



SPOKES OF HOPE, Inc.

“Cancer is not contagious, but Hope can be. Let’s spread the Hope.”

TABLE OF CONTENTS:

Mission of Spokes of Hope Page 1.
History of Spokes of Hope Page 2
2010 Plans for Spokes of Hope Page 2
The Tangibles. Page 3
The Reach of Spokes of Hope Page 4
Summary. Page 5, 6
2010 Spokes locations. Page 7
Board of Directors Page 8
Steering Committee. Page 9

Because the bottom line is:

No one should go through the cancer journey alone.

www.spokesofhope.org

7425 Noel Road, Indianapolis Indiana, 46278

317-870-7777

Jeffrey Rowe, Vice President

Branan Cooper, Secretary

Sharon Duncan, Treasurer

SPOKES OF HOPE, Inc.



“Cancer is not contagious, but Hope can be. Let’s spread the Hope.”

The mission of Spokes of Hope:

Spokes of Hope, inc. is a charitable 501(c) (3) recognized organization established exclusively to educate, increase awareness and support persons and communities regarding cancer survivorship issues. To remove stigma, fear, ignorance, hopelessness and denial all too common in the current human condition in regards to a diagnosis of cancer.

Participants in Spokes of Hope activities may be involved in any of the following activities:

Sharing their stories / experiences dealing with cancer, either as a survivor, family member or care provider, publicly or on a one on one basis to educate and inspire others.

Educate the general public regarding the epidemic status of cancer in our communities and how to prevent, detect and treat cancer and resources available.

Conduct fundraising events to carry out the charitable functions of Spokes of Hope and make donations to other 501c3 organizations providing funding for cancer research and support of survivors.

Participate in Bike Rides and other athletic ventures to unite communities in the fight against cancer and become role models for survivorship and hope.

Change the way cancer is perceived and feared and open communication pathways between patients and medical staff.

Show appreciation to Medical personnel who are dedicated to finding the cure and making treatment personal and palliative.

Honor those who have lost their battle against cancer, and ease the way for families and those newly diagnosed.

Give testimony before our lawmakers to give a real “Face” to cancer when making decisions regarding the support of cancer research.

Empower survivors with the opportunities to make a personal difference in this world, turning their devastating experiences with cancer into positive outcomes in the lives of others.

Because the bottom line is:

1

No one should go through the cancer journey alone.

www.spokesofhope.org

7425 Noel Road, Indianapolis Indiana, 46278

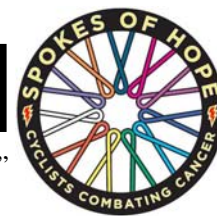
317-870-7777

Jeffrey Rowe, Vice President

Branan Cooper, Secretary

Sharon Duncan, Treasurer

SPOKES OF HOPE, Inc.



"Cancer is not contagious, but Hope can be. Let's spread the Hope."

History of Spokes of Hope:

Spokes of Hope is the product of an on-line support community called "Cyclists Combating Cancer" with a universal passion regarding cancer and cycling. Contributing membership is scattered around the world, connected through the internet, cycling and cancer. Cyclists Combating Cancer was founded in 1999 by Damon Phinney. Damon was the father of Davis Phinney, Olympian and winner of a road stage of the 1986 Tour de France and his grandson, Taylor Phinney World Champion and Olympian. His belief was that cycling greatly extended his life and more importantly his quality of life, after being diagnosed with metastatic prostate cancer in 1987. CCC-Net continues to grow. See: <http://www.ridetolive.org/>

Cyclists Combating Cancer have had a huge presence in the Lance Armstrong Foundation fundraisers, in the Leukemia and Lymphoma societies' "Team in Training", American Cancer Society and other cancer support charities. But they never got to see the direct impact of their efforts until now. Spokes of Hope is bringing this large group together, both on-line and off, and making immediate as well as long term impact.

In 2008, Spokes of Hope had its first presence at the LiveStrong Summit in Columbus Ohio.

In 2009 Spokes of Hope visited 17 cities and 15 hospitals and cancer centers as well as visiting Gilda's Club and The Wellness Community. The experiences have been incredible, and the stories many of the participants brought back were inspiring and often life changing. This year some of those "success stories" are joining the ranks of Spokes of Hope and are active in the mission and planning of Spokes of Hope 2010.

2010 Spokes of Hope will be branching out beyond the 17 cities and hospitals they will be visiting with its outreach to the cycling community. Special Spokes will have a physical presence at RAGBRAI, where over 10,000 cyclists from around the world will be riding across Iowa, camping, socializing and eating when not on the bikes. Then in Trexlertown Pennsylvania, Spokes of Hope will be taking a "victory lap" around the velodrome during the season finale of their racing program. Over 3000 spectators are expected to be in attendance and the program will be supported by Bicycling Magazine.

This year Spokes of Hope we will be traveling with a film crew that will be shooting a documentary of the Spoke that travels from Indianapolis to Washington DC with a reach beyond the one-on-one meetings along the route. The film crew will be staffed by Ball State University's Film Arts program. They will be producing a 60 – 90 minute program that will be released to multiple media outlets. The finished product will become the property of Spokes of Hope.



Because the bottom line is:

No one should go through the cancer journey alone.

www.spokesofhope.org

7425 Noel Road, Indianapolis Indiana, 46278

317-870-7777

Jeffrey Rowe, Vice President

Branan Cooper, Secretary

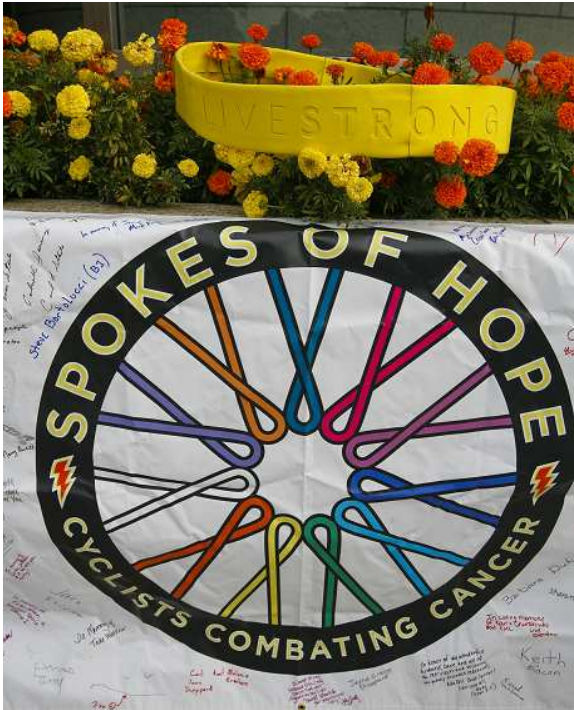
Sharon Duncan, Treasurer



SPOKES OF HOPE, Inc.

“Cancer is not contagious, but Hope can be. Let’s spread the Hope.”

The Tangibles:



There were some very powerful tangibles from previous Spokes of Hope journeys that will be continued. One very impactful tool of Spokes of Hope was the use of banners, collecting signatures and names in honor of those in the battle against cancer, who won their battle, and in memory of those who lost their battle. These banners are literally a “signature” item that is taken with the Spokes of Hope riders all the way to Washington, DC and presented to lawmakers on Capitol Hill. This way, we are symbolically taking each and every one of them with us on the journey.

The other real tangible are the caps that are given to the cancer patients. These cycling caps are light and comfortable and have no holes in the back, which is preferred by cancer patients, as they effectively cover up any signs of thinning or lost hair and the ravages of the chemo that is saving their lives.

Spokes of Hope is unique in that it is not about raising money. Participants will NOT be forced to fund raise in order to participate. This is about life and the pursuit of happiness in the midst of cancer, not who can raise the most money. People will not be excluded because they do not have the money or the skill / talent or desire to fundraise.

Spokes of Hope does need funding however, to keep the mission moving forward. The cost of purchasing caps to give patients, the cost of the logistics in moving this event from city to city and patient to patient must come from somewhere. That is why we are contacting your company as a possible partner in this mission.

Spokes of Hope is comprised completely of volunteers who have an intense passion and commitment to the fight against cancer. They represent a group who has been faced with their own mortality, or the mortality of a loved one. Most are very skilled and experienced in giving interviews with the media and speaking to the newly diagnosed as well as healthcare personnel. They are mostly physically fit and health oriented and educated. Most are professionals and have secondary degrees. And

most of all, they are doing this because they want to give back and make a difference.



Because the bottom line is:



No one should go through the cancer journey alone. www.spokesofhope.org

7425 Noel Road, Indianapolis Indiana, 46278

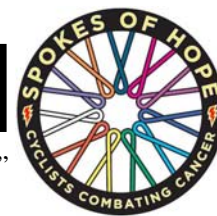
317-870-7777

Jeffrey Rowe, Vice President

Branan Cooper, Secretary

Sharon Duncan, Treasurer

SPOKES OF HOPE, Inc.



"Cancer is not contagious, but Hope can be. Let's spread the Hope."

The Reach of Spokes of Hope:

Riders who are survivors, co-survivor (family members) and healthcare providers will be visiting multiple cancer centers and hospitals. Many have been patients in the facilities they are visiting. Their presence is inspiring, as they are success stories in an environment that usually only sees the sick side of cancer.



Their outreach revives the staff working side by side with the patients to overcome the devastation cancer can take on the body. Gives hope to the patients and family members wondering if there is life beyond treatment and what it could hold for them.



Spokes of hope will be riding in the communities surrounding the treatment centers, involving and engaging local riders. The 2009 Spokes of Hope community rides were highly synergistic. The

"Spokes" persons created a bridge between all involved, connecting individuals and disciplines, building awareness and improving understanding regarding the perception of cancer. They were able to answer questions regarding how to deal with cancer, resources available and what can be expected. The "Spokes" persons offer an alternative view of the "cancer patient". This was most evident in the reactions of healthcare professionals who typically only see individuals in the acute and sickest times of the cancer journey.



Spokes of Hope participants give interviews to media along the path from cancer center to cancer center to Washington DC. This is reaching out to the general public. That everyone in one way or another is touched by cancer in some fashion.

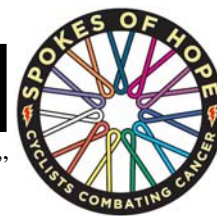
Once in DC, the reach is extended to our lawmakers and the professionals at the National Cancer Institute. Here Spokes bring their personal struggles and triumphs, concerns and thanks to those who can and are making a difference in cancer treatment today.

Because the bottom line is:

No one should go through the cancer journey alone.

www.spokesofhope.org

SPOKES OF HOPE, Inc.



"Cancer is not contagious, but Hope can be. Let's spread the Hope."

Summary:

- Even though technical breakthroughs in cancer treatment are being made on a daily basis (a very good thing), there is still a gap in the healing process after the chemo, surgery and radiation are done.
- In recent studies at The Ohio State University and The James cancer center, it has been documented that social interaction has a direct impact in tumor reduction. Positive attitude and feelings of support decrease the hormone leptin that has been found to play an integral part in the growth of many cancers.
- Spokes of Hope doesn't have any drugs, or surgical methods, but what we do have is powerful and effective: **Hope**. We are planning on using that weapon to not only kill cancer cells, but lift up survivors, healthcare workers and family members.

Through social contact and cycling acting as the vehicle, Spokes of Hope will mobilize it's "Plan of attack" and bring stories of strength and success to infusion treatment areas, inpatient bone marrow transplant units, Schools, The Cancer Support Community, the National Cancer Institute, multiple media outlets, and finally lawmakers on Capitol Hill.



In the process, people not currently affected by cancer will also be touched and involved. Cycling communities in each city will be invited to join in rides of support, to demonstrate the power of unity as well as reinforce healthy lifestyles.

Spokes of Hope is placing cancer survivors and survivors of those lost to cancer, in a position where they feel they can make a difference in the way cancer is perceived.



Spokes of Hope is operated completely on a volunteer basis and have no paid positions. Therefore all funds received are applied 100% toward the operation and mission. Spokes of Hope has officers and a board of directors that encourage, guide and support the creation and development of different "Spokes" across the United States.

Spokes of Hope, while not focusing on fundraising, has the potential to bring in donations, and will direct monies to operations of cancer research and support.

Each spoke has a primary "Spokes" person who is the local contact and facilitator. Each Spoke determines which Healthcare establishment will be visited and highlighted, as well as contacting local businesses, cancer support groups and local cycling groups. They will plan the cycling routes and the Hospitals will contact the media outlets.

Because the bottom line is:

5

No one should go through the cancer journey alone.

www.spokesofhope.org

7425 Noel Road, Indianapolis Indiana, 46278

317-870-7777

Jeffrey Rowe, Vice President

Branan Cooper, Secretary

Sharon Duncan, Treasurer



SPOKES OF HOPE, Inc.

"Cancer is not contagious, but Hope can be. Let's spread the Hope."

Bike rides at each spoke will invite the local community members to join Spokes of Hope in a ride to celebrate survivorship and demonstrate unity in the cancer battle. Riders will not be required to fund raise, but there will be a registration fee to cover insurance and operational expenses.



Each Spoke will have banners that will be available for participants to write names in honor and memory of. Each banner will be highly visible during the event and will be taken to Washington DC and displayed before lawmakers to illustrate the wide spread personal affect cancer has on all of us.

Special cycling caps will be given to patients in treatment as they are visited by Spokes persons. These caps will be lightweight, comfortable, close fitting and concealing of any hair loss.

The finale in Washington DC, will coordinate with the League of American Bicyclists and the Cancer Support Community. Riding to



the capitol to display the banners collected along the way. The next day, September 16th, Spokes of Hope participants will meet with the lawmakers from their State, and give testimony regarding how cancer has affected their lives and thank them for their support of cancer research and survivorship issues.

Because the bottom line is:

No one should go through the cancer journey alone. www.spokesofhope.org

7425 Noel Road, Indianapolis Indiana, 46278

317-870-7777

Jeffrey Rowe, Vice President

Branan Cooper, Secretary

Sharon Duncan, Treasurer