



8th Annual Bob LeBow Bike Tour—Health Care for All Saturday, June 12th, 2010

Ride Date: Sat, June 12th, 2010

The Bob LeBow Bike Tour—Health Care for All is a multi-distance bike ride through Canyon, Owyhee and Malheur Counties dedicated to raising funds for the Terry Reilly Health Services Zero Pay Fund. Participants can choose between 100, 62, 35, 25, 10, or 3-mile routes. The rides start and end at Nampa High School with a picnic at the finish to celebrate everyone's accomplishments.

The 2009 Bike Tour attracted 1120 participants!

2009 Route Names and Distances

- | | |
|---|-----------|
| • Century | 100 miles |
| • Commercial Tire Metric Century | 62 miles |
| • Country Tour | 35 miles |
| • Blue Cross of Idaho Lake Lowell Tour | 25 miles |
| • Idaho Independent Bank Upper Dam Tour | 10 miles |
| • Greenbelt Classic | 3 miles |

211 16th Avenue
P.O. Box 9
Nampa, ID 83653-0009

Phone: 208-467-4431
Fax: 208-467-7684
www.trhs.org



Terry Reilly Health Services is a private non-profit primary health care organization headquartered in Nampa, Idaho. Terry Reilly Health Services serves over 29,000 adults and children a year from its six medical and four dental sites in Ada, Canyon, and Owyhee counties. Services are provided on a sliding fee scale based on family size and income. Terry Reilly Health Services core purpose is to strengthen the communities served by improving health and quality of life.

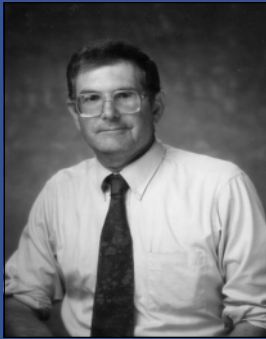
“We will assure that no one in our communities will go without needed health care.”

Vision of Terry Reilly Health Services

In May 1971, Terry Reilly and Rosie Delgadillo Reilly noticed that many of the farm worker children they were tutoring were not receiving basic care necessary to staying healthy. They recruited a volunteer pediatrician to provide services for these children in their Nampa home. This initial experience helped Terry and Rosie recognize that there was a large population of medically underserved in the area. Ultimately, this led to local advocacy and the successful pursuit of federal grant support. In short order, the not-for-profit Community Health Clinics, Inc. organization they started grew to a five clinic system providing thousands with the needed medical services. After Terry died in a plane crash in 1986, the organization was renamed Terry Reilly Health Services.

What started as a volunteer effort to treat children from migrant and seasonal farm worker families has evolved into a vision to provide health care services to adults and children of all ages, especially targeting those who face barriers such as the working poor, the uninsured, the homeless, farm workers, and those in rural communities.





The Bob LeBow Bike Tour—Health Care for All honors Dr. Bob LeBow, the Medical Director at Terry Reilly Health Services for over 25 years. Dr. LeBow was a specialist in family practice and preventive medicine and a life-long cyclist as well as a health care advocate. Dr. LeBow passed away November 29, 2003 of complications resulting from a bicycle accident in 2002.

In his 2002 book, *Health Care Meltdown*, Dr. LeBow examined the national health care system and the many who are left out of care. He served as President of Physicians for a National Health Program (PNHP) and on the Boards of the National Rural Health Association and Idaho Medical Association. As President of PNHP, he participated in many forums on the need for a system that provides health care for all, including a debate with then-AMA President Nancy Dickey at an annual meeting of the National Rural Health Association.

“Without Health Care for All, we will not regain our dignity as a nation.”

Health Care Meltdown

On a daily basis, Dr. LeBow dealt with the plight of the uninsured. In *Health Care Meltdown*, he explains, “Until we...choose a real solution that provides affordable, comprehensive health care for every person in America, an ever-increasing number of middle-class Americans will

join my low-income patients in health care limbo.”



Bob rode his bicycle over 200,000 miles on six continents, including across the Himalayas into Tibet.





The Terry Reilly Health Services Board of Directors established the Zero Pay Fund in February 2003 to advance two of Terry Reilly Health Services Core Values: "accessibility" and "excellent care that is affordable." Former Terry Reilly Health Services Medical Director Dr. Bob LeBow dreamed of establishing such a fund. His patients told him regularly of having to choose between buying their medications and putting food on the table. The Board recognized that even the discounted fees offered by Terry Reilly Health Services could be overwhelming to some of the most vulnerable patients, discouraging them from seeking needed care.

Proceeds from Dr. LeBow's book, *Health Care Meltdown*, initially funded the Zero Pay Fund. Continuing support is made possible by private donations, grants, and proceeds of the annual Bob LeBow Bike Tour—Health Care for All. Additional Zero Pay Funds will empower Terry Reilly Health Services to treat more patients.

How is the Zero Pay Fund really helping?

Sarah's Story

"Sarah" was a middle-aged woman who moved to the Treasure Valley to care for her elderly mother. Since "Sarah's" job was to care for her mother, she had no income. While caring for her mom, "Sarah" was diagnosed with Hepatitis C, one of the most severe cases ever seen by Terry Reilly Health Services doctors. In addition, she had a history of sexual abuse and depression, as well as chronic pain.

The Terry Reilly Health Services Zero Pay Fund was able to help "Sarah" to obtain counseling for her mental health issues at our clinic and get treatment for hepatitis. She was also treated for her abuse by a SANE SOLUTIONS counselor. In addition, the Terry Reilly Health Services Pharmacy helped her access the medications she needed to treat the Hepatitis C free of charge through a drug company. Thanks to the generosity of Terry Reilly Health Services donors and the Zero Pay Fund, "Sarah" received counseling support through out the difficult treatment for the hepatitis and now has the strength she needs to help her mom live out her remaining years with dignity in the comfort of her home.

Over the last seven years, the Bob LeBow Bike Tour has raised \$230,000 for the Zero Pay Fund. This fund allows the normal co-pays for our neediest patients to be waived up front, either for one visit or up to 6 months. These adults and children can then obtain the medical, dental, or mental health care they need with dignity and in a timely fashion, avoiding expensive hospital treatment.



Examples of How Zero Pay Fund is Utilized

\$39—Zero Pay voucher for 1 medical visit, lab & prescriptions

\$72—Zero Pay voucher for 1 dental visit

\$175— 2 months primary care for Zero Pay patient



Volunteers from the Sawtooth Winery rest stop.

“This event is a wonderful example of why we all appreciate Idaho and the Treasure Valley. The beneficiaries are those who truly need our help.”

Tom Ryder, Vice President Corporate Division, JR Simplot Company



The Bob LeBow Bike Tour—Health Care for All offers the following levels of sponsorship and exposure for your organization:

Guardian Angel Level

\$5,000 and above

- Naming opportunity (if available) for one of the bike tour routes or bike ride major events (lunch, start/finish line, etc)
- Logo on all in-print promotional advertisements (description on following page)
- Prominent logo on tech tee, registration flyer, poster, web page, event banner, and post event newspaper thank you ad
- Special commemorative souvenir
- Opportunity to add 1 item* to Tour participant packet
- Six (6) complimentary Tour registrations

Community Hero Level

\$2,500-\$4,999

- Naming opportunity for one bike tour rest stop
- Name/logo on tech tee, registration flyer, web page, event banner, and post event newspaper thank you ad
- Opportunity to add 1 item* to Tour participant packet
- Four (4) complimentary Tour registrations

Health Care Advocate Level

\$1,000-\$2,499

- Name/Logo on tech tee, registration flyer, web page and post event newspaper thank you ad
- Opportunity to add 1 item* to Tour participant packet
- Three (3) complimentary Tour Registrations

Clinic Champion Level

\$500-\$999

- Name on tech tee, registration flyer, web page, and post event newspaper thank you ad
- Opportunity to add 1 item* to Tour participant packet
- Two (2) complimentary Tour registrations

Patient Support Level

\$300-499

- Name on web page and post event newspaper thank you ad
- One (1) complimentary Tour Registration

We are continually trying to identify new sponsorship opportunities and sponsor benefits. If you have other fundraising ideas that will help us raise additional funds for the Zero Pay Fund, please let us know.

* Please see the enclosed list for approved items to include in the participant packet. *This is new for the 2010 ride!*

Ride Date: Sat, June 12th, 2010



Ride Date: Sat, June 12th, 2010

The 2009 ride was promoted in the following manner. The 2010 ride will be promoted in a similar, but even more aggressive fashion.

Idaho Statesman

- Listed in the *Idaho Outdoors* calendar multiple times

Idaho Press Tribune

- 1 promotional ad
- Thank you ad after the ride

Boise Weekly

- 3 promotional ads
- Thank you ad after the ride

Additional Promotional Ads

- Kuna-Melba News
- Owyhee Avalanche

Larry Gebert

- Live feed from the location of the event

Promotional postcards to previous year's Treasure Valley Charity Bike Series riders:

- Cycle for Independence – Voice of the Blind
- Bob LeBow Bike Tour—Health Care for All
- The Blue Cruise – Wheels for Wellness
- Bike MS– Road, Sweat, Gears Ride

Bob LeBow Bike Tour Flyers:

- 3700 mailed to supporters and potential riders

Multiple sponsor thank you announcements by J103 at post ride BBQ and celebration

For further information regarding corporate sponsorship, please contact:

Rhiannon Avery, Bob LeBow Bike Tour—Health Care for All
Coordinator, 208.344.3512 x112 or ravery@trhs.org

Terry Reilly Health Services and its beneficiaries would like to thank you for your consideration of this request.

Ride Date: Sat, June 12th, 2010

211 16th Avenue
P.O. Box 9
Nampa, ID 83653-0009

Phone: 208-467-4431
Fax: 208-467-7684
www.trhs.org

Ride Date: Sat, June 12th, 2010



Ride Date: Sat, June 12th, 2010

Approved Items for the Participant Packet

The participant packet is a great way for you to advertise your business. Our experience is that items or coupons are more useful to our riders, and flyers just get tossed. The steering committee has come up with these potential ideas. If you have additional ideas, please feel free to contact us.

- Sunblock
- Chapstick
- Hand sanitizer
- Band-Aids
- Water bottles
- Coupons for your business
- Aspirin/Ibuprofen packets
- Lotion

Other ideas can be found at:
<http://www.healthpromotionsnow.com>
<http://www.brightadvertising.com>

*Please note: one-page fliers **will not** be accepted as an item for the participant packet.*