



ULMAN Runner
4K FOR CANCER 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 participants 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 7 million dollars for 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 runner 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 Runner Guide should be used in conjunction with the information provided in the Leadership Guide, the Fundraising Guide, and the Gear Guide. The following pages will offer some important information to help you successfully prepare for your run 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. 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 participants, 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. Ulman staff will set up different service events on the run. Each run will award two scholarships during their trip and visit with cancer 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. Ulman staff members will work in conjunction with local organizations and the run leadership team to make these events a success.

Dedications. Every morning runners 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. Every day runners write the names of the people for whom they are running on their legs. 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 also 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 be with the run teams for the first three days of the trip, visit halfway through, and are always available via phone or email. However, a lot of the daily decision making lies with each run's leadership team. The leaders help to prepare their teams for the run 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 run's leadership team includes:

- 2 Co-Directors
- 4-6 Leg Leaders
- 2 Trainers
- 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

Runners are required to raise a minimum of \$4,500 in order to participate. Although \$4,500 is the fundraising minimum, runners are encouraged to set higher personal goals. In the past, most participants 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 \$16,000! Ulman staff will provide you with a fundraising guide, check-in calls, an alumni mentor, and other resources that will walk you through the process of successfully raising funds. To start, please refer to your Fundraising Guide for more information.



Fundraising Deadlines

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

November 1	\$500
December 1	\$1000
January 1	\$1500 *Eligible to receive your shoes!
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 option prior to send off. These options will consist of a few small assignments meant 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.

Mentorship Program

Each participant will be matched with one of our alumni mentors. This program will allow current participants to ask any questions they might have about fundraising, running, 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 4 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.

Google Classroom

Once registered for 4K, participants will be added to the Google Classroom. This online classroom contains materials, guides, assignments, and other resources. Participants will be able to connect with their teammates via the classroom and 4K Facebook groups.

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. This form can be found on the Google Classroom.



Running

Proper physical preparation for the 4K is paramount to a successful experience. We encourage runners to follow our training plan in order to properly prepare for the summer. Participants should be comfortable running up to 16 miles in one day, prepared to run six days in a row, and be able to maintain a 9-10 minute mile pace before departing on their 4,000 mile journey. Training will include runs ranging from 2-16 miles daily and cross training options to avoid overuse injuries.

Ulman staff will provide runners with a training guide in January. Runners will track daily mileage using Strava (a free app) for 20 weeks to hold each other accountable and motivate each other throughout the training period. Proper training is important to create good running habits and have a successful trip.

The benefits of training include: shoes being properly broken in, less muscle soreness each day, and reduced injury rates. If each runner is properly prepared teams will complete each day in a timely manner, allowing more time for service and interaction with their host communities. Participants will be eligible to receive two pairs of 4K running shoes after the third fundraising deadline of \$1,500. Runners will be able to select from a list of options and will be mailed their shoes in late spring.

Routes

The 4K runs will all begin in Baltimore, MD on June 21st, 2020 and will end in their San Francisco, CA on August 8th, 2020. Each route is divided into 4-6 legs. Each of your team's Leg Leaders is in charge of securing hosts for each leg. Portions of the routes stay the same from year to year, but there may be variations. Ulman staff will inform the team when the route and dates have been finalized.

Gear

As is true for any 49 day expedition, it is important to have the proper gear. Please refer to the list below for gear that the 4K will provide. Ulman staff has provided a more detailed list of what is required and recommended for runners in the Gear Guide. All gear provided by the 4K will be shipped out to runners in the spring.

Gear provided by the Ulman Foundation:

- 2 4K cotton shirts
- 1 4K jersey
- 1 Ulman jersey
- 1 team jersey
- 1 4K hoodie
- 2 pairs of 4K running shorts
- 1 4K duffle bag
- 2 pairs of running shoes

Due to limited space in the support van each runner must fit all of his or her belongings (including their sleeping bag and pad) into the provided 21" X 36" duffle bag and a normal size backpack. Most runners 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, runners wake up with the sun (or before!) to get dressed for the day, pack all gear into the vans, clean up the host site, and eat breakfast. Running partners, wake up times, and assigned duties are provided the night before.

Dedications

The team circles up and runners dedicate their run for that day to loved ones or the host community members that have been touched by cancer. The team will then split into two different running groups for the day. Each group will then head out to start their running segments of the day. One pair will also be given the host van duty. They will take everyone's gear to the host and set out to find food donations for the team.

Enjoying the view

Runners run anywhere from 6-16 miles per day. This will be broken up into a relay style for each running group. One group will run a two mile leg, get back in the support van and then the next pair will get out, run a two mile leg and so on and so forth. Each pair will run multiple legs per day, varying in difficulty. They spend the day running, eating, reapplying sunscreen, and being awesome.

Winding Down

Upon arrival at the host (a church, school, YMCA, community center, etc.) runners unpack the vans. They have time to shower, stretch out their legs, and interact with the hosts. Runners are encouraged to offer to help the host with dinner and clean up.

Building Communities

Host communities usually provide the runners with a generous amount of food and sometimes set up community dinners. During dinner, runners 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 runners' needs, such as food and lodging are met by donations and host communities. However, some runner expenses exist. Below are areas of expense you can expect.

- **Transportation.** Runners are responsible for their own transportation to Baltimore, MD at the beginning of the trip and home from San Francisco, CA at the conclusion of the trip.
- **On-Trip Food.** Meals and snacks are acquired through donations the team will work together to secure every day of the trip. Runners will be taught how to acquire donations during orientation weekend. Personal snacks restaurant meals will be the responsibility of the individual runner. If you have a specific diet, be prepared to purchase your own food if you cannot eat what is donated.
- **Laundry.** 4K runners 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 runners to wash their 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 runners devoted to the cause. Participants will be able to bring two friends or family members. The dinner will be held on the Friday evening before Send-Off in Baltimore, MD. More information will be available in the spring regarding this event.

Orientation. There is a mandatory two-day orientation prior to departure, held in Baltimore, on the Friday and Saturday before Send-Off. Orientation will prepare all runners for their cross-country trip. The itinerary will be distributed in the spring. For runners outside of the Baltimore area, we will assist with coordinating housing arrangements.

Send-Off Morning. The 4K runs depart from Baltimore's Inner Harbor on the third Sunday in June around 7am. Friends and family are encouraged to attend this ceremony. In attendance will also be Ulman Foundation staff and 4K alumni. Details regarding departure will be sent out in the spring.

Arrival Ceremony. Each of the 4K runs will arrive in San Francisco, CA around midday on Saturday, August 8th 2020. Friends and families are encouraged to attend this ceremony as well. The details of each arrival ceremony will be sent out in mid May.

