



2023

IMPACT REPORT



Dear adventure cyclist,



AT THE START OF 2023, our number one goal was to prioritize our nonprofit mission — to engage, empower, and connect people to travel by bicycle — with an efficient, budget-positive schedule of programming that could support the needs and experiences of a variety of cyclists. To achieve our goal, we focused on updating our financial and technological systems and defining our programs through the lens of program theory. Through this foundational work, we landed on the perfect abbreviation for our programs: RIDE!

Routes: Making bike travel more accessible by building and maintaining a trusted network of accessible bicycle routes

Innovation & Discovery: Creating new programs to give people the skills, knowledge, and confidence to bike travel

Experiences: Offering access to a spectrum of bicycle touring offerings designed to engage people with varying levels of ability and desire, while also providing pathways to gain skills

Thanks to the generosity of our supporters, we were able to RIDE through an impactful 2023. Throughout the year, 15,245 maps found their way into the hands of cyclists, spanning print, app, and GPX formats. Innovation thrived with 20 workshop participants engaging in hands-on training, skill building, and connection to each other and Adventure Cycling. Discovery touched the lives of 360 riders who learned the skills of bicycle travel and often finished their first ever bike overnight. Our guided tours brought adventure to 1,015 participants!

Reflecting on our 2023 program impact goals, we've accomplished a lot, and our commitment to helping riders have their first bicycle travel experience drives us forward.

We RIDE prepared and focused into 2024, with a new 2024-2029 strategic plan that prioritizes empowering new riders for life-changing adventures. With 40 new Short Routes, digital advancements, and partnerships for safety advocacy, we're propelling towards a future where everyone has the skills and confidence for their own bike travel experiences.

A heartfelt thank you to our donors, members, Board, and staff. Your support enables us to craft a future where Adventure Cycling remains a beacon of inspiration, empowerment, and connection.

Jen O'Dell,
Executive Director



WITH THE SUPPORT OF members and donors, a depth of expertise on the Board of Directors, and experienced staff focused on mission impact, we've made significant strides in 2023! You'll see the depth and breadth of those strides detailed throughout this report, so here I'll focus on Board accomplishments.

As the Board Chair, I help guide the future of the organization with enthusiasm and excitement. In 2023, the board focused on the strategic planning process, to draft and finalize a new strategic plan for the organization..

In 2023, we said goodbye to Jenny Park, who finished her three terms (nine years!) as a valued Board member, and thank her for her time, knowledge, and energy all these years. Rich Tauer has also finished his term this year, and we thank him for all his support to staff and the organization. New to the Board in 2023 are Daniel Kanter, Ricky Albores, and Audrey Snyder Welsh; all are passionate about bringing the powerful good of bicycle travel to more people. [Read more](#) about our current Board members and roles. At the end of 2023, the Board successfully drafted a strategic plan that provides a clear direction for the next 5+ years.

Adventure Cycling has played a crucial role in the bike travel movement in North America for the past 50 years, creating over 50,000 miles of bike routes and inspiring countless individuals to explore by bike. Our strategic plan moving forward is rooted in Adventure Cycling's DNA and mission, aiming to inspire and empower bike travelers, especially the next generation. Our benchmarks for success include making bicycle travel a top 10 outdoor activity in the U.S., positioning Adventure Cycling as the national educational leader for bike travel adventures, and having organizations nationwide use Adventure Cycling's guidelines for route planning.

The Board is dedicated to stewarding the organization and committed to building a bigger, more connected community of bicycle travelers. As always, you are vital to moving this work forward — thank you for your dedication and commitment!

M.E. Price,
Board Chair

Impact

ADVENTURE CYCLING ROUTE NETWORK

Provided **15,245** cyclists with maps (print, app, gpx)

ROUTE PRESERVATION

Updated **5,750 miles** of the Adventure Cycling Route Network

SHORT ROUTES

12 new short routes in 6 geographies

USBRS

Designated **750 miles** bringing us to **19,621 miles total**

JACLYN KAWSKY



INTRO AND EDUCATIONAL TOURS

Taught and **guided 66 riders** how to pack and go on a trip

BIKE OVERNIGHTS

Served **360 Riders**

AMBASSADOR PROGRAM

4 Ambassadors worked to grow the bicycle travel community

SKILL-BUILDING WORKSHOP

Taught 20 new riders how to pack and prep for a trip

TOUR LEADERS

Trained 6 new tour leaders, bringing us up to a total of 65 certified tour leaders

GUIDED TRIPS

Guided 1,015 riders in weekend to months-long adventures

MADI CARLSON



KEN MARKERT

ANNE THOMPSON



"I love the bike community and the inspiration that comes from being part of adventure cycling. The routes and trip planning resources are awesome."

– Janice Weldon, Assonet, MA

Programs

Adventure Cycling's 2023 programming impact shows in every corner of our organization, from Routes to Innovation and Discovery to Experiences. In these program areas, we weave together a program offering that empowers cyclists with the skills, knowledge, and confidence needed for bike travel. Each program embodies a unique facet of our mission, resonating with cyclists around the globe who share our passion for adventure on two wheels. Our programs equip cyclists with the resources they need to explore new horizons and embark on journeys of personal discovery.

"I love the maps & routes, and adventure cycling magazine. Keeps me jazzed about planning my next trip, and encourages me to think adventurously."

– Joshua Gordon, Bronx, NY

Financials*

*We have adjusted our fiscal year from September-October to align with the calendar year, January-December. As a result, we will resume multi-year financial comparisons beginning next year.



● PROGRAM ● FUNDRAISING ● OTHER



FRANK DROBOT

Routes

In the heart of our Routes program lies a commitment to breaking down barriers and expanding horizons by building knowledge about where to ride. In 2023, Adventure Cycling provided essential support to 15,245 riders by furnishing them with detailed maps and route information. We updated 5,750 miles of routes in our network, ensuring accuracy and peace of mind for cyclists embarking on their journeys. Our maps do more than guide; they empower riders with the knowledge necessary to navigate the open road, enhancing their confidence and ability to explore new terrains.

Additionally, we published 12 short routes across six geographies, breaking down barriers like skill level, time constraints, and financial resources, thus opening up bike travel to a wider audience. By designing shorter routes, we offer budget-friendly options that allow riders to embark on cycling adventures without the financial commitment of longer journeys. This leveling of bike travel invites more people to join our community, enabling them to experience the freedom and joy of exploration. Through our advocacy efforts, we designated 750 miles of routes, contributing to a total of 19,621 miles of designated routes in the U.S. Bicycle Route System (USBRS), further solidifying the infrastructure for bike travel nationwide. By advocating for these official designations, we not only expand our route network but also instill confidence in riders by providing them with reliable and recognized paths to explore.

Discovery

In our Innovation and Discovery endeavors, we focus on building skills essential for bike travel. In 2023, Adventure Cycling supported 360 riders through our adventure mini-grant program, empowering individuals to embark on transformative journeys. These grants are more than financial support; they are investments in skill development, enabling riders to tackle new challenges and grow as cyclists.

Our engagement with ambassadors helped cultivate a thriving Adventure Cycling community, providing a platform for riders to connect, share experiences, and inspire one another. This network serves as a space where cyclists can exchange knowledge, gain insights, and learn new techniques, fostering an environment where skill-building is a community effort.

Additionally, we partnered with ROAM Fruita to host two bike travel workshops, introducing 20 new riders to the joys and logistics of bike travel, thereby expanding our reach and nurturing the next generation of cyclists. These workshops are designed to equip participants with practical skills—from bike maintenance to route planning—ensuring they have the confidence and capability to set off on their own adventures. By focusing on skill-building, we empower cyclists to take control of their journeys, transforming bike travel from a distant dream into an attainable reality.



ROBERT STAPLETON



Experiences

For us, it's not just about guided tours; it's about crafting moments of community and inspiration that build confidence among cyclists. In 2023, Adventure Cycling hosted introductory and educational tours that impacted 66 riders, providing them with immersive experiences and valuable insights into bike travel. Our introductory tours are designed to boost riders' confidence by offering a supportive environment where they can learn at their own pace and become comfortable with the nuances of bike travel.

Moreover, our guided experiences reached 1,015 riders across North America, offering meticulously planned routes, small group community building, and unforgettable adventures. These tours are more than just journeys; they are confidence-building experiences that help riders develop trust in their abilities and the encouragement to tackle more challenging routes in the future. With the support of experienced leaders and fellow cyclists, participants gain the assurance that they can face any terrain and conquer any challenge. By fostering this confidence, we inspire riders to push their boundaries and embrace the endless possibilities of bike travel.

By building skills, knowledge, and confidence, we equip cyclists with the tools they need to embark on journeys that transcend mere travel, transforming lives and connecting communities across the globe.

FY23 Total Revenue = \$6,598,870 FY23 Total Expenses = \$6,275,610



● PROGRAM ● FUNDRAISING ● OVERHEAD

THANK YOU. From the Board of Directors, the staff, and your fellow Adventure Cycling community members, we are grateful for those who make our impact possible. Together, with support from the following corporate and life members, and with each supporter and rider who makes up our greater community, we inspire, empower, and connect people to bicycle travel.

CORPORATE SPONSORS

- Titanium - \$10,000**
- BikeFlights.com
 - Cruzbike
 - Exodus Travels
 - Komoot GmbH
 - Ortlieb/Ortlieb USA LLC
 - Tumbleweed Bicycle Co.
 - Moné Bikes
- Gold - \$5,000**
- Atmos Financial
 - Bedrock Sandals
 - BikeTours.com
 - Blackburn
 - Discovery Bicycle Tours
 - ExperiencePlus! Bicycle Tours
 - Gates Carbon Drive
 - Noble Invention Bike Touring
 - Osprey Packs, Inc.
 - Quality Bicycle Products
 - Restrap
 - Ride With GPS
 - Sun Bicycles - J&B Importers, Inc.
 - TITANSTRAPS
 - Tout Terrain GmbH
 - tripsite.com
 - WaterField Designs, Inc.

- Silver - \$2,500**
- ABUS Mobile Security, Inc.
 - Anderson ZurMuehlen & Co. PC
 - Astral Cycling/Rolf Prima
 - Big Agnes, Inc.
 - Bike Iowa City
 - Colorado HeartCycle
 - Lickton Cycle City
 - Mirrycle Corporation
 - Planet Bike
 - Portland Design Works
 - Serotta Cycling
 - Spurcycle
 - The Champion Firm P.C.

- Bronze - \$1,000**
- Abrahamson & Uiterwyk
 - Allen Law Firm, P.A.
 - Anderson Injury Lawyers
 - Arnold & Itkin LLP
 - Attorneys of Chicago Personal Injury Lawyers
 - Bagen Law Accident Injury Lawyers
 - Baggett Law Personal Injury Lawyers
 - Battle Born Injury Lawyers
 - BikeTours.com
 - Buckfire & Buckfire P.C.
 - Charles E. Boyk Law Offices, LLC
 - Club Ride
 - Davis Injury Lawyers, PLLC
 - Felix Gonzalez Accident and Injury Law Firm
 - FVF Law
 - Great American Bike Tours
 - Hawk Law Group
 - Hensley Legal Group
 - Hollander Law Firm Accident Injury Lawyers
 - Joplin CVB
 - KaplunMarx Accident & Injury Lawyers
 - Kenny Habetz Injury Law
 - Kibbey Wagner, PLLC

- Kisting, Nestico & Redick
- Law Offices of Jay S. Knispel
- Law Offices of Mathys & Schneid
- Lopez Law Group Accident Injury Attorneys
- M&Y Personal Injury Lawyers
- Marzocco Niven & Associates
- MileMark Media
- Minner Vines Moncus Injury Lawyers
- Mission Personal Injury Lawyers
- Montana Tour
- Nadrich & Cohen Accident Injury Lawyers
- Oresky & Associates, PLLC
- Outfitter Bicycle Tours
- Oveja Negra
- Parker Law Firm Injury Lawyers
- PEI Cycling Tours Inc.
- Perenich, Caulfield, Avril & Noyes Personal Injury
- Petrov Personal Injury Lawyers
- PNW Components
- Price Benowitz
- Ridgeland Tourism Commission
- Roderick C. Lopez Personal Injury Lawyers
- Roman Austin Personal Injury Lawyers
- Rosenfeld Injury Lawyers LLC
- Schultz & Myers Personal Injury Lawyers
- Shaked Law Personal Injury Lawyers
- Showers Pass
- Simmons and Fletcher, P.C.
- Sublime Public Relations
- TDA Global Cycling
- The Doan Law Firm
- The Jeffcoat Firm Injury & Accident Lawyers
- The Levin Firm
- The Lovely Law Firm Injury Lawyers
- The Pearce Law Firm, Personal Injury and Accident
- Tillmann Law Personal Injury Lawyers
- Tour d'Afrique Ltd
- Vashon Adventures
- Visit Mississippi
- Visit Natchez
- William G. Kolodner Personal Injury Lawyers
- Zavodnick & Lasky Personal Injury Lawyers
- Zayed Law Offices Personal Injury Attorneys
- Zehl & Associates Injury & Accident Lawyers

NEW 2023 LIFE MEMBERS

- Peter Backman & Annie Christopher
- LaGenia Bailey
- Christopher Bartley
- Beth & Tom Behrle
- Bev & Greg Benzon
- David Brennan
- Lori Brown
- John Chelf & Katie Monahan
- F Craig Conrath
- Aaron Couture
- Alix & Tom Cross

- Michael Donovan
- Carlton Foster
- John Frailing
- Angela Freeman
- Diana Griffith
- Stephen Growdon
- Heidi Hansen
- Bart Hawkins Family
- Robert Hawley
- William Higgins & Sandra Naone Higgins
- George Hofheimer
- Tracy Hug
- David Kittleson
- Jeffrey Kreher
- George Kurata
- Daniel & Susan Kuvrtiv
- Johnny Lam
- Evelyn & Kevin Lynn
- Mark Madsen
- Carla Majernik
- Glenda Marsh
- John McDermott & Lynn Tate
- Bev & Dennis Miller
- Jerry Miller
- Elliott Mott
- Chris Nadovich
- Carl Nagy-Koechlin
- Michael Nawrocki
- Bren Nelson & Scott Diamond
- Kari Otto
- Luis & Diane Parra
- Thomas Prager
- Mark & Sandi Remson
- Dan Rohe
- Mervel Runion
- Erik & Jai Sandhu
- Douglas Scheetz
- Lyle Sheldon
- Meredith C. & David S. Shipp
- Barry & Shawn Simon
- Margaret & Heimir Skulason
- John Standa
- Paul Stockton
- Jeff Tews & Susan Rather
- Bradley Utzka
- Merritt Webb
- Karen Werder
- Melvin Willis
- Nikolas Wright
- Janie Yates

LEGACY SOCIETY

- Anonymous (133)
- Denise & Jim Badgley
- Andrew Broan
- Kenneth Brown
- Charles & Kim Brown
- Richard Collins
- Randy & Becky Cronk
- Randy Ferguson
- Murray Fishel
- Steven Fox
- Barbara Fulp
- William Garrett
- Jennifer Garst
- Gail Hubbell
- Jackie Jones
- Barry Kaiser
- Micki Kemper
- Steve & Lynn Kesling
- Russ & Julie Meyer
- Lynn Nebus
- Michael Prest

- Steven Richards
- Frank Schipper
- John Scibek
- Michael Seeber
- Steven Snyder
- Fran Stagg
- Scott Thompson
- Mary Jane Watson
- Susan Wenberg
- Wally Werner
- Jo Williams
- Fillmore & Sharon Wood
- Timothy Yoder
- Nick Zeller

The names listed below represent both current and former staff and board members who contributed to our successes during FY23 (Sept. 1, 2022 - Oct. 31, 2023).

STAFF

- Carmen Aiken
- Nicki Bailey
- Melinda Balchan
- David Barth
- Sam Bockius
- Brian Bonham
- Haley Brueckman
- Maxton Caplanides
- Brooke Carey
- Richard Darne
- Kelly Fehn
- Jake Flaherty
- Haydin Grotz
- Corbett Hall
- Jennifer Hamelman
- Katie Harris
- Lauren Hudgins
- Mike Lessard
- Ally Mabry
- Carla Majernik
- Teri Maloughney
- Juliette Matthews
- Geoff McMillion
- Dan Meyer
- Jeffrey Mizell
- Melissa Moser
- Daniel Mrgan
- Jennifer O'Dell
- Ren Parker
- Beth Petersen
- Gage Poore
- Daniel Quinn
- Reed Sallans
- Max Siebert
- Nathan Taylor
- Amy Wally
- Carolyne Whelan
- Kate Whittle
- Emma Wimmer
- Jessica Zephyrs

BOARD MEMBERS

- Ricky Albores
- Joyce Casey
- Scott Edwards
- Daniel Kanter
- Noel Kegel
- Elizabeth Kiker
- Jenny Park
- Maria Elena Price
- Rich Tauer
- Audrey Welsh

What's Ahead

Our new 2024-2029 reorients our focus toward impact and increases program activities that empower new riders to take on life changing adventures, whether large or small. Starting in 2024, our programs will work to ensure the next generation has the skills, knowledge, and confidence to take on their own bike travel experiences.



ALEX PEARSALL

“Thank you for being an organization to support cycling. Cycling has given me a lifetime of peace and centeredness.”

– Dwight Seuser, Chico, CA



BROOKE CAREY

2024 Priorities

ROUTES

- Receive, vet, and publish 40 new short routes in 2024
- Identify three regions for weeklong off-road loop routes and begin research and development
- Create vision for new epic route to be launched in 2025/2026
- Update 20 print maps of the Adventure Cycling Route network & create a route difficulty rating system for rider information

DISCOVERY

- Support more than 500 new riders with Adventure Grants and Adventure Rides programming
- Stand up the first ever Adventure Council in the Rocky Mountain region
- Engage partner organizations for Advocacy and Route development partnership nationwide

EXPERIENCES

- Complete the 2024 slate of guided bicycle tours nationwide
- Introduce two new gravel tours in 2025
- Create and pilot Adventure Camp model of tours, lowering the access and financial barrier to guided tours



JAIME SCHIER



**Adventure
Cycling
Association**

Adventure Cycling is a nonprofit organization that helps people travel by bike—for an overnight, a weekend, a week, or a month— by giving them the skills, knowledge, and confidence for a lifetime of adventure. Our mission is to inspire, empower and connect people to travel by bike.

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Adventure Cycling's Legacy Society is a group of dedicated cyclists who have included us in their wills or estate plans. Through their planned gifts, members of the Legacy Society not only leave behind a tangible contribution but also inspire future cyclists to explore the world on two wheels, fostering a community of adventurers dedicated to preserving the joy of bike travel for generations. Discover how you can make a legacy gift.

<https://www.adventurecycling.org/support-adventure-cycling/legacy-society/>

