

**pedal**  
**THE CAUSE.**

A WORLD WITHOUT CANCER

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**2026**

# Ride for a Child Program





# *Welcome to the Ride for a Child Program*

The Ride for a Child (RFC) Program is a very special part of Pedal the Cause, and we are delighted to welcome you to our Pedal Family. Every year, we pair our Ride for a Child kiddos with a dedicated team that will train, fundraise and ride in their honor.

Each child in this program has faced cancer with incredible strength and resilience. Your willingness to share your journey helps inspire our riders and bring a deeper purpose to our mission to end cancer.

Throughout the year, your family will have opportunities to connect with your team and the Pedal community through events, meet-ups, and Ride Weekend. These moments are designed to build meaningful relationships and create a supportive, uplifting experience for everyone involved.

We are so grateful for your time, energy, and willingness to be part of this program. Your story is powerful, and your impact is truly inspiring.

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About Ride for a Child



Ride for a Child (RFC) is a special program within Pedal the Cause that **pairs teams with pediatric oncology patients** who have gone through treatment or are currently being treated at **Siteman Kids at St. Louis Children's Hospital**. It is an inspiring way for teams to connect with a child who is or has undergone cancer treatment and ride in Pedal the Cause with purpose and determination.

Through pre-event meet-ups and events, teams are able to form a meaningful connection with their child and family, with many teams and families staying in touch long after the event. **For participating children, the RFC program gives them a supportive team of individuals that will train, fundraise and ride in their honor.**

About Pedal the Cause

Pedal the Cause is a nonprofit organization in St. Louis, Missouri with a mission to accelerate breakthrough cancer research at *Siteman Cancer Center* and *Siteman Kids at St. Louis Children's Hospital* by inspiring and mobilizing a community committed to curing cancer.

**100% of participant-raised donations seed, speed, and lead cutting-edge cancer research.**

SINCE 2010:



**43,000**  
RIDERS



**505,000+**  
DONATIONS



**10,000**  
VOLUNTEERS

**\$56,058,519** Donated to fund

**267** CANCER RESEARCH PROJECTS

**210** ADULT  
**57** PEDIATRIC

**4** PEDAL THE CAUSE NAMED CANCER RESEARCHERS

**\$5,042,167**  
RAISED IN 2025

**14:1**  
ROI

FOR EVERY \$1 PEDAL THE CAUSE DONATES TO CANCER RESEARCH, AN ADDITIONAL \$14 ON AVERAGE IS OBTAINED IN FEDERAL FUNDING

# Information & Expectations

## How your story will be used

The Ride for a Child Program aims to motivate teams by putting a personal story behind their efforts to fundraise to end cancer. To accomplish this, your story and photos may be featured various marketing and fundraising materials.

This includes (but is not limited to) the following channels for Pedal the Cause:

- \* PTC Website
- \* Email Communication
- \* Videos
- \* Social Media
- \* Event Promotions Signage
- \* Brochures

## Storytelling Tips

### 1 Focus on the Highlights

When sharing your story, it's best to concentrate on the major milestones and defining moments of your journey. Try not to get too bogged down in the details.

### 2 Identify Meaningful Memories

Was there a nurse who sang a silly song when you were sad? Or a physician who gave extra support when you needed it most? It helps to share specific examples of how St. Louis Children's Hospital made a difference.

### 3 Share the Good and the Bad

It's okay to talk about your struggles along the way if you are comfortable sharing. Most medical journeys have both painful and hopeful parts.

### 4 Keep it Simple

Most of the people who will hear your story aren't familiar with complex medical terms. Try to simplify or define medical terms and diagnoses so people can understand.

## Guidelines

- Always represent Pedal the Cause in a positive light.
- Understand that this is a volunteer opportunity, and there is no financial or material compensation for serving as a Ride for Child.
- Understand that all appearances and participation will be scheduled through Pedal the Cause, and we do not reimburse for gas mileage or other expenses associated with event participation
- This is a commitment through the end of 2026, but we hope to stay in touch for many years to come!



# Opportunities for Connection

RFC kiddos & their families are part of our Pedal Family all year long! By attending Pedal the Cause events or scheduling a meet-up with your team, these opportunities allow you to connect with your team & the Pedal community.

**All of the following opportunities are voluntary, and you are welcome to participate in as many events as your family's schedule allows. We understand RFC families' schedules are often unpredictable - that's ok!**



## Ride for a Child Celebration

**Sunday, July 26<sup>th</sup> | 9AM | St. Louis Zoo**

All families and teams are encouraged to attend the RFC Celebration to connect, bond, and spend time together. It is a day where PTC teams and RFC kiddos can have fun, let loose and celebrate being part of the Pedal Family!



## Pedal the Cause Event Weekend

**September 19 & 20 | Family Arena, St. Charles**

### \* Kids Challenge | Sept. 19 | 8AM-Noon

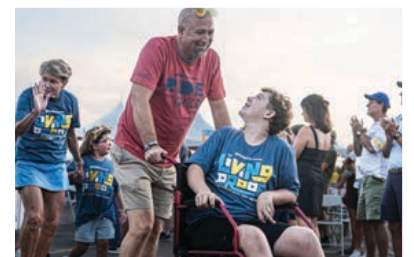
Kids ages 3-13 choose from a variety of shift times to ride loops on our safe, closed course. Enjoy food, entertainment, and family-friendly activities all day. A parent-assist shift is available.

### \* Taste the Cause | Sept. 19 | 4PM-7PM

Our annual celebration where the Pedal Family gathers for the best food and drink from the STL region's most renowned restaurants. Enjoy camaraderie before Ride Day with the community and celebrate with music, our Living Proof processional honoring cancer survivors, thrivers and fighters, and our Inspirational Program!

### \* Ride Day | Sept. 20 | 6AM-2PM

Ages 10+ choose between 7 course options (6 road and 1 gravel), our signature Spin Zone and our Inspired virtual participation option. Join us after the ride, enjoy food and entertainment at our Sunday post-ride party. Families not riding can come hang out with their team post-ride too!



**RFC kids & their immediate family receive FREE registration & ENTRY to all PTC Events!**



## How to Get Involved

### FILL OUT THE APPLICATION & BE PAIRED WITH A TEAM

#### 1 Fill out the application & share your story

To get involved in our Ride for a Child Program, please fill out the application at [pedalthecause.org/ride-for-a-child](https://pedalthecause.org/ride-for-a-child) or scan the QR code.



#### 2 We'll pair you with a team & be in touch

Once you fill out the application, your child will be paired with a Pedal the Cause team. Your Team Captain will be in touch to introduce themselves and share upcoming opportunities to connect, including team events and pre-event meetups.

#### 3 Mark your calendar for important dates

Be sure to mark your calendars with key Pedal the Cause dates—especially the Ride for a Child Celebration on July 26. See page 4 for more important dates.

### Questions?

If you have any questions about the Ride for a Child Program or expectations, please contact us at [info@pedalthecause.org](mailto:info@pedalthecause.org) or 314-787-1990.