

IN GOOD COMPANY

■ **Jay Indovino**, 48, Executive Director, Pedal the Cause

➔ With just two years under its belt, Pedal the Cause is already becoming a popular turn of phrase in St. Louis, and it's far from putting the breaks in 2012. The annual cycling challenge has succeeded in attracting more than 2,000 bike riders and raising upwards of 2.2 million seed-funding dollars for cancer research projects at Siteman Cancer Center and St. Louis Children's Hospital in its first two years—an incredible feat for the young organization founded by two-time cancer survivor Bill Koman and avid endurance athlete Jay Indovino. It's been so successful, in fact, that Indovino left his 25-year career in finance to act as the organization's executive director. Today, Indovino and a handful of Pedal staffers are dedicated to raising 2 million dollars in 2012, building a platform for growth and spreading awareness on a more regional level. A tall order, no doubt, but Indovino knows they "can be a part of making great strides in cancer research—and have a lot of fun doing it."

■ **Faith Sandler**, 51, Executive Director, The Scholarship Foundation of St. Louis

➔ "Every day when I come home, I know what I did really matters; there's not a better job in town." After 22 years as executive director of The Scholarship Foundation of St. Louis—which, in 2011 alone, provided \$3.5 million in

interest-free loans and grants to 600 area students in need—Faith Sandler's job satisfaction is tough to dispute. The fruits of her fundraising—from sales at the two local Scholar-Shop locations and charitable contributions (one of six is from a graduate whose education was supported by the 92-year-old foundation)—also support programs that educate an average of 3,000 students annually on applying for college admission and financial aid. With her efforts currently focused on building an online scholarship application system where students can tell their stories once to a number of organizations, Sandler hopes that 2012 will mark a revolution in the management of private scholarships. "There shouldn't be a single unused dollar—or a program that says, 'We just couldn't find the right student.'"

— Jill Manoff

