



Ride.

Cycle Oregon Foundation

2025 Annual Report



Ride.



What a year! The wheels truly started to spin in 2025 with new programs, new initiatives, and a sense of forward momentum like a pace line cutting through a headwind.

Cycle Oregon is now more than epic bike rides. We're a 37-year-strong nonprofit building a statewide movement to spread the joy and benefits of cycling to every corner of Oregon. Our work spans from backroads bike adventures to schoolyard programs, including elevated events that showcase Oregon's beauty and grassroots initiatives that help children ride confidently and safely.

Bikes change lives. They improve mental and physical health, build confidence, develop decision-making skills, and connect communities. These vehicles open doors to joy. Whether you are a child riding to school, an adult commuting to work, or someone pedaling for fitness or fun, Cycle Oregon works to make biking possible for everyone across the state. In doing so, we instill a sense of joy that can last a lifetime.

Do you remember the first time you took off on two wheels? Think back to that feeling of excitement, joy, and freedom; when it felt like whole new opportunities had just opened up.

Kids need bikes more than ever. Today, fewer than 5% of kids ride regularly, and many never learn to ride at all. Together, we can change that. Let's give kids the freedom, health, and joy that comes from simply riding a bicycle. By working together, we can transform lives and communities across Oregon.

Thank you for riding along with us and for helping us keep Oregon rolling forward.

Steve Schulz, Executive Director

Our Mission



To bring the JOY of riding a bicycle to all of Oregon.

Our Vision: Cycle Oregon is Oregon's most inspiring, empowering, and impactful non-profit supporting people who want to ride a bike.

- Riding a bike **connects people and communities** - in your neighborhood, in your city and across Oregon
- Riding a bike is **great for your health** - mental and physical
- Riding a bike **should be accessible to everyone** - we should work together to create opportunities to ride regardless of age, ability, race, gender, size or zip code
- Riding a bike is **good for the planet** - we should make it easier and safer for people to choose bikes over cars
- Riding a bike is **so much fun** - it brings freedom and leads to personal discovery and adventure, and everyone deserves to experience this

Our Work – Bike Education



"This is the best thing you have ever done for us!!" -- Elementary Student

"As a whole, our school community has grown closer through this experience. Teaching bike safety has encouraged teamwork, boosted student confidence, and fostered a culture of encouragement and responsibility that extends far beyond the gym doors."

-- Elementary School Instructor

"One of the best parts was watching students cheer each other on—celebrating big victories, small improvements, and every wobbly moment in between."

-- Elementary School Instructor

The 2024-2025 school year marked Jump Start's third year in operation.

Highlights include:

- 35 teachers and staff across 5 communities participated in Bicycle Safety teacher training.
- 16 communities borrowed bike fleets.
- 43 schools across Oregon taught Bicycle Safety to a collective 7,439 students (32% annual increase from the previous school year).
- 24% of students learned to ride a bike for the first time
- An additional 510 students were exposed to Jump Start through local bike rodeos.
- New Learn-to-Ride and Adaptive curriculum and training was developed and introduced
- New fleet of Adaptive bikes were added

Teachers reported that the program had a positive impact on students with noticeable attendance increases while teaching Jump Start as well as improved safety behavior and confidence riding bikes outside of school. Teachers also noticed more students riding their bikes to school after teaching Jump Start.



Our Work - Summer Camps



We believe every child should experience the joy and independence of riding a bike, and in 2025 all Summer Kids Camp attendees **received either a full or half registration scholarship** because of support from our donors and a grant from Daimler Truck North America.

During the weeklong camps, campers learned signaling, wayfinding, and navigating bike infrastructure. Through real-world rides to parks and picnics, they gained confidence, saw bikes as powerful tools for exploration, and grew into capable, self-assured riders.

"This was a wonderful experience that provided a much-needed life skill to ride confidently and safely around Portland. Even though we've been on family bike rides, (our daughter) has not had enough time riding to feel confident. Thank you for providing such an accessible and amazing opportunity for her." - Parent

"The Kids camp exceeded our expectations and has jump started (our children's) interest in cycling. They really enjoyed arts and crafts, biking around town and visiting the bike shop in the Concordia neighborhood. Also, it was an interesting experience for them to visit the parks that they have been to via walking, but it was eye opening to bike to these locations. They really loved this camp and hope to return next year." - Caregiver

"Today is the most fun day of camp ever! Besides yesterday." - Camper

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Summer 
Kids Camp

Our Work – Bike Giveaways

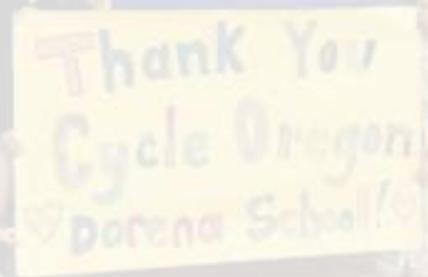


Dorena School Bike Giveaway

Few moments in 2025 captured the heart of Cycle Oregon more clearly than the day we delivered bikes to kids at Dorena School in Dorena, Oregon. These were kids that had completed our Jump Start program at school who had the spirit to ride more but without the means to have a bike of their very own.

Through the support of our sponsors and donors, **20 students received brand-new bikes, helmets, locks, lights and accessories** - each delivery opening the door to independence, confidence, and opportunity. For many kids, a bike isn't just a toy; it's a way to get to school, visit friends, explore their surroundings, and feel a sense of ownership and pride.

Watching those kids roll away on their new bikes was a powerful reminder of why access matters. Thanks to generous donors and partners, this was more than a single day, it was an investment in young Oregonians and their futures.



Our Work - Events



Our inaugural **Community Bike Block Party** had bike rodeo courses for adults and kids, secure bike valet parking courtesy of our amazing volunteers, informational booths on our events and programs, and over a dozen community groups stationed outside offering guests a look into the diverse cycling styles and community we have here in Oregon. From the first rider through to the last to leave this was an amazing day for our organization and community; an absolute success in our books.

The 2026 Community Block party is April 18th!



Trask River
Tillamook State Forest

"Meeting and building community with fellow cyclists at every meal, rest stop, hill climb, beer line, or sunrise walk. Just an amazing community of people to cherish."



Crater Lake
Prospect, Diamond Lake



Justesen Ranch
Tygh Valley

"This was easily the most organized and well-run cycling event I've ever participated in. I had nerves coming into it as this was my first time, but once we were at camp, it was smooth sailing until we left on Sunday."

"The rides are perfectly organized. Incredible views. Challenging but achievable. Wonderful to be able to relax and enjoy the ride without the fear of getting lost or needing to navigate. I couldn't imagine the ride organization and support on the ride being any better. Truly wonderful."

Our Work – Fundraisers



Karaoke Fundraiser Night at Rally

The tradition of karaoke on the last night at our *Rally* event shifted into high gear in 2025. Somewhere between the first singer and the final encore, Karaoke Night at *Rally* turned into something bigger than a fundraiser, it became a shared memory of collective joy and a pivotal moment in establishing our mission going forward.

Rally riders, staff, and supporters grabbed the microphone, cheered each other on, and sang their hearts out in support of Cycle Oregon's mission. The energy was infectious, the performances unforgettable, and the generosity on full display. Together that night, we raised over \$45,000 for the Cycle Oregon Foundation.

Karaoke Night proved that fundraising doesn't have to be formal or quiet. It can be joyful, a little ridiculous, and deeply meaningful all at once. Every song helped fuel the work we do year-round, and every laugh reinforced the sense of community that makes *Rally* so special.

First Ride, Big Dreams

What a first ride! Thanks to our incredible community, Cycle Oregon's inaugural First Ride, Big Dreams fundraiser exceeded its goal – raising nearly \$42,000 to support kids bike programming and bike giveaways. On a near-perfect October-in-Portland evening over 125 Cycle Oregon riders, supporters and friends came to the Show Bar at Revolution Hall to ensure the joy of riding finds even more Oregon kids.

Our 2026 First Ride, Big Dreams event is October 14th!

Our Work - Accessibility



In 2025, we were able to award over 35 scholarships to reduce barriers for participants who otherwise wouldn't have been able to participate in a Cycle Oregon event or a Summer Kids Camp.



cycle  oregon

Summer
Kids Camp



Our Impact - Grants



**Cycle Oregon awarded 8 grants through the Cycle Oregon Fund in 2025.
To date, the Cycle Oregon Fund has awarded 397 grants totaling \$3.6M in awards.**

Grand Ronde Gravity – To purchase a storage container for La Grande’s BMX Library – a fleet of a dozen bikes which are available to use free of charge for youth. This free opportunity contributes to the health, socialization and overall wellbeing of kids in the La Grande area.

Building Healthy Families – To support the 4th annual Bicycle Rodeo in Wallowa County. The Bicycle Rodeo provides youth and their families with opportunities for hands on active learning on active bike handling skills while promoting safe family fun biking in the community.

Latino Network – Through the Bici-Bikes program, Latino Network strengthens connections between the Latine community and active transportation. This initiative not only provides direct access to bicycles but also emphasizes the importance of safety, education and community building through group rides, workshops and culturally specific instruction.

The Salmonberry Trail Foundation – To support the hiring of a Community Engagement Coordinator, a position that has become essential to building local ownership and readiness along the entire corridor. The coordinator connects trail communities, volunteers, and landowners through hands-on engagement and storytelling.

Central Oregon Trail Alliance – To build and install permanent take-off ramps for jumps at Bike Park 242 in Sisters, OR. Bike Park 242 has proven to be a natural gathering place for people of all ages and naturally fosters community. It hosts youth education programs like their signature “Pump and Jump” clinics for youth from ages 4-10. This site is being reimaged as a next-generation bike park – designed with youth skills progression, fun, and inclusivity at its core.

Shift Community Cycles – Shift Community Cycles’ youth program engages youth to seize opportunities in the world of cycling. This grant supports their summer camp programming to bring bicycle safety education, mechanics skill-building, and community group riding opportunities to life for 45 kids in one month.

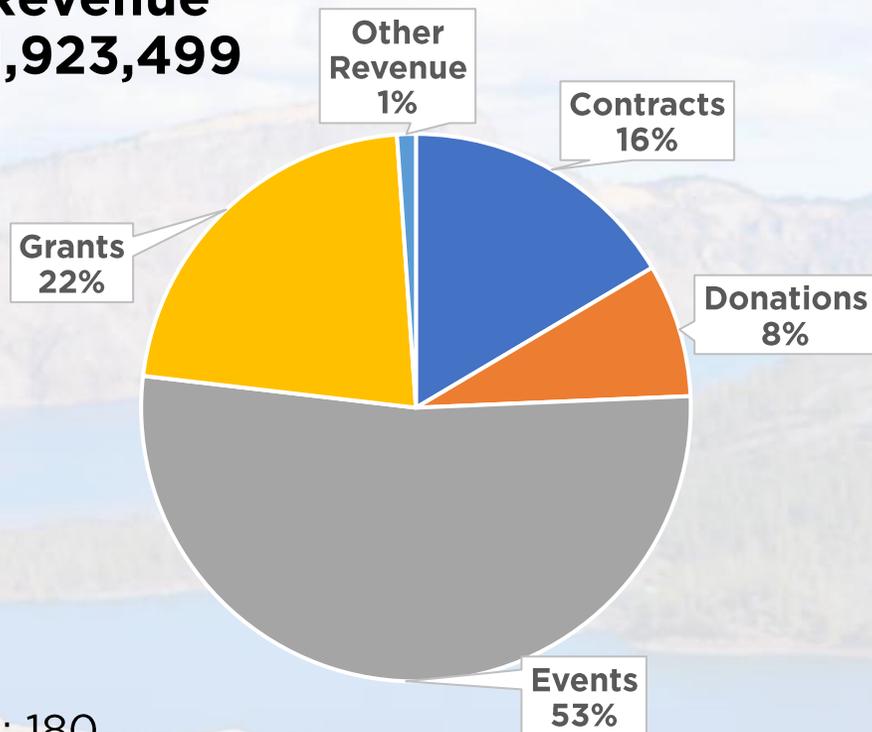
Salem-Keizer Safe Routes to School – To purchase bicycles, helmets and a trailer for use in providing bicycle safety education classes for Salem-Keizer elementary school students and at community events.

Glide Revitalization – To purchase a fleet of balance bikes and helmets for use by the Little Loggers Playschool children to support and ensure their access to learning how to safely ride a bike in their early years of life.

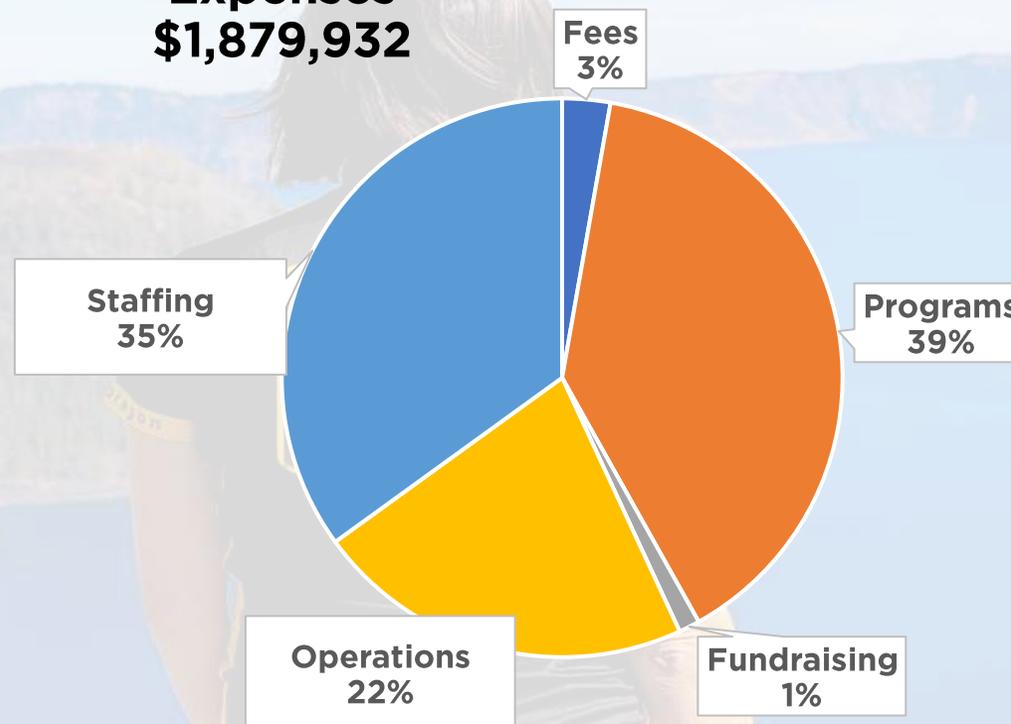
Financials



Revenue \$1,923,499



Expenses \$1,879,932



Volunteers: 180
Volunteer Hours: 5880
Youth Impacted: 8000
Scholarships Awarded: 35 totaling \$36,250
Bike and Gear Giveaways: 20 totaling \$20,000
Event Community Support Awards: \$50,000

*Preliminary 2025 Financials 1/1/2025 - 12/31/2025
Numbers will be updated upon 2025 Fiscal Year Final Review

Our Community of Donors



Thanks to all our donors and sponsors in 2025 – collectively you raised \$155,000 to support our programs!

Podium

(\$5000+)

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William Borja
Stephen & Nancy
Dudley

Breakaway

(\$1000 - \$4999)

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Blayne Barnhart
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Scan the QR code



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