



DETERMINED CYCLING
TexasAdventist.org/Determined

DETERMINED



“We cycle for our health.”
“We ride for their future.”



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Introduction



Thank you for viewing the DETERMINED Cycling Tour sponsorship booklet. This is the seventh cycling tour and fundraising event Kenn Dixon has organized, and the third for the Texas Conference of Seventh-day Adventists. View Kenn's story on pages 6 and 7 of this booklet. This year's event is not just a traditional cycling tour. Anyone can be a DETERMINED team member virtually by walking, running or cycling in their own community. You can find out more information about the "on your own" options at TexasAdventist.org/Determined.

The official cycling tour will be held April 2-7, 2023, with cyclists riding from Garland, Texas, to Henderson, Texas, with a stop in Longview, La.





Community

Community is so important! The DETERMINED Cycling Tour is focused on connecting communities through physical fitness and putting our students first.

The proceeds from the DETERMINED Cycling Tour will help to create a \$1.5 million endowment for Adventist education in the Texas Conference. As Kisha's story describes on pages 12 and 13, we want to provide Adventist education for all students who desire to attend but may not be able to afford it.

The official cycling tour riders committed to raising \$2,500 each to offset their food and lodging expenses, keeping the focus on the students. They also realize the importance of being an example to show others that cycling is a great way to take care of their health.



Cycling Tour



Those participating in the DETERMINED Cycling Tour will ride from Garland, Texas, to Longview, Texas. The official kick-off date is April 2, 2023, with the final celebration taking place April 7, 2023. Stops along the way include:

March 30 | Cyclists meet at the Texas Conference

March 31 | Pre-Fellowship Ride (for cyclists only)

April 1 | Sabbath Celebration | Garland Faith (Community SDA church)

April 2 | Day 1 ride | 85 miles | Garland to Van

April 3 | Day 2 ride | 30 miles | Van to Tyler

April 4 | Day 3 ride | 78 miles | Tyler to Jefferson

April 5 | Day 4 ride | 40 miles | Marshall to Shreveport, La.

April 6 | Day 5 ride | 83 miles | Shreveport, La. to Texarkana

April 7 | Day 6 ride | 82 miles | Texarkana to Longview





Kenn's Story

Many years ago, I received the news from my primary care physician that I was pre-diabetic. Knowing that my grandmother and grandfather died from diabetes complications just a few years prior, **I was nearly overcome with fear and worry.** My mother had diabetes, and my father had two heart attacks before the age of 55.

We serve a God who is able to heal even hereditary health issues. He has given us the knowledge to improve our well-being through fitness

and nutrition. Knowing I was a higher health risk, I returned to cycling. Still suffering from service-connected injuries from proudly serving in the United States Marine Corps, I knew I had to push through the pain to remain healthy.

After sharing my journey of cycling, I was asked to create something for health. That developed into cycling tours around Texas for Adventist education.





The goal was to stay healthy while witnessing to and supporting the next generation.

Adventist education plays an essential role in teaching students to understand the need for healthy relationships and healthy bodies.

When we start early with our young people in demonstrating the value of healthy life choices, their future becomes healthier.

Every day I am reminded that I am not getting younger. My muscles and bones ache, but I still have my health.

I am blessed and DETERMINED!

I'm fundraising for the Texas Conference of Seventh-day Adventists because they do fantastic work for our students, churches and communities through education and health programs.

I'm inviting others, like you, to support our latest educational campaign.

Kenn Dixon, M.A., CSMP, APR
Vice President for Communication & Public Relations



The Beginning

From the beginning, the Tour de Youth (2015-2018) focused on supporting education and health initiatives that would change the lives of youth and young adults throughout the southwest territories of the United States. The Tour de Youth event was not just a multi-day cycling tour to check off a bucket-list item; it was a life-changing journey to bring awareness to a silent killer: obesity.

Elizabeth Landau with CNN.com Health reported more than a decade ago that the adult obesity rate had risen in 28 states. She shared in her article, "Ten out of 11 states with the highest rates of obesity are located in the South." These findings are incredible and frightening.

Angela Glover Blackwell, founder and chief executive officer of

PolicyLink, says

that income disparities "may contribute to this trend of obesity...in the South."





Landau points out that in nearly every state, the incidences of obesity are higher in the Black and Latino communities than for any other ethnicities. Today, the numbers are getting worse. The rate of childhood obesity is not faring any better, according to the National Conference of State Legislatures (NCSL) with data from the National Survey of Children's Health and Centers for Disease Control and Prevention. **Five of the top-10 cities for youth and young adult obesity are in the state of Texas.** The NCSL reports that the overall obesity rate remains high and prevalent among children between the ages of 2 and 19 and has been consistent for 10 years.

The DETERMINED Cycling Tour is seeking to partner with Adventist education, health and wellness and other organizations to do our part to fight this problem. We know that we can't change everyone, but we can do our part to educate, encourage and support as many schools, youth groups, organizations and individuals as possible and be the example of positive change.





Sponsorship

Great Reasons to be a DETERMINED Sponsor

The Texas Conference DETERMINED Cycling Tour is a great place to showcase your business and products. Sports is a unique way to bring people together and connect organizations with potential clients while embracing the community.

Consider these:

- ✓ The media exposure includes internal, local and regional promotion in a variety of ways.
- ✓ Texas Conference's membership alone is more than 65,000.
- ✓ During the official cycling tour, several rallies will be held in various locations from Garland, Texas, to Longview, Texas creating media attention and opportunities for communities to gather together.
- ✓ Every rally is free, making it a fun family activity.
- ✓ The Texas Conference DETERMINED cycling tour

is a great opportunity to promote your organization and connect it with a positive, healthful message.

Support us at

TexasAdventist.org/Determined



Cycling Facts



Did you know?

- ✓ Bicycling is the fourth-most-popular outdoor activity in the world.¹
- ✓ Bicycling represents a \$6.9 billion industry in the United States²
- ✓ There are more cyclists in the United States than skiers, golfers and tennis players combined.³
- ✓ Total United States cyclists: 52 million⁴
- ✓ The average cyclist is young and affluent.⁵
- ✓ 87% of cyclists are between the ages of 18 and 44.
- ✓ 72% are male; 28% are female.
- ✓ 63% are professional.
- ✓ 79% are college graduates.
- ✓ Most have a high discretionary income.
- ✓ Average household income of recreational riders is \$60,000.
- ✓ Average household income of racers and spectators is \$75,000.
- ✓ Cyclists have a high brand loyalty and are concerned with value and quality.

Source:

¹ Outdoor Foundation, 2021

² Zippia.com, 2022

³ Census Department, 2009

⁴ Zippia.com, 2022

⁵ Simmons, MRI, USA Cycling membership, Bicycling Magazine





Kisha's Story

Growing up in a single-parent household, **my mother was DETERMINED that I attend the local Seventh-day Adventist school**, so she did everything she could to make sure there would be funds for me to continue with my Adventist education. That commitment and dedication was a testament to me that my Adventist education was of high importance, and the sacrifice to make it a reality was a key component to our family life and future.

Many years later, as vice president for education for the Texas Conference of Seventh-day Adventists, it saddens my heart to hear stories about children not being able to attend one of our Seventh-day Adventist schools in the Texas Conference due to finances.

Having worked with Kenn Dixon to raise funds for Adventist education during previous cycling tours, I was excited when he mentioned creating one for the Texas Conference. I was even more excited to hear about the “on your own” options that give everyone a way to promote health and Adventist education while raising funds for an endowment to benefit the Seventh-day Adventist schools here in the Texas Conference.



The spiritual focus is second to none in our Texas Conference schools, preparing students not just for success in this life, but for eternity. It is an indescribable feeling to see students develop their personal relationship with Jesus.

The low student-teacher ratio of our schools helps create individualized learning, above-average scores, with the desire for higher education among students attending Seventh-day Adventist schools.

Please join me in being DETERMINED to provide better options for future generations through health and Adventist education.

Kisha Norris, Ed.D
Vice President for Education



Texas Conference Schools' Locations



1. ADVENT RIDGE ACADEMY

1523 Old Ranch Rd 12 | San Marcos, TX Phone: 512.392.9475

2. BURLESON ADVENTIST SCHOOL

836 E Renfro St #226 | Burleson, TX Phone: 817.295.6812

3. BURTON ADVENTIST ACADEMY

4611 Kelly Elliott Rd | Arlington, TX Phone: 817.572.0081

4. CHISHOLM TRAIL ACADEMY

401 S. Old Betsy Rd | Keene, TX Phone: 817.641.6626

5. CLEBURNE ADVENTIST CHRISTIAN SCHOOL

111 Meadowview Dr | Cleburne, TX Phone: 817.645.4300

6. COGGIN MEMORIAL SCHOOL

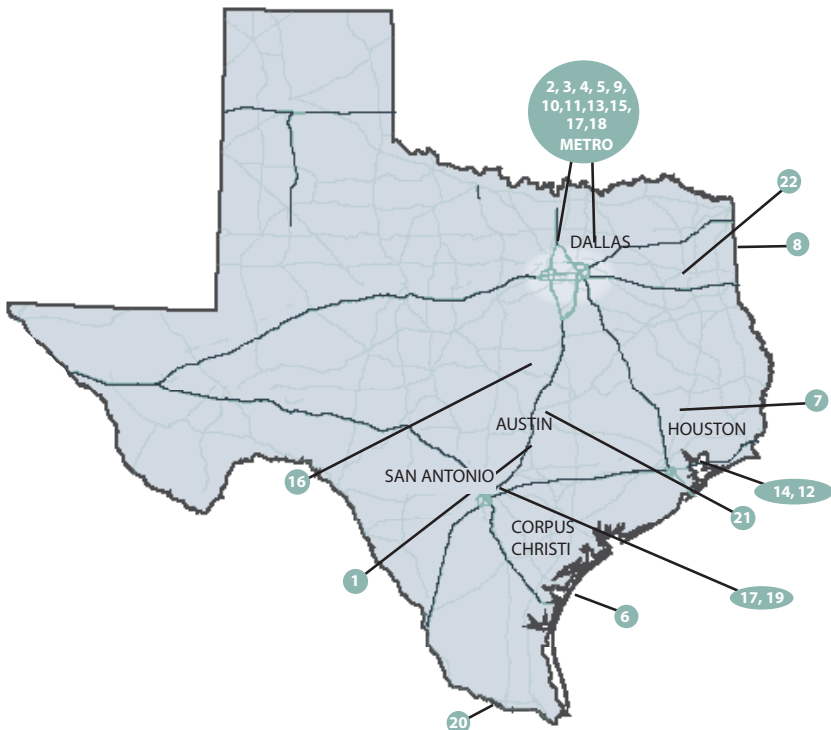
6645 Downing St | Corpus Christi, TX Phone: 361.991.6968

7. CONROE ADVENTIST ACADEMY

3601 S Loop 336 E | Conroe, TX Phone: 936.756.1083

8. CYPRESS BEND ADVENTIST ELEMENTARY SCHOOL

2997 FM 728 | Jefferson, TX Phone: 903.665.7402





9. DALLAS CHRISTIAN ACADEMY

4025 N. Central Expressway | Dallas, TX Phone: 214.528.6327

10. FORT WORTH ADVENTIST JUNIOR ACADEMY

3040 Sycamore School Rd | Ft. Worth, TX Phone: 817.370.7177

11. GARLAND CHRISTIAN ADVENTIST SCHOOL

1702 E Centerville Rd | Garland, TX Phone: 972.271.1154

12. HOUSTON ADVENTIST ACADEMY

11735 Grant Rd | Cypress, TX Phone: 832.701.3675

13. JOSHUA ADVENTIST MULTIGRADE SCHOOL

1912 Conveyer Rd | Joshua, TX Phone: 817.556.2109

14. KATY ADVENTIST CHRISTIAN SCHOOL

1913 East Ave | Katy, TX Phone: 832.913.3838

15. KEENE ADVENTIST ELEMENTARY SCHOOL

302 Pecan St | Keene, TX Phone: 817.645.9125

16. KILLEEN ADVENTIST JUNIOR ACADEMY

3412 Lake Rd | Killeen, TX Phone: 254.699.9466

17. KNOWLEDGE SEEKERS CHRISTIAN SCHOOL

1471 West Corporate Dr | Lewisville, TX Phone: 972.353.3981

18. NORTH DALLAS ADVENTIST ACADEMY

2800 Custer Pkwy | Richardson, TX Phone: 972.234.6322

19. SCENIC HILLS CHRISTIAN ACADEMY

11223 Bandera Rd | San Antonio, TX Phone: 210.523.2312

20. SOUTH TEXAS CHRISTIAN ACADEMY

7001 North Ware Rd | McAllen, TX Phone: 956.682.1117

21. STONEHILL CHRISTIAN ACADEMY

4301 Kelly Lane | Pflugerville, TX Phone: 512.763.2776

22. TYLER ADVENTIST SCHOOL

2931 South S.E. Loop 323 | Tyler, TX Phone: 903.595.6706



President's Challenge

Texas Conference Is 65,934 Members Strong!

We are looking for **500 of you to give \$1,000** to help us reach a quarter of our \$1.5 million goal. **Can you help?**

This challenge would raise a third of the funds. "We want every student who wants a Seventh-day Adventist education in the Texas Conference to be able to have it," shares Elton DeMorares, Texas Conference president.

Will you accept this challenge and join us in being DETERMINED for Adventist education?



**President's
Challenge**

Contact Us



Contact us today!

We look forward to hearing from you.

For media or event information, contact:

Kenn Dixon, M.A., CSMP, APR

Vice President for Communication & Public Relations

Email: communication@txsda.org

Phone: 817.790.2255 ext. 2126

For corporate sponsorship information, contact:

Kisha Norris, Ed.D

Vice President for Education

Email: education@txsda.org

Phone: 817.790.2255 ext. 2145



Seventh-day
Adventist Church

TEXAS CONFERENCE



Adventist Education

A JOURNEY TO EXCELLENCE



Legacy

By leaving a gift in your will or trust, you will join thousands of others who have DETERMINED to support Christian education. **Many children who would not have otherwise had the opportunity for an Adventist education have been able to realize that dream with the tuition assistance provided by faithful and caring givers like you.**

I will never forget one Sabbath morning many years ago when the pastor asked for those who had specific prayer requests to share them out loud with the congregation. A lady who had been a member for only a short while stood up and shared her testimony of how the Lord had led her to this truth and how her son had been enjoying the Adventurer program for the past year. **He was desperately wanting**

to attend the local church school, but as a single mother who struggled financially, she knew that wasn't a possibility.



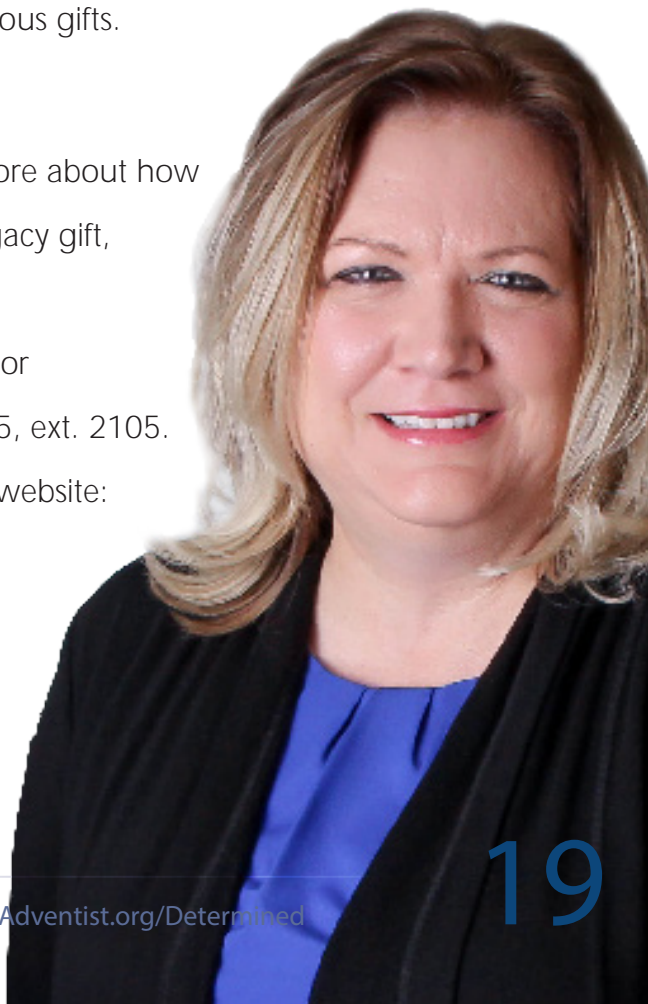


She asked for prayer that the Lord would work this out, if it was His will. When she sat down, first one person and then another and another raised their hands, pledging to pay a portion of that child's tuition, until the entire tuition was covered!

By leaving a legacy gift, you can be a part of providing children with a greater understanding of Christ,

good Christian friends and teachers and an excellent education - one they were only able to receive by attending an Adventist church school because of your generous gifts.

If you'd like to learn more about how to create your own legacy gift, please contact us by email: trust@txsda.org or phone: (817) 790-2255, ext. 2105. You may also visit our website: texasgiving.org.



Lynette Ecord

Planned Giving & Trust Services Director



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