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

6,400 NEW MEMBERS joined the biggest bike travel community in the U.S.

111 NEW LIFE MEMBERS in it for the long haul

$1,000,000+ DONATED for better bike travel by passionate members!

104 TOURS in 41 states, 4 Canadian provinces, and Puerto Rico

506,042 MILES ridden collectively by Bike Travel Weekend participants during the first weekend of June

41,167 print, digital, and app maps went out to inspired cyclists

54,776 bicycles carried by Amtrak to where you want to ride. Multimodal travel for the win!

11 STATES

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

43

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%

TOTAL REVENUE: $6,640,433
TOTAL EXPENSES: $6,460,657

$1,000,000+ donated for better bike travel by passionate members!
“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.
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 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.

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.
We are grateful for you and who makes possible, donors, sponsors, and grantors.
“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.