



# BICYCLE COLLECTIVE ANNUAL REPORT 2017

THE MISSION OF THE BICYCLE COLLECTIVE IS TO PROMOTE CYCLING AS AN EFFECTIVE AND SUSTAINABLE FORM OF TRANSPORTATION, 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.

Letter from the Executive Director

In many ways, the Bicycle Collective has never had a better year.

Our new branches in Ogden and Provo soared to new heights, serving far more clients and customers than we expected and they have already established themselves as mainstays in their communities by increasing the reach and output of their various programs like Goodwill Bikes for adults, (free) Youth Open Shop, Earn-a-Bike, and kids bike giveaways. Bike Prom turned out to be the best attended to date, with over 2,000 riders joining us to bring attention to bikes on our streets. We held the grand opening our fifth(!) location in St. George with full support and cooperation from St George City Council, Mayor, and other administrators. And at long last we jumped both feet into a search for a new permanent home in Salt Lake City—a goal that has been on our Board's agenda for years. Watch our social media feeds for more info on our progress!



In the midst of all of the growth, our shop directors have managed to decisively improve the quality of every aspect of our flagship program: our Community Bike Shops. The build quality of our refurbished bikes has never been better and we worked hard to increase the number of bikes we process. The result is a continuous selection of better-than-new-to-you bikes of all kinds at prices that keep them as accessible and affordable as possible.

We're proud of our shops and invite you to try us out the next time you're in the market for your first or next bike, keeping in mind that our shops are by and far the most important funding source for our charitable programs. Over 70% of our overall funding comes from bike shop patronage, and when you consider that our program expenses are almost entirely payroll--whether teaching a class, repairing a bike for a low income client, or coordinating the execution of the program to make it work—over 70% of total expenses went towards our mission in direct ways. Buy a bike from us and you directly help someone in need of transportation. If you don't need a bike this year, we completely understand, but we would still love to have your support as a volunteer, member, donor, or however you would like to be a mover for the cause. Thank you so much for your support in 2017 for those who gave it. If you haven't yet, come take a look at what you've been missing.

Cheers,  
Clint Watson  
Executive Director

## BOARD OF DIRECTORS

SEAN MURPHY, CHAIR  
HEIDI GOEDHART, 1ST VICE CHAIR  
WILL DEUTCHMAN, 2ND VICE CHAIR  
TIM SHEA, SECRETARY  
SHAWN TEIGEN, TREASURER  
CLAY DEAN-PERRY  
SHELLY REYNOLDS  
DEB HENRY  
JOSH JONES  
DANNIELLE LARKIN  
ANDREW BUTTERFIELD, VOLUNTEER ELECTED MEMBER

## EXECUTIVE STAFF

CLINT WATSON, EXECUTIVE DIRECTOR  
SAM WARRICK, SALT LAKE CITY LOCATION DIRECTOR  
DANIELLE FRY, OGDEN LOCATION DIRECTOR  
AUSTIN TAYLOR, PROVO LOCATION DIRECTOR  
JUDITH ROGNLI, ST. GEORGE LOCATION DIRECTOR

[WWW.BICYCLECOLLECTIVE.ORG](http://WWW.BICYCLECOLLECTIVE.ORG)

# BICYCLE COLLECTIVE IMPACT ACROSS 5 LOCATIONS



**SALT LAKE CITY**  
EST. 2002

**OGDEN**  
EST. 2015

**WESTMINSTER**  
EST. 2015

**PROVO**  
EST. 2015

**ST. GEORGE**  
EST. 2017



**1,288**

TOTAL NUMBER OF BIKES  
GIVEN AWAY TO THE  
COMMUNITY

**805**

GOODWILL KIDS  
BIKES GIVEN AWAY

**439**

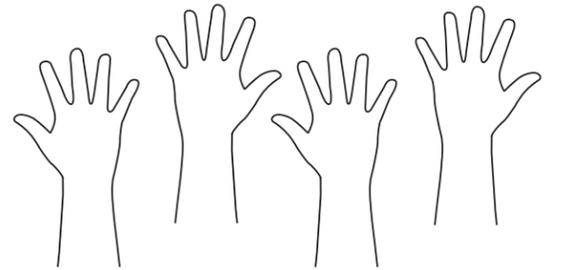
GOODWILL ADULT  
BIKES GIVEN AWAY

**1,442**

UNIQUE  
VOLUNTEERS

**9,538**

HOURS  
COMPLETED



**11,500**

VALET BIKES  
PARKED

**\$183**

AVERAGE BIKE  
PRICE

**1,541**

BIKES SOLD

**176**

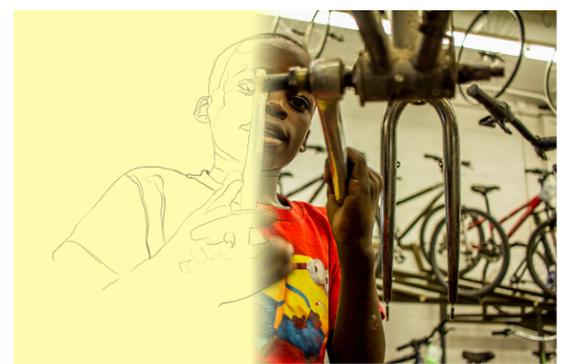
YOUTH PROGRAM  
PARTICIPANTS

**6,252**

BIKES WERE DONATED  
TO OUR SHOPS

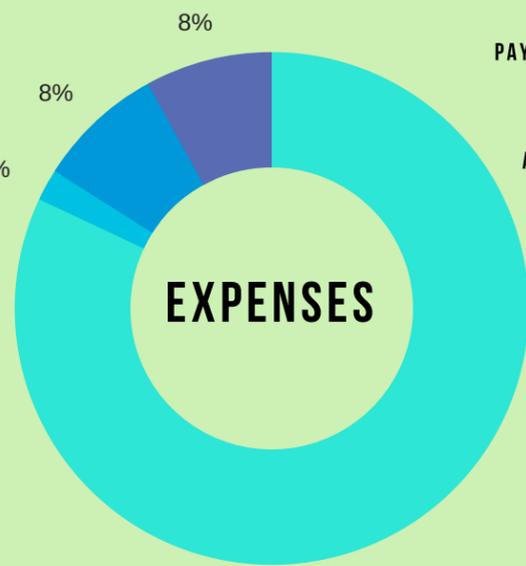
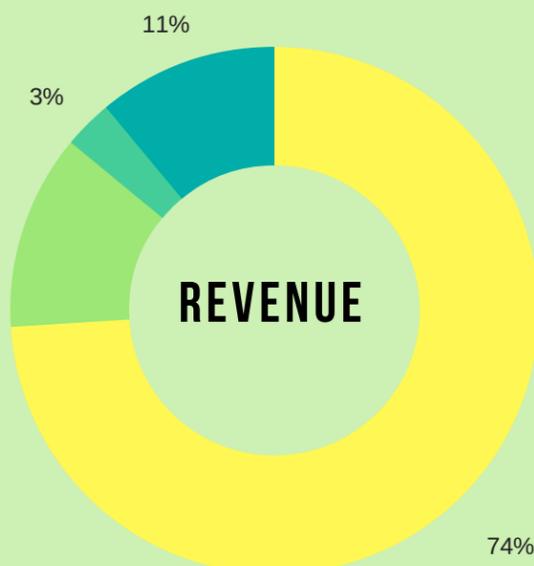
**6,408**

COMMUNITY MEMBERS  
SERVED IN OUR BIKE  
SHOPS



## FINANCIALS

- COMMUNITY BIKE SHOPS
- FOUNDATION & CORPORATE DONATIONS
- EVENT FUNDRAISING
- PROGRAMMING FEES



TOTAL OPERATING BUDGET

2017: \$724,000 | 2016: \$579,000 | 2015: \$507,000

