

In 2011, Adventure Cycling Association saw record levels of donations, press coverage, and social media participation, along with high numbers of maps sold, tour participants, and visitors to our Missoula, Montana, headquarters. ***It was a banner year!***

2011 Annual Report



Adventure Cycling Association

Adventure Cycling Association continues to pursue our three strategic initiatives:

- Creating Bike Routes for the Nation
- Getting More People Traveling by Bicycle
- Supporting Bicycling Communities



SOUND MIND & BODY
SEATTLE, WASHINGTON

GREG SIPLE

Adventure Cycling life member Bill Montigny has cycled across America 14 times. He always stops by our office when Missoula is on his route, and Greg Siple always takes a picture. This photo of photos within photos took more than 20 years to compose. The first photo is from 1989 and the last is from his 2011 crossing.

Dear Adventure Cycling Members,

2011 — 35 years since the launch of Bikecentennial — was one of Adventure Cycling's best years, thanks to you, our members, staff, and volunteers. Because of your loyalty and generosity, we created new routes, made cycling history, improved cycling conditions, and provided lots of inspiration!

New Routes: After finishing the Sierra Cascades Bicycle Route, our cartographers completed the Underground Railroad Detroit Alternate. We researched the first half of Bicycle Route 66, and revamped dozens of existing routes and maps. Because of dramatic increases in truck traffic, we also re-routed the Northern Tier and Lewis & Clark routes to improve safety on these routes.

Making History: Enormous efforts by staff and volunteers resulted in the first new official U.S. Bicycle Route approval in nearly 30 years — and we have now engaged 40 states in planning for new U.S. Bicycle Routes!

Improving Cycling Conditions: With other national groups, we won a major battle to rewrite national technical guidance on the use of rumble strips to emphasize cyclists' needs. We successfully helped oppose efforts to undercut federal funding and policy support for cycling. And, we're building new partnerships with the National Park Service, state departments of transportation, and tourism bureaus to promote and improve the bicycle-travel experience.

Providing Inspiration: Our staff continues to do what you love best, which is to share expertise and stories about bicycle travel. We published (and won a national award for) *Adventure Cyclist* magazine. We expanded and improved our website, forums, blog, and social media sites, and added two new websites: one brings together hundreds of bike-travel blogs (BicycleTravelBloggers.org), and another promotes short 1-2 night bike trips (BikeOvernights.org), the "gateway drug" to bike touring.

Through it all, you inspired and supported us. Some of you (1,100!) cycled to our office and many of you shared beautiful stories and pictures. More than ever, you joined, renewed, made donations, and bought maps. We now have more than 1,600 life members, and our Life Member Fund made the down payment to expand our Missoula headquarters. By this summer, we'll have new space for our outstanding staff and volunteers to help you fulfill your bicycle-travel dreams.

Thanks so much for your support and enthusiasm — and for making 2011 one of the best years ever for Adventure Cycling and bicycle travel!

Carol S. York

Carol York
President
Adventure Cycling Board of Directors



Most of Adventure Cycling's staff in a moment of silliness inside our headquarters in Missoula, MT.



Adventure Cycling Association is North America's largest nonprofit bicycling membership organization. Our mission is to inspire people of all ages to travel by bicycle for fitness, fun, and self-discovery. We enrich lives and connect communities by creating state-of-the-art bike routes and maps, leading unique bike tours, publishing the award-winning *Adventure Cyclist* magazine, working on the U.S. Bicycle Route System, reaching out to young people, testing and selling bike-travel gear, and providing bicycle-travel information. The proceeds from our tours, sales, memberships, and fundraising efforts are used for our nonprofit initiatives to promote and improve cycling and bicycle travel in the U.S. and beyond.

Emily Porter, Nicky Theaume, Steph Daly, Leigh Eubank, and Annalee Harris rode from Boston, MA to Portland, OR. Leigh said that she was amazed by the beauty of this country. "I find myself zooming downhill, whooping and hollering and laughing out loud at just how beautiful everything is and how good life is!"

CREATING BIKE ROUTES FOR THE NATION

New Routes and Maps

In 2011, Adventure Cycling's Routes and Mapping Department published the new 518-mile Underground Railroad Detroit Alternate Bicycle Route, which includes the 175-mile Windsor Option. This 2-section map set was created using GIS (Geographic Information Systems) software. With the publication of the new route, our total number of mapped miles now totals 41,399 — the largest mapped network of bike-friendly routes in the world. We also began on-the-ground research for our next long-distance cycling route, Bicycle Route 66, which is scheduled for release in 2014.

Existing Routes

While creating new routes, we didn't forget to keep our other routes up-to-date. Our routes and mapping team revised and reprinted 37 map sections (out of 94 total sections). Six of those reprinted map sections were converted to GIS. We received reports from cyclists about poor shoulders and heavy truck traffic from expanding oil and gas activity between Williston and Minot, North Dakota on the Northern Tier Route and Lewis & Clark Trail. In response to these safety issues, we began researching new routing through the state. We also began re-branding our map covers with unique route decals this year.

GETTING MORE PEOPLE TRAVELING BY BICYCLE

Membership

- Adventure Cycling is the largest nonprofit bicycling organization in the U.S. with 43,552 members. 5,868 new members joined the organization in 2011.
- Members reside in 52 different countries around the world, the majority live in the U.S. but adventure cyclists also reside in Kenya, Liechtenstein, Qatar and Swaziland. In the United States, North Dakota has the fewest members (69) and California has the most (5,122).
- We welcomed 48 new life members into the fold this year for a total of 1,627. Life-membership dollars support long-term projects at Adventure Cycling and

in the past this fund has helped us purchase our building, creating a permanent home for the organization and a great place for visiting cyclists.

- We provided over 13,000 cyclists with trip-planning information through our printed materials and reached many thousands more through the vast resources on our website. Also in 2011, we had over 248 member shops, and our 137 member clubs served more than 66,000 individual cyclists.

Outreach and Education

- Volunteer ambassadors presented Adventure Cycling information at numerous public gatherings and staff made presentations and connections at conferences including the National Bike Summit, bike summits in

California, Michigan, New England, Ontario, and South Dakota, the Mid-America Trails and Greenway Conference, the AASHTO Special Committee on U.S. Route Numbering meeting, and the Paul S. Sarbanes Transit in Parks peer group meeting. We also held many regional gatherings with our members from California and Indiana to Colorado and Virginia.

- For our 2011 Awards Program we received a total of 45 nominations. We presented our four national bike-travel awards to the Jim's Bicycle Shop in Cincinnati, OH; Kevin Cashman & Apogee Adventures in Brunswick, ME; Donn Olson & the Bicycle Bunkhouse in Dalbo, MN; and Leslie Wills of Grand Haven, MI.

Publications

- We published 9 issues of *Adventure Cyclist* magazine, the highlight being two 64-page issues in March and April. The April issue was our second *Cyclists' Travel Guide*, a themed issue with a focus on how-to bike-travel information and more. We continue to be proud of the May history issue, which features stories and photographs about the hardy pioneers of cycling who traveled by bike when it wasn't as easy as it is today. And for those readers who would rather ride recumbents, tandems, fold-ups, or any other non standard two-wheeler, we were glad to publish our June issue, focusing on alternative cycles.

- Our excellent publications design crew teamed up with the Adventure Cycling tours and sales teams to create top-notch publications to help them promote organized tours, bike-travel gear, and our one-of-a-kind bike-travel maps.

Media

- In 2011, we worked with many national, regional, and local news outlets to tell the story of bicycle travel and publicize our resources for touring cyclists. Adventure Cycling's routes and related activities were featured in the *New York Times*, *Men's Journal*, *Sacramento Bee*, *San Francisco Weekly*, *Chicago Tribune*, *Houston Chronicle*, *Des Moines Register*, *Albuquerque Journal*, and *San Jose Mercury News*, also netting headlines across the country in publications and websites such as the *Brattleboro Reformer*, *Portland Press Herald*, *East Hampton Star*, *Memphis Flyer*, *Missouri Life*, *Athens Banner-Herald*, *Boise Weekly*, *The Spokesman-Review*, *Bicycling*, Mother Nature Network, Adventure Journal, and Bike Portland among many others.

- We made a nice splash in radio with Executive Director Jim Sayer appearing on National Public Radio's daily news magazine, *Here & Now*. Jim and other staff also made appearances on public radio's "The Environment Report," Montana Public Radio, Ohio's WJCU, Seattle's KUOW, Bicycle Radio, and more.

- The U.S. Bicycle Route System (USBRS) garnered national and regional headlines as the work to create an official network of bike routes gained momentum. In May 2011, AASHTO approved the first new U.S. Bike Routes in more than 30 years. Transportation Secretary Ray LaHood wrote a widely distributed blog post about the new routes and growth of the project on his popular Fast Lane blog. The USBRS also received coverage from *Mother Earth News*, *Good Magazine*, *One Earth Magazine*, *The Car Connection*, *Public Works Magazine*, *Cycling Mobility*, *Crain's Detroit Business*, *AASHTO Journal*, *Streets Blog Capitol Hill*, *DiscoveryChannel.com*, *The City Fix*, *Bike Radar*, *Baraboo News Republic*, *Bicycle Paper*, and *Bicycle Retailer & Industry News (BRAIN)*. We appreciated *Bicycle Retailer & Industry News'* extensive coverage of our work in 2011, including two guest editorials from Executive Director Jim Sayer. This coverage kept bicycle travel and Adventure Cycling's programs center stage in the cycling industry.

- We amped up our local Montana news coverage in 2011, enjoying multiple feature articles and other coverage in our community's daily paper, the *Missoulian*, snagging a spot as The Trail 103.3's featured nonprofit during National Bike Month, appearing in the *Missoula Independent*, *Helena Independent Record*, as well as *Montana Quarterly* and *Montana Headwall* magazines, among other Montana-based media outlets.

- We published 24 editions of our popular e-newsletter, Bike Bits, which now reaches more than 43,955 subscribers — up nearly 4,000 subscribers over last year.

Social Media

- Adventure Cycling's blog (blog.adventurecycling.org) attracted over 156,000 visitors and, along with our other social media channels, referred over 1,200 new visitors to our website (adventurecycling.org) each month.

- During National Bike Month, we raised over \$32,000 via our social media channels for the U.S. Bicycle Route System.

- Our Third Annual Bicycle Travel Photo Contest attracted more than 500 submissions from over 100 photographers.

- Adventure Cycling's social media communities continued to expand. Our Facebook community grew to over 33,000 fans. Our YouTube videos were viewed more than 68,000 times, Twitter followers topped 4,000, and our Flickr photos were viewed more than 414,000 times!

Cyclists featured in black & white portraits visited our office in Missoula, MT during 2011. Photography by Greg Siple.



Xiao Toa and Zhou Tong visited America for the first time to ride from Seattle, WA to Bar Harbor, ME. The pair said they had done many long trips in their home country, China, but cycling in the States was a dream checked off their list.



Bethany Hoffman was inspired to ride by Bikecentennial but, unfortunately, couldn't make it happen in 1976. Now, she feels very lucky to be able to go on long trips (this one was from Seattle, WA to Grand Junction, CO) with her husband, Dave.



Each year, we anxiously await the flow of visiting cyclists to start rolling in to our headquarters. On May 6, 2011, our first rider of the year, Eric W. Schmidgall, stopped by on his way to graduate school in Fairbanks, AK.



Missoula was the starting point for David, Monique, Benjamin, and Will Scharlotte for their ride on the TransAm Trail to Jackson, WY. This was their second visit with us. In 2008, they tandemmed to Missoula from Oregon.

Web/IT

- In 2011, Adventure Cycling Association launched two new websites to help spread the word about bicycle travel. BikeOvernights.org is dedicated to inspiring cyclists to take short overnight bicycle trips. The site is packed with trip narratives from cyclists across the globe and we're adding more how-to information and other fun content monthly. The second site, BicycleTravelBloggers.org, is a clearing house of bicycle-travel related blogs submitted by bloggers from around the world. Cyclists can check the site or subscribe to the RSS feed to get a daily dose of inspiration from others who are out there traveling by bike. We also upgraded our online forums and made PDF files of *Adventure Cyclist* magazine available to members through the website.

- Internally, we have moved our organizational email, contacts, and calendars to Google Apps Non Profit Edition to help lower infrastructure costs. We also have updated our network with new workstations, a new firewall, and a new file server in the past fiscal year.

Marketing

- We completed the fourth annual membership survey and the Publications Department sent out an *Adventure Cyclist* readership survey.

- For our 2011 Share the Joy promotion, which prompted members to get their friends to join, we partnered with Novara/REI and product manufacturers such as Canari, Cannondale, Old Man Mountain, Ortlieb, Arkel, Detours, and BOB Trailers.

- We sent out more than 200,000 shop display cards to 2,200 bike shops, university recreation centers, and REI stores across the country to promote bicycle travel.

- Over 2,500 branded decals were distributed on three routes: TransAmerica Trail, Northern Tier, and Pacific Coast. Decal designs for the Great Parks and Western Express was completed.

- Our success in 2011 depended in part on strong relationships. Locally, we partnered with Missoula in Motion, the University of Montana, Missoula Free Cycles, and Sunday Streets Missoula. On the national level, we worked with many groups such as BicycleTouringPro.com, Adventurers and Scientists for Conservation, Intaba Inc, 4K for Cancer, and Arkel. These partnerships allowed us to reach new cyclists and introduce them to the world of bike travel.

Tours

- 933 riders participated in 43 Adventure Cycling tours and classes. In addition to our classic tours, we offered five brand new tours and five variations of existing tours. New tour locations included the Florida Keys, Philadelphia to Washington (our Freedom Flyer tour), the Cascade Mountains, Atlantic Coast, and Katy Trail.

Sales

- Adventure Cycling's popular bicycle-touring maps are available online and through *Cyclosource*. In 2011, the sales department saw a modest 2.2% increase in overall map sales, selling more than 32,400 maps for the year. However non-member sales revenue jumped 14% over 2010, with 70% of that growth stemming from map sales. Total sales revenue increased 7% in 2011, with the average order size up 4% over 2010.

- In the last decade, Adventure Cycling's map sales have grown 48%, and total sales revenue has grown 66%.



Just when we think we've seen it all, we have riders like Jonas Winn of Moline, IL show up. He built his "tall bike" for his ride from Seattle, WA to Washington, DC.

Staff spoke at numerous conferences about the USBRS and held regional and state meetings with advocacy groups, volunteers, and agency officials that yielded partnerships to support route development. Through these experiences, Adventure Cycling developed implementation models, tools, and resources that will aid future efforts. A state-by-state status report is available at adventurecycling.org/usbrs. The bottom line: 40 states are now planning or implementing U.S. Bicycle Routes!

National Advocacy

Adventure Cycling enjoyed some important successes for better bicycling. With our national partners, we helped stave off unprecedented attacks on bike funding and policies at the federal level. Just as important, we helped win a major re-write of the key national technical guidance for rumble-strip application, to ensure that bicyclists' needs are a major consideration. We also worked with numerous local and state groups to protect cyclists' access to key roadways like the Blue Ridge Parkway. Finally, we continued our recent initiative to engage the global and national travel industry in promoting and supporting bicycle travel.

OUR GENEROUS SUPPORTERS

In 2011, we raised \$464,760 from donors. \$85,000 in grant support came from the Tawani Foundation, SRAM Cycling Fund, the Surdna Foundation, and The Lazar Foundation. We conducted our second social media fundraising campaign to support the U.S. Bicycle Route System raised more than \$32,000 as well as engaging thousands of new cyclists in this project through Facebook, Twitter, and Razoo. Public support of this project is key to the state-by-state implementation of an official national bicycle route system. We also held our first holiday campaign and raised funds to match a total of \$68,000 in challenge gifts from major donors.

Donations from individuals, foundations, and businesses support advocacy and education projects including development of the U.S. Bicycle Route System, creation of new bike routes such as Bicycle Route 66, maintenance of map information for our established routes, distribution of youth bike-travel resources, and efforts at the federal level to secure better bicycling policies and resources.

ADVENTURE CYCLING DONORS (JANUARY 1 - DECEMBER 31, 2011)

CORPORATE MEMBERS

Titanium: Quality Bicycle Products • Salsa • Surly

Gold: Adventure Center • AdventureCORPS Inc. • BikeFlights.com • BikeToursDirect • BOB Trailer • Celestron • Co-Motion Cycles • Klean Kanteen • Osprey Packs Inc. • Rawland Cycles • REI • Renaissance Bicycles LLC • Sun Bicycles - J&B Importers, Inc. • TeamEstrogen.com • Woman Tours

Silver: Cascade Huts • ClubExpress • CycloCamping • Cygolite - Lighting Systems • ExperiencePlus! Bicycle Tours • Hiawatha Cyclery • Jacob North Companies • Keen Inc • National Bicycle Dealers Association • Planet Bike • Razoo Foundation • Red Arrow Group • Rentabikenow.com • Stan's No Tubes

Bronze: 3G Mobility • Alphagraphics Missoula • Anderson ZurMuehlen & Co. PC • BikeQuest Bicycle Touring Co. • Hike and Bike Italy • Colorado Backcountry Biker • ESRI • First Interstate Bank • Lorain County Visitors Bureau • Ortlieb and Tubus • Penn Trails LLC • Rocky Mtn Business Products • Silver Bike Tours/ROW Adventures • Urban Bicycle Outfitters

GRANTS

Channel Islands Bicycle Club • SRAM • Surdna Foundation Inc. • Tawani Foundation • The Lazar Foundation

SPECIAL RECOGNITION \$10,000 +

Crunchy Frog Fund • Fidelity Charitable Gift Fund • William and Leola Hanna • Susan and Stephen Immelt • James Pritzker • Razoo Foundation • Steve Seay / Stephen M. Seay Foundation, Inc.

THOMAS STEVENS SOCIETY \$2,500 to \$9,999

AASHTO's Center for Environmental Excellence • Donna Sakson and Jonathan Mark • Schwab Charitable Fund • Sid Voss • Tom Blanck • CFC of the National Capital Area • Ron Gutfleish • Robert Hughes • Robert Wood Johnson Foundation-Matching Gifts • Ron and Stacey Gutfleish Foundation • Jon Spallino • Vanguard Charitable Endowment Program • Steven and Carolyn Vonderfecht • Wally Werner • Steven Whalen

THOMAS STEVENS SOCIETY \$1,000 to \$2,499

Almaden Cycle Touring Club • Amgen Foundation • Sarah & David Apple / Apple Foundation Inc. • Jody Auldridge • BikeFlights.com • Peter Bower • David Bowman • Randy Brodersen • Alan Cannon Family • Joyce Casey • David Childers • Nard Claar • Marc Clark • Matthew Cohn • Co-Motion Cycles • Marc Currie • Lloyd Davis • Davis Family Memorial Trust • Jacques Devaud • John Emory Jr. • Evanston Bicycle Club • John Gardner, Amishland & Lakes • Todd Gardner • Andrew Gilligan • Joe Golden • Richard & Renee Goldman • Wayne Goodman • Robert Gubler • Paul Jakus • Michael Johnson • Carol Bessey • Clyde Kessel • Steven Koch • AdventureCORPS Inc. • Sam Leffler & Cynthia Livingston • Nels & Liz Leutwiler • Joshua Levy & Pam Magnuson • Bryan Lorber • Patrick Mantyh • Veronica Massey Family • Arthur McMurdie • Howard Metzzenberg • Melissa & David Norton • Overseas CFC (Global Impact) • Pacific Northwest CFC • Timothy Petersen • Pikes Peak Community Foundation • Christopher Puin • QBP - Salsa • Charles Siple • Stan's No Tubes • John Swanson • Pierre Swick • TeamEstrogen.com • Paul Watkins & Ruth Runeborg • Todd Whitehouse • Joseph Willman Family • Keith Winkle Family • Fillmore & Sharon Wood • Malcolm Wright • Jerry Zabrack

Leaders \$500-\$999

Hewes Agnew • Melanie Alexander • Robert Allen • Jim Alsop • American Center for Philanthropy • Chris Anderson • Peter Backman • BikeQuest Bicycle Touring Co • Leslie Bohm, Catalyst Communication • Douglas Booth • James Cavanaugh • CFC of North Central Texas • Suanne Davendonis • Hilary Davis • Marc de Venoge Family • John Dohner • Phyllis Duncan • Kristin Dyer and Eric Lechner • Karl Eggers • Morris Erickson • Paul Erikson • Fannie E Rippel Foundation • Pamela Fischer and Scott Spaulding • Tom Fortmann • David Frankel • Michael Freed • Clay Frick • Johnny Gooch • Google Matching Gifts Program • Sean and Suzanne Gordon • John and Christine Graff • B Charles Graham • Bucky Green • Ray Hanson • Michael Held • Karen Herold • Jim and Wendy Homerosky • Max Horn • Carol Horner • Robert Huizenga • Andy Huppert Family • Christopher and Anne James • Peter Janick • Don Jenkins • Matthew and Donna Johnson • Walter Jung • T.S. Kelso • Clark Kemble • Brendan Kirby Family • Jacob Kirkman • Edward Kleinbard Family • Bill Lurton • MacArthur Foundation • William McCusker Family • Jeffrey Miller • Missoulians on Bicycles • Billie Moore Family • Mary and Bruce Moreira • Mountain Man Events • Narragansett Bay Wheelmen • National Philanthropic Trust • Tim Oberle • Peter O'Keeffe • Ortlieb and Tubus • Dania Otero-Perez • Daniel Peterson • PG & E Corporation • Charles and Patricia Pint • Richard Piper • Myrna Rafalovich • Red Arrow Group • Terry and Nancy Reed • Christopher and Kathy Robertson • Janet SeGall • Brian Shunamon • Brian Sindt and Barbara Hays • Laurie and Ed Stalling • Brent Studler • Sean and Sandra Sweeney • Team Skunk • Wayne Teumer • Guy Tiphane • VT Community Foundation/Backman & Christopher Fund • Walk and Roll Cleveland • Roy Weil and Mary Shaw • Tanya Weiss • Bruce Wickert • Bob and Susan Wislow • Nancy Wright • Carol York and Pete Fotheringham

Freewheelers \$250-\$499

Anonymous (3) • Ken and Vickie Adams • Apogee Adventures • Arkansas Bicycle Club • Arlington Heights Bicycle Club • Russ and Carol Atha • Karen and Jim Badgley • Randall Barker • Arthur Bartlett • Mark Battey • Harry Belin • Bicycle Sport Shop • Michael Borck • Leslie Boswell and PJ McGuire • Brandywine Bicycle Club • William Branstrup Jr • Michael Brown • Harry Brull and Myra Barrett • Jan and Ron Brunk • James Caldwell • Thomas Callahan • Timothy Carey • Walter Carr Family • John Carter • CFC NorCal • CFC of Greater Arkansas • John & Roxanne Chapman • Chesapeake Bay Area CFC • Kenneth Chisholm Jr. • John Cieccko • Alan Cole • Mark Cotovsky and Jefferson Rogers • Robin Cotton Family • Stephen Cross • Joseph DeBrohun • Delaware Valley Bicycle Club • Sid Dillon • John Dingman Family • Robert Dreeke Family • Michael Dreiling • Michael Dubrow • Michael Eells Family • ExperiencePlus! Bicycle Tours • David and Anne Fege • Warren Fellingham • Gregory Forrester • Lee Francis and Michelle Gittler • Gwendolyn Fuehring • Philip Gash • Gateway CFC • GE Foundation • Anna Ginn • Gordon Construction • Diane Haltigan Family • Steve Hammett • John & Kathy Hannon • Sheila & Reid Hansen • Paul Hanson • Peter Harkness • Heartland Velo Show • Lee Herman • Kathy Herson • Houston Bicycle Club Inc • Cammie Howard Family • Julie Huck and Ron Uchtyl • Greg Kaiser • Cap Kane • Elizabeth Kasper Garrett and James Garrett • Carole Kirk • Lynn Klanchar & Chip Coultts • Tasha Knight • Scott Korn Family • Jonathan Krall • Amy Kristoff • Laird Norton Company LLC • Randy Landau • Owen and Cynthia Lavin • Nick Lenzmeier • Carol Linden • Adam Lobert III • Thomas Lopez • Tim Love • Anne Maker • Sheila Martin Family • McConnell Foundation • Bob McCoy • Sandy McCuaig • Tim McGowen • Miami Valley (Greater Dayton UW) CFC • Paul Millar • Matthew Miller and Janet Kaseda • Minneapolis Foundation • Frank & Deena Mitchell • Bill and Suki Molina • Albert Moore • Owen Moore Jr. • Larry Moormeier • Norm Moyer

SUPPORTING BICYCLING COMMUNITIES

2011 was an historic year in Adventure Cycling's campaign to create better conditions for cycling and bicycle travel across America

U.S. Bicycle Route System

Progress on the U.S. Bicycle Route System (USBRS) focused on three major areas: building greater public awareness and communicating the benefits of the system, training and working with our partners to support route development, and developing tools and resources to support route implementation.

We built awareness about the USBRS through a combination of social media and traditional channels — blog posts, articles, an online fundraising event, and both online and in-person meetings and conferences. Outcomes worth noting: the USBRS Facebook page grew to more than 19,000 fans. Exciting national partnerships began developing, beginning with an offer to serve on the Paul S. Sarbanes Transit in Parks peer group. The Transit in Parks program supports active and transit transportation projects on federal lands and the peer group is made up of federal land managers that are actively seeking innovative solutions to make public lands more accessible to cyclists, pedestrians, and transit users.

Marianne Mulrey and John Lacy • Barbara Murock and Carl Fertman • Lyman Orton • John Osborne • Bill Pakenas • Gerard Pallotta • David Pancost • James Parris • Claudia Perry • Jim Pietrick • Ann Pokora • Carol Prahinski • Bob and Linda Railey • REI Charitable Action Campaign • Charles Reller • Scott Reynolds • Dan Rogalla • Richard Rogers & Julie Caswell • Bobbie Rothen Family • William & Catherine Rühling • Mike Samuelson • San Antonio Area CFC • Debi Sanchez and Kurt Jorgensen • Santa Fe Century & Trail Comm • John Schaffers • Matt Schuerger • John Scibek • John Settlege • Joshua Short • Richard Slaymaker • Kent Smith • Sheila Snyder • South Jersey CFC • St Mary's Clinic • Leonard Stegman • Pamela Stewart • Tracy & Mary Stollberg • Robert Sutherland • Pete Trenham Family • Paul Turek • A Tor Ueland Family • United Way of Ventura County • Jonathan Van Haste • Hans Van Naerssen • Steven Wallaert • Polly and Phil Walsh • Big Sky CFC • Mark Wilcox • Michael Williams • Richard and Janice Witt • Hilary Woodward

New Life Members

Kevin Anglin • Vernon Begalke • James & Holly Bogin • Jim Brown • Dawn Callahan • Jim Calvert • Sheary Clough Suiter • Dave Coleman • Dick Combs • Andrea Commaker • Lee Cooper • Mike Cruz • Chris Davenport • Brian DeSousa • John Enzweiler • Pamela Fischer & Scott Spaulding • Michael & Nancy Fortney • Jerry French • Cono Fusco • Orival Greenfield • Harvey & Sue Griggs • Arlen Hall & Shawn Decareaux • Fred Harris • Liam Healy • Bradley Herman • Henry Heyburn Jr. • Betsy Hunter Family • Susan & Stephen Immelt • Elizabeth Labadie • Daniel Lehmann • Steve Leibman • John Maier • Phillip Martin • Veronica Massey Family • John Scott McCrary • Kathleen McHugh & Ernest Cole • David Miller • Kevin Morgan • Katherine Nelson • Rod Nisi & Debra Litzelman • Steven Powell • Jill & Del Rasmussen • Terry & Nancy Reed • Rich & Michelle Scott • Gregg Singer • Timothy Smith • MPJ Squier • Susan Sterner-Howe • Tracy & Mary Stollberg

• Gregory & Leslie Stone • Porter & Gail Storey • Brent Studler • Ray Swartz • Steve Tolle • Richard Voss • Tom Wolfe Family • Chris Wood

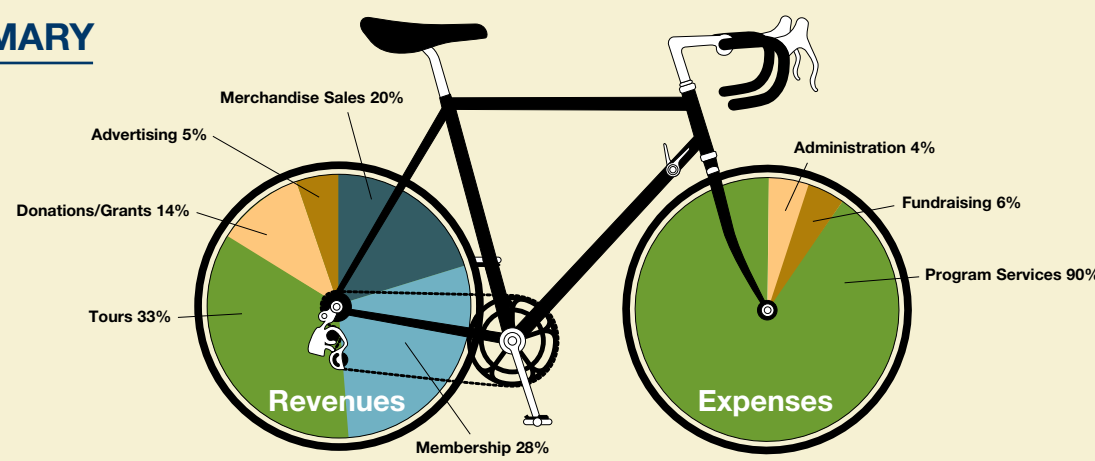
Benefactor Members

Betsy Adams • Larsen Anderson Family • Cara Barnes Family • Bob Bauer • Maurice Belanger • Harald Bormann • Gary Botto • Caroline & Tom Britven • Robert Burpee • Allison Burson • James Carota • John Cibinic • Jeff Collins • William Cook • David Cummings • Stephen Davis • James DeVoe • Kathy Douglas • Ken Duex • Travis Dye and Megan Ashton • Scott Eddy Family • Sarah Epstein • Mary Jane Evans • Mary Ferrari • John Fey • James Fischer • Hank and Sandra Gentry • Bettina George Family • Richard & Renee Goldman • John & Christine Graff • Greg Hansen • Peter Harkness • Michelle and Dale Harris • Nancy Helm Family • Laura Herman • Jim Holland • Peter Horan • Robert Huizenga • Meg Hummon • Terry Hunley • Kim Hynek • Michael Kaiser • Clark Kemble • Jane Kitchel • Joshua Levy and Pam Magnuson • Richard Licht • Roy Lopez • Bill Lurton • Ian Marquand • Kenneth Martin • Nancy Mazzoli • Dean McCloyland • Brian McCrodden Family • Dan McDonald • Charles McGinley • Robert Mendelson • Michael Miller • Norm Moyer • Christine Newman • North Country Anesthesia • Donna O'Neal & Linda Alexionok • Charlie O'Reilly • John Overton Jr. • David Pariseau Family • Richard Pasiwit • Rohe Pennington • Stu Rachlin • Rebecca Reno • Bruce Richbourg • Leon Robert • Richard Rogers and Julie Caswell • Kenneth Rose • John Schneider • Diane Sharrock • Jerry and Lily Siegel • Jane Sierk • Marsha Stanton • Harold Tarry Family • Mike Thompson and Karen Whitten • A Tor Ueland Family • Catherine Walker and David Fuqua • George Wendel • Anne Winkes • Loretta and Tom Witt • Dick Wright Family • Troy and Kimberly Zeleznik

We also want to thank the numerous members who gave special donations up to \$250. Thank you very much!

2011 FISCAL SUMMARY

Revenues and Expenses: This diagram illustrates where Adventure Cycling's revenues come from and how the money is spent. In FY2011, we were able to allocate 90% of our expenses directly toward our mission of inspiring people of all ages to travel by bicycle.



Adventure Cycling Association Statement of Revenues and Expenses

Revenues	FY2011	FY2010
Merchandise Net Sales	\$257,417	\$245,013
Membership	\$1,180,293	\$1,133,882
Tours	\$1,373,930	\$1,441,064
Donations/Grants	\$583,988	\$469,219
Advertising	\$225,953	\$210,029
Other	\$7,775	\$5,960
Net Operating Revenue	\$3,629,356	\$3,505,167

Expenses	FY2011	FY2010
Support Services	\$395,107	\$362,188
Program Services		
Routes & Mapping	\$377,111	\$344,974
Outreach	\$52,867	\$51,240
Publications	\$757,990	\$711,266
Tours	\$1,234,764	\$1,253,358
Membership Services	\$490,766	\$485,570
Total Program Services	\$2,913,498	\$2,846,408
Increase (Decrease) in Net Assets	\$320,752	\$296,571

Adventure Cycling Association Balance Sheet

Assets	FY2011	FY2010
Current Assets	\$1,170,670	\$650,243
Long-term Assets	\$ 473,759	\$485,295
Total Assets	\$1,644,429	\$1,135,538

Liabilities	FY2011	FY2010
Current Liabilities	\$656,144	\$534,593
Long-term Liabilities	\$95,136	\$28,548
Total Liabilities	\$751,280	\$563,141

Net Assets	FY2011	FY2010
Total Fund Balance	\$893,149	\$572,397
Total Liabilities and Net Assets	\$1,644,429	\$1,135,538

Adventure Cycling Association is a nonprofit charitable organization as qualified under Section 501(c)(3) of the Internal Revenue Code. A copy of the annual audit is available at www.adventurecycling.org/audit or by calling (800) 755-2453.

Cross country cyclists John Shade and Rachel Siciliano react when their tandem weighs in at 150 lbs. Greg Siple, who initiated the weigh-ins last summer as a part of his visitor portrait photography project, looks on. The new service turned out to be as popular as the free ice cream we stock for our cycling visitors.



"4000 Miles, 2 Wheels, 1 Cause." Young cyclists with the organization, Illini 4000 for Cancer, are all smiles when they stop by our headquarters during their ride from New York City, NY to San Francisco, CA.



Riders from the Fuller Center for Housing ham it up after finishing their ice cream in Adventure Cycling's foyer while Teri Maloughney, Sales and Marketing Director, snaps their photograph for our "Wall of Fame."