



CLIMB

★ *FOR A* ★

CURE

FIGHT COLORECTAL CANCER™

LAKE TAHOE

Climb for a Cure Toolkit



Welcome to Fight Colorectal Cancer's Climb for a Cure! You're now part of a community of relentless and resilient colorectal cancer survivors, caregivers, and advocates climbing for a cure.

ABOUT THE CLIMB

The Climb is Fight CRC's largest peer-driven fundraiser and is truly a one-of-a-kind event. We all have mountains to climb, but none of us have to do it alone. **You are strong. You are *relentless*. You have support.**

Climb for a Cure provides an opportunity for you to physically and mentally challenge yourself and others. Push beyond what you think is possible. Dig deep. Discover your untapped potential. Whether you're hiking in Olympic Valley, swimming laps at your local pool, climbing stairs in your office building, or bringing together your community to climb, we're all reaching for the same mountaintop -- [a world without colorectal cancer.](#)

HISTORY OF THE CLIMB

Climb for a Cure was started by Chad Schrack, Brian Threlkeld, and Chris Ganser in the mountains of Colorado in 2016. These three friends saw climbing as a way to inspire those facing the mountain of cancer. They united a group of 15 climbers to ascend Longs Peak.

Since 2016, this annual event has grown to include over 800 survivors, caregivers, and families from across the country, ascending to new heights and raising over \$450,000 to fund Fight CRC's research efforts and the path to a cure for colon and rectal cancers.

CHRIS GANSER SCHOLARSHIP

Chris Ganser was a co-founder of the Climb and truly a champion of hope. Chris passed away in 2018 at the age of 40. In his honor, we started the Chris Ganser Scholarship to provide travel and lodging at no cost to two survivors who join us and climb in honor of Chris.

The 2021 recipients will be announced in July 2021.



Chris Ganser (right) with his son, Chris Ganser Jr. at Climb for a Cure 2017.

TRAVEL INFORMATION

ENTERTAINMENT IN AND AROUND LAKE TAHOE

Are you out for more than the Climb? The Lake Tahoe area is ripe with opportunities to have fun and adventures with friends and family or by yourself. From stand-up paddle boarding to mountain biking, hiking, and shopping, there are tons of things to do!

Olympic Valley has bike rentals, an 18-hole golf course, a [via ferrata](#), lots of shopping, and great restaurants. [The tram](#) can take you to mid-mountain for easy access to beautiful alpine meadows!

LODGING

[Village at Olympic Valley](#) is the site for our pre-Climb dinner and post-Climb celebration. We have a large block of rooms available on a first-come, first-served basis.

Rooms at the Village are full suites, meaning the 1-bedroom suites have a full kitchen and a queen-sized sofa bed, in addition to a king-size bed in a separate bedroom. The 2-bedroom suites have a full kitchen, two bathrooms, a queen-sized sofa bed, and two separate rooms with a king-size bed in one room and either a queen-sized bed or two twins available in the second bedroom.



[Click here](#) to book your room or call **866-818-6963**. Be sure to mention you're a part of the Fight CRC Climb for a Cure to get the appropriate rates. For overflow hotel information [click here](#) and use the offer code FCC21.



Airbnb is another great option for staying in Truckee or Olympic Valley. Rates for August are pretty reasonable, though getting to and from the village will be up to you.



If camping is your jam, there are some great pay sites along Highway 89 between Truckee and the turn off for Olympic Valley and there is free, dispersed camping on the west side of 89 in the National Forest. If you want more info about camping, contact Mel Harris at MHarris@FightCRC.org.



CLIMB FOR A CURE 2019



CLIMB FOR A CURE 2018



CLIMB FOR A CURE 2016

EVENT INFORMATION

GETTING TO OLYMPIC VALLEY

Olympic Valley is located on the northwest side of Lake Tahoe, 10 miles south of Truckee, California.

The Reno-Tahoe International Airport is the closest airport and offers easy, convenient service. Drive times from Reno and other nearby airports are listed below. There are a few options for shuttles from Reno to Olympic Valley and discounts may be available for groups traveling together.

Shuttle Option 1: [Ridebooker](#)

Shuttle Option 2: [North Lake Tahoe Express](#)

Distance to Olympic Valley

- Reno-Tahoe International Airport: 1 hour
- Sacramento International Airport: 2 hours
- San Francisco International Airport: 3.5 hours

Once you're in the area, there's great, affordable bus service for the North Lake Tahoe area.

PREPARING FOR THE CLIMB

GEAR LIST

Expect warm days and cool nights in the Tahoe area during your stay. The Village at Olympic Valley sits at 6,200 feet above sea level and the highest peak in the area is just over 9,000 feet. Prepare for lots of sun and likely some wind, too!

We've created a gear list for everything you'll need on the mountain. [Click Here](#) for the full packing list!



SUNSCREEN
\$10

[BUY ON AMAZON SMILE](#)



HEADLAMP
\$12-15

[BUY ON AMAZON SMILE](#)



HYDRATION PACK
\$20

[BUY ON AMAZON SMILE](#)



RAIN JACKET OR PONCHO
\$15-\$20

[BUY ON AMAZON SMILE](#)



HIKING BOOTS
\$25-\$100

[BUY ON AMAZON SMILE](#)



BACKPACK
\$15-\$50

[BUY ON AMAZON SMILE](#)



HIKING SNACKS
PRICES VARY

[BUY ON AMAZON SMILE](#)



FIRST AID KIT
\$10-\$15

[BUY ON AMAZON SMILE](#)

FUNDRAISING

Although we don't require a minimum fundraising amount, we encourage all participants to donate and fundraise. All funds donated to Climb for a Cure support cutting-edge research and help our overall path to a cure for colon and rectal cancers.

NERVOUS ABOUT FUNDRAISING?

We get it - no one likes talking about money. We've made fundraising easy by providing an opportunity for you to create a personal fundraising page through AtlasGo when you register for the Climb. Individuals can make a donation directly to your fundraising page or directly to Fight CRC. And what's great about donating to Fight CRC is that every dollar makes a difference; no amount is ever too small!

ARE DONATIONS TAX DEDUCTIBLE?

Yes, Fight CRC is a registered 501(c)(3) charitable organization. Our Tax ID Number is 20-2622550.

CAN I GET A COPY OF FIGHT CRC'S W9?

Yes, [click here](#).

CAN I USE FIGHT CRC'S LOGO? HOW CAN I GET IT?

To download our logo click [here](#).

CAN I GET A DONATION RECEIPT FOR MY SUPPORTERS?

Funraise, our online fundraising platform, sends everyone a donation receipt.

DOES FIGHT CRC ACCEPT MATCHING EMPLOYEE GIFTS?

We do! Talk to your organization's human resources department to see if your company will match your gift to the Fight CRC. We are also a member of Creating Healthier Communities (formerly Community Health Charities), an organization that helps manage workplace giving by bridging the gap between corporate and nonprofit partners and linking caring donors with the causes they support.

IMPORTANT NOTE:

If you have donors who are mailing checks to Fight CRC, make sure they reference your name/fundraising page so we can put it toward your goal!

CHECKS CAN BE MAILED TO:

Fight Colorectal Cancer
ATTN: Climb for a Cure
134 Park Central Square, #210
Springfield, MO 65806

GET SOCIAL

SAMPLE POSTS

Show your friends and family how you're climbing for a cure for colorectal cancer. Here are a few suggested social media posts for you to use.



I will be Climbing for a Cure alongside hundreds of colorectal cancer survivors, caregivers, and loved ones from all across the country! Funds raised will support colorectal cancer research. [@FightCRC](#) [#RelentlessClimber](#) [\[YOUR FUNDRAISER LINK\]](#)



We are reaching for a world without colorectal cancer. On 8/22, I'm Climbing for a Cure in Tahoe, CA. But you can join from ANYWHERE! Create your own climb and let's take a step toward a cure. [FightCRC.org/climb](#) [#RelentlessClimber](#) [@FightCRC](#)



I am so excited to join [@FightCRC's](#) Climb for a Cure alongside [#RelentlessClimber\(s\)](#) in Lake Tahoe. Please show your support for the fight against colorectal cancer and donate \$5 to my fundraiser. Funds raised will support colorectal cancer research. [\[YOUR FUNDRAISER LINK\]](#)



I was diagnosed with stage [\[X\]](#) colorectal cancer when I was [\[X\]](#) years old. Now, I'm climbing mountains alongside [@FightCRC](#) [#RelentlessClimber\(s\)](#) to raise funds and awareness! [FightCRC.org/climb](#)



I'm flexing a [#StrongArmSelfie](#) in support of the [#RelentlessClimber\(s\)](#) Climbing for a Cure on August 22! You can climb from ANYWHERE; create your own climb today! [FightCRC.org/climb](#) [\[PHOTO OF YOU FLEXING\]](#)

ABOUT FIGHT CRC

OUR MISSION

We FIGHT to cure colorectal cancer and serve as relentless champions of hope for all affected by this disease through informed patient support, impactful policy change, and breakthrough research endeavors.

PHILOSOPHY & VALUES

It takes passionate, informed people to advocate. We believe this advocacy will lead to research. We expect research to lead to a cure. We will do all we can to help prevent colorectal cancer from ever occurring. But for those who still develop it, we want to see treatments that make their survival a sure thing.

We want to be the catalyst that causes better, more strategic research to be funded -- research that leads to increased screening and better outcomes from treatment. We will advocate for patients from "bench to bedside" by pushing for accountability of research and access to screening and treatment. We will empower people who can advocate for themselves and others, control the resources to fight colorectal cancer, and deliver care to those living with the disease. We will succeed because we will foster empowerment on three levels:

FIRST, we will teach people with colorectal cancer and their caregivers to advocate effectively for themselves by giving them the information they need, when they need it.

SECOND, we will make it easier for the people in power in the research community to commit more resources to colorectal cancer research, including potential breakthrough projects.

THIRD, we will build our allies in Congress, state legislatures, federal regulatory agencies (such as the Food and Drug Administration and the Centers for Medicare and Medicaid Services), and the insurance community and keep up the pressure until we have policies that make sense for ensuring prevention and quality care.

Fight Colorectal Cancer is recognized as a top-ranked charity thanks to our sound financial reporting and accountability.

We're recognized as a top charity by several organizations:

- 4-star charity by Charity Navigator
- Platinum Rated by GuideStar Exchange
- BBB Accredited Business
- Top-ranked charity by Philanthropedia

Fight Colorectal Cancer is a 501(c)(3) not-for-profit organization under our founding name, Colorectal Cancer Coalition (C3).

Our federal tax ID number is 20-2622550.

If you have any questions, concerns or comments, please contact:

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