



2023
***Community
of Giving
Year
in Review***

Welcome to 2024, Community of Giving!

Thank you for being part of the 2023 Community of Giving! With your support we were able to continue our path to strengthen our connections with the Cycle Oregon community and help support the health and vitality of rural Oregon. And some big things happened!

We literally put wheels in motion and started off 2023 with a full launch of our youth bicycle education program – JumpStart. Through multiple train the trainer sessions, we educated nearly 100 community teachers and leaders on how to teach bicycle education to students. Through this, we were able to get nearly 2,300 youth on bikes in 2023! We also helped support bike rodeos in eight different communities, using these opportunities for Cycle Oregon to directly teach bicycle safety education to children. In 2024, we will double our bike fleet to deliver programming, and with your help, we hope to be able to donate 100 bikes to youth throughout Oregon through this program.

We continue to manage and make changes to the Oregon Scenic Bikeway program. Through approved changes to the Oregon Administrative Rules (OARs), we were able to expand the designation of ‘bikeway’ to include multiple surface types and expand the Scenic Bikeway Committee by three members. A new designated Scenic Bikeway is on deck for 2024, and we’re working with partners to support a car-free event on the McKenzie Pass Scenic Bikeway this summer. Last fall we developed a 5-year vision and updated plan for the program to illustrate how the program can evolve to meet the changing needs of communities and cyclists.

For the Cycle Oregon Foundation, we developed our 5-year strategy with an aspiration of stronger, safer, healthier and vibrant communities in Oregon for those who live and visit there, enabled by cycling. This will activate in four ways:

1. Introduce accessibility and inclusivity to people of all ages to cycling and celebrate diversity within Oregon cycling
2. Be the trusted catalyst and convener to empower communities and expand the safety, attraction and scale of cycling in Oregon
3. Cultivate donors and sponsors that align closely to our mission
4. Build a strong and sustainable organization.

After 35 years, 2023 saw the sunsetting of our flagship event, *Classic*, as we travelled through the wine country of the Willamette Valley and along the Oregon coast. We had a grand celebration throughout the week, and reflected on all that we have experienced, the community we’ve built and the impact that *Classic* has had for countless individuals, communities and projects throughout Oregon and beyond. GRAVEL took us to the wide-open spaces of Sherman County, for a weekend of gravel and community greatness.

And in November the Cycle Oregon Foundation received its official designation of a 501(c)3 non-profit charitable organization from the IRS!

2024 promises to be a significant year, as we strengthen existing programs, begin new initiatives, and introduce thousands of riders to amazing event experiences through GRAVEL, WEEKENDER, *Joyride*, and *Classic*. We’d love to have your support in doing something great together and hope you will consider joining us again in the Community of Giving for 2024.

Together we ride.

With gratitude,

Steve Schulz, Executive Director

2023 Community of Giving

Podium Donor Ted and Andrea Davis

Breakaway Paceline

John Bauer
Neal Burke
Stephen Dudley
Gayle Garrigues
Sarah Gates
Alison Graves
Julia Hecht
Carolyn Jen
Nathan Kerr
Susan Kubota
Sally Leneve
Bob & Karen
Leonard
Steven Levenberg
James Lundblad
Brian Mitchell
Jonathan Nicholas
Kenneth Walkky

Douglas Atmore
Gustav Alberthal
Mary Lee Baker
David Black
Robin Black
William Borja
Matthew Burk
Stephen Calvert
Debra Carus
Steve Clark
Chad Davis
Lisa Dunnahoe
Tom Gaulke
Ray Hanson
Steven Hill
Jim Holstein
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Pamela Black
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Don Burdick
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Molly Kulesz-Martin
Dave Lance
Annette MacDougall
Brian Mcguire
Megan Moseley
Jason Ord
Tim Oyen
Michael Paric
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Greg Waggoner
Mark Williams
Frank Wilson
Jo Ann Yates
Lynne Young

cycle  oregon



Community of Giving

Building Connection and Community through Cycling

Let's do something great together!



118 Members

\$35K of Support Generated

2023 Cycle Oregon Programs

Cycle Oregon Foundation

- In 2023 we received our official 501c3 non-profit status from the IRS; this is retroactive to the Cycle Oregon Foundation's inception date in Oregon - May 22, 2022!
- In collaboration with Pepper Foster Consulting, we spent much of 2023 working through our previous strategic areas of focus to ultimately develop a 5-year strategic plan to move the mission and vision of the program and advocacy side of Cycle Oregon forward.
- We have recruited several new members to the Cycle Oregon Foundation board of directors, with deep knowledge and skills in development and organizational operations.
- 2024 begins with key development strategies and capacity building work to begin executing our strategic plan.

Oregon Scenic Bikeways

Key activities in 2023:

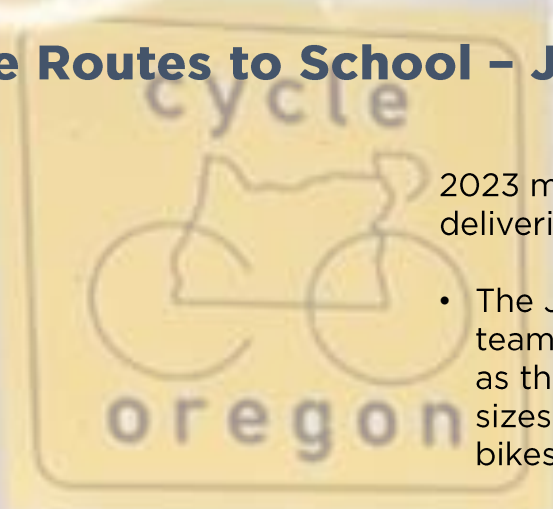
- Revised OARs (Oregon Administrative Rules) to add three at-large members to the Bikeway Committee
- Cycle Oregon completed a 5-year vision and updated plan for the program. The goal of the work was to share a vision for Oregon Scenic Bikeways, inspired by interviews with members of the Scenic Bikeway Committee and other advocates and to illustrate how the program can evolve to meet the changing needs of communities and cyclists.
- We're in the final designation stages of a new Scenic Bikeway, to be added into the network in 2024
- Working on multiple re-routes of existing Scenic Bikeways to address safety concerns and take advantage of new roadway improvements.
- Working with partners to hold a car-free bike event on the McKenzie Pass Scenic Bikeway in the summer of 2024
- Re-engaged support from partners to nurture and grow the program into the future.

2023 Cycle Oregon Programs

Safe Routes to School – JumpStart bicycle education program

2023 marked the full launch of JumpStart train-the-trainer program! Multiple fleets rolled out across Oregon delivering bicycle safety education training to educators across the state!

- The JumpStart program was rebranded, allowing for a more cohesive teaching experience for the TAP team and educators. This included the curriculum, drill guides, stickers and other printed materials as well as the graphics for the bike fleet trailers. The bike fleet grew to include over 200 bicycles, ranging in sizes to accommodate 2nd-8th grades. The fleet now has five trailers to transport and securely store the bikes.
- Cycle Oregon hired a new program coordinator to support the program.
- ODOT SRTS provided 9 training sessions, with 83 educators attending the sessions.
- Bikes were distributed to communities and the program was implemented at 20 individual schools, serving nearly 2,300 students!
- We attended bike rodeo or safety events in 8 different communities, using the opportunities to teach bicycle safety directly to children.



2023 Cycle Oregon Events

With support from COG, we awarded registration scholarships to both GRAVEL and *Classic* in 2023!



GRAVEL took place in an all-new location with all-new routes in Sherman County. Our weekend site was the Sherman County Fairgrounds in Moro, and we rode some of the plushiest gravel you have ever seen! (Background photo from the route!)

- 520 Riders
- 2 Countries
- 15 States
- 58% First Timers (300+ riders!)



This year was the sunsetting of our flagship event, and we couldn't have had a better time! With all new host communities, nearly all new routes and amazing coastal weather, we ended this chapter on a high note.

- 1075 Riders
- 7 Countries
- 39 States
- 33% First Timers

2024 – Where we're headed

Cycle Oregon Foundation

With our strategic plan in place, we will activate our areas of focus to support stronger, safer, healthier and vibrant communities in Oregon for those who live and visit there, enabled by cycling.

Capacity Growth

- Continue to grow and diversify the board makeup of the Cycle Oregon Foundation and Cycle Oregon, Inc.
- Bring on a new team member to help support the growth of both the Jump Start and Oregon Scenic Bikeway programs.
- Secure capacity funding to support the needs of the Cycle Oregon Foundation

Events

We'll present four events this year:

- GRAVEL – a weekend of riding the roads less travelled (June)
- WEEKENDER – great rides and good times on an all ages and abilities event (July)
- *Joyride* – a full weekend for female identifying people - rides, clinics and off the bike activities (August)
- *Rally* – a new 5-day event where you can choose your own adventure with both road and gravel route options and multiple community engagement and experience opportunities daily (September)

Cycling Advocacy and Support

- Begin to execute the new vision for the Oregon Scenic Bikeways program
- Support no cost, car-free cycling events
- Increase the visibility of Bicycle Tourism in Oregon by participating in and hosting tourism conferences
- Collaborate with community-based cycling events
- Work to support lasting bicycle infrastructure in rural Oregon communities

Bicycle Accessibility and Education

- Double the fleet of bikes and trailers for our JumpStart program
- Launch bike camps and bike rodeos for youth
- Secure funding to donate bikes to youth in rural Oregon
- Work to develop a funded program for communities to purchase their own bike fleets

Community of Giving

- Develop more engagement opportunities for members, including group rides, COG member functions and campaigns
- Reach our membership goal of 200 members and our revenue goal of \$75,000

The Cycle Oregon Fund - 2023 Grant Awards

The Cycle Oregon Fund has awarded \$2.9MM in grants since its inception in 1996.

In 2023, the Cycle Oregon Fund awarded grants totaling \$127,400.

- **Alesea Community Effort - \$1,150**
 - For General Support
- **Blue Mountain Singletrack Trails Club - \$10,000**
 - Pump Track construction
- **Building Healthy Families - \$10,050**
 - Bike fleet and equipment
- **City of Antelope/Antelope Market - \$18,750**
 - Community Outdoor Pavilion
- **City of Toledo - \$4,450**
 - For General Support
- **Corvallis School District - \$4,800**
 - For General Support
- **Creekside Community Church - \$2,900**
 - For General Support
- **Greater Albany School District - \$4,800**
 - For General Support
- **Joseph Branch Trail Consortium - \$10,000**
 - Trailhead infrastructure and rail bike
- **Juliette's House - \$1,500**
 - For General Support
- **McKenzie Valley Wellness - \$5,000**
 - Generator and propane tank for health clinic
- **Nestucca Valley School District - \$38,250**
 - Bike Skills park
 - General Support
- **People United for Rescue and Rehoming - \$2,400**
 - For General Support
- **Philomath Community Services - \$5,000**
 - Equipment and programs for the food bank
- **Pleasant Hill School District - \$3,600**
 - For General Support
- **Yamhill Carlton School District - \$3,750**
 - For General Support
- **Yaquina Pacific Railroad Historical Society - \$1,000**
 - For General Support

2023 CYCLE OREGON TEAM



Steve Schulz
Executive Director



Abby Noon
*Customer Service &
Volunteer Manager*



Brad Kendrick
Operations Manager



Ann Marie Redente
Events Director



Clint Culpepper
Program Manager



Shawne Martinez
Program Coordinator



Ryan Barrett
Marketing & PR Manager



John Brooks
*Route Planning & Permit
Coordinator*

CYCLE OREGON BOARD OF DIRECTORS



Chad Davis

President, Cycle Oregon, Inc.

Secretary, Cycle Oregon Foundation



Karmen Fore

Board Member, Cycle Oregon, Inc.



Sarah Gates

Vice President, Cycle Oregon, Inc.

President, Cycle Oregon Foundation



Daine Sillan

Board Member, Cycle Oregon, Inc.



Scott Towsey

Treasurer, Cycle Oregon, Inc.



Martin Moll

Board Member, Cycle Oregon, Inc.

Treasurer, Cycle Oregon Foundation



Jackie Yerby

Secretary, Cycle Oregon, Inc.



Steve Young

Board Member, Cycle Oregon, Inc.

*Thank you
for your
support!*



RAILROAD DISPLAY
OPEN
TUES. - SAT. 10:00 - 2:00

