

Bikes Belong 2009 Annual Report

Despite a difficult economy in 2009, Bikes Belong produced another successful year. Our government relations and partnership projects thrived. The federal investment in bike facilities and programs reached a new annual high: \$1.2 billion.

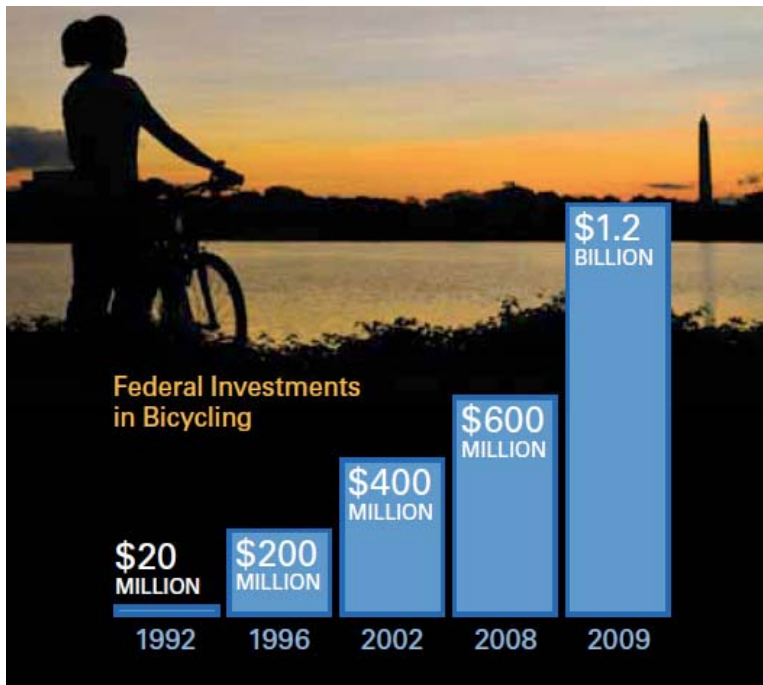
We earned increased support from the bicycle industry as well as foundations and non-endemic corporate partners. Our coalition and foundation budgets combined totaled more than \$4.6 million. This unprecedented backing enabled us to boost our investment in important bicycling projects and do more to improve riding opportunities throughout the United States. In 2009, we contributed more than \$1 million 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 2009.

Federal Policy & Funding

We work to maximize federal support for bicycling, which leads to more bicycle programs and facilities. In 2009, we:

- Expanded our campaign to maximize funding for bicycling in federal transportation, economic stimulus, and climate-change legislation.
- Provided the primary funding for America Bikes, a unified lobbying effort led by eight national bicycle advocacy groups.
- Supported two successful Congressional fundraisers for two of bicycling's strongest supporters: Rep. Earl Blumenauer of Oregon and Rep. Jim Oberstar of Minnesota.
- 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.
- Supported IMBA's government affairs work in D.C.

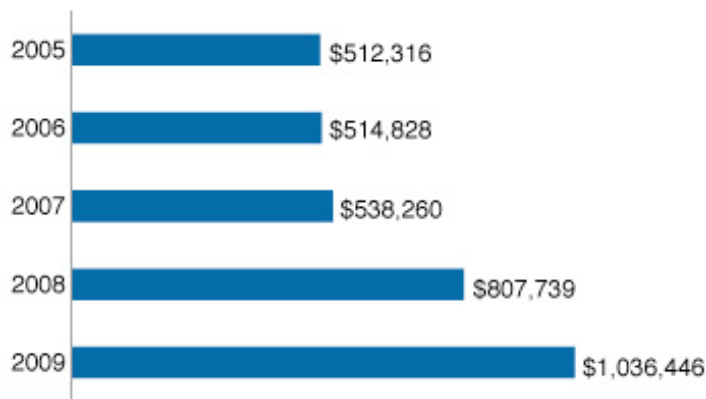


National Partnerships

We fund the national groups and initiatives with the greatest potential to get more people riding bikes. In 2009, we:

- Continued our support of the Bicycle Friendly America program to motivate more cities, states, and businesses to improve their bicycling facilities and programs.
- Again provided substantial organizational funding for the Safe Routes to School National Partnership and its multi-faceted effort to get more kids bicycling and walking to school.
- Funded the Alliance for Bicycling and Walking's latest Benchmarking report, which captures and analyzes a wealth of data on biking and walking in all 50 states and the nation's 50 largest cities.
- Sponsored five of the year's most important national bicycle advocacy events, including the largest-ever National Bike Summit.
- Increased our investment in the National Complete Streets Coalition's campaign to establish complete streets policies in more cities and states.
- Supported the grassroots organizing and research work of the Rails-to-Trails Conservancy.
- Supported the U.S. Bicycle Route System, led by Adventure Cycling, which will designate a national network of bicycle routes.

Cash contributions to national partners and community bike projects: 2005-2009



Community Grants

We annually give nearly \$300,000 in cash grants to bolster local bike efforts and help build facilities. In 2009, we:

- Awarded 23 community grants to outstanding bike projects in 19 U.S. states, totaling nearly \$200,000.
- Partnered with REI's Bicycle Friendly Communities Grant Program to award \$90,000 to help communities achieve their bike-friendly goals.

Bicycling Promotion

We promote bicycling to the American public through ads, printed materials, and media outreach. In 2009, we:

- Began work on an unprecedented nationwide consumer campaign that will launch in 2010 to recruit bicycling supporters and inspire them to take action.
- Launched the Bicycling Design Best Practices Project to promote innovations and international best practices to improve U.S. bicycling infrastructure. Coordinated an inaugural transportation research trip to the Netherlands and Germany with key policy makers.
- 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.
- Enhanced the Statistics Library on our website that assembles and summarizes 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 2009, the Safe Routes to School National Partnership, a movement hosted by the Bikes Belong Foundation, grew to more than 400 organizations.

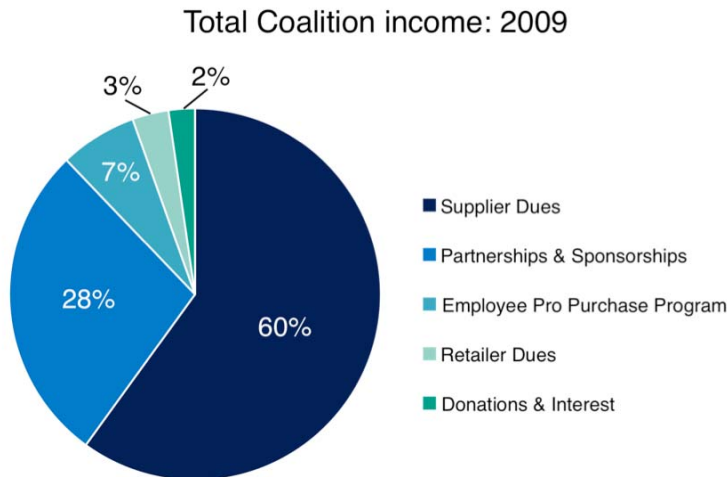
Bikes Belong membership dollars made this important work possible. If you are a supporter, we are counting on you again this year. If not, please consider joining us as a [member](#) or supporting us with a [donation](#) in 2010 to help us put more people on bicycles more often.

Bikes Belong Coalition Financial Snapshot

This information is specific to Bikes Belong Coalition. For details on Bikes Belong Foundation’s 2009 budget and accomplishments, please contact Erik Esborg, Finance Director at erik@bikesbelong.org.

2009 Total Income

\$2,327,628

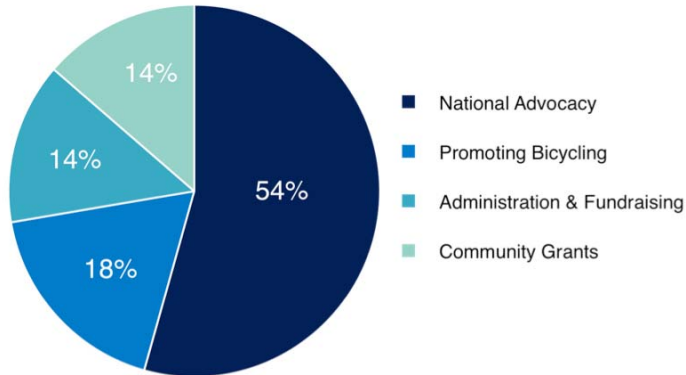


Supplier Dues - \$1,479,993
 Partnerships & Sponsorships - \$669,830
 Employee Pro Purchase Program - \$158,361
 Retailer Dues - \$81,054
 Donations & Interest - \$6,135

2009 Total Expenses

\$2,206,845

Total Coalition expenses: 2009



National Advocacy - \$1,199,389

Promoting Bicycling - \$396,557

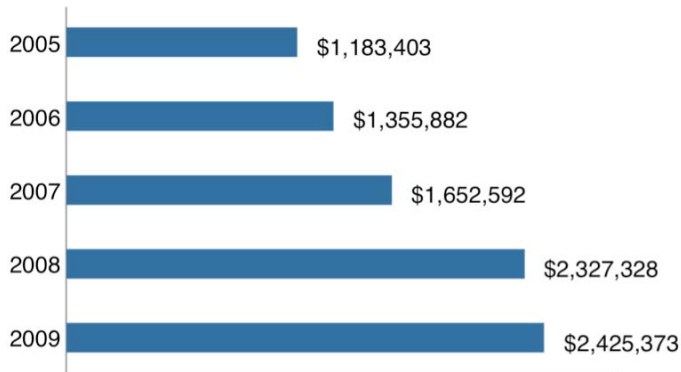
Administration & Fundraising - \$309,515

Community Grants - \$301,384

Income Growth

\$2,425,373

Coalition income: 2005-2009



View the attachments below to read annual reports from previous years.