

2019 Impact Report

ADVENTURE CYCLING ASSOCIATION



Dear Fellow Members,

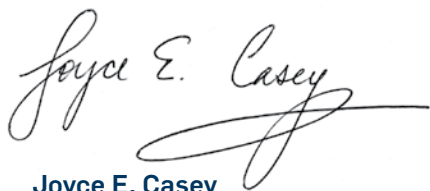
Thank you for paving the way for another successful year of bicycle travel accomplishments and transformation! It has been a whirlwind first year as Board President, but I am looking forward to all 2020 has in store for us.

Before we ride into the new year together, I'd like to invite you to look at the following page and reflect on some of the great accomplishments your support made possible in 2019. But keep in mind, our accomplishments won't end here. With our strategic plan and leadership from our new Executive Director, Scott Pankratz, we are excited to see our efforts unfold into the future and continue propelling the success of Adventure Cycling forward! Read more about our strategic plan here: adventurecycling.org/about-us/strategic-plan.

On a sad note, Adventure Cycling lost one of its biggest cheerleaders early in 2020. Wally Werner was a bicycle traveler, tour leader, Life Member, and served on the Board of Directors. Wally was Board President from 2013 to 2019, and our impressive accomplishments in 2019 are a reflection of the leadership he provided to Adventure Cycling. Wally advocated fiercely for our mission of self-empowerment and self-discovery through bicycle travel. He walked that talk by leading 72 tours, including 52 introductory classes and leadership training sessions.

You can read more about Wally in this month's Open Road Gallery.

We are most proud that we had the opportunity to provide bike travel inspiration, resources, and experiences to so many people like you. Thank you for your support, which has made all of the advances in bicycle travel possible and enables us to continue enriching lives and communities.



Joyce E. Casey
President, Adventure Cycling Board of Directors



2019 IN NUMBERS

14,070 MILES

of total U.S. Bicycle Routes in 27 states from Washington to West Virginia



782 COPIES

sold of our most popular physical map: Great Divide Section 1

48 COUNTRIES

are home to Adventure Cycling Members, including South Africa, Russia, and New Zealand

6,400 NEW MEMBERS

joined the biggest bike travel community in the U.S.

\$1,000,000+ DONATED

for better bike travel by passionate members!

104 TOURS

in 41 states, 4 Canadian provinces, and Puerto Rico



41,167

print, digital, and app maps went out to inspired cyclists

Missouri and Florida State Parks adopted a no-turn-away policy, bringing the total to

11 STATES



Bicycle Route Navigator was installed on iPhones

3,700+ TIMES

506,042 MILES

ridden collectively by Bike Travel Weekend participants during the first weekend of June

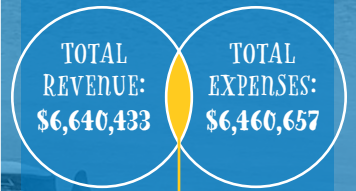


54,776

bicycles carried by Amtrak to where you want to ride. Multimodal travel for the win!

111 NEW LIFE MEMBERS

in it for the long haul



NET REVENUE: \$179,766

REVENUE

- Membership: 44%
- Donations/grants: 33%
- Advertising: 9%
- Tours (Net): 9%
- Merch (Net): 4%
- Other: 1%

EXPENSES

- Program Services: 88%
- Development: 7%
- Administration: 5%

Inset photos courtesy of (from left to right): David Dalziel, Claire Mitchell, Sandra Corso, Saara Snow

Photo by Rachel Rosenbaum

“I WANT MY FUTURE ROLE IN OUTDOOR LEADERSHIP TO INVOLVE REACHING OUT TO PEOPLE WHO OTHERWISE WOULDN’T HAVE HEARD OF BIKE TRAVEL OR WOULDN’T BE ABLE TO AFFORD TO DO SOMETHING LIKE THAT. IT WOULD BE MY DREAM TO EDUCATE UNDERREPRESENTED POPULATIONS IN CYCLING ABOUT OUTDOOR SKILLS, TAKE THEM OUT ON RIDES, AND HELP THEM ACCESS THE GEAR THEY WOULD NEED TO SEE THE BICYCLE’S FULL POTENTIAL.”

— Ana Fajardo, Greg Siple Award winner from Gainesville, Florida

“I VOLUNTEER THROUGHOUT THE YEAR TO RIDE TANDEM AROUND THE NEIGHBORHOOD WITH THE STUDENTS WHO ARE VISUALLY IMPAIRED. ON ONE OF THE RIDES, WE WERE GOING DOWN THE HILL AND ONE OF THE STUDENTS JOYFULLY SCREAMED AND THREW HER HEAD BACK AS IF SHE WAS GOING DOWN A ROLLER COASTER. SHE COULDN’T SEE WHERE WE WERE GOING, BUT SHE COULD FEEL THE THRILL.”

— Briana Cohen, Greg Siple Award winner from Austin, Texas

Visit adventurecycling.org/members/news/bike-travel-for-the-blind to read more about Briana’s project.

You Inspire. You Empower. You Connect.

THE PLACES WE GO

- **West Virginia says “yes” to the USBRS!** It became the newest state with a U.S Bicycle Route when it designated USBR 50, connecting to Pennsylvania and Ohio's USBR 50. Georgia and Maine also designated routes for a total of 533 new route miles!
- **Ever wonder how an Adventure Cycling route comes to fruition?** We start with you! Member John Egan scouted a route through South Dakota and submitted a formal proposal to our cartography team. He wasn't the only member who found cycling gold in the Black Hills. Tour participants, leaders, and other members raved about the stark beauty of the Badlands and tranquility of the Land of 10,000 Lakes. Senior Cartographer Nathan Taylor hit the road in June to gather data, then he spent the winter creating the Parks, Peaks, and Prairies Bicycle Route. Look for it online in Cyclosource next month! Do you have a route idea? Email our cartography team at cartography@adventurecycling.org.

THE THINGS WE ACHIEVE

- **The future of bicycle travel is bright!** You helped young adults get in the saddle and out on the road through the Greg Siple Award. In exchange for gear and skills classes, the winners perform an outreach project that will inspire youth and/or young adults in marginalized communities to travel by bike.
- **Your safety on the road is the most important issue we can advocate for.** In a recent member survey, 73% of respondents said they had encountered unsafe rumble strips all across the U.S.! With your support, we developed a model rumble strip policy. Now we can partner with local advocacy groups and use this tool to work for rumble strips that benefit both motorists and cyclists!
- **Celebrate your foresight if you joined the Life Member Program 30 years ago!** Since that first year, over 2,500 members have contributed over \$2,000,000 to create long-term support for the organization.

THE PEOPLE WE MEET

- **Over 14,500 cyclists travel through state, national, city, and county parks on Bike Your Park Day.** Almost 300 rides included a service project for National Public Lands Day. Some rides check off multiple parks in a single day.
- **We connected with members in 46 cities by sharing the latest bike travel news and stories at regional gatherings.** You gave us feedback on the new strategic directions for Adventure Cycling and shared your ideas for how we can grow and become a more connected bicycle travel community. To find out where we'll be next, go to our events calendar at adventurecycling.org/members.

Adventure Cycling members, volunteers, donors, sponsors, and grantors

We are grateful for you and what you make possible. Here is just a short list of all who contributed from January 1, 2019, through December 31, 2019.

● THOMAS STEVENS SOCIETY:

\$10,000+> David Clement & Elizabeth Weiss, Fidelity Charitable Gift Fund, Bill Harlan, Susan & Stephen Immelt, Mark Makulinski, Peter McKenney, Tom Middaugh, Victor Molozzi, National Philanthropic Trust, Carole Pirruccello, Arnold Schaeffer & Deborah Chandler, Schwab Charitable Fund, Silicon Valley Community Foundation, Frederick Stanton III, Pierre Swick, Association of State Highway and Transportation Officials, Vanguard Charitable, Sid Voss, Anonymous (7)

\$5,000–\$9,999> Terry Brandt, Nard Claar, Anne & Ben Cowan, Rami Haddad, William & Leola Hanna, Dinesh Jain, Julia & Isabella King, Sam Narten, Donna Sakson & Jonathan Mark, Jerry & Janet Zebrack, Anonymous (6)

\$2,500–\$4,999> Alan Cannon Family, Joyce Casey, Cleveland Foundation/Turtle Fund, Peter Conway, Damon Copeland, William & Christine DeLoache, Alan Detwiler, Donald & Martha Dolben, Karen & Walter Donnelly, Scott & Ann Eddy, William F Hanna Trust, Fidelity Brokerage Services LLC, Jerry French, Christian Fritze, Diane Houslanger, George Hutchinson, John Hancock Financial Services, Susan Kremer, Leola M Hanna Trust, Arthur McMurdie, Michael Morency, Quality Bicycle Products, Melissa & David Norton, Janet Nybakke, Bedrock Sandals, Richard Piper, R.C. Baker Foundation, Turner Ratrie, Catherine Ruhling, Larry Scott, Steven Seto, Fran Stagg, Vanguard Charitable Endowment Program, Mark Wasden & Annelisa Blake-Wasden, Anonymous (4)

\$1,000–\$2,499> Heather Andersen, Chris Anderson, Sarah & David Apple, David Apple, Apple Matching Gifts Program, Shaylen Atma, River City Bicycles, Nancy Barthelme, David Black, Derek Blakeslee, Heidi Bloedel, Cross New Hampshire Adventure Trail, Peter Bower, BP Foundation, Inc., Jim Calvert, Ciclismo Classico Bike Travel Film Fest, Judy Cochran, Matthew Cohn & Ellen Holverson, Todd Collart, Thomas Daniels, Datastax, Inc., Hilary Davis, Lloyd Davis, Lloyd & Sally Davis, Terry Dial & Brooke Osborne, Henry duPont IV, Karl Eggers & Odile Ronat, Orlo Elfes, Morris Erickson, Sally Fenton, Kevin Fink, Komoot GmBH, Fred & Pam Freed, Clay Frick, Rebecca Full, John Gardner, Elizabeth Gemmill, Joe Golden, Bucky Green, Tom & Carol Handley, Charles & Carol Harmon, Ciclismo Classico, Mike & Jeanne Henry, Bank of America Charitable Gift Fund, Pat & Renae Humphrey, Andrew Huppert Family, Julie Jennings, Richard Johnson, Charles Jordan III, Dawn Kabot, Jeffery Kadet & Helen Goh, Richard Keir, John Keith, Andrew Kellum, Jacob & Angela Kirkman, Edward Kleinbard, Martin Lessner, John Linger, Bryan Lorber, Daniel Luciano, Shelia Martin, Hugh McKinnon, Microsoft Matching Gifts Program, Evan Minard, Osprey Packs, Inc., Morgan Stanley Global Impact Funding Trust, Laurie Mosier, Jim Musante, Stephen Newell, Nor Easter Foundation, John Overton Jr., Jenny Park & John Sweet, Timothy Petersen, Reuben & Teresa Peterson, Jack Podoll, Steven & Jill Powell, Jennifer Pritzker, Gregg Reese & Jan Eyer, Gerald Reisz & Suellen Bowersock, Renaissance Charitable Foundation, Inc., Janet Rose & Richard Bedal, Thomas Savarino, John Schaffers, George Scott, Thomas Scott, Janet SeGall, David Shuey, Kent Smith, Jon Spallino, John Stolzenberg, Gregory & Leslie Stone, Sandra Sussman, Sean & Sandra Sweeney, Tawani Foundation, The Boeing Company Gift Match, The Drollinger Family Charitable Foundation, tripsite.com, Steven & Carolyn Vonderfecht, Carol Waaser, Gary Waterfield Family, Roy Weil & Mary Shaw, Wally Werner, Grace Williams & James York, Craig & Marianne Wilson, Alfred Yergey, Anonymous (15)

New Life Members> Scott Adams Sr., Robert Andeweg, David Bachim, Pranav Badheka, Austin Baskett, Laura Bennett & Ron Walters, Gary Bezer & Lise Fleury, Gabe Black, Michael & Elaine Boaz, David Boslego, Van Brinkerhoff, Cecily Broomfield, Thomas & Jane Brown, Micah Chase, Zhenhai & Yifeng Chen, Clarence Chenault, Richard Chinn, Bill & Lynea Clark, Donald Coggan, Christy Cowley, Gregory Crawford, Steve Dakin & Margaret Tamisiea, David Decker, Lydia Dehn, Glenn Derussy & Deborah Metzger, John Deysher, Linda & Ernst Dow, Lindsay Drysdale, Richard Evans, Rodney Farrier, Ted Forgeron, Keith Fowler, James Freeman, Steven Friedman Family, Ronald Goldman, John Gravois, Patrick Gross, David Hamby, Dianna Hand, Kelly Hannegan, Moritz Hardt, Stuart & Sally Harper, Eric Hart, John Hartigan, John Hartog & Margaret Hand, Pamela Haskins, Thomas Hässig, Remy & Joanna Hathaway, Andy & Judy Henry, Giselle Hicks & Bill Ross, Sue Hida & Jimmy Getz, Rebecca Hudson, David Hughes, Dale Hutjens, Andrew Hyde, Mark Ishkanian, Shaun Ivory, Douglas Johnson & Theresa Hernandez, Karen & Harold Karabell, Barry & Catherine Katz, Judie & Rick Keenan, Mark Kennet, Carole Kirk, Paul Kossa, Susen-Marie Ladd, Steve Langley, Dennis Lauder, Frank Lewis, Derek Liecny, Deb & Jay Liggett, John Lips, Lorraine Lund, Dewayne Manson, William Melton, Scott Menges, Dan Mixer, Paul Morgen, Mike Morris, Robert Niece, Marie Olson, Bob Parsons, Jay Pierson, Gaylord Plummer, Rachel Rockafellow, Peter Roos, Sandra Rosas, Edgar Rothschild, Roger Schwed, George Scott, Thomas Scott, Vincent Seaman, Christian & Courtney Shaeffer, Adele & John Skolits, Timothy Smith & Andrea Wiggins, Ann Smith, Christopher & Rachel Smith, Roger Smith, Price & Laurie Smith, Todd Souders, Debbie Southern & Betsy Pappas, John & Rosemary St Angelo, Beverly Stewart, John Stimpson, Robert Stroheker & Betsy Thompson, John Supan, Thomas Taggart, John Taylor, David Walton, John White, Julie White Family, Andrew Wildenberg, Frank Willkie, Marc Wills, Craig & Marianne Wilson, Christopher Wolpert, Niles Woods

● CORPORATE MEMBERS

Titanium> Bike Florida, Inc., Cruzbike, Komoot GmBH, SANS Meal Bar, Zevia, LLC

Gold> ABUS Mobile Security, Inc., Big Agnes, Inc., Bike-Dreams BV, BikeFlights.com, BikeTours.com, Blackburn, Burley Design, Cycle of Life Adventures, Cycle Oregon, Cygolite - Lighting Systems, Ride the Rim, Discovery Bicycle Tours, Exodus Travels, ExperiencePlus! Bicycle Tours, Gopher, HeartCycle Bicycle Touring Association, Lickton Cycle City, Noble Invention Bike Touring, Ortlieb USA LLC, Osprey Packs, Inc., Planet Bike, Primal Wear, Quality Bicycle Products, Revelate Designs, Senior Cycling, Sunlite - J&B Importers, Inc., tripsite.com

Silver> Abrahamson & Uiterwyk Personal Injury Law, AlphaGraphics Missoula, Altor Locks, Anderson ZurMuehlen & Co. PC, Astral Cycling/Rolf Prima, Better World Club, Ciclismo Classico, IMBA, Jones Bicycles, Joplin CVB, Light & Motion, Mirrycle Corporation, Oveja Negra LLC, Showers Pass, Sinewave Cycles, Stan's NoTubes, Surly Bikes, Swift Industries, TiGr Lock, WaterField Designs, Inc., Wheelhouse Community Bike Shop

Bronze> Ace the Himalaya, Arkel Inc, Art of Bicycle Trips, Arthritis Foundation, Baumgartner Law Firm, Bedrock Sandals, Cascadia Bicycle Tours, Citywide Law Group, Clifford Law Offices, Club Ride, Crawford County Convention & Visitors Bureau, Cycle Adirondacks, Cycle Greater Yellowstone, Dallas W. Hartman P.C. Attorneys at Law, Davis Injury Lawyers, PLLC, DC Cycling Concierge, Easy Rider Tours, FloraVelo LLC, Glotzer & Leib, LLP, Great American Bike Tours, Hamilton County Tourism, Injury Trial Lawyers, APC, Lavent Law, Law Offices of John Rapillo, Lizard Head Cycling Guides, Lorenz and Lorenz, L.L.P., Mirman, Markovits & Landau, P.C., Motel 6 Nationwide, Mulga Bicycle Tours, Point South KOA Campground, Portland Design Works, Price Benowitz, Ridgeland Tourism Commission, Rocky Mountain Print Solutions, Rosenfeld Injury Lawyers LLC, Saris Cycling Group, Sigma Sport USA, SlowCycle Tours, Spinlister.com, Staver Accident Injury Lawyers, P.C., Sutliff & Stout, Injury & Accident Law Firm, TDA Global Cycling, Tenkara USA, Top Bike tours Portugal, Vietnam Bike Tours, Visit Mississippi, WomanTours Inc, Zavodnick/Zavodnick & Lasky

Grantors> Baltimore Bicycle Club, Channel Islands Bicycle Club, Climate Ride, Inc., Henry Family Foundation, Morgridge Family Foundation, New Belgium Brewing, State Parks and Recreation Foundation of Arkansas, Stephen M. Seay Foundation, Inc., Travel Oregon

Legacy Society> Denise & Jim Badgley, Andrew Broan, Mike Broderick, Kenneth M. and Elizabeth A. Brown, Matthew Cohn & Mary Ellen Holverson, Richard D. Collins, James Cossitt, Randy and Becky Cronk, David Fiedler, Dr. Murray Fishel, Tom & Carla Fortmann, Barbara Fulp, Jennifer Garst & Steve Libbey, Jim & Wendy Homerosky, Gail Lowenstine Hubbell, Barry Kaiser, Micki Kemper, Ken & Patty McCaughey, Michael Prest & Jeannie Prest, Steven Richards, Lynda Saul, John Scibek, Janet SeGall, Fran Stagg, Gail Rae VanSluys, Susan Wenberg, Keith Wetzel & Suzanne Painter, Carol York & Pete Fotheringham, Anonymous (50)

“DURING THE BUSY SEASON, IT’S A GREAT WAY TO GET OUT OF THE LONG CAR LINES INTO GRAND CANYON AND SEE NOT ONLY THE GRAND CANYON BUT ALSO PARTS OF THE BEAUTIFUL KAIBAB NATIONAL FOREST.”

— Laura Chastin, Grand Canyon Village, Arizona, after riding the Greenway Trail during Bike Your Park Day

“OUR LOVE OF CYCLING AND PARTICIPATION IN ADVENTURE CYCLING-LED TRIPS HAS ALLOWED US TO EXPERIENCE PARTS OF THE WORLD WE WOULD NOT OTHERWISE. WE’VE MET LIKE-MINDED INDIVIDUALS — MANY OF WHICH WE REMAIN IN CONTACT WITH. BECOMING LIFE MEMBERS OF AN ORGANIZATION THAT HAS BEEN PART OF OUR LIVES FOR SO LONG, SUPPORTS OUR LOVE OF THE OUTDOORS, AND ENCOURAGES OTHERS TO DO THE SAME SEEMED LIKE AN APPROPRIATE STEP.”

— Life Member Barry Katz, Plantation, Florida



Thank You.

**YOU MAKE BIKE TRAVEL THE BEST
WAY TO SEE THE WORLD!**



Donations from individuals, foundations, and businesses support routes and advocacy for bike travel, including new bike routes like the Arkansas High Country Route, updates of routes and services information, and route extensions for existing routes like the Great Divide Mountain Bike Route, development of the U.S. Bicycle Route System, the Greg Siple Award for Young Adult Bicycle Travel, advocacy for bike access on Amtrak and amenities in parks, better conditions on roads and trails, a new safety initiative, and so much more. Adventure Cycling Association is a nonprofit charitable organization as qualified under Section 501(c)(3) of the Internal Revenue Code. A full copy of the annual audit is available at adventurecycling.org/audit or by calling 800.755.2453.