



Bikes Belong 2008 Annual Report

Despite a difficult economy in the second half of 2008, Bikes Belong pedaled forward to another great year. We earned increased support from the bicycle industry as well as foundations and non-endemic corporate partners. Our coalition and foundation budgets combined totaled more than \$3 million in 2008. 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 2008, we contributed more than \$800,000 in direct cash support to national, state, and local bicycle programs and projects. Bikes Belong focuses on four strategies to boost bicycling. Here's a snapshot of how we took action in 2008.

Federal Policy & Funding

We work to maximize federal support for bicycling, which leads to more bicycle programs and facilities. In 2008, we:

- Reinvigorated the America Bikes Coalition by renewing our funding commitment and helping shape its new campaign platform to maximize support for bicycling in the next federal transportation bill, due in October 2009.
- Strengthened our working relationships with key members of Congress.
- Met face-to-face with then-presidential nominee Barack Obama and outgoing President George Bush to promote bicycling and Safe Routes to School.
- Helped advance several key pieces of bicycle-friendly federal legislation.
- Established stronger ties with influential elected officials by sponsoring two national mayor gatherings and supporting a governors' conference.
- Raised money through BikesPAC, our political action committee, to contribute to the re-election campaigns of the members of Congress who support our key initiatives.

National Partnerships

We fund the national groups and initiatives with the greatest potential to get more people riding bikes. In 2008, we:

- Partnered with Humana, a leading health benefits company, to bring 1,000 bikes to both the Democratic and Republican national conventions in a pioneering bike-sharing effort.
- Increased support for the Bicycle Friendly America program, enabling the program to launch business and state award categories.
- Sponsored five of the year's most important national bicycle advocacy events, including the largest-ever National Bike Summit.
- Continued our investment in the National Complete Streets Coalition's campaign to establish complete streets policies in more cities and states.
- Funded two important reports that document the benefits of bicycle facilities and provide a roadmap for bicycle policy at the state level.

Community Grants

We annually give nearly \$300,000 in cash grants to bolster local bike efforts and help build facilities. In 2008, we:

- Awarded 21 community grants to outstanding bike projects in 17 U.S. states, totaling nearly \$200,000.
- Partnered with REI's Bicycle Friendly Communities Grant Program to award \$80,000 to help communities achieve their bike-friendly goals.
- Donated \$40,000 through the Paul David Clark Fund to exemplary organizations that are supporting their communities through establishing innovative bike programs for young riders and setting the bar for bicycling advocacy.

Bicycling Promotion

We promote bicycling to the American public through ads, printed materials, and media outreach. In 2008, we:

- Continued to distribute our nationwide ad campaign, Remember Me, to inspire more Americans to ride bikes.
- Distributed thousands of copies of our booklet, Bicycling - Moving America Forward, which highlights the benefits of bicycling.
- Provided hundreds of interviews to journalists nationwide that contributed to millions of Bikes Belong media impressions.
- Created a Statistics Library on our website that assembles data on the benefits of bicycling to help make a case with community and government leaders.

In addition to work in these four areas, we also supported the dramatic growth of our sister organization, the Bikes Belong Foundation, which focuses on children's bicycling and promoting bicycle safety. In 2008, the Safe Routes to School National Partnership, a movement hosted by the Bikes Belong Foundation, grew to more than 350 organizations.

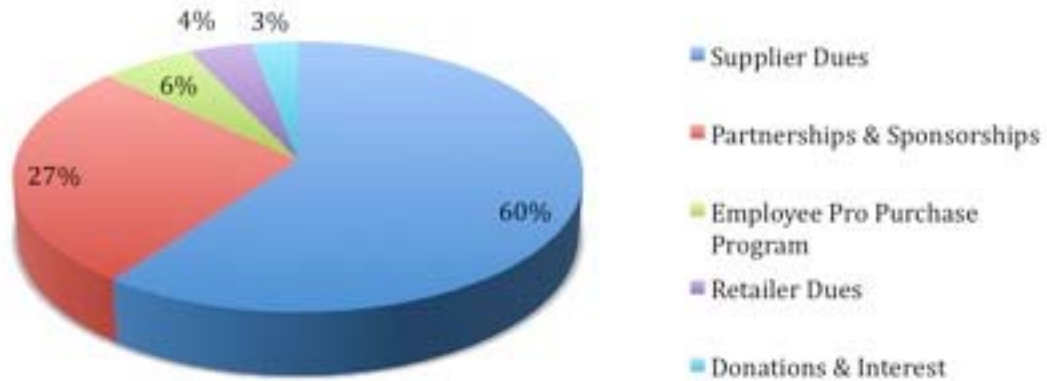
Bikes Belong membership dollars made this important work possible. If you are a supporter, we are counting on you again this year. If not, please consider joining us as a [member](#) or supporting us with a [donation](#) in 2009 to help us put more people on bicycles more often.

Coalition Financial Snapshot

This information is specific to Bikes Belong Coalition. For details on Bikes Belong Foundation's 2008 budget and accomplishments, please contact Erik Esborg, Finance Director at erik@bikesbelong.org.

2008 Total Income

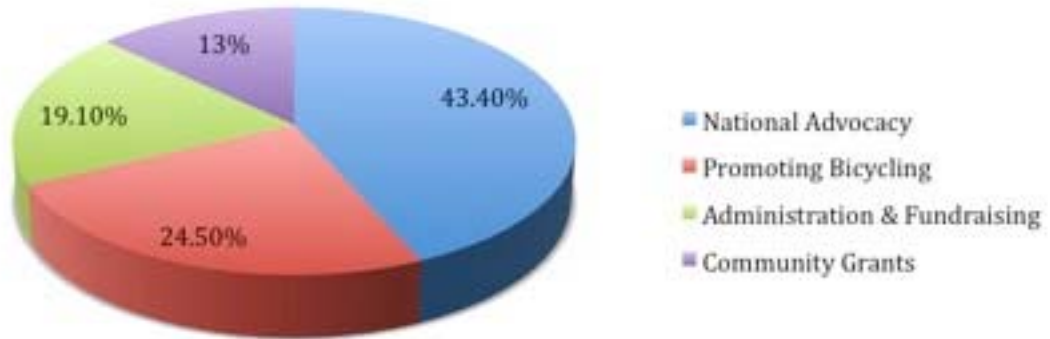
\$2,327,628



Supplier Dues - \$1,396,663
Partnerships & Sponsorships - \$647,751
Employee Pro Purchase Program - \$156,307
Retailer Dues - \$73,602
Donations & Interest - \$53,305

2008 Total Expenses

\$1,961,478



National Advocacy - \$850,439

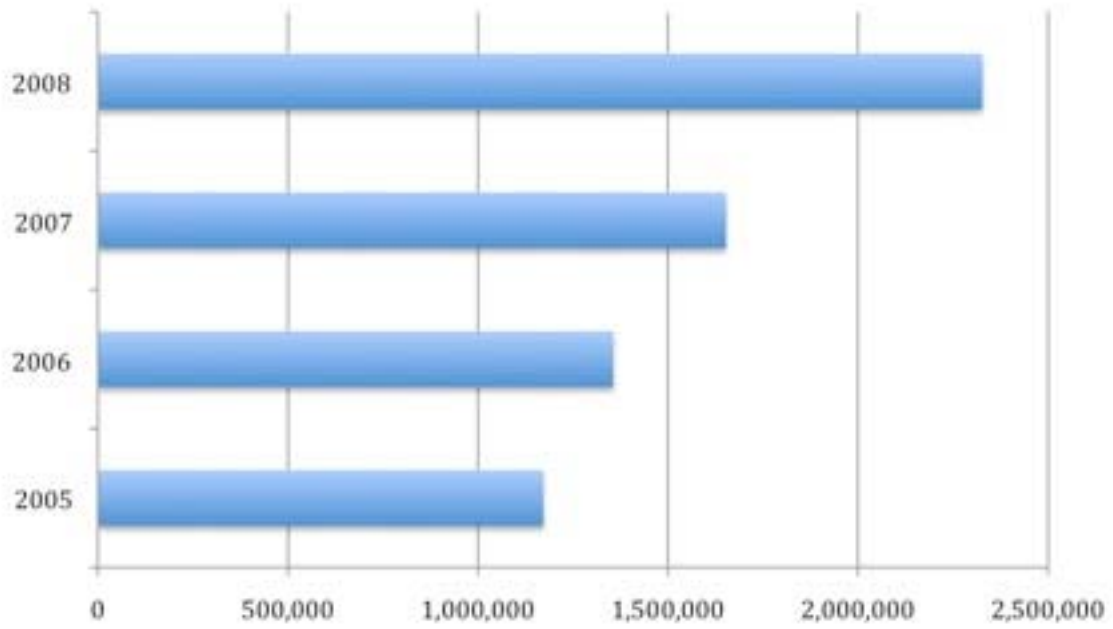
Promoting Bicycling - \$480,229

Administration & Fundraising - \$374,610

Community Grants - \$256,200

Income Growth

\$2,327,628



2008 - \$2,327,628

2007 - \$1,652,592

2006 - \$1,355,882

2005 - \$1,172,000