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Trips for Kids News

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DECEMBER 2010

“70 Trips for Kids chapters hosted more than 9,000 underserved youth in 2010.”

INSIDE THIS ISSUE:

TFK Rides & Earn-a-Bike	2
President's Council Award	2
New National Director	2
Re-ciclerys Expand	3
TFK Chapter News	3
National Park Service Pilot	3
Thanks To Our Sponsors	4
How to Start New Chapter	6

National Growth Takes Off

One of the most exciting happenings of 2010 for Trips for Kids (TFK) was being selected to compete for a \$50,000 award from Clif Bar. The CLIF BAR 2 Mile Challenge, was a nationwide, six-month long campaign to fight climate change by encouraging people to ride a bike instead of driving a car for trips of two



miles or less. Friendly competition among cyclists resulted in a \$25,000 bonus grant to TFK. These funds, in addition to a two

year capacity building grant from New Belgium Brewing for \$30,000, have been earmarked for expansion efforts. Primal Wear donated 1,000 custom TFK cycling jerseys valued at \$70,000, furthering resources available for national growth and serving more at-risk youth.

To lead the growth of TFK nationally, Eric Goldman will joined Trips For Kids as the Executive Director, North America (see article on page 2 for more details).

When the numbers are tallied for 2010, TFK expects to exceed 75,000 happy, satisfied young bike trippers since our inception, and hundreds more deserving kids who have participated in Earn-a-Bike and Build-a-Bike

Programs. TFK and its chapters continue to grow, learn, and fine-tune a variety of programs based on its core mission.

In 2010, six new chapters were opened in Colorado, Florida, Pennsylvania, North Carolina,



Photo Credit: www.markhamjohnson.com

Utah and Nova Scotia. Collectively, 70 TFK chapters hosted more than 9,000 underserved youth in 2010. Participants took home images of stirring landscapes, and a greater understanding of what's possible with commitment and persistence.

Six New Chapters Launch in 2010

Six new Trips for Kids chapters opened in 2010. **TFK Boulder** is an extension of the Denver chapter. **TFK Ogden**, located in Utah, is part of the Ogden Bicycle Collective which promotes cycling as an effective and sustainable form of transportation. **TFK Tallahassee** in Florida helps advance Tallahassee Mountain Bike Association's goal to promote off-road riding on national, county and city lands.



Trips for Kids Chapters

TFK Pocono Flow located in East Stroudsburg, Pennsylvania, is a part of Youth Infusion, Inc., in the Pocono Mountains. **TFK WNC** located in Ashleigh, North Carolina, serves at-risk

youth in the community by providing mountain bike outings and environmental education. **TFK Annapolis Valley**, in Nova Scotia, Canada is located in beautiful Annapolis Valley (south of Halifax) and provides mountain biking related recreation experiences including: rides, multi-use trail building, trail workshops, advocacy and bike clinics.



Proud Riders from the Willie Mays Club in San Francisco

Photo Credit: www.markhamjohnson.com

There are 70 chapters in the US & Canada, including one in Israel.

- | | |
|------------------|------------------|
| Alberta | North Carolina |
| Arizona | Nova Scotia |
| British Columbia | Oklahoma |
| California | Oregon |
| Colorado | Pennsylvania |
| Florida | Saskatchewan |
| Georgia | South Carolina |
| Illinois | Tennessee |
| Kansas | Texas |
| Kentucky | Utah |
| Maine | Vermont |
| Maryland | Virginia |
| Massachusetts | Washington |
| Michigan | Washington, D.C. |
| Minnesota | West Virginia |
| New Mexico | Wisconsin |
| New York | Israel |

Youth Programs Make an Impact

Mountain Bike Rides and Earn-a-Bike Programs Flourish

"Trips for Kids benefits the kids with whom I work by exposing them to a world of nature, natural elements and bicycle recreation, a world that few of them experience growing up in the city. TFK benefits the kids physically and emotionally. They never forget the rides! The unity of the class is tangibly improved – there is more a family feeling in the group. TFK fills a huge gap in the public education system",
 —Michael Guenza, Francisco Middle School Teacher.

This sentiment is echoed from educators, counselors, ride leaders, TFK staff, volunteers, and most importantly the youth that participate in TFK mountain biking rides. Recently, a 17 year old rider said, "Trips for Kids changed my life! It kept me out of trouble and pretty much developed my mind to be more grown up. Trips for Kids has been like my second family."
 Through Earn-a-Bike programs, youth are given an opportunity to learn about bicycle mechanics in a safe environment while earning points towards their own bike.

Both Ride and Earn-a-Bike programs give underprivileged youth an opportunity to see what is possible. They are surrounded by mentors and provided an opportunity to learn about personal responsibility, achievement, health, life choices and the environment while building confidence.

TFK Gets President's Council Award



The President's Council Community Leadership Award is given to individuals who improve the lives of individuals within his/her community by providing or enhancing opportunities to engage in sports, physical activities, fitness, or nutrition-related programs.



Photo Credit: theportraitphotographer.com

Marilyn Price, Founder of Trips for Kids (TFK), received the 2010 President's Council on

Fitness, Sports and Nutrition (PCFSN) Community Leadership Award in recognition of her commitment to improving the lives of underserved youth. This year, the President's Council presented the Community Leadership Award to 28 individuals across the country.

New National Director Seeks Growth

Trips for Kids demonstrated its long term commitment to underserved youth by hiring a new Executive Director, North America, Eric Goldman. Eric will oversee TFK National, collaborating with Founder Marilyn Price. He will be responsible for working closely with local chapters to develop

strategic national alliances, new funding sources and sponsorships, as well as initiating the formation of new chapters. He will also represent TFK at youth and bike conferences. Goldman's extraordinary experience in the nonprofit sector focused on access to higher education for under-

served youth, combined with his demonstrated success in the for-profit sector as a senior executive at Esprit, Levi, Disney and ESPN will be invaluable. He is skilled in business development, strategic planning, and global brand management. His five year goal—double capacity!

Re-cyclery Bike Thrift Shops Expand

The Marin chapter of Trips for Kids launched the first Re-Cyclery Thrift Bike Shop to support its youth programs, keep bikes out of landfills and putt them back on the streets as a means of affordable, environmentally friendly transportation.

The Re-Cyclery model is straightforward. Bike manufacturers and individuals donate parts (both new and used) to the Re-Cyclery. Then, skilled bike mechanics reuse, reassemble and reconstruct bikes that are sold in the Re-Cyclery at a



Andrea Hundredmark with Trips for Kids Triangle participants in new Grassroots Bike shop. (Photo by Wayne Brandon and courtesy of TFK Triangle)

reasonable price. Net income of the Re-Cyclery goes directly to funding Mountain Bike Rides, Earn-a-Bike Programs and other TFK youth

related community support.

Since the first Re-Cyclery opened in 1994, the model is starting to spread among the chapters. TFK Charlotte opened a Re-Cyclery in 2006. TFK Triangle in Durham, North Carolina opened a similar shop in 2008.

Other chapters are looking to follow suit and open Re-Cyclerys as a sustainable way to support youth programs.

"I had the best day of my life"
- Tyrone, Age 16

"I will never forget this experience for the rest of my life"
- Amed, Age 17

"I like that we got more challenged as the trip went along"
- Brandon, Age 13

"I like how I got new confidence in myself"
- Alma, Age 14

(Courtesy of TFK Metro NY)

Trips for Kids Chapter News

Around this time last year, **TFK Denver** (TFKD) decided they needed to do better and enable even more children in the area to experience a positive, physically challenging, mountain biking experience. With the addition of the new **TFK Boulder** chapter this year, we're proud to report that TFKD/B have surpassed their goal of reaching 1,000 youth this year!

TFKD also earned high-profile media attention. Two segments on local TV—one on its Ride Program and the other on the Earn-a-Bike Program—were great publicity.

And the chapter was one of the designated charities for the Bailey Hundo Race sponsored by 4 Colorado state senators, which resulted in both visibility and a financial donation.

In Charlotte, NC, painting murals has new meaning for staff and volunteers at **TFK Charlotte**. Well known local artist Will Puckett created a paint-by-numbers mural, so there was no way people could miss the Re-cyclery.

A longtime supporter of Trips For Kids, **North Face** gave local grants to Denver, New York, Marin and



HELPING KIDS DISCOVER NATURE'S PLAYGROUND

DC as part of their new **Explore Fund™**. The Fund was established to inspire and enable the next generation of explorers by funding non-profit organizations that are working to re-connect children with nature.



Trips for Kids Denver youth ride participants.

National Park Service Partners with TFK

Four TFK chapters located close to a National Park were selected by NPS to participate in a pilot youth and environmental conservation program. Each chapter committed to running a series of 4 rides with the same kids. The rides included up to a 2 hour stewardship project in conjunction with an NPS unit. The goal was to introduce the kids to our

national parks, encourage use and instill an ethic of stewardship. The participating chapters were, Southern Arizona, Rio Grande, Marin and Metro DC. Each chapter received financial support from NPS.

* * *

Several TFK chapters attended the IMBA Summit in Augusta Georgia

from May 5 - 8th (Charlotte, Denver, Marin, New York, SORBA, Tampa, Triangle and WNC) to discuss rides, sustainability, grant writing, evaluation, strategic planning and operating Bike Thrift Shop & Earn-a-Bike programs. Mike Van Abel, IMBA President, and Attila Bality from the NPS joined to discuss collaborative ideas for IMBA, NPS and TFK.





Thanks to Our Sponsors

The generosity of our sponsors makes our work possible. Especially in trying economic times, we deeply appreciate the support!

The following sponsors make critically needed in-kind donations: Trek, Park Tool USA, Planet Bike, Clif Bar, Primal Wear, CST/Maxxis, Adventure Medical Kits.

Clif Bar, New Belgium Brewing Company, CST/Maxxis, Ritchey, Syncros, + 3 Network, Bikes Belong, and Interbike made

generous financial contributions.

The following industry publications help us tremendously with media exposure: Bicycle Dealer Magazine, Bicycle Retailer & Industry News, Bicycle Times, Bicycling Magazine, BIKE, Dirt Rag, IMBIKE MAG, League of American Bicyclists, Momentum, Mountain Bike Magazine, Mt. Bike Action, Velo News, Outdoor USA Magazine, and Vital Media MTB.

Chip Smith and his team at SOAR Communications have been TFK angels for many years. Thanks to their thoughtful gift of services, news and press releases are effectively crafted and distributed.

Additional financial donors include: Magura, Shuttle Guide Tours, Resource Revival, Rick White, and Brie Worgan in honor of Kara Worgan.

BIKE INDUSTRY MANUFACTURERS, DISTRIBUTORS AND MEDIA CONTRIBUTORS

The following contributors have donated overstock product to help support the Re-Cyclery, the Trips For Kids® bike thrift shop. The shop not only works to keep these items out of landfill, but money raised from the sale of these products provides the funding necessary to support all Trips For Kids programs.

- Ahrens Bicycles
- "A Woman's Bike Book" by Julie Harrell
- Answer Products
- Basic Bottles
- Bell Sports
- Bellwether Cyclewear
- Bianchi
- Bicycle Times
- Bicycling Magazine
- Bike-a-log
- Bike Magazine
- Boeshield T9
- Camelbak
- Cane Creek Components
- Cannondale
- Cat Eye
- Continental
- Cowboy's Fuzzy Duds
- Crank Brothers
- Dahon
- Deuter
- Dirty Girls
- Dude Girl
- Ellsworth
- Gary Fisher Bicycles
- Giant
- Hans Johnsen
- Haro Bikes
- Highway Two
- Hincapia Sports Wear
- Hutchinson Tires
- Hydrapak
- Ice Tools
- Inertia Design
- Jamis Bicycles
- Kali Protectives
- Kryptonite
- Lake Cycling Shoes
- Lone Peak Packs
- Marin Bikes
- MAVIC
- Merry Sales
- Mountain Bike Action
- Mountain Bike Magazine
- MTB Review
- Napa Valley Bike Tours
- Nema
- Odi Grips
- Paceline Products
- Pace Sportswear
- Pacific Cycle
- Primal Wear
- Princeton Tec
- Profile Design
- Project Sport
- Quality Bicycle Products
- Race Face
- Raleigh
- Serfas
- Sheila Moon Athletic Apparel
- Shimano
- SockGuy
- Sojourn Bicycling & Active Vacations
- Specialized
- SRAM
- Sun Ringle
- Sutherland's Bicycle Shop Aids
- Terry Precision Cycling
- Teton Mountain Bike Tours
- Thule
- Timbuk2 Designs
- Todson
- Trico Sports
- Tri-Flow
- Vanderkitten
- Veltec
- Vittoria
- Voler Team Apparel
- Wheels Manufacturing
- Wilderness Trail Bikes
- Yakima



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YES! I WANT TO GET KIDS OUTDOORS AND ON A BIKE BY SUPPORTING TRIPS FOR KIDS.

Donations help us support new and exciting chapters. We encourage you to contact us and find out how your contribution can make a difference in the lives of underserved youth.

Here's my tax-deductible contribution:

\$25 \$50 \$150 \$250 Other \$ _____

Name _____

Address _____

City/State _____

Phone _____ Email _____

Double your contribution through your employer's matching fund program. See if Trip for Kids is eligible for a special grant from your company.

Trips for Kids

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Start A New Trips for Kids Chapter!

You can make a positive difference in the lives of disadvantaged youth in your community. You can change their perspectives and help them imagine a different future, all by riding bikes in the great outdoors. If that prospect appeals to you, we invite you to start a Trips for Kids (TFK) chapter.

TFK chapters are established by dedicated individuals who want to take at-risk youth outside to experience the world of nature on bikes. While each chapter is independent, all work toward the common goal of changing lives through the joy and challenge of cycling

outdoors.

Trips for Kids is here to provide guidance and support to help you develop a local chapter. We can provide a set of simple guidelines and help along the way. Along with a start-up set of bikes and equipment, we are eager to share over twenty years of experience.

There is an abundance of information on our web site at

www.tripsforkids.org.

To discuss the details of your specific situation, call our office at 415-458-2986.



Kids Smiles Abound After a Ride

Photo Credit: www.markhamjohnson.com