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The Millennial Generation is putting its own innovative stamp on large-scale charitable giving. Robin Hindery sits down with SV2's new executive director, Jennifer Ratay, to see what drives this emerging and powerful group of philanthropists. From demanding performance metrics to investing in "capacity building," one thing is certain:

This is not your father's philanthropy.

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When the figurehead of a foundation becomes tainted by scandal, can the worthiness of the cause rise above its tarnished hero? For John and Michele Phua of San Mateo, whose Ryan's Ride charity event raises money for the Lance Armstrong Foundation, the answer is a resounding yes. Jill Layman catches up with the Phuas, who are about to put on the 9th Annual Ryan's Ride on June 24.

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When a community-minded financial services firm puts money and manpower behind a highly respected Bay Area food bank, both sides win. *Gentry* interviews the folks behind the thriving charitable partnership of Baird and Second Harvest Food Bank.



STORY BY JILL LAYMAN

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Founded in 1997 by professional cyclist Lance Armstrong after his personal triumph over testicular cancer, the Lance Armstrong Foundation provides survivorship and support programs for the cancer community—a community growing by over 12 million people worldwide each year. Armstrong's meteoric fame following his unprecedented seven consecutive Tour de France titles, served the foundation well, raising over \$500 million to support cancer survivors while making a simple, yellow wrist band emblazoned with the words "Live Strong," an internationally recognized symbol for hope.

"We were very sad and disappointed," John Phua says about his reaction to Armstrong's recent admission of performance enhancing drug use. A cancer survivor and cycling enthusiast himself, Phua has been involved with the foundation from its grassroots beginning, raising over half a million dollars through Ryan's Ride alone, plus participating in early fundraising efforts.

Phua and his wife, Michele, feared the reverberation from the scandal would impact sponsors, volunteers, and participants in Ryan's Ride, a fun bicycle race for children under 12 that the Phuas have organized for the past 10 years since losing their 2-year-old son Ryan to sudden unidentified death syndrome (formerly known as SIDS) in children. (The couple also has a 12-year-old son, Matthew, Ryan's twin.)

The funds raised by Ryan's Ride go to the Lance Armstrong Foundation (which was renamed LiveStrong after Armstrong's resignation late last year). Approaching this year's event, the Phuas couldn't help but wonder: Would Ryan's Ride supporters feel similarly betrayed and uninterested in participating because of Lance?

"We really didn't know what to do this year," explains John. "LiveStrong is run by and for people who are touched by cancer. It's not about Lance. The foundation's CEO, Doug Ullman, is himself a three-time cancer survivor. They are serving to keep to the core of the foundation's mission to help cancer survivors live strong and well."



Nearly 700 youngsters take over the streets of Burlingame for Ryan's Ride, raising funds for LiveStrong. Michele and John Phua (shown above right with son Matthew) started the fun family event in memory of Matthew's twin brother Ryan (pictured above center at left).

After a heartfelt deliberation, the Phuas decided Ryan's Ride will be back on the streets this June, continuing its tradition of family fun while raising money for a deserving cause. Each year, 650 – 700 young cyclists pedal the .7-mile course, cheered on by a nearly 1:1 ratio of enthusiastic volunteers who converge annually to help pre-event and the day of the ride. The ride's sponsors are back in force as well, including Parnassus Investments, Franklin Templeton, Hillsdale Shopping Center, Genentech, and Safeway. Due to downtown Burlingame construction, the course will have to find a new stretch of road this year, but at press time, the Phuas were working to lock down a route.

The event usually dovetails with the annual Burlingame Criterium, a Northern California Nevada Cycling Association-sanctioned short-course road race for both professional and amateur adult riders hosted by the local Peninsula Vellum Club. By piggy-backing on Criterium, Ryan's Ride encumbers very little operational costs. In fact, the event requires only about \$3,000, which allows additional sponsor donations and participant pledges to go directly to cancer support. Typically, Ryan's Ride raises \$60,000 or more each year, about \$30,000 from sponsorships and another \$10 – \$20,000 in donations from participants' families and friends.

John has happy memories of bringing his twin sons to the Burlingame Criterium, and loved to see the delight on their faces as

all the cyclists zoomed by. "A lot of these kids have parents who cycle, so they love the experience of going through registration, getting their numbers pinned on, lining up at the starting line—just like they have seen their parents do," he says. "It's a real race, not a bike parade. You should see how their faces light up when they get their medals."

Noting that this will be Matthew's last year as a 12-and-under participant, Michele is pleased that Ryan's Ride will not skip a beat. "I'm so glad we can keep the momentum going because this is such a special event for kids and families," she says, adding that many of the youngsters, like Matthew, have participated since they were just old enough to sit on a tricycle and be pushed by their parents.

"As the wife of a cancer survivor, I know there is so much good that comes out of LiveStrong events," says Michele. "We were shocked and saddened with Lance's revelation, but it's not just about that one person. We have seen so much good come out of this foundation, helping cancer survivors have the perseverance and the courage to move forward."

John concurs, reflecting, "I can't change what Lance did. I can't change that I had cancer, or that we lost Ryan. When you experience that kind of loss, you're ready to give up on everything. But all you need is a little bit of hope, and that's enough." ♦

For more information, visit www.ryansride.org.