

# OUR IMPACT

## 2019-2020 Bicycle Collective Annual Report

The logo features a stylized bicycle with a heart shape integrated into its frame.

BICYCLE COLLECTIVE



# BOARD CHAIR'S STATEMENT

## **What a year. What a trial. What resiliency.**

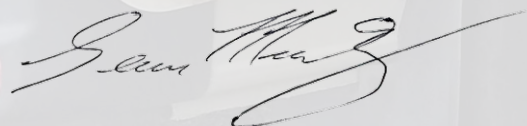
In the spring of 2019, after two years of behind-the-scenes institutional reforms, the Bicycle Collective set out on a project to rebuild its leadership and its facilities. We got moving and into the swing with a dynamic new executive director, four new location directors, several new board members, and an ever-evolving body of volunteers. 2019 was bustling but manageable. And then things changed all around us, everywhere. But the outstanding individuals who carry this organization just kept going. After a brief closure in March of 2020, the Collective got to business and figured out how to continue serving the people. Hours changed and safety protocols were erected. Sales and programming moved online. Program coordinators became marketers. Mechanics became puppeteers (like, actual puppeteers). Directors became confidants, carrying the concerns of employees and the volunteer core into each new week while our board and executive director hustled to keep shops open and our staff on payroll.

And by golly, we did it. We didn't cut any positions, and the health coverage we'd only just been able to provide for the first time stayed intact. Because we're here and we're going to stay here. Because we have a stronger presence than ever in every community we serve. Because we care about our employees just as much as we care about our visitors and customers. 2020 is our resounding call that the Collective isn't going anywhere.

So, for 2021, we're doubling down. Thanks to the continued support of our steadfast donors and the robust demand for reliable bicycles, we're in a position to continue investing in the expansion we began before COVID-19. Each of our four shops is at its strongest – they look and feel spectacular. And we are now just months from breaking ground on what will be the most intentionally-designed community bicycle shop in America.

I am beside myself with gratitude for the endurance of this Collective effort. I thank our volunteers who devoted a staggering 5,200 hours of time last year. I thank our staff who developed new ideas and then juggled how to get them done. I thank our donors: those individuals who purchased memberships to frequent our facilities; families who included us in their year-end giving; and the foundations who have entrusted us to be faithful stewards of their legacy.

Thank you all.  
Onward!



**Sean Murphy**  
Volunteer and grateful Chair of the Board





## OUR MISSION

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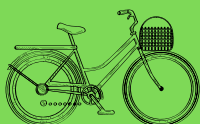
The mission of the Bicycle Collective is to promote cycling as an effective and sustainable form of transportation and recreation, and as a cornerstone of a cleaner, healthier, and safer society. The Collective provides refurbished bicycles and educational programs to the community focusing on children and lower income households.



### COMMUNITY EDUCATION



### SUSTAINABLE TRANSPORTATION



### REFURBISH MATERIALS





# EXECUTIVE DIRECTOR'S STATEMENT

Since their invention more than 200 years ago, bicycles have transformed lives. A bicycle provides someone with self-reliant mobility allowing them to go where they want, when they want. Cycling promises freedom and a sense of adventure. Both practical and affordable, a bike contributes to economic well-being, emotional stability, and physical health. It is a simple, eco-friendly transportation option.

On March 13, 2020, the Bicycle Collective temporarily closed our doors in response to the onset of COVID-19 and an earthquake that shook the Salt Lake Valley. One year later, many in the Collective community still face complex challenges. However, we now face them with renewed hope as vaccine distribution widens, immunization rates increase, and policy shifts bring needed change.

Despite the diversification of our revenue streams -- retail sales, program and service fees, events, and charitable giving -- all were impacted by the novel coronavirus pandemic. Within two weeks, we re-opened our shops by appointment. We identified new business opportunities such as service and repair centers and selling parts online. We introduced a line of moderately-priced new bikes to complement our inventory of refurbished bicycles and to keep bikes on the shelves as the industry struggles with global supply chain disruptions. We moved our youth programming online and our adult volunteers worked on donated bikes from their own homes, garages and park spaces. We restarted our Bikes for Goodwill program with new safety and hygiene protocols and saw a significant increase in the number of people requesting bikes. We repaired, refurbished and gave away 1,382 bikes, 100 more than in 2019.

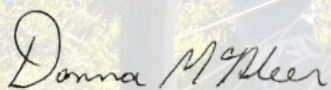
We were honored as a finalist for the Utah Ethical Leadership Award in the nonprofit category, and we pulled through the pandemic with such gusto that the Utah Nonprofit Association invited us to share our tactics at their annual conference.

We began a conscious organizational journey of addressing racial equity. The Bicycle Collective is a place of learning and community development for anyone interested in bicycles. We strive to accommodate, understand, and celebrate the cultural backgrounds and ethnic differences of everyone we meet. We promote equitable mobility in every city we serve.

While many around the world have remarked that they would like to forget 2020, it is a year we grew. I am proud to share with you the impact and highlights of our operations and programs. Thank you for being a part of the Collective family of volunteers, partners, donors and staff. Your connection and contribution have a far-reaching effect on the lives of many Utah residents and support our motto, "Recycling Bicycles. Building Communities."

Looking ahead into 2021 and beyond, I am inspired and motivated by the collective example set by everyone this past year. As we work to safely open up our doors to the community and get people on bikes, we look forward to expanding the Collective's impact through a new headquarters building and digital platform to meet an increased demand for services.

In gratitude,



**Donna McAleer**  
Executive Director



# CARING FOR PEOPLE & BIKES ACROSS UTAH



## HISTORY OF THE COLLECTIVE

Founded in 2002, the Bicycle Collective is a community resource providing a path to personal and self-reliant transportation. We operate as a group of nonprofit bike shops that refurbish bicycles donated by the thousands each year and put them into the hands of those in need – focusing on children, newly resettled refugees and immigrants, individuals experiencing homelessness or housing insecurity, individuals recovering from substance abuse, and low-to-moderate income households.

The Collective operates numerous programs throughout Utah at four locations: our headquarters in Salt Lake City (est. 2002), Ogden (est. 2015), Provo (est. 2015), and St. George (est. 2017). At each of these locations, the Collective uses a sustainable business model that accepts donated bicycles in any condition, and then repairs, refurbishes, or recycles them. Since our inception, we have received more than 30,000 bicycles as donations and through rehabilitation and reuse, or through recycling, prevented them from ending up in the landfill.





# WHAT THE BICYCLE COLLECTIVE DOES

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**We give away bikes.** Working closely with partner organizations, we identify the individuals most in need of a bicycle – oftentimes these are people who would rely on a bicycle as their primary source of transportation. Our partners include: Volunteers of America, International Rescue Committee, Catholic Community Services, Boys and Girls Clubs, Big Brothers, Big Sisters, First Step House, Fortitude, Southwest Behavioral Health Center, Court Appointed Special Advocates, and Roads to Independence. In 2020, we gave away 1,024 kids bikes and 358 adult bikes. At our heart, the Bicycle Collective is transforming communities by transforming individual lives.

**We teach bikes to all.** We maintain a statewide presence, operating in Salt Lake City, Ogden, Provo, and St. George, where we provide skills training in an inclusive and safe environment. We host focused programming delivered to youth, women, and individuals who identify as transgender or gender-diverse, all participating in our bicycle mechanics and safety educational offerings. We love teaching all aspects of bike repair, from the basics of flat tire repair to more advanced skills like drivetrain and brake system maintenance, and we offer a variety of education events for all people in the community.

**We sell bikes.** At all of our shops, bike enthusiasts can purchase a refurbished complete bike, as well as a wide range of components, accessories, small parts, and maintenance supplies. Retail sales are an important revenue generator for the Collective, and the community's support of bike sales and repair services is vital to us. We offer all repair tools and bench space needed to repair one's bike independently for those who already possess repair skills. For those intent on learning by doing but are in need of a little expertise and guidance, our staff mechanics are available to mentor and assist.

**We live bikes.** We maintain a passionate and longstanding group of volunteers. We all believe at our core that everyone should have the opportunity to love bikes as much as we do. With our sustainable model, every bike gets a new life. No donated bicycle ever sees a landfill. The bikes that cannot be repaired or stripped for parts are recycled. Last year, we recycled 37 tons of metal and 3.8 tons of rubber.

**Funding model.** The Collective funding model combines both earned revenue and charitable fundraising. Annually, the Collective operates with a budget of more than \$1 million. Charitable donations through individuals, corporations, and foundations provide approximately 40% of our revenue with 60% of income generated through retail activities: sales of bikes, parts, and components; bench time and tool rentals; community memberships; and bike valet services at events and concerts throughout the state.



"The donations received go beyond just the need for transportation. For many families, the gift of a new bike for them and their children makes them feel welcomed in their new country. They feel the love of their neighbors and community."

- Mark, Refugee Resettlement Program Manager





# COMMUNITY PROGRAMMING

**WITH A BROAD RANGE OF PARTNERS - THE BICYCLE COLLECTIVE IDENTIFIES CRITICAL LOCAL NEEDS & DEVELOPS CREATIVE SOLUTIONS.**



## **Bikes for Goodwill**

Professional bicycle mechanics and trained volunteers refurbish nearly half of all donated bicycles, making them available to individuals in need through our more than 30 community partners throughout the state, including nonprofits, governmental departments, and churches. Clients use the bicycles to seek or travel to employment and necessary appointments, and increase health.

2019: 1,282 Bikes given to adults & children  
2020: 1,382 Bikes given to adults & children



## **Earn-A-Bike/Work Trade**

Adults who cannot afford transportation and are not affiliated with our partners may volunteer 6 hours in exchange for a bicycle. People who cannot afford to purchase parts may volunteer their time in exchange for bicycle parts that they need. As a separate service, we provide community service hours for those in need of court-ordered service.

2019: 124 Bike recipients  
2020: 32 Bike recipients



## **Youth Programs**

We host an applied learning environment providing bike mechanic training where youth ages 8-18 are mentored by their peers and our Youth Education Bike Mechanic Specialists. Participating students have the option to work on their own bikes, learn to repair bikes for the Collective's giving programs or earn a bike of their own through their hours volunteered.

2019: 395 Youth participants; 3,353 Hours  
2020: 131 Youth participants; 473 Hours



## **Junior Bike Mechanics**

We host an 8-week course to teach 14-18 year-old aspiring mechanics the skills needed to become an ace "wrencher" (mechanic) and to help prepare them to get a job in a bike shop. The classes lead students through basic work such as repairing a flat tire to advanced skills such as fully refurbishing a bike. We are planting seeds for the next generation of cycling enthusiasts.

2019: 8 graduates  
2020: No courses held due to COVID-19



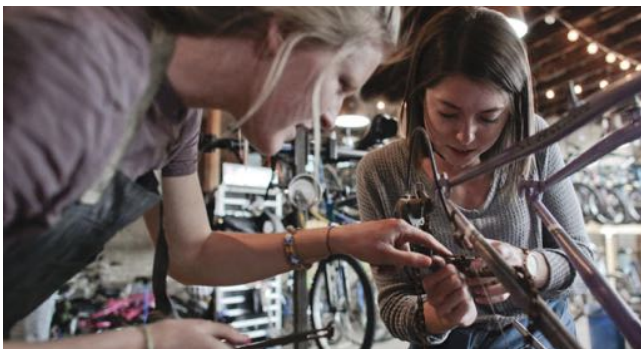
## COLLECTIVELY, WE ADDRESS PUBLIC TRANSPORTATION BARRIERS WITH PROGRAMMING TO PROVIDE ACCESSIBILITY TO ALL.



### **Women, Trans, Femme Night (WTF)/ Women's Night/ Women's Summit**

Bicycle maintenance has traditionally been an overwhelmingly (cis) male-dominated arena. We host programming for anyone who identifies as female, transgender, gender-diverse, or who feels that their socialization or treatment as such has impeded their participation in the cycling world. We designate a safe environment to fix bikes, buy bikes and parts, and volunteer in the shop.

2019: 293 Participants; 625 Hours  
2020: 34 Participants; 267 Hours



### **DIY/ Open Shop**

We offer repair tools and bench space for do-it-yourself space or do-it-with-help repairs with support from staff mechanics. This service is affordable and furthers self-reliance and sustainability for a diverse community.



### **Volunteer Program**

Volunteers are the lifeblood of our organization. They build community and refurbish the bicycles that go out to clients who need transportation. Students and adults from all walks of life gain unique mechanic skills repairing bicycles. These skills and friendships fostered in the shop lead to opportunities outside of the shop. Many volunteers go on to become staff or community bicycling advocates.

2019: 1,810 Volunteers; 16,935 Hours  
2020: 363 Volunteers; 5,225 Hours



### **Community Classes**

We bring together the community to learn about bike repair and bike related topics, such as bike touring. These free classes help bolster personal skills and knowledge. Providing this space strengthens our cycling community.



# CHILDREN & YOUTH BIKE GIVEAWAY & PARTNERSHIPS



## **Court Appointed Special Advocates (Utah CASA)**

In conjunction with our SLC Youth Open Shop, we coordinated a Valentine's Day giveaway to Utah CASA. CASA volunteers picked up bicycles for the youth for whom they advocate. Each of the 45 bicycles came from one youth/adult volunteer to a CASA youth. Robert J. Debry & Associates donated the helmets so youth are safely equipped.



## **International Rescue Committee (IRC)**

We partner with several local refugee-serving organizations such as the IRC in SLC to give bicycles to newly arrived refugees. With one of the most robust refugee programs in the state, the IRC serves our New American neighbors from 40+ countries. We enjoy meeting and providing services across language barriers for our local community.



## **Venture Academy**

Our Ogden location partnered with Venture Academy to teach basic bicycle mechanic skills to 35 high school students. Students spent two weeks repairing one bike system daily until the bikes were completed. Students worked with teachers to find homes for the bicycles. At the program's end, Bonneville Elementary students who met their reading goals received the bicycles as rewards.



## **Navajo (Diné) Nation**

Our St. George location partnered with the Navajo Nation, who have a territory covering more than 17 million acres, the largest land area retained by a Native American tribe, occupying portions of Arizona, Utah, and New Mexico. The Collective refurbished 53 youth and adult bikes for their transportation and recreational use.



"When [foster] children are removed from their home they are given a trash bag to fill with their belongings. They have endured unspeakable trauma. When a child is riding their bike, it helps them feel like a normal kid again... [it provides] a source for exercise that can help them cope with trauma."

- Heather, Third District CASA Program Coordinator





# RECYCLING DATA

## 2019-2020



2019: 21.6 tons of steel  
2020: 27 tons of steel



2019: 2.9 tons of rubber  
2020: 3.8 tons of rubber



2019: 6 tons of aluminum  
2020: 10 tons of aluminum



2019: 30 total tons recycled  
2020: 40.8 total tons recycled



"It's a great program. I'm happy they have resources in the area to help the people in need."

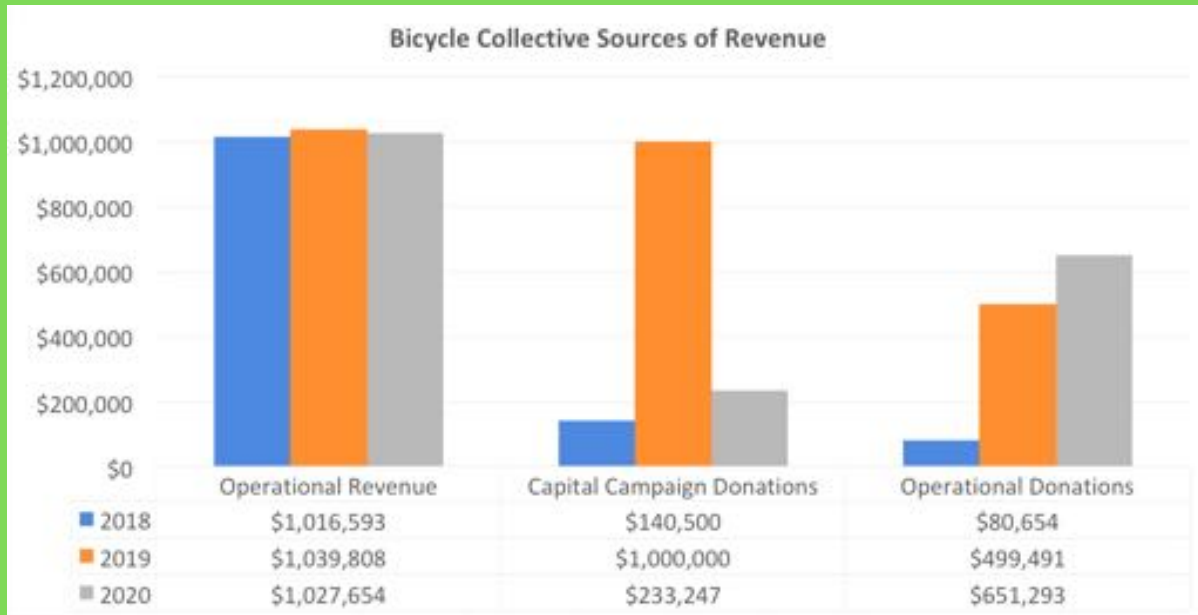
- Justin, Bicycle Recipient



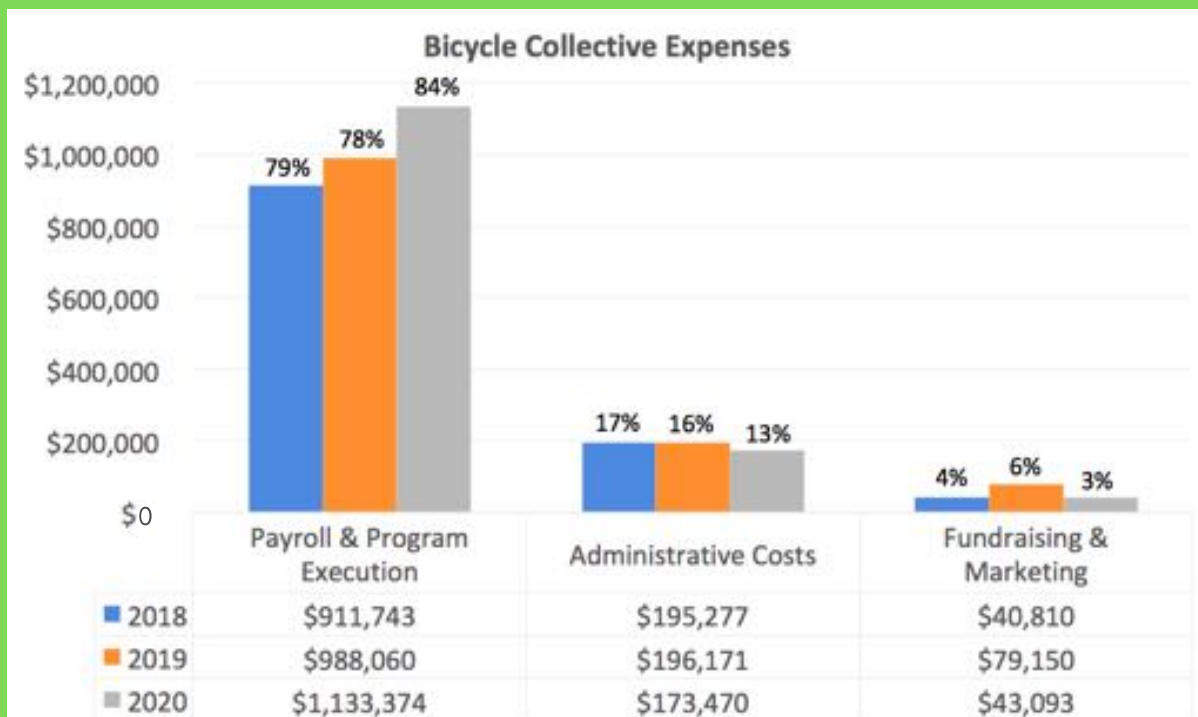


# FINANCIAL OVERVIEW

## 2018-2020



Operational revenue is derived from Community Bike Shop income of sales, service, part and component sales, memberships, valet bike parking, and events.



"In the months since he got involved, he has grown tremendously. He has become more reliable, more responsible, and more self-confident. I'm so glad he has finally found the thing he has been looking for!"

- Geoffrey, Youth Program Participant's Father





# ACCOLADES

## 2019 International Rescue Committee Partner

For 25 years, the International Rescue Committee has helped people whose lives and livelihoods were shattered by conflict and disaster to survive, recover, and regain control of their future. During this time, more than 12,000 refugees from 24 countries have resettled in Utah. In partnership with the IRC, the Bicycle Collective has provided hundreds of bicycles to refugees to start their new lives. The IRC named the Bicycle Collective as a Rescue Partner of the year. We are grateful to our volunteers for refurbishing bicycles and the IRC for providing this honor.



## 2019 Hearts & Hands Awardee

Utah is renowned for a number of things -- its iconic natural beauty, The Greatest Snow on Earth™, and its generosity towards others. In November 2019, we celebrated Utah Philanthropy Day to acknowledge all those who make a lasting difference and impact in our community, specifically volunteers. We were delighted to share the day with Lou Melini, a core volunteer of the Bicycle Collective for more than three years. Lou has repaired and refurbished hundreds of bicycles, and has shared his knowledge of bike mechanics with countless youth and adults in our shop. Congratulations Lou on being a 2019 Heart & Hands Honoree.



## 2020 Utah Ethical Leadership Award Finalist

The Bicycle Collective is honored to be a finalist for the 2020 Utah Ethical Leadership Award in the non-profit category along with The Other Side Academy and The Inn Between House. All of us serve vulnerable populations in Utah and are able to fulfill our missions due to committed staff, passionate volunteers, dedicated board members, and generous donors. In a virtual event, the University of Utah's Eccles School of Business, honored these three organizations and their impactful work.



"The bikes are used for school; they meet with tutors twice a week and can use the bikes if the foster parents are at work and are unable to take them."

- Irene, Refugee Foster Care Case Manager





# OUR PEOPLE

## 2019 Staff

**Donna McAleer** - Executive Director  
**Kai Cox** - Salt Lake City Director  
**Dustin Eskelson** - Ogden Director  
**Jordan Bartholomew** - Provo Director  
**Judith Rognli** - St. George Director

## 2019 Board

**Sean Murphy** - Board Chair  
**Lulu Avila** - Vice Chair  
**Cole Reese** - Treasurer  
**Tim Shea** - Secretary  
**Andrew Butterfield**  
**William Deustchman, PhD**  
**Heidi Goedhart**  
**Thayne Harbaugh**  
**Dannielle Larkin**  
**Jack Moran**  
**Jim O'Callaghan**  
**Shelley Reynolds**  
**Todd Reeder**  
**Shawn Teigen**

## 2020 Staff

**Donna McAleer** - Executive Director  
**Kai Cox** - Salt Lake City Director  
**Dustin Eskelson** - Ogden Director  
**Jordan Bartholomew** - Provo Director  
**Forrest Woolman** - St. George Director

## 2020 Board

**Sean Murphy** - Board Chair  
**Shelley Reynolds** - Vice Chair  
**Jim O'Callaghan** - Treasurer  
**Adan Carrillo** - Secretary  
**Heidi Goedhart**  
**Thayne Harbaugh**  
**Dannielle Larkin**  
**Jack Moran**  
**Todd Reeder**  
**Patrick Schwab, PhD**  
**Shawn Teigen**  
**Terry Wilmer**

"It is a dream come true as it allows me to make all my medical appointments, and helps get me to events like shopping. My body is not the healthiest and the impact of a bike is so amazing."

- Deborah, Bicycle Recipient





# OUR COMMUNITY PARTNERS

## **Salt Lake City**

Asian Association of Utah (Refugee and Immigrant Center)  
Court Appointed Special Advocates (Utah CASA)  
Catholic Community Services (CCS)  
Community Connection Center  
Dept. of Veteran Affairs (Healthcare for Homeless Veterans)  
Dept. of Workforce Services (Vocational Rehabilitation)  
First Step House  
Fortitude Treatment Center  
Fourth Street Clinic  
Gail Miller Resource Center  
Glendale LDS Branch (serving GEO Care correctional facility)  
Housing Authority of Salt Lake City: Sunrise Metro  
Housing Connect  
International Rescue Committee (IRC)  
Journey Up Mentor Project  
Neighborhood House  
Odyssey House of Utah  
Salt Lake County Aging and Adult Services  
Salt Lake County Health Dept./Safe Kids Salt Lake County  
Salt Lake County Youth Services (Milestone Transitional Living)  
The Road Home  
Utah Health and Human Rights  
Valley Behavioral Health  
Volunteers of America, Utah  
West Valley City: Victim's Services

## **Ogden**

Catholic Community Services of Northern Utah  
Cottages of Hope  
Davis Behavioral Health  
Dept. of Human Services (System of Care)  
Dept. of Workforce Services  
Homeless Veterans Fellowship

## **Ogden Cont'd**

Roads to Independence  
Utah State Office of Rehabilitation  
Weber Housing Authority  
Weber Human Services  
YCC Family Crisis Center

## **Provo**

BYU English Language Center  
Center for Women & Children in Crisis  
Food and Care Coalition  
Fresh Start Ventures  
LDS Employment Services and Transitional Services  
Mountainland Association of Government  
Papillion Integrated Recovery Center  
Provo School District  
United Way of Utah County  
Utah County 4-H  
Utah Foster Care  
Utah Valley Refugee  
Wasatch Mental Health

## **St. George**

Court Appointed Special Advocates (Utah CASA)  
Dove Center  
LDS Transitional Services  
LDS Volunteer Services  
Navajo (Diné) Nation  
Root for Kids  
Southwest Behavioral Health Center (St. George and Cedar City)  
Switchpoint Community Resource Center  
Washington County Court Support Services  
Washington County School District  
Youth Futures



# OUR GENEROUS SUPPORTERS

The Bicycle Collective's impact is made possible with the generous philanthropic support of many individuals, corporations, foundations, and funders. Their contributions make a difference in the lives of thousands of Utahns. We are grateful for their support and pleased to recognize them in the listing below.

## **Visionaries (\$500,000+)**

- The Ray and Tye Noorda Foundation

## **Founders (\$100,000 – \$499,999)**

- Sorenson Legacy Foundation
- Redevelopment Agency of Salt Lake City (RDA)
- George S. and Dolores Doré Eccles Foundation

## **Supporters (\$10,000 – \$99,999)**

- Katherine W. Dumke and Ezekiel R. Dumke, Jr. Foundation
- David Kelby Johnson Memorial Foundation
- Thomas & Candace Dee Family Foundation
- Estate of Jamie Cowan
- Dominion Energy Charitable Foundation
- Willard L. Eccles Foundation
- Stephen G. & Susan E. Denkers Foundation
- LDS Humanitarian
- Brent Bowen and Bowen Studios
- USA for UNHCR
- Adobe
- Herbert I. & Elsa B. Michael Foundation

## **Donors (\$1,000 – \$9,999)**

- R. Harold Burton Foundation
- Union Pacific Foundation
- American First Credit Union
- Johnson Foundation of the Rockies
- Hemingway Foundation
- QBP
- Utah Office of Outdoor Recreation (UCORE)
- Dixie Elks Charitable Foundation
- Salt Lake County Bicycle Advisory Committee (SLCBAC)
- Wells Fargo
- Utah Medical Association Foundation

## **In Kind Contributors**

- iHeartRadio
- Park City Sunrise Rotary
- Cycling West
- Robert J. DeBry & Associates

"By donating time to the Collective, one learns more about bicycles, meets and works with a special group of people, and is able to witness the passion for simple transportation become a reality to those in need."

- Lou Melini, Volunteer





