

TRANSFORMING LIVES

TWO WHEELS AT A TIME



IMPACT REPORT

2021

A MESSAGE FROM TRIPS FOR KIDS BOARD PRESIDENT



Now in our 5th year, Trips for Kids is on course to deliver the next phase of programming and services to an expanded community of youth advocates dedicated to our mission. With an eye to new ways to employ the transformative power of the bike as a vehicle for personal growth, we are building innovative platforms and resources to reach kids from all communities, regardless of their circumstances.

The **More Girls on Bikes initiative**, which positions the bike as a tool for female empowerment, took off in 2021, leading to a 7% increase in female ridership within our Trips for Kids community. To further support this initiative, we revised our traditional logo to showcase a female lead rider.

Our **Learn+Earn-a-Bike Online** pilot program launched in 2020, proving the value of on-demand learning for kids without access to in-person classes. Originally deployed in response to the pandemic lockdown, our new **Virtual Education Platform** can now be used with or as an alternative to in-person learning. Working with our members, industry and community partners to provide equipment and workshop resources, this year over 200 students rode away with a bike of their own. We plan to reach **1,000 kids** in 2022.

Our flagship **Discovery Trail Ride** programs continued to flourish in spite of the extended lockdown. With safety first always top of mind, more than **3,500 kids** were still able to hit the trails from New York to Georgia, North Carolina to California and beyond. From coast-to-coast, we worked

with our members to collaborate - sharing stories, ideas and success metrics. Our **Online Leadership Conference** in September was a resounding success bringing more than **40 program directors** together for the first time.

Our **Community Partnership Program** is building sustainable funding sources through long-term alliances with our industry sponsors. With more than **30 partnerships** in place, we are putting the power of collaboration to work to raise funds and awareness for our collective vision.

The Trips for Kids team has demonstrated tremendous flexibility and ingenuity during this time of uncertainty. Working with the board, volunteers and partners, our co-directors **Amy Carver and RJ Heckelman now share leadership responsibility** for community, partner and resource development, guiding us forward to create new ways to fulfill our mission.

I have never been so clear eyed as now about the power of the bike to transform lives. Kids are telling their stories, like 17-year-old Robbiana with our Macon, Georgia chapter. Her drawing depicting their bicycle field trip to Black Lives Matter Plaza in Washing DC last summer is a reminder that young minds learn when they are free to explore.


PATRICIA GALLERY
BOARD PRESIDENT



Artwork by Robbiana, Macon Georgia Chapter
Black Lives Matter Plaza – Summer 2021 Field Trip

LOGO REVISION



In June 2021 we unveiled a revised logo featuring a female lead rider to recognize the participation of both girls and boys in our programming. This change correlates with our new More Girls on Bikes initiative spearheaded by a team of our regional chapter directors. Launched in March 2021, the goal of our More Girls on Bikes initiative is to increase female leadership and ridership across our programs by 10% over the next 18 months. We are happy to share that we are on our way! In 2021, we were able to increase our female participation by 7%.

The addition of a female lead rider recognizes the participation of both girls and boys in our programming.



CHAPTER LED INITIATIVE – MORE GIRLS ON BIKES LAUNCHED



More Girls On Bikes



MORE GIRLS ON BIKES MISSION

To increase participation of youth identifying as female by 10% by the end of December 2022. We are at current increase of 7% since 2020.

The Trips for Kids More Girls On Bikes initiative was spearheaded by a group of our program leaders. The group formed a committee in March 2021 with the primary goal to increase female leadership and ridership along with creating an inclusive atmosphere that provides a brave space and comfortable environment for kids to learn, gain new skills and have fun regardless of their gender.

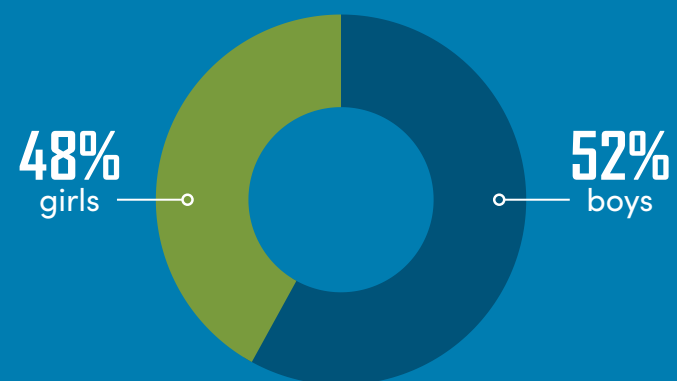
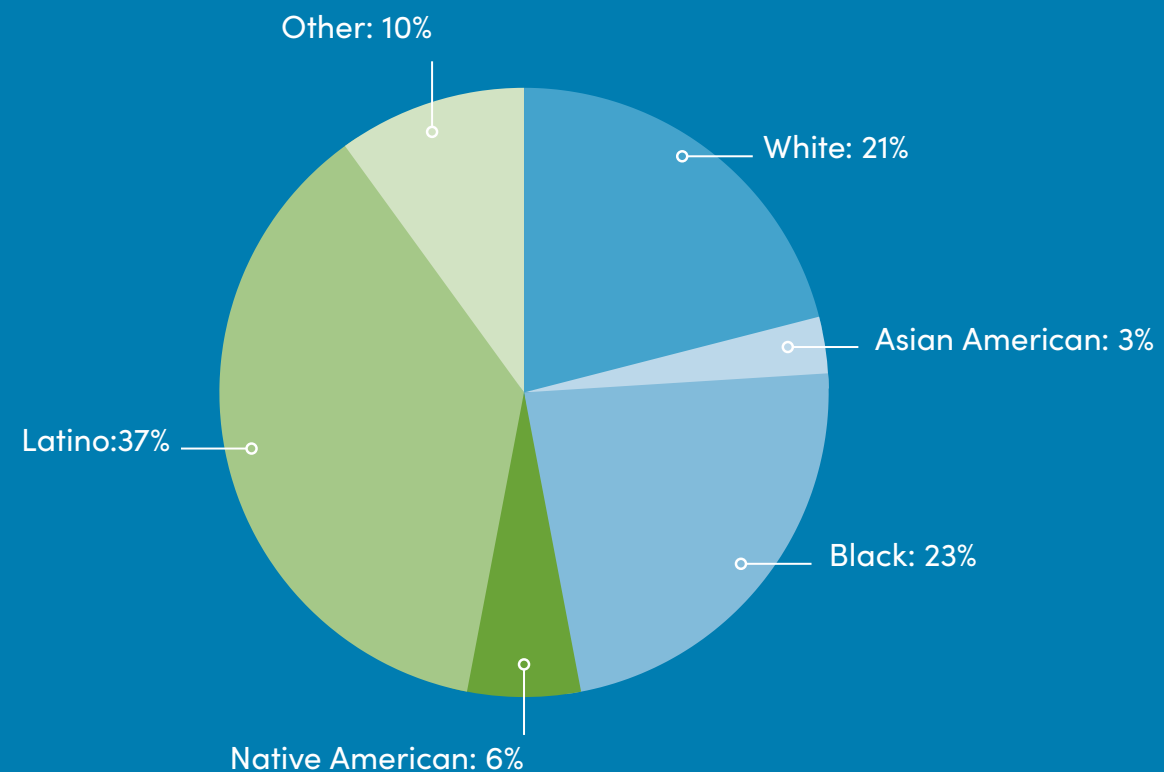
SPECIAL THANK YOU
to program sponsors:



THE KIDS WE SERVE

The communities across North America served by our chapters continued to feel the impact of current world conditions, but wheels and wrenches continued to turn.

DEMOGRAPHIC INFORMATION



OUR VOLUNTEERS



305

Volunteers



11,400

Volunteer Hours

TRAIL RIDES



3,699

Kids took part in



457

Trail Rides

OUR COMMUNITY PARTNERS



LEARN+EARN-A-BIKE



More than

600

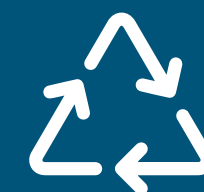
graduates



More than

600

kids earned bikes



13,052

bikes saved from landfills



SOUTHEAST CHAPTER VISITS

JUNE 2021



For the first time in more than a decade, visits were made to several Trips For Kids southeast chapters enabling us to collect content and metrics for Phase 2 of our Learn+Earn-a-Bike program.

Read [Chapter Visits Put Programming Into Perspective](#)

LEADERSHIP CONFERENCE

SEPTEMBER 2021



More than 40 program directors and leaders from across North America came together to attend Trips for Kids' first online leadership conference in September. The conference opened with an inspirational pre-recorded message from National U23 Cross Country Champion, Savilia Blunk, and covered topics such as grant writing, connecting more girls on bikes and how to approach corporate partners. Attendees enjoyed sessions led by Zoe Kircos, formerly with People for Bikes, and Seth Nesselhuf with Quality Bicycle Products. The conference brought both new and longtime chapters and members together to collaborate.

SPECIAL APPEARANCE BY SAVILIA BLUNK

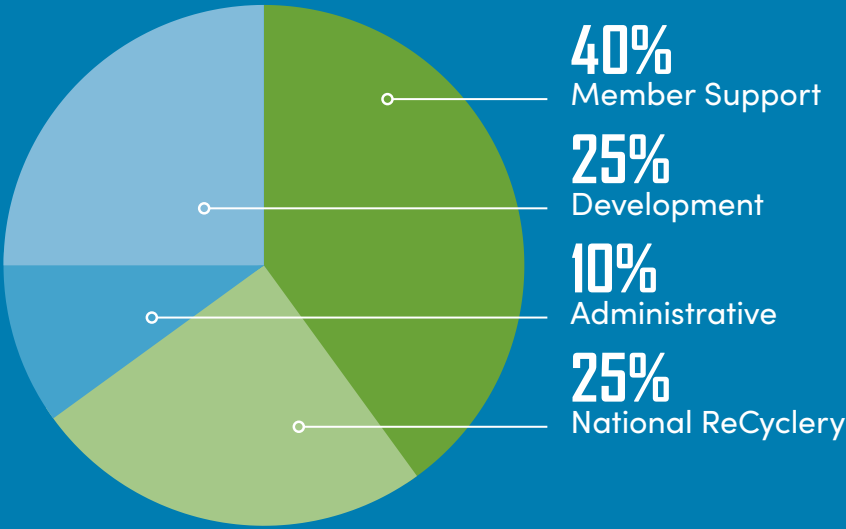


SAVILIA BLUNK
NATIONAL U23 CROSS COUNTRY CHAMPION

2021 FINANCIALS

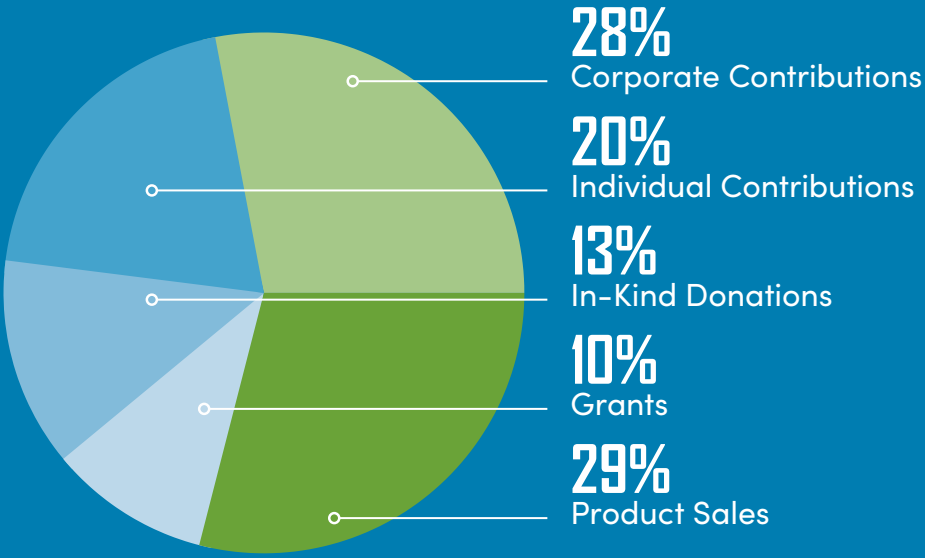
OPERATIONAL COSTS

Member Support	\$82,981
Development	\$51,863
Administrative	\$20,745
National ReCyclery	\$51,863
Total	\$207,454



FUNDING

Corporate Contributions	\$95,614
Individual Contributions	\$68,370
In-Kind Donations	\$42,747
Grants	\$35,000
Product Sales	\$98,725
Total	\$340,456



2022 GOALS



Build our chapter network through expanded membership policies so more organizations are able to offer Trips for Kids programming in their communities.



Develop additional member resources including a Hybrid Tracking Application and Earn-a-Bike Toolkit.



Offer additional training opportunities including an Inaugural In-Person Southeast Leadership Conference and Monthly Online Member Meet-ups.



Develop a “How to Form a Local ReCyclery Bike Shop” manual in collaboration with our membership.



Grow our program resources to include bicycle riding skills and safety training.

WE WELCOME TWO NEW NATIONAL VOLUNTEERS

As a small staff of two, Trips for Kids greatly relies on the invaluable support of its board and volunteers. In 2022, two experts in their field offered on-going support to assist in moving the mission forward.

Help us in welcoming Sarah Packard and husband/wife Design Team Therese and Warren Davis to our Trips for Kids family.



SARAH PACKARD
CHIEF STORYTELLER & COMMUNICATION
VOLUNTEER – OSWEGO, IL

[Sarah Packard](#) has 15 years of strategic communications experience working for Fortune 500 companies, with a passion for storytelling and a commitment to engaging her audience. Growing up, one of Sarah’s favorite things to do was mountain bike with her dad on the trails around their home. She credits these experiences with shaping her lifelong love of biking and says the Trips for Kids mission to provide transformative cycling experiences to youth resonates with her personally. Sarah is a mom of two and looks forward to long rides with her own children once they master the art of a two-wheeler. She is thrilled to leverage her writing skills and love for biking to volunteer with Trips for Kids.



THERESE AND WARREN DAVIS
DESIGN & MARKETING VOLUNTEER TEAM – MENIFEE, CA

Therese and Warren Davis are a design duo who met through their mutual love for riding. With a background in advertising and design, they have worked in the creative industry for over 15 years. Most recently they have taken a leap of faith to build their design agency, [amusing.design](#), and their labor of love, [AXLE](#), to inspire more two wheel fun together.

Community around bikes and sharing the joy of riding has been a cornerstone in their lives since day one. The pair has constantly found and has looked for ways to incorporate it into their life. As parents of two young children, the mission of Trips For Kids strongly connected with their core values, and it has been an honor for them to be able to use their design skills to help an organization focused on getting more kids on bikes.

THANK YOU! OUR SPONSORS

COMMUNITY PARTNERS



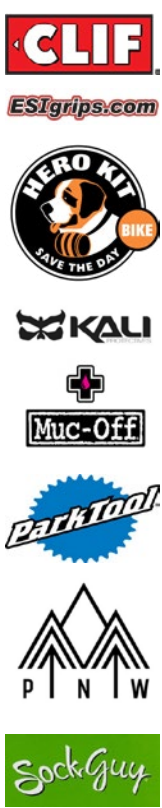
HERO & VISIONARY



CHAMPION



ADVOCATE



KIDS CLUB



FOLLOW US
@TRIPSFORKIDS



tripsforkids.org

P.O. Box 5007
Novato, CA 94948