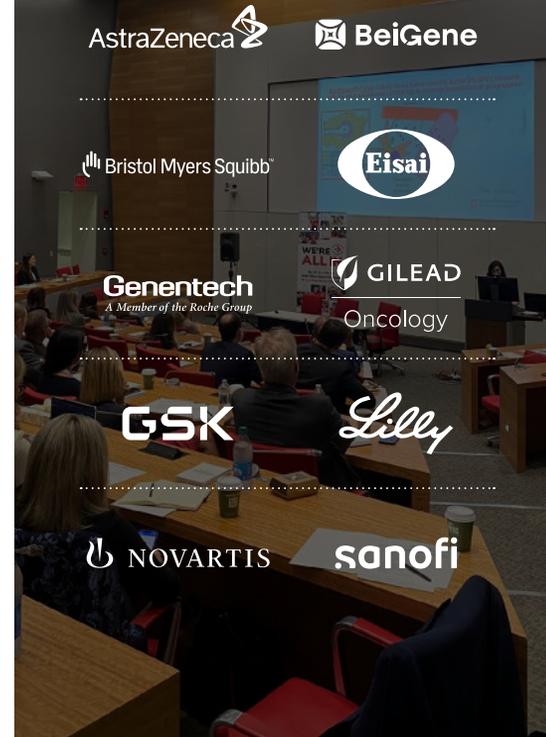
research and development, patient advocacy, medical education, commercial, and more. “It’s a very diverse gathering,” says Electra Paskett, PhD, MSPH, of the OSUCCC – James “We work hard to build new relationships and strengthen existing ones while building awareness around the depth and breadth of our OSUCCC capabilities. These initial conversations have resulted

in new research collaborations and funding to increase access to cancer screenings and care for all the communities we serve.”

Because the event is held close to Ride Weekend, some Roundtable participants have stayed to ride, volunteer, or participate in RTRX, a leadership event sponsored by Rockbridge that also benefits Pelotonia. “The Roundtable has received rave reviews,” says Olsavsky. “It’s reached an inflection point. We’re excited to see it continue to flourish.”

“This opportunity has strengthened our relationship on a number of shared areas of interest,” says Rebecca Walpole of Genentech, a company that has sent representatives each year since the Roundtable was formed. “We continue to find great benefit in the commitment to work together.”

The first Roundtable attracted four organizations; in 2023, 10 were represented: AstraZeneca, BeiGene, Bristol Myers Squibb, Eisai, Genentech, Gilead Oncology, GSK, Lilly, Novartis, and Sanofi.





INSPIRING LEADERSHIP, FUNDING PELOTONIA

Rockbridge founded and incubated a uniquely powerful way to contribute to Pelotonia's mission: RTRX, an annual leadership conference that equips businesses and individuals to solve seemingly unsolvable problems.

Rockbridge, as they say, punches above its weight. With just 110 employees, it's among the largest corporate contributors to Pelotonia. That generosity is fueled largely by **RTRX**, an annual four-day experience held in Columbus just before Ride Weekend.

RTRX has brought together thousands of industry leaders, bold entrepreneurs, and other forward thinkers to create conversations that inspire change. Each year, RTRX welcomes leaders from across industries to the immersive experience that's part conference, part festival, and part unexpected fun. One hundred percent of RTRX proceeds benefit Pelotonia's research, with more than \$7 million invested to date.

With attendees from 28 states, RTRX mobilizes businesses and individuals to create a better, brighter future through a focus on leadership, innovation, and well-being. Attendees connect, learn and collaborate with uniquely curated programming from mainstage keynote speakers to masterclass workshops. Speakers are experts, innovators, and change-makers in their fields, and have included Danny Meyer, David Gergen, David Brooks, Tom Izzo, Shabnam Mogharabi, John O'Leary, Ingrid Fetell Lee, and Dr. Robert Livingston.

"Fueling RTRX is a bold vision that we can change the world by innovating the way we convene, and by investing in cancer research," says RTRX Managing Director Suraj Hinduja. RTRX encourages participants to join in Ride Weekend and provides hundreds of bicycles and gear (free of charge) for them to use.

**ONE HUNDRED PERCENT
OF RTRX PROCEEDS
BENEFIT PELOTONIA'S
RESEARCH, WITH MORE
THAN \$7 MILLION
INVESTED TO DATE.**

RTRX has evolved into its own entity and is building a movement that convenes and mobilizes public and private sector businesses. The experience has quickly grown to include additional industries and public and private sector businesses.

“Leadership from Rockbridge, Pelotonia, and the Columbus Partnership is propelling explosive growth for RTRX,” says Hinduja. “Through a shared commitment to innovation, leadership, and challenging the status quo, it’s made a powerful impact on so many and the future of innovative cancer research. We are resolute in our belief that Columbus can and will be a global home of thought leadership, optimism, action, and a cure to cancer.”

Founded by Rockbridge Co-Founder and CEO Jimmy Merkel in 2012, RTRX began as a hospitality industry leadership event to bring people together in a different way and fund cancer research. With Rockbridge in its corner,



**Join us at RTRX 2024
July 30 – August 2, 2024.**

LEARN MORE AT RTRX.CO

ACKNOWLEDGMENTS & LEADERSHIP

**WITHOUT THESE NAMES,
NONE OF THIS IS POSSIBLE.**

To everyone who has ridden, volunteered, rallied, supported, partnered, and come together to make Pelotonia happen – thank you. You leave us in awe. Please meet the people who work behind the scenes to provide the crucial sponsorship, planning, and logistics that allow this community to get bigger and better each year.

→ THANKS TO OUR GENEROUS FUNDING PARTNERS, PELOTONIA IS ABLE TO DIRECT 100% OF EVERY PARTICIPANT-RAISED DOLLAR TO CANCER RESEARCH AT THE OSUCC – JAMES.

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PARTNERS OF THE PELOTONIA ROUNDTABLE



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AN IDEA BECOMES ONE GOAL.
ONE GOAL INSPIRES A COMMUNITY.
A COMMUNITY RAISES MONEY.
MONEY FUNDS RESEARCH.
RESEARCH CREATES PROGRESS.

AND PROGRESS SAVES LIVES.



THIS IS THE REMARKABLE, COMPOUNDING EFFECT OF

PELOTONIA®



Pelotonia is thrilled to provide **free access to cancer resource services** for all Pelotonia participants and their family members through our new partnership with CancerBridge.

Speak with cancer experts from a Comprehensive Cancer Center about:

Receiving a diagnosis or second opinion

Navigating a treatment plan

Support services for patients or caregivers

And more!

**HOW TO ACCESS
CANCERBRIDGE CARE:**

Call **855-366-7700** to speak with a nurse, Monday through Friday, 8:00am–5:00pm ET

➔ **pelotonia.org/cancer-bridge**

PELOTONIA[®] 2024

**REGISTRATION
OPENS**

FEBRUARY 29



**OPENING
CEREMONY**

AUGUST 2



**RIDE
WEEKEND**

AUGUST 3-4



**GRAVEL
DAY**

SEPTEMBER 28

