

RIDE


for SmileTrain



RIDER GUIDE

MARCH 4—6, 2022 | Scottsdale, Arizona

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Welcome to RIDE for Smile Train!

Dear RIDER,

We are so glad you have decided to join us for the first-ever RIDE for Smile Train. It is going to be an incredible weekend with RIDERS from all over the country coming together to accomplish a common goal — raising funds and awareness for children around the world living with untreated clefts.

Over the past 20+ years, Smile Train has proudly transformed the lives of over 1.5 million children. In the next five years, we hope to double that number, putting more children than ever before on track to a better future. However, with 540 babies born with a cleft each day, there is no shortage of children in need of a smile. That's why we will continue expanding our programs and partnering with more medical professionals in more regions each year until every child with a cleft has access to all the care they need to live and thrive.



And we can only do it because of supporters like you. Your hard work and dedication to saving lives and empowering local healthcare workers is how we keep our programs going strong in more than 70 countries, even during a pandemic. Thank you for deciding to take part in RIDE for Smile Train. Our hope is that this inaugural event paves the way for many more RIDE for Smile Train events in the future.

I am eagerly awaiting that first weekend of March when I will be able to personally thank you for your commitment to Smile Train. Until then, happy training and fundraising! Together, we are changing the world, one smile at a time.

Let's RIDE!

Many Smiles,

A handwritten signature in black ink, appearing to read "Susannah Schaeffer". The signature is fluid and cursive.

Susannah Schaeffer

President & CEO

Smile Train 101

EVERY THREE MINUTES...

A baby is born with a cleft. Smile Train is here to ensure these babies, children, and even adults around the world have access to all the care they need to not just live, but thrive, 100% free.

ABOUT SMILE TRAIN

Smile Train is the world's largest cleft-focused organization, with a sustainable and local model of empowering local healthcare workers to provide surgery and other forms of essential cleft care to their neighbors in need. Over the last 20+ years, this model has made safe and quality cleft care possible for 1.5+ million children in 90+ countries — more than every other cleft charity combined.

WHY CLEFT?

Over 200,000 children are born with a cleft each year. Without treatment, 90% of these children will not live past age 19; with treatment 98% will survive¹. By focusing on one solvable issue, Smile Train gives some of the world's most vulnerable children a second chance at life, strengthens regional healthcare systems in long-neglected parts of the globe, and changes the world one smile at a time.

WHAT MAKES US DIFFERENT?

Smile Train was founded in 1999 in the belief that supporting and training local medical professionals in cleft treatment not only provides patients with superior care compared to mission-based organizations, but is also a far more sustainable way of building better, stronger, more resilient healthcare systems the world over. We called it the “teach a man to fish” model.

At its core, “teach a man to fish” means building relationships with local healthcare providers and earning their trust. It means that instead of making families in desperate need of care wait for Western missions to fly in then pray their child fits into the mission's hectic two-week schedule, the patients we support receive care at the time that's right for them from professionals who know them by name. When families know their medical team speaks their language and will still be there for them next week, next month, and next year, it gives them a peace-of-mind that is indispensable for healing. Our partners also become role models and trusted friends to their patients, who have so often known little besides rejection and hurt.

¹ See Mossey, 2012: “[W]ith modern surgery and support the survival rate [for children with clefts] at age 15–19 were 98.5%, but with no care this is only 7.3%.”



1.5M+ Smile Train-supported cleft surgeries since 1999



30,000+ Smile Train-supported cleft training opportunities



90+ countries where Smile Train has helped children



1,100+ partner hospitals



2,100+ empowered medical professionals



1 Goal: To give every child with a cleft the opportunity for a healthy, productive life



RIDE Weekend

Whether this is your first event with Smile Train or your hundredth, RIDE for Smile Train is an event unlike any other, so we've compiled this handy guide to answer all your questions.

If you have any questions we didn't cover, please email our staff at ride@smiletrain.org.

RIDE for Smile Train is a two-day cycling event in Scottsdale, Arizona from March 4-6, 2022. From the moment you arrive until your departure on Sunday, we have tons of activities planned to keep you smiling. You'll enjoy great meals with friends, make new connections with fellow RIDERS, be inspired by our speakers, relax at the gorgeous Hilton Phoenix Resort at the Peak, and of course, get in some fantastic RIDING!

Check out our preliminary schedule below, but even more details and activities are coming soon.*



WEEKEND SCHEDULE | March 4-6



FRIDAY, MARCH 4

3:00 - 6:00 PM Packet Pick-up, Anasazi Lobby

3:00 - 6:00 PM Bike drop, Pueblo Room (via North Garden)

4:00 PM Room Check-In begins, Registration Lobby

6:30 PM Welcome Dinner, Anasazi Ballroom



SATURDAY, MARCH 5

5:30 - 6:30 AM Breakfast, Anasazi Ballroom

6:45 - 7:45 AM Transfer to Route start locations

8:00 AM RIDE Start

10:00 AM - 6:30 PM Recovery Lounge, Mohave Room

10:00 AM - 5:00 PM River Ranch Water Park Open

11:30 AM - 2:00 PM Lunch for Medium and Short route RIDERS

2:00 - 6:00 PM Smile Train VR experience, plus showing of Smile Pinki, our Oscar® Award-winning short documentary, Anasazi Ballroom

6:00 PM VIP Reception for RIDERS who reach 'Motivate' Level in fundraising (\$7,500), North Garden

7:00 PM Awards Dinner, Anasazi Ballroom



SUNDAY, MARCH 6

5:30 - 7:00 AM Breakfast, Anasazi Ballroom

7:30 AM Long Ride Start

7:35 AM Dynamic warm up with Jennifer Jacobs for Medium & Short route RIDERS

8:30 AM Medium & Short Ride Start

10:00 AM - 5:00 PM River Ranch Water Park Open

10:00 AM - 3:00 PM Recovery Lounge, Mohave Room

11:00 AM Room Check-Out

11:30 AM - 2:00 PM Lunch



Travel & Accommodations

TRAVEL

RIDE for Smile Train will be hosted at Hilton Phoenix Resort at the Peak in Phoenix, Arizona from March 4-6, 2022. While accommodations are part of the event, RIDERS are responsible for their own travel arrangements.

RIDERS who are flying into town are advised to travel into Phoenix Sky Harbor International Airport (PHX).

Through our 'SMILE' Fundraising levels, RIDERS can receive a perk to ease their travel. All the more reason to go above and beyond in your fundraising!

'Support' Level fundraisers (\$5,500) receive ground transportation to and from the airport to the hotel. *

See full 'SMILE' Fundraising Level details in the Fundraising Guide.

**To guarantee this perk, RIDERS must reach the corresponding fundraising amount by February 14, 2022.*



ACCOMMODATIONS

Though only nine miles from downtown Phoenix, the Hilton Phoenix Resort at the Peak is a relaxing mountain escape. The resort-style pool boasts a lazy river and waterslide for your post-RIDE swims.

And the mini-golf, tennis courts, and salon & spa are sure to keep any companions or family members you bring busy while you're out RIDING.

All things RIDE for Smile Train will take place in the Anasazi ballroom and lobby. There, we will host check-in, daily meals, bike storage, a post-RIDE recovery lounge, and some additional Smile Train experiences!



The \$250 RIDE for Smile Train registration fee includes Shared Accommodations in suites with two queen beds for Friday and Saturday night. RIDERS will have the opportunity to indicate a roommate choice during registration. If you do not have a roommate lined up, this is a great opportunity to meet fellow RIDERS and form lasting friendships!

If you prefer a room to yourself, you may choose “Single Occupancy” upon registration. The registration fee for “Single Occupancy” is \$500.

If you are bringing a guest and would like them to be involved with our activities with an invitation to our meals, you may choose “Single Occupancy + Companion Meals” upon registration. The registration fee is \$850.

RIDERS who would like to check in early or extend their stay may do so at a discounted rate at their own expense.

For any Travel & Accommodation questions, please email our staff at ride@smiletrain.org.

RIDE Packing List



TRAVEL

- PHOTO I.D.
- BOARDING PASS (IF FLYING)
- DIRECTIONS TO HOTEL (IF DRIVING)
- HEADPHONES



MISCELLANEOUS

- BATHING SUIT
- POST-RIDE CLOTHING
- GLASSES/CONTACTS
- BUSINESS CASUAL DRESS FOR SATURDAY'S AWARDS DINNER
- ANY MEDICATIONS
- INSURANCE CARD
- SUNSCREEN
- CHAPSTICK
- HAIR TIES
- PAJAMAS



RIDE

- BIKE
- HELMET
- BIKE SHOES
- BODY GLIDE
- 2 CYCLING KITS (remember to pack your RIDE for Smile Train kit)
- CYCLING JACKET OR VEST (mornings will be brisk)
- GPS WATCH/BIKE COMPUTER + CHARGING CABLE
- SOCKS (you will receive one pair at check-in)
- ANY PREFERRED NUTRITION
- WATER BOTTLES
- UV SUN SLEEVES
- SUNGLASSES
- VASELINE
- GLOVES
- BASIC FLAT TIRE CHANGING KIT
- ANY UNIQUE EQUIPMENT YOUR BIKE REQUIRES



RIDE Routes

With several different route lengths, RIDE for Smile Train has something for everyone! Each day, you can choose to either RIDE in comfort or push yourself to new heights via one of three different distances. You will be asked which distances you plan to ride at the time of registration, but can change your choice later.

Each route will be fully supported with mechanics, SAG (Support and Gear) and rest stops to ensure an enjoyable experience. Roads will remain open, but we are hanging ample signage and law enforcement will be placed at key intersections to prioritize safety.

Short Routes

For RIDERS who are just starting out or seeking a casual experience, we offer 25-35 mile routes. It's important to have a comfortable and safe working bike for the 25-35 mile routes. You're less likely to have mechanical issues for the shorter distances, but having a tune-up ahead of the event is recommended. Many cyclists overlook having a bike that is set up well for their body, so we recommend stopping by a local bike shop to ensure it's correctly fitted to you. You should expect to be riding anywhere from 1-3 hours each day depending on skill level.

Medium Routes

For RIDERS who are more experienced and have ample time in the saddle, we have our 45-60 mile routes. As your duration and distance get longer, you will be more concerned with your equipment's performance. You don't need a pro-level bike; however, a road bike will be lighter weight and more efficient than a hybrid or comfort bike. We recommend getting accustomed to your bike and how it will impact your body position, as it is in a more aggressive position than your everyday ride. You should expect to be riding for 3-4 hours each day, and you'll want to ensure you have stretched and prepared your body for the RIDE. Shoulder, back, hand, and neck discomfort can be common if you're not prepared.

Clothing is also very important in these distances. Cycling shorts are a must! Gloves help to improve hand comfort on road bikes. Cycling jerseys offer pockets in the back that can store food, tools, phones, wallets, or other small items. Having a saddle bag is also a great way to care for the necessities.

Road etiquette and safely riding around traffic are paramount for longer road rides. Clipless cycling pedals/shoes are recommended for these distances. They improve efficiency and comfort significantly. They do require some skill and technique, so make sure that you practice ahead of the ride and are comfortable getting in and out of them quickly.

RIDE Routes

Long Routes

For RIDERS who are very comfortable on the road, enjoy lots of climbing, and are seeking an epic adventure, we will push your limits with a 100+-mile route on Day 1 and a 75-mile route on Day 2. We recommend investing in a higher-end bike for these distances because they are typically lighter in weight and will help with the necessary training requirements — you will need quite a bit of training ahead of time to be able to comfortably complete these courses. You'll want to build up to these distances slowly over time so that you don't sustain an overuse injury. We also recommend being comfortable with road-ride maintenance because you could be alone at some point in the ride and knowing these maintenance tasks will allow you to be self-reliant. Also, the longer you are riding, the more likely the weather will change throughout your trip. Rain and cooler temperatures can make riding more challenging, so we recommend being prepared for anything!

Exact routes will be confirmed before RIDE weekend.



RIDE

for SmileTrain

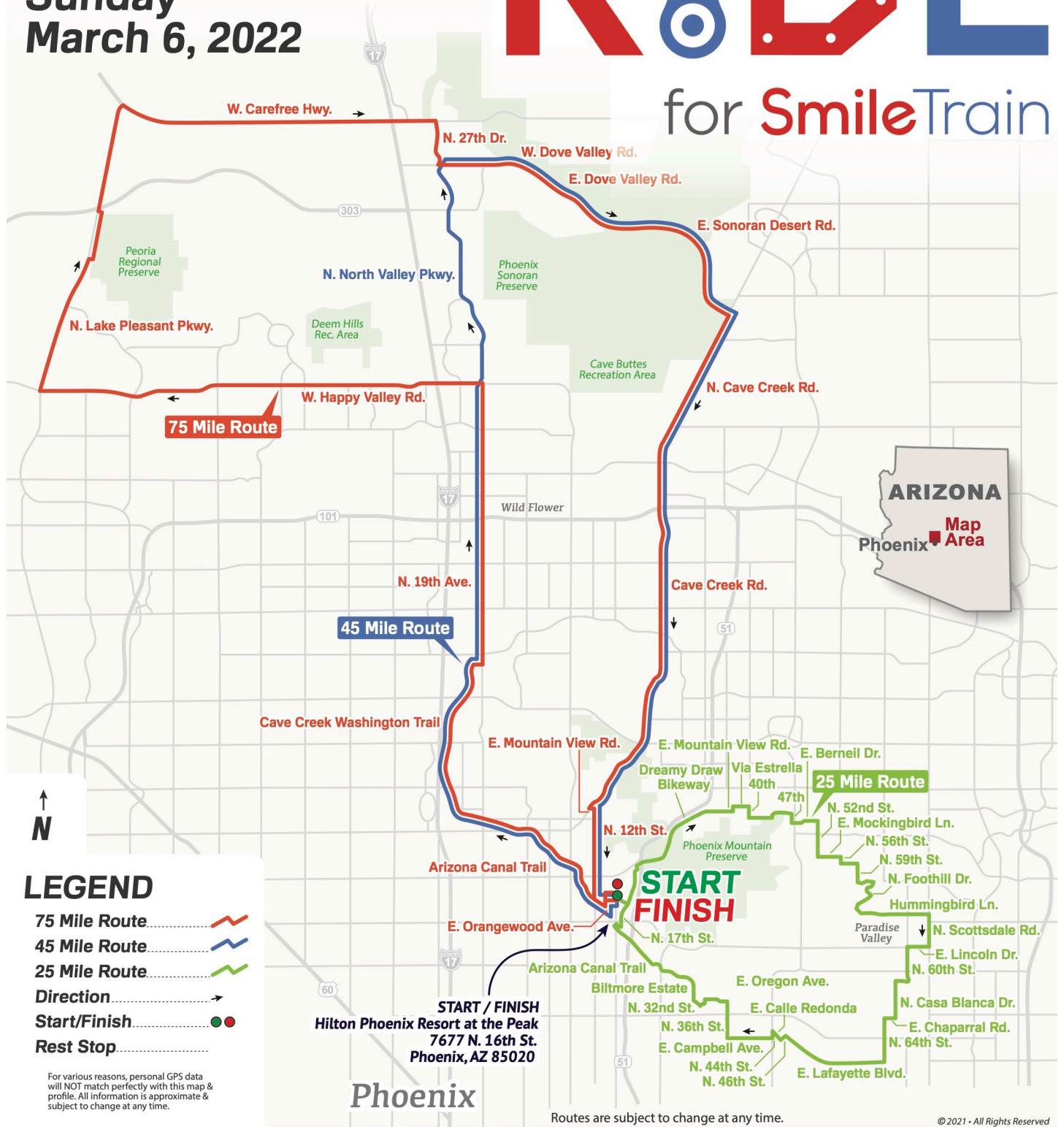
Saturday
March 5, 2022



**Sunday
March 6, 2022**

RIDE

for **SmileTrain**



LEGEND

- 75 Mile Route
- 45 Mile Route
- 25 Mile Route
- Direction
- Start/Finish
- Rest Stop

For various reasons, personal GPS data will NOT match perfectly with this map & profile. All information is approximate & subject to change at any time.

START / FINISH
Hilton Phoenix Resort at the Peak
7677 N. 16th St.
Phoenix, AZ 85020

Routes are subject to change at any time.

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RIDE Safety

Safety is our top priority at RIDE for Smile Train. And it should be yours during any training rides as well.

RIDING IN A GROUP

Riding in a group is different than a solo ride. It can feel weird being surrounded by other cyclists on all sides. But take a breath and know that you can do it! Be sure that you leave as much space between you and nearby riders as you need.

HYDRATION & FUEL

Drink! Always carry a bottle with water or other hydrating liquids. A good rule of thumb is to finish a standard water bottle every 45 minutes - 1 hour.

Eat! At RIDE for Smile Train, you will enjoy rest stops every 10-20 miles with lots of calorie options. However, when you're training, it's important that you carry food with you and/or stop at a local convenience store. A good rule of thumb is to consume a few hundred calories per hour to avoid "bonking."

HELMETS

Right behind the bike itself, helmets are the number one necessity for cycling. Falling while riding even at a slow speed can cause serious injury. Helmets must be worn and strapped at all times during RIDE for Smile Train. If you need a helmet, our partner Rudy Project offers a great discount - registered RIDERS will receive information upon sign up.

WHEN CYCLING, YOU SHOULD ALWAYS CARRY:

- Identification
- Insurance card
- Emergency contact information
- Any important health information
- Credit card or petty cash

Headphones of any type are not permitted during RIDE for Smile Train.

QUICK TIPS:



REST STOP ETIQUETTE: When coming to a rest stop along the route, pull over, dismount, and move away from the road and rest stop entrance. When exiting, move past the rest area and re-enter the route with caution on the right side.



PASSING: You will pass others and be passed during the RIDE. Be sure to call out "Passing on your left," and give the other cyclist time to adjust before you safely pass.



MECHANICAL ISSUES: When dealing with a mechanical issue or changing a flat, be sure to move completely off the route.



THUMBS DOWN: If you need assistance, flag down a SAG vehicle by giving a 'thumbs down' or holding your helmet in the air.



Fundraising Requirements

All RIDERS must raise a minimum of \$4,000 by February 28, 2022. By committing to raise this requirement, you will receive:

- **Two nights of accommodations at the Hilton Phoenix Resort at the Peak**
- **Two beautiful days of multi-distance, fully supported RIDES**
- **All meals during RIDE weekend**
- **A RIDE for Smile Train Welcome Box**
- **A RIDE for Smile Train Cycling Kit delivered to your door in early 2022**
- **Additional Smile Train gear to be picked up at event check-in**

To help you reach your minimum, we have established fundraising benchmarks. They are here for your benefit.

- **Benchmark One:** \$1,500 due by October 8, 2021
- **Benchmark Two:** \$3,000 due by January 7, 2022

If you register for the 2022 RIDE for Smile Train after a benchmark or less than sixty (60) days before a benchmark, you will not be required to satisfy the next benchmark but will be responsible for the full amount of the benchmark at the subsequent deadline. For example, if you register on September 1, your first installment deadline will be January 7 for \$3,000.

**Should you need to withdraw from RIDE for Smile Train for any reason, you must do so before December 10, 2021. This date correlates with the schedule of cancelation penalty payments to our vendors. Penalty fees significantly impact the fundraising dollars that go toward helping children and families in need. If you withdraw after December 10, 2021, we will require that you still meet your fundraising minimum commitment. If you register after this date, you have 48 hours to withdraw before becoming fully committed to the minimum.*





Teams

While new friends and many smiles are guaranteed on RIDE for Smile Train weekend, who better to make a lasting impact and share those smiles with than your family, friends, and colleagues? Call on your cycling club or tri-club members and encourage them to join you. Reach out to fellow-cleft affected families to form a team. Riding together is bound to bring more memories, more laughter, and more SMILES!



Team Benefits

When you're part of a team, not only can you RIDE together come event day, but you can also help each other achieve your fundraising goals leading up to it! Put your heads together to come up with creative group fundraising activities — sharing connections and networks of donors will help every team member reach their fundraising requirements in no time.

Additionally, teams will have access to our apparel vendor to create their very own one-of-a-kind Team Jerseys (at the teams' own expense) for Day 2 RIDES. You can get creative and customize the jersey however you'd like. Pro tip: Add a corporate logo or ask local businesses for a donation to your team in return for their logo on your jersey.

If you're interested in being a Team Captain for RIDE for Smile Train, check out our [Team Captain Guide](#) for more details!



Our Partners

Here at Smile Train, we believe in the power of PARTNERSHIP. It's why we partner with local medical professionals in over 70 countries providing high-quality cleft care to children in their own communities. It's also why RIDE for Smile Train has partnered with some of our favorite companies to make this event a success. Thank you to our incredible partners for joining us for this inaugural year!

We would like to thank each one of our partners for their support of RIDE for Smile Train. You have helped make this event possible. And beyond that, you have helped Smile Train continue to provide cleft surgery and other comprehensive care to children around the world. Thank you.

J M E T H O D

If you would like to explore how your company can get involved with RIDE for Smile Train, contact our staff at ride@smiletrain.org.

RIDE FAQ

Q. When is RIDE for Smile Train?

A. RIDE for Smile Train is March 4-6, 2022. Check out the Your Weekend page for a detailed schedule.

Q. Where is RIDE for Smile Train?

A. RIDE for Smile Train will be hosted at the Hilton Phoenix Resort at the Peak in Phoenix, AZ. All RIDES will depart from and return to the hotel venue. All meals and accommodations will be hosted here.

Q. Why should I RIDE for Smile Train?

A. Every three minutes, a baby is born with a cleft, a life-threatening condition that makes eating, breathing, speaking, and so much else a constant struggle. Smile Train empowers local healthcare workers in more than 70 countries to provide these children with the care they need to not just live, but thrive, 100% free. But we can only save these children's lives thanks to the generosity and compassion of people like you. RIDE for Smile Train is a once-in-a-lifetime opportunity to truly help yourself by helping others.

Q. What is included in RIDE for Smile Train?

A.

- Your participation in RIDE for Smile Train includes:
- Two fully supported multi-distance RIDE days.
- A two-night stay at the Hilton Resort at the Peak
- All meals, including a special welcome reception and celebration dinner
- RIDE for Smile Train cycling kit and additional gear team apparel

Q. What distance is RIDE for Smile Train?

A. RIDE for Smile Train offers three different distances on Saturday and Sunday for RIDERS of all abilities. Course maps will be made available closer to RIDE weekend.

- Short RIDE (25-35 miles)
- Medium RIDE (45-60 miles)
- Long RIDE (75-115 miles)

Q. Is there a registration fee?

A. Yes. There is a non-refundable, non-transferable, and non-tax-deductible \$250 registration fee for RIDE for Smile Train. This includes shared accommodations. If you prefer a Single Occupancy room, you may select this at registration for a \$500 registration fee. If you are bringing a guest, you may choose Single Occupancy + Companion Meals to have your guest's meals covered for the weekend. This option has a \$850 registration fee.

Q. How are Shared Accommodations handled?

At the time of registration, you will be able to indicate your roommate request.

A. You have the ability to amend your roommate request if you do not have one at the time of registration by emailing our staff at ride@smiletrain.org. RIDERS who do not have a roommate request will be paired with a RIDER of the same gender.

Q. Is there a fundraising commitment for RIDE for Smile Train?

A. Yes. To register for RIDE for Smile Train, you must commit to raising \$4,000 by February 28, 2022. Additional fundraising benchmarks are built in to help you stay on track to meet your requirement. All donations are tax-deductible.

Q. How do I fundraise?

A. Personalize your RIDE fundraising page then send your friends and family the link when you ask them to support your ride! Each RIDER will have their own fundraising approach, but we have compiled some foundational fundraising tips to help you reach – and hopefully exceed – your goal. Check out the Fundraising Ideas section of the website to learn more.

Q. What type of bike do I need?

A. Just about any bike should suffice for the short or medium routes. If you are riding the long route, you may think about investing in a road bike.

Q. Why do we ask for your credit card during registration?

A. Each RIDER must pay a non-refundable, non-transferable, and non-tax-deductible registration fee that does not count towards his or her minimum fundraising commitment. The appropriate amount is charged to the RIDER's card upon registration. The RIDERS's card information must remain on file in case you do not reach your fundraising minimum by the fundraising deadline. After the fundraising deadline of February 28, 2022 your card will be charged for the remainder of your commitment, if any.

Q. My employer has a strict no-solicitation policy. How am I going to reach my commitment if I can't tell my colleagues about what I'm doing?

A. We respect your employer's solicitation policy, and we encourage you to review it carefully. We hope that our "1 2 3 Fundraising" guide helps you think creatively about other fundraising opportunities outside of your area of employment. Additionally, you can always contact our team at ride@smiletrain.org if you need help brainstorming additional fundraising ideas.

Q. I am nervous that I won't reach my fundraising commitment and that my credit card will be charged on February 28. What should I do?

A. Don't let fear of the unknown make you nervous. We have watched thousands of participants meet and exceeded their fundraising commitments by following a few simple recommendations. If you read our "1 2 3 Fundraising" guide and keep in contact with our team, we are confident you'll have nothing to worry about. We are always happy to connect you with other members of the community to brainstorm fundraising ideas as well.

Q. I was expecting a matching gift to arrive before the fundraising deadline and it hasn't. What should I do?

A. Check with your donor or employer to get an expected date of arrival. If the match is confirmed from the company, then we can apply the amount towards your current total.

Q. Can Smile Train staff come and support me or speak at my cool/awesome/unique fundraiser?

A. We try to attend as many events as possible throughout the year, but at the end of the day, we are a small team! If we can't attend, we're happy to equip you with the tools and information needed to have an amazing event!

We can also try to attend your event virtually; please reach out to ride@smiletrain.org with any questions.

Q. Why doesn't the amount I've raised equal the total donations listed on my fundraising page?

A. While every donation pledged to you is immediately reflected on your donation list on your fundraising page, donations via check can only be added to the amount that you've raised after we receive your check. To see which check donations have not yet been received by Smile Train, log in to your fundraising page to view your donor list. Any donations that have not yet been received will say "This donation is pending approval."

Q. How far do I have to ride at once?

A. There will be a rest stop area every 12 to 20-miles for water, food, and mechanical support. SAG vehicles will also patrol the route to provide assistance, if necessary. You are not required to stop at the rest stops, but they are available for your needs.

Q. Do I have to follow the rules of the road?

A. Yes, RIDERS are asked to strictly adhere to rules of the road. A safe ride is paramount to the RIDE for Smile Train experience.

Q. Is there a minimum age to ride in RIDE for Smile Train?

A. Yes, you must be at least 14 years of age to ride in RIDE for Smile Train. RIDERS who are older than 14 and younger than 18 years old may register to ride the Short and Medium routes only. Riders who are 18 years and older may register for any of the routes. Parents or guardians will be required to execute the RIDER agreement and waiver on behalf of the minor RIDER under the age of 18.

Q. Can I allow someone else to ride in my place in RIDE for Smile Train?

A. No. Your registration for Smile Train is not transferable. You are not permitted to grant another person the right to ride in RIDE for Smile Train in your place under any circumstances.



RIDE
for SmileTrain

CONNECT WITH US!

 Follow us on Instagram @rideforsmiletrain

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 Email us at ride@smiletrain.org

 mysmiletrain.org/event/RIDEforSmileTrain