

Bikes Belong 2010 Annual Report

Despite a difficult economy in 2010, Bikes Belong produced another successful year. We earned increased support from the bicycle industry as well as foundations and non-endemic corporate partners. Our coalition and foundation net combined budgets totaled more than \$4.1 million. This unprecedented backing enabled us to boost our investment in important bicycling projects and do more to improve riding opportunities throughout the United States. In 2010, we contributed nearly \$1.4 million in direct cash support to national, state, and local bicycle programs and projects.

Here's how we worked to get more Americans bicycling in 2010:

Building the Federal Investment in Bicycling

We work to maximize federal support for bicycling, which leads to more bicycle programs and facilities. In 2010, we:

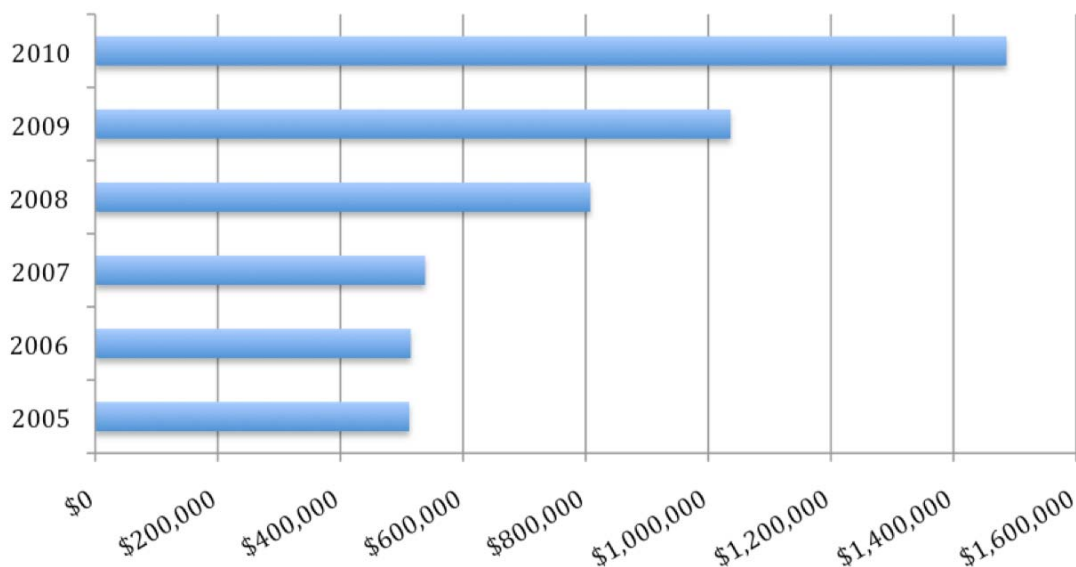
1. Continued as lead funder of America Bikes' work to advance a pro-bike agenda in the next federal transportation bill.
2. Pushed for new, cost-effective investments in bicycling infrastructure in other federal legislative initiatives.
3. Increased our hours dedicated to government relations with the U.S. House, Senate, Administration, and federal agencies.
4. Continued to support the International Mountain Bicycling Association's (IMBA) government affairs program.
5. Raised an unprecedented sum of money for BikesPAC, our political action committee, to contribute to the re-election campaigns of members of Congress who support bicycling.

Strengthening our National Partnerships

We fund the national groups and initiatives with the greatest potential to get more people riding bikes. In 2010, we:

1. Continued our major support of the Bicycle Friendly America program run by the League of American Bicyclists.
2. Served as a key funder of the Alliance for Biking and Walking and its nationwide efforts to develop and improve state and city bike advocacy groups.
3. Continued to serve as the number one financial supporter of the National Complete Streets Coalition.
4. Partnered with Rails-to-Trails Conservancy and IMBA to support key projects.
5. Acted as title sponsor of the National Bike Summit, celebrating 10 years of growth in participation and effectiveness.
6. Backed the Bicycle Leadership Conference at a gold level.
7. Sponsored IMBA's Global Summit in August, GA and ProWalk/ProBike 2010, a biennial conference held in Chattanooga, Tennessee.

Cash Contributions to National Partners & Community Bike Projects



Launching Peopleforbikes.org

We unveiled Peopleforbikes.org, an ambitious, multi-faceted campaign to get one million Americans newly engaged in supporting bicycling. Our goal is to expand the bike advocacy movement to increase our clout with elected officials, the media, and the public. More than 150,000 people joined the movement in 2010.

Awarding Community Grants

We annually give nearly \$200,000 in cash grants to bolster local bike efforts and help build facilities. In 2010, we:

1. Awarded 21 community grants to outstanding bike projects in 19 U.S. states, totaling \$150,000.
2. Partnered with REI's Bicycle Friendly Communities Grant Program to award \$90,000 to help Detroit, Los Angeles, Minneapolis, Philadelphia, and Seattle achieve their bike-friendly goals.

Gathering Essential Research & Statistics

We continued to track, summarize, and publicize studies that analyze bicycling and highlight its benefits to the economy, health, environment, community, and quality of life.

Expanding the Bikes Belong Foundation

1. We administered the dynamic Safe Routes to School National Partnership—a coalition of 450 organizations with a staff of 11 that is dedicated to increasing the number of U.S. children who walk and bike safely to school.
2. We enhanced our Bicycling Design Best Practices program that promotes the most innovative bicycle facility solutions of Western Europe and the United States, primarily by hosting study-tours for elected officials, planners, and engineers. Read the Best Practices annual report [here](#) (link).
3. We worked to improve bicycle safety by building mutual respect among motorists and cyclists.

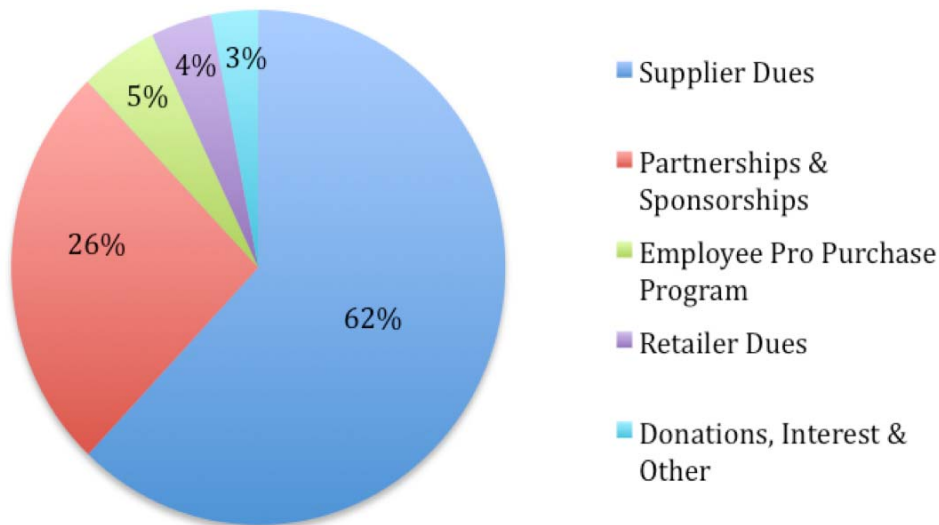
Bikes Belong membership dollars made this important work possible. If you are a supporter, we thank you very much, and we are counting on you again this year. If not, please consider joining us as a [member](#) or supporting us with a [donation](#) in 2011 to help us put more people on bicycles more often.

Bikes Belong Coalition Financials

This information is specific to the Bikes Belong Coalition. For details on Bikes Belong Foundation's 2010 financials, [click here](#).

2010 Total Income

\$2,484,832



Supplier Dues - \$1,542,753

Partnerships & Sponsorships - \$639,901

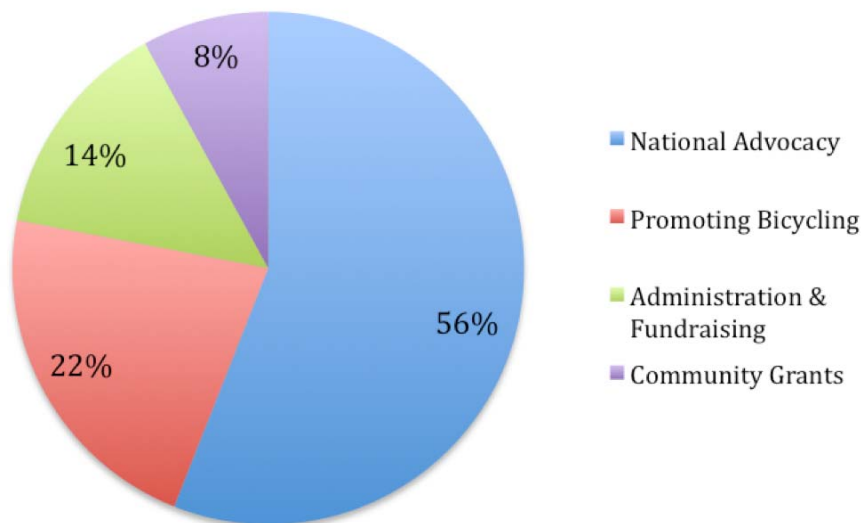
Employee Pro Purchase Program - \$126,725

Retailer Dues - \$98,524

Donations, Interest & Other - \$76,929

2010 Total Expenses

\$2,644,690



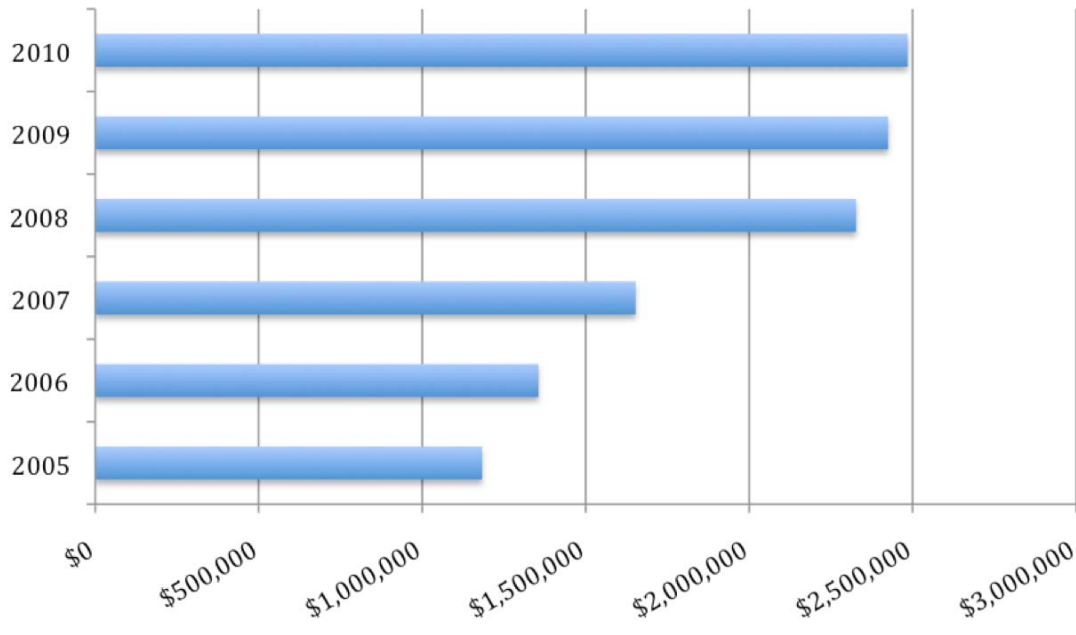
National Advocacy - \$1,481,026

Promoting Bicycling - \$581,832

Administration & Fundraising - \$370,257

Community Grants - \$211,575

Income Growth



2005: \$1,183,403
2006: \$1,355,882
2007: \$1,652,592
2008: \$2,327,328
2009: \$2,425,373
2010: \$2,484,832