



**ULMAN**  
4K FOR CANCER

Rider  
Guide

## Introduction

The 4K was started with a passion for fighting a disease that leaves so many feeling helpless and alone. From this feeling of vulnerability often comes a conviction to get involved, fight back, and accomplish extraordinary things. This idea of fighting cancer in extraordinary ways is what the 4K is wholeheartedly about. The 4K is about motivating people and inspiring hope in those who have been rendered vulnerable. The 4K provides companionship amidst the deep hurt that cancer causes in the lives of so many people across the country. By coming together as a group, we become an effective tool capable of connecting with thousands of people across the United States.

Through the hard work and dedication of our riders and leaders, the 4K for Cancer has been a tremendous success. Since acquiring the 4K for Cancer in the fall of 2011, the Ulman Foundation has expanded the program into two cross country rides and two cross country runs. In addition to raising over 6 million dollars to the fight against cancer, 4Kers have touched the lives of thousands of wonderful people across the country and continued to spread the mission of Ulman. In doing so they have found strength and hope for themselves and spread awareness for young adults with cancer.

As a rider for the 4K for Cancer you are expected to continue the tradition of hard work of those who have come before you. It is important to take pride in your work and help out wherever and however you can. The 4K is truly a team and the more everyone helps the more successful your summer will be.

The Rider Guide should be used in conjunction with the information provided in the Leadership Guide, the Fundraising Guide, and your Gear Guide. The following pages will offer some important information to help you successfully prepare for your bicycle ride across America. 4K alumni will attest that although it may seem like a daunting physical and emotional task, this journey is not only possible but incredibly rewarding!

## Mission

We change lives by creating a community of support for young adults, and their loved ones, impacted by cancer.

## Vision

We envision a world in which no young adult faces cancer alone.

## Spreading Awareness

Over the next 10+ months you will have many opportunities to share your story with the world. We ask that you use these opportunities to help inform people of the issues that impact young adults affected by cancer and the direct patient initiatives of the Ulman Foundation.

## Raising Funds

In seventeen years, the 4K has raised over \$7,000,000 to support patients and families in their cancer journey. Participants raise the majority of their donations through many small contributions from friends and family. We take great pride in putting these donations to use as effectively and efficiently as possible to further our mission and programmatic activities. The Ulman spends 87% of funds on mission related programs. Each year the 4K program strives to raise over \$1 million.



## Fostering Hope

As a member of the 4K community you will speak with hundreds of people across the country who have been touched by cancer. For our riders, the most memorable moments from the trip come from connecting with these people and fostering hope to combat the hardships of cancer. In addition to these one-on-one exchanges, we actively work to foster hope in the following ways:

**Service Events.** The Ulman staff will set up different service events on the ride. Each ride will award two scholarships during their trip and deliver chemo care bags to patients across the country. In our host communities, we will work to share information about the 4K and Ulman through innovative, helpful, and engaging ways. The Ulman staff members will work in conjunction with local organizations and the ride leadership team to make these events a success.

**Dedications.** Every morning riders will take a moment to dedicate their day to loved ones or members of host communities affected by cancer. These dedication circles allow our teams to connect with communities and continue fostering hope for those battling cancer. Everyday riders write the name of whom they are riding for on their leg. It serves as a reminder throughout the day of their mission and inspiration.

**Days of Dedication.** We invite young adults and their family members to share their cancer stories with each of our teams. Each person is given a day during which their story will be read by all of the teams at the morning dedication circle. Participants will not only gain inspiration and hope from the words of those affected by cancer, but will gain insight into how Ulman helps to change the lives of those affected by cancer. Each team will then write a postcard to send to that person as a way to offer strength in return.



## Leadership Team

Ulman staff will visit the rides periodically throughout the trip and are always available via phone or email. However, a lot of the daily decision making lies with each ride's leadership team. The leaders help to prepare their teams for the ride and coordinate the day-to-day activities for the summer. Leaders will go through various trainings throughout the spring prior to the trip in order to teach them how to effectively manage situations that may arise. Each ride's leadership team includes:

- 2 Co-Directors
- 4-6 Leg Leaders
- 1 Mechanic
- 1 Mission Coordinator
- 1 Social Media Coordinator

Descriptions of the positions and information on how to apply can be found in the Leadership Guide.

## Fundraising

Riders are required to raise a minimum of \$4,500 in order to participate on the ride. Although \$4,500 is the fundraising minimum, riders are encouraged to set higher personal goals. In the past, most riders have raised between \$7,000 and \$10,000 in donations. Aim high. The more money raised, the greater impact the organization can have in the fight against cancer. The fundraising champion last year raised over \$20,000! The Ulman staff will provide you with a fundraising guide that will walk you through the process of successfully raising funds. Please refer to your Fundraising Guide for more information on how to reach your goal.



## Fundraising Deadlines

The following due dates are used to keep riders on track with their fundraising minimum.

November 1	\$500
December 1	\$1000
January 1	\$1500 *Eligible to receive your bike!
February 1	\$2000
March 1	\$2500
April 1	\$3500
May 1	\$4500

## Young Adult Cancer Curriculum

All participants must complete a young adult cancer curriculum prior to send off. This curriculum will include a few small assignments in order to familiarize participants with the specific challenges young adults facing a cancer diagnosis will encounter as well as serve as a springboard to raise awareness across the country. Part of this curriculum includes hosting a bone marrow registry drive on campus or in the local community before departing for the summer.

## Mentorship Program

Each participant has the option to be matched up with one of our alumni mentors. This program will allow current participants to ask any question imaginable they might have about fundraising, cycling, gear, or life on the 4K. It is important to remember that every team has a different experience, but alumni can help you prepare for the overall logistics of the trip.

## Check-In Calls

Participants will have 3 check-in calls in the months prior to send-off. Program coordinators will schedule these calls with you to discuss fundraising, training, and other important information as you prepare for your summer.

## Physicals

All participants will be required to have a sports physical before departing for the summer. A specific form will be sent to participants in the fall to be completed by their physician.



## Cycling

Proper physical preparation for the 4K is paramount to a successful experience. We require riders to log at least 500 miles on their 4K bike before they depart on their 4,000 mile journey. Those 500 miles can be broken up over the course of the spring into many shorter training rides. We also require that riders complete a 50 mile ride and a 70 mile ride before departing in the summer. The Ulman staff will provide riders with a training guide in January. Riders will track weekly mileage in the Checklist Google Doc for 20 weeks to hold each other accountable and motivate each other through training.

Proper training is critical in creating safe cycling habits and having a successful trip. The benefits of training include; bicycles being properly broken in, less muscle soreness each day, and less injuries. If each rider is properly prepared, teams will complete each day in a timely manner, allowing more time for service and interaction with their host communities.

You will be eligible to receive your 4K bicycle when you fundraise \$1,500, submit your bike size information, and have passed an online safety test. We encourage you to ride with fellow teammates, alumni, or other cyclists in your community. Although you may not have your bicycle it is never too early to start training.

## Routes

The 4K rides will all begin in Baltimore, MD the Sunday after Memorial Day weekend and will end in San Francisco, CA the second Saturday in August. Each route is divided into 4-6 legs. Each of your team's Leg Leaders are in charge of securing hosts for each leg. Portions of the routes stay the same from year to year, but there may be variations. The Ulman staff will inform the team when the route and dates have been finalized.

**Gear** As is true for any 70-day expedition, it is important to have the proper gear. Please refer to the list below for gear that Ulman will provide you. The Ulman staff has provided a more detailed list of what is required and recommended for riders in the Gear Guide. All gear provided by Ulman will be shipped out to riders when it is available.

*Gear provided by Ulman Foundation:*

- 2 4K cotton shirts
- 1 4K ride jersey
- 1 Ulman ride jersey
- 1 Team ride jersey
- 1 4K duffle bag
- 1 4K hoodie
- 1 4K bicycle!

*Mandatory gear:*

- 1 helmet
- 1 front light \*100 lumens minimum
- 1 rear light \*45 lumens minimum
- 1 reflective band (provided)
- 1 road ID (provided)

Due to limited space in the support van participants must fit all of their belongings (including their sleeping bag and pad) into the 21" X 36" duffle bag and a normal size backpack. Most riders use the backpack for more fragile items, such as computers or cameras. For more extensive information on gear and packing, please see our Gear Guide.



## A Day on the 4K

### *A Typical Morning*

Each morning, riders wake up with the sun (or before!) to get dressed for the day, pack all gear into the vans, clean up the host site, prep bikes, and eat breakfast. Daily mileage, wake up times, assigned duties, and other info is posted the night before.

### *Dedications*

The team circles up and riders dedicate their rides for that day to loved ones or the host community members that have been touched by cancer. Van drivers head out to set up water stops, mark the route with chalk, and secure lunch donations. Riders form small groups of 4-6, and they hit the road.

### *Enjoying the view*

Riders cycle anywhere from 50-120 miles with their small groups, breaking at water stops about every 20 miles and for lunch around one o'clock. They spend the day biking, eating, re-applying sunscreen, and being awesome.

### *Winding Down*

Upon arrival at the host (a church, school, YMCA, community center, etc) riders help to unpack the vans. They have time to shower if available, clean their bikes, or take a nap before/after dinner.

### *Building Communities*

Host communities usually provide the riders with a generous amount of food and sometimes set up community dinners. During dinner riders have time to talk with members of the community and give a presentation about the 4K and Ulman. After dinner there's time to relax before everyone lays out their sleeping bags.



## Personal Expenses

While on the road most rider needs, such as food and lodging, are met by donations and our host communities. However, some rider expenses exist. Below are areas of expense you can expect.

- *Transportation.* Riders are responsible for their own transportation to Baltimore at the beginning of the trip and back home from their destination city at the conclusion of the trip. Riders will also have to arrange to have their own bikes shipped to Baltimore for orientation weekend, and back from the destination city.
- *On-Trip Food.* Riders will be responsible for getting food donations. Riders will be taught how to acquire donations during the send-off training weekend. Personal snacks and restaurant meals will be the responsibility of the individual rider. If you have a specific diet, be prepared to purchase your own food if you cannot eat what is donated.
- *Bike Repair.* Wear and tear on bikes is inevitable given the distance of the trip, but can be decreased through proper care and maintenance for the bicycle. Once Ulman gives each rider his/her bike, the bike's maintenance is the rider's responsibility. It is strongly recommended to learn ways to maintain your bicycle while on the 4K. Information of this nature will be provided throughout the spring and at the send off training weekend.
- *Cycling Gear.* All riders must have their own helmet and front and rear working lights. Please refer to the gear guide for a list of recommend gear. Every rider is different and uses different gear, so we encourage riders to figure out what they need and what is within their budget.
- *Laundry.* 4K riders sometimes have the option to wash their clothes at a host site. If this is not an option, there are usually laundromats available. It is not uncommon for riders to wash their cycling clothes in the shower and hang them out to dry each night.

## 4K Events

*Send-Off Dinner.* The 4K send-off dinner is a celebration honoring the 4K for Cancer and the cyclists devoted to the cause. The dinner will be held on the Friday before Send-Off in Columbia, MD. More information will be available in the spring regarding this event.

*Orientation.* There will be mandatory orientation prior to departure held in Howard County, MD, on the Friday and Saturday prior to Send-Off. Orientation prepares the rider for their cross-country trip. The itinerary for the orientation will be distributed in March.

*Departure Ceremony.* The 4K rides depart from Baltimore's Inner Harbor around 7 a.m. Friends and families are encouraged to attend this ceremony. Details regarding departure will be sent out in March.

*Arrival Ceremony.* Each of the 4K rides will arrive in San Francisco on the second Saturday in August around noon, families are encouraged to attend this ceremony as well. The details of each arrival ceremony will be sent out in mid May.

