

TOGETHER WE CAN  
**STOP**  
**DIABETES.**

 American Diabetes Association.

**August 15, 2015**  
**Watkins Glen, NY**  
**10m, 20m, 35m, 65m, & 100 Miles**



Thank you to our local Sponsors:



Arnot *Health*

NAVIENT



**Mission: to prevent and cure diabetes and to improve the lives of all people affected by diabetes**

Research  
Funding

Diabetes  
Awareness  
& Advocacy

Support  
People with  
Diabetes &  
Health Care  
Providers

Create a  
Healthy  
Environment

Community  
Programs

## WHAT IS DIABETES?

- The body does not produce or properly use insulin.
- Insulin is a hormone that allows the body to use glucose for energy. The body produces glucose from the food you eat.



## TYPES OF DIABETES

- **Type 1 diabetes**
  - Usually diagnosed in children and young adults
- **Type 2 diabetes**
  - Most common form
  - Most often diagnosed in adults
- **Gestational diabetes**
  - Appears for the first time during pregnancy
  - Puts the mother and child at risk for type 2 diabetes later in life



## DIABETES STATISTICS AND COSTS

- 29.1 million Americans have diabetes
- 86 million people have pre-diabetes
- Every 17 seconds somebody is diagnosed with diabetes
- The cost of healthcare for companies has increased significantly due to a rise in diabetes among its employees.
- Every day 55 Americans go blind because of diabetes

### DIABETES COSTS

- Diabetes costs our country \$245 billion annually which represents a 41% increase in the past five years

### INDIRECT COSTS

- Increased absenteeism (\$5 billion) and reduced productivity while at work (\$20.8 billion) for the employed population
- Reduced productivity for those not in the labor force (\$2.7 billion)
- Inability to work as a result of disease-related disability (\$21.6 billion)
- Lost productive capacity due to early mortality (\$18.5 billion).

## **FUNDS RAISED THROUGH TOUR DE CURE SUPPORT THE MISSION OF THE ADA IN THESE WAYS:**

- Over the years, the American Diabetes Association has invested over \$550 million in diabetes research.
- The Association provides physicians, nurses, diabetes educators and other health professionals with the most current information about breakthroughs in diabetes research and treatment options.
- Allows for increased advocacy at a federal and state level including the Safe at School program.
- Provides awareness programs in the local community such as Live Empowered, Family Link, Por Tu Familia, and programs aimed at senior adults.
- Diabetes EXPOs
- Helps to support ADA-supported diabetes camps for kids and teens throughout the country.

## TOUR DE CURE DETAILS

- A festive, energized cycling event for the American Diabetes Association
- Over 80 events in 42 states
- Raised over \$26 million in 2014
- Supported routes including SAG vehicles, rest stops and course marshals.
- Food, music, massage, photos and fun!





## TOUR DE CURE TEAMS



Tour de Cure is proud to have the participation of teams! Tour welcomes all types of teams: Corporate/Company, Friends & Family, and Club/Organization.

Participating as a corporate team can help to boost employee morale by providing employees with a way to connect with one another outside the office while supporting a community event. Think of it as a team building exercise on bikes!





**LOCKHEED MARTIN**



## **LOCKHEED MARTIN CORPORATE SPONSORSHIP**

**National Team Executive Sponsor (and avid rider)  
Marshall Case, Vice President, Infrastructure Services**

**Owego Team Executive Sponsor  
Dan Spoor**

**“I am once again honored to support and serve as the executive champion for the ADA’s annual Finger Lakes event. I encourage employees and families to participate in the 2015 Tour de Cure, for exercise, health and to support this important cause.”**

**LM Owego Sponsorship FLX TdC**

**2011 — \$5,000**

**2014 — \$4,000**



## 2014 LOCKHEED MARTIN TEAMS

Location	Riders	Fundraising
Palo Alto, CA	179	129,117
Orlando, FL	172	58,885
Longmont, CO	93	37,561
Fort Worth, TX	93	36,956
Long Beach, CA	58	33,675
Douglasville, GA	52	33,623
Fort Worth, TX	51	28,261
Fort Worth, TX	69	26,824
Reston, VA	36	19,410
Fort Worth, TX	43	12,964
Ambler, PA	35	9,166
Louisville, KY	34	8,329
Mandeville, LA	18	6,894
Washington, DC	15	6,000
Verona Beach, NY	19	5,568
Springfield, NE	17	5,518
Birmingham, AL	13	4,901

Location	Riders	Fundraising
Watkins Glen, NY	6	4,778
Fort Worth, TX	14	3,827
Little Rock, AR	11	3,698
Fort Worth, TX	8	3,093
Easton, MD	6	1,956
Colorado Springs, CO	7	1,955
Fort Worth, TX	5	1,918
Cooksville, MD	3	1,741
Brigham City, UT	11	1,671
Asbury Park, NJ	7	1,528
Fort Worth, TX	8	1,405
Yountville, CA	2	811
Princeton, NJ	2	416
<b>30 sites</b>	<b>1,087</b>	<b>492,449</b>

## **GROW YOUR TEAM TO QUALIFY FOR MORE INCENTIVES AND TEAM PERKS!**

Who should you recruit to be on your team?

- Colleagues
- Neighbors
- Vendors
- Friends & Family Members
- Club Members
- Religious Organization Members



The key is to ask everyone you know “Do you own a bike?” or “Who do you know who has diabetes?” Both are great conversation starters for recruiting new team members.

## FUNDRAISING INCENTIVES

Tour de Cure offers a variety of great incentives to riders who go above and beyond the minimum fundraising requirement including:

- Thank you gifts
- Tour de Cure jerseys
- Personal recognition on local Tour de Cure website
- Champions incentives both before the event and on the day of Tour



\$500 Fundraising Jersey



\$1000 "Champion to Stop Diabetes" Fundraising Jersey



## TOP TEAM INCENTIVES

We provide some great perks for our top teams including:

- A team tent on the day of Tour where your team can gather and celebrate both before and after the ride
- Custom sign or banner in your team tent
- Recognition on our local Tour website
- Recognition at our post-event Thank You Party





## RIDERS WITH TYPE 1 OR TYPE 2 DIABETES ARE RED RIDERS



Raise Minimum



Raise \$1,000



Raise \$2,900

## LM JERSEY



**MINIMUM ORDER REQUIRED  
MUST REGISTER  
FUNDED BY RIDERS**

## PROMOTING YOUR TOUR TEAM

- Let co-workers that they can volunteer on the day of the event if they're unable to participate as a rider. There are a lot of great day of event volunteer opportunities available!



## **FINGER LAKES TOUR DE CURE GOALS**

2014 Totals:

Riders = 400

Fundraising = \$197,508 – 96% of Goal

2015 GOALS:

Riders = 550

Fundraising = \$225,000

## CHAMPIONS TO STOP DIABETES

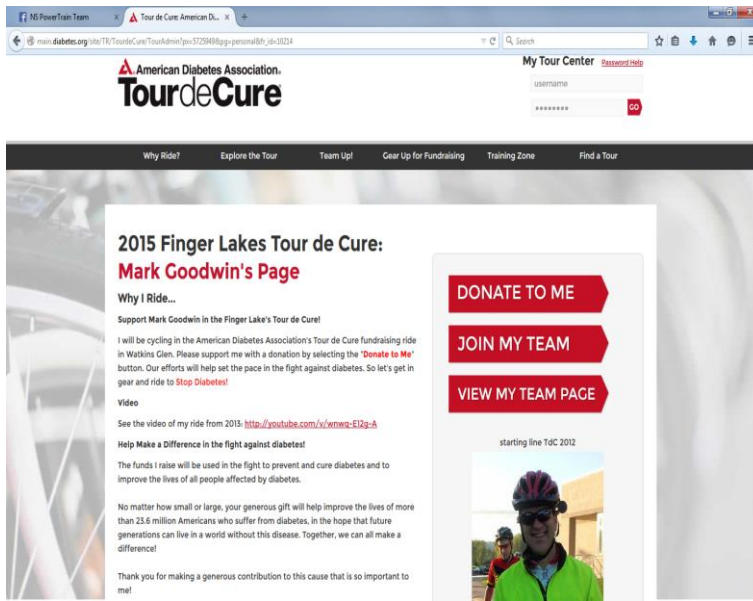
- Any participant or volunteer who raises over \$1,000 for the event is a Champion to Stop Diabetes
- Champions qualify for additional perks and incentives
- Champions are all invited to the Champions Celebration



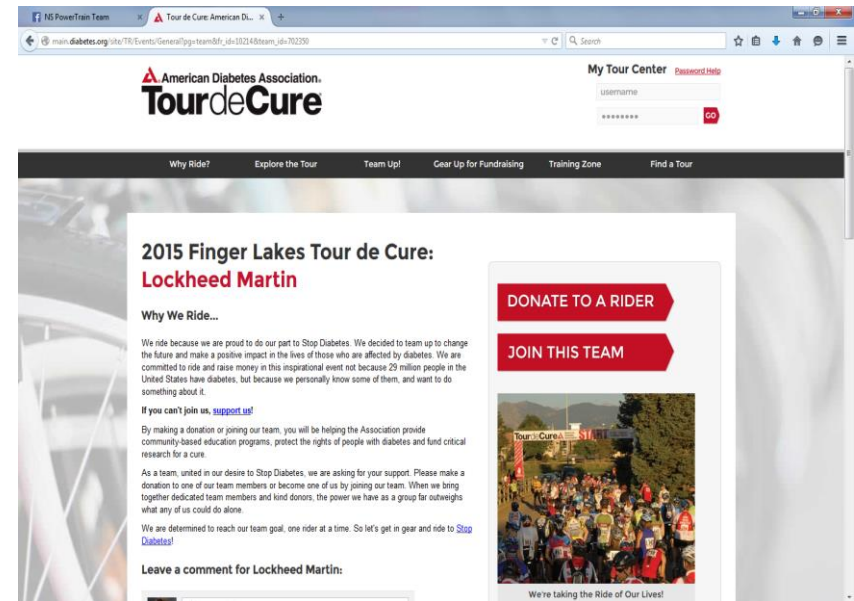
 American Diabetes Association.  
**TourdeCure**



## UPDATE YOUR PERSONAL AND TEAM PAGES



Personal page

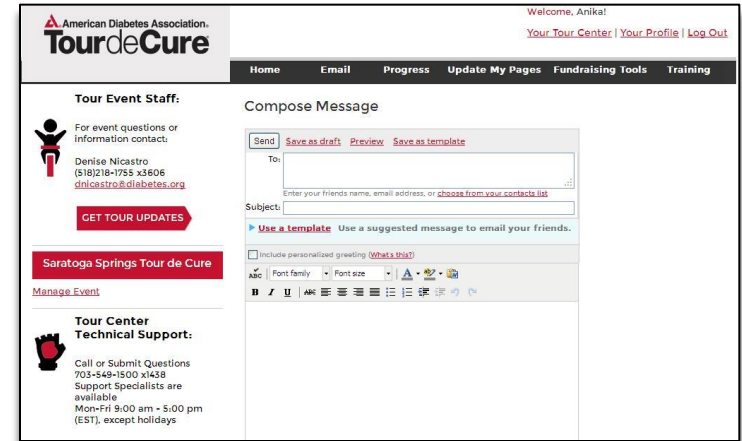


Team page



## FUNDRAISING TOOLS

- Boundless Fundraising Facebook App
- Tour de Cure iPhone & Android App
- Email Signature Badges
- Fundraising Milestones
- Tour Center / Sending Emails



## THE POWER OF SENDING EMAILS

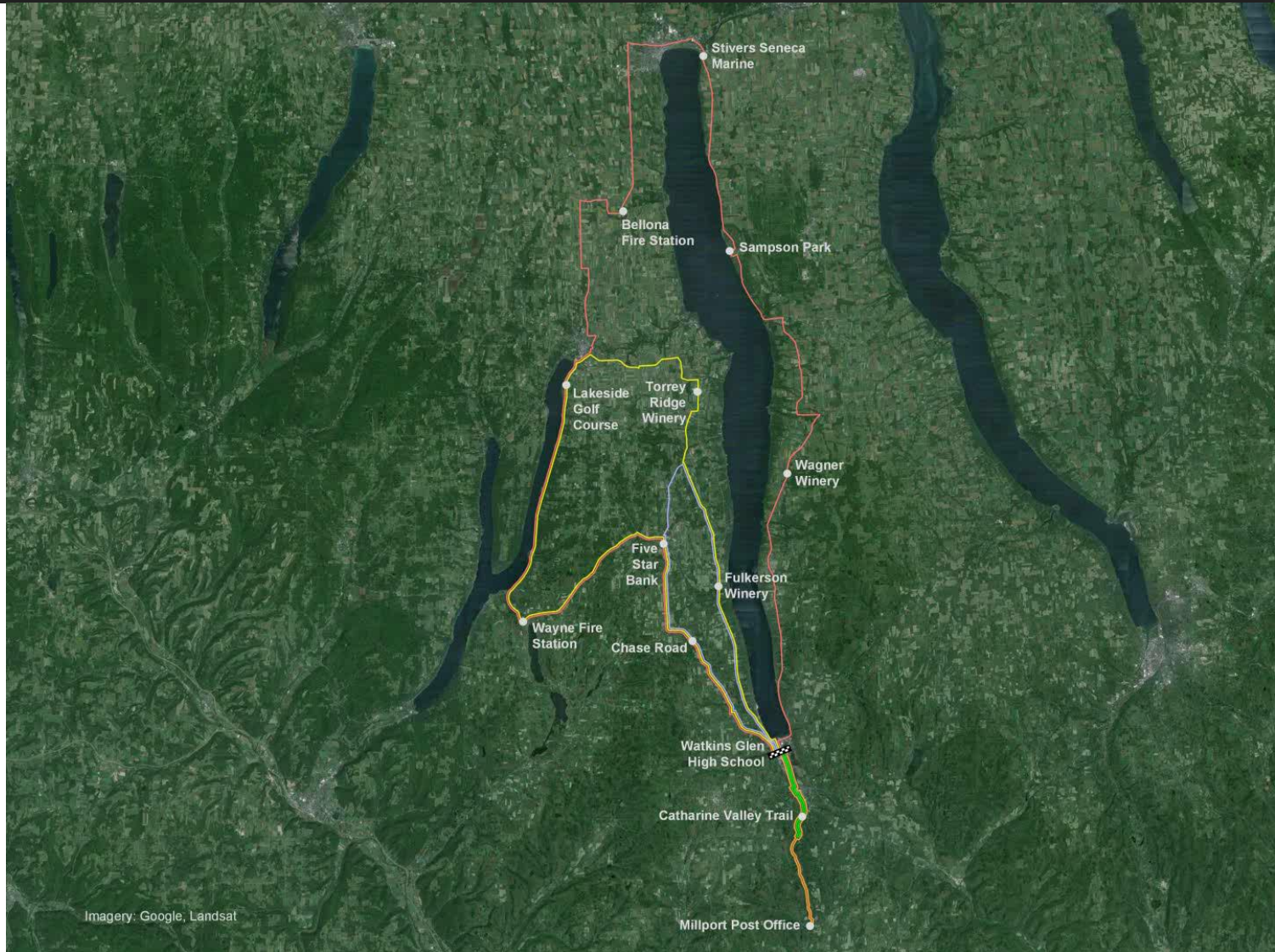
2014 National Tour de Cure Online Average Fundraising Email Data



\$152      \$345      \$475      \$603      \$744      \$808      **\$1292**  
0 emails   1-9 emails   10-24 emails   25-49 emails   50+ emails   75-99 emails   **100+ emails**

# Finger Lakes Routes

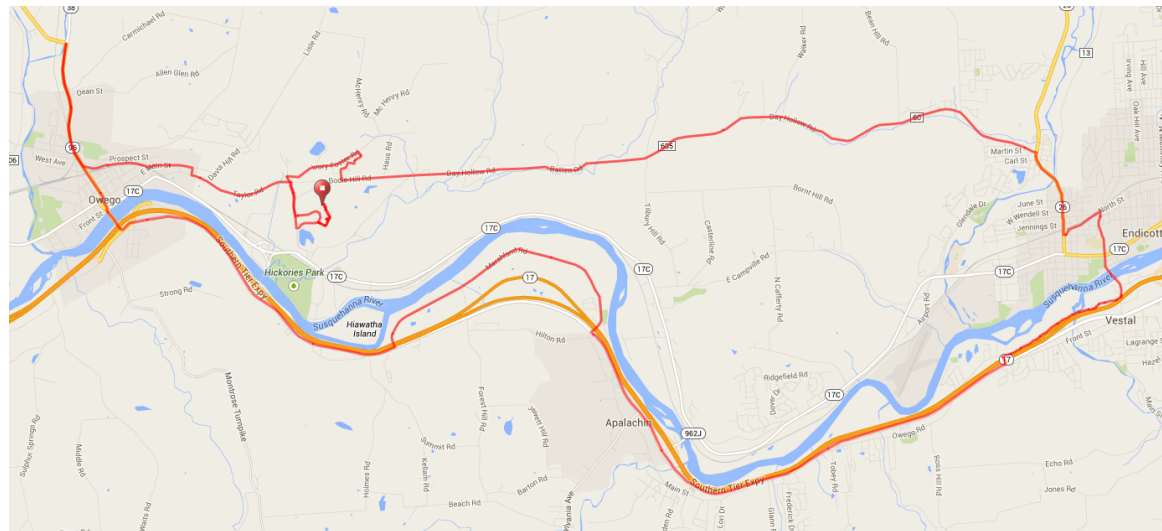
**2014  
&  
2015**






## TRAINING

- Training rides planned
  - Vestal Rail Trail for 10 & 20
  - Day Hollow Rd for 35 & 65, starting and ending at the main site
- Draft maps and cue sheets available – Ride the actual routes
- Bike commute to work
- Not required
  - Optional
  - Meet other riders
- HealthMiles Credit
  - 100 HM for riding
  - steps while riding



## FOR MORE INFORMATION

- **REGISTER** to join Lockheed Martin at [diabetes.org/flxtour](http://diabetes.org/flxtour) and use the promo code LOCKHEED to save \$5 off early bird registration by April 15<sup>th</sup>!
- **LIKE** us on Facebook: [www.facebook.com/tdcflx](http://www.facebook.com/tdcflx) 
- **REACH** out to your ADA staff representative Kris Alexich at 1-888-DIABETES x 3665 or [kalexich@diabetes.org](mailto:kalexich@diabetes.org)
- **CONTACT** Mark Goodwin, LM Owego, x3485, [mark.d.goodwin@lmco.com](mailto:mark.d.goodwin@lmco.com)

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