

# **Programs**

Adventure Cycling members receive nine issues of Adventure Cyclist magazine, discounts on our maps, access to our guided tours, and other great benefits.

### **ROUTES & MAPS**

We research and produce cycling maps for the Adventure Cycling Route Network, one of the largest bicycle-route networks in the world at over 45,000 miles (and growing).

### **GUIDED TOURS**

Each year, we lead more than 100 guided bike tours, including self-contained, supported, inn-to-inn, and educational trips.

# **U.S. BICYCLE ROUTE SYSTEM**

We are the leading organization working to create the USBRS, which will be the largest official cycling route network on the planet when complete.

## **BICYCLE TOURISM**

To improve bicycle travel conditions in North America and make bicycling easier and more accessible for all, we build national support for bicycle travel, address roadway concerns, and promote multi-modal travel options.

# **ADVENTURE CYCLIST**

We publish nine issues of our award-winning magazine each year for our members.

### **CYCLOSOURCE**

Our catalog and online store feature our world-class cycling route maps, and the best bike travel gear.

# **GREG SIPLE AWARD**

Recipients of the "Greg Siple Award for Young Adult Bicycle Travel" sustain the rich bike travel culture that Adventure Cycling co-founder Greg Siple has fostered for over 40 years.

### **HOW-TO RESOURCES**

We provide a variety of trip-planning resources for bicycle travelers such as our annual Cyclists' Travel Guide, online how-to articles, and Touring Gear and Tips blog.

# **BIKEOVERNIGHTS.ORG**

Share your short overnight bicycle adventures, and find inspiration and tips.

#### **ONLINE COMMUNITIES**

Our forums provide space to ask questions and receive feedback from experienced bicycle travelers.

Members support Adventure Cycling's programs by making an annual donation, becoming a monthly donor, joining the Thomas Stevens Society, making a gift of stock, or leaving Adventure Cycling in their will.

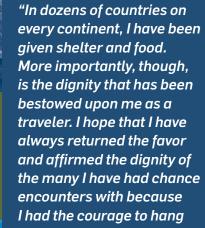






Photo credits: Chuck Haney,







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**EAR ADVENTURE CYCLING MEMBERS**, When we measure impact at Adventure Cycling, we look at many metrics, but the most important is: how many people did we inspire and empower to travel by bicycle? By that measure, and because of your support, Adventure Cycling had its best year ever in 2017.

How do we know? Because we hit new highs in every regard when it came to connecting with people — and we saw fantastic numbers when it came to our program work on new routes and bike travel advocacy. Here are some highlights from the work you made possible:

- A new high for our core community, our members. Last year, we grew to 53,060, keeping us the largest cycling membership nonprofit in North America.
- A new peak for electronic engagement, with millions of unique visitors to our resource-rich website, plus major growth in our social media channels. Thanks to you, we are connecting more people than ever to information and networks they need for better bicycle travel.
- Yet another new Adventure Cycling route, from Chicago to New York City 1,679 miles of bike travel
  goodness, bringing our total route network to 46,846 miles, the equivalent of riding nearly twice around
  the world! We also finished research on an expanded version of the pioneering Great Divide Mountain
  Bike Route (coming in June 2018) and started work on an Arkansas High Country Mountain Bike Route.
- A major increase in the number of bikes carried on Amtrak trains 52,870 bikes compared to 5,000 two years ago thanks to Adventure Cycling's unique partnership with Amtrak.
- Two of the biggest bike events in North America the second annual Bike Travel Weekend and Bike Your Park Day, which catalyzed more than 2,000 DIY bike travel events and drew more than 16,000 participants. During Bike Travel Weekend, more than 2,500 people went on a bike overnight for the very first time.
- A jump in our advocacy efforts with the addition of a new coordinator for work on the official U.S. Bicycle
  Route System (now nearly 12,000 miles in 25 states) and more partnerships with National Parks (such
  as Shenandoah, which sponsored its first car-free day on Skyline Drive more than 1,000 cyclists
  enjoyed the relaxed ride). We also joined local groups to fight for better rumble strip policies (for
  example, in Nebraska) and "no-turn-away" policies for traveling cyclists at state parks (in Tennessee).
- The release of all Adventure Cycling route data for digital devices. Now you can navigate your bike around North America, using paper maps or mobile devices or both! This easier access is probably why we sold more map products than ever in 2017.
- Nine more inspiring issues of *Adventure Cyclist* magazine, plus dozens of free email newsletters (Bike Bits and *Adventure Cyclist* eDigest) to entice more people into bike travel.
- More tours than ever, with new tours throughout North America, including new offerings in Canada.

Perhaps the most poignant highlight was the renaming of our special award for young adult bicycle travel after cofounder Greg Siple, who retired in early 2017 after devoting 43 years of his life to building Adventure Cycling and Bikecentennial. Appropriately, we had a record number of applicants for this award, which helps younger generations experience — and evangelize — the joys and benefits of bicycle travel.

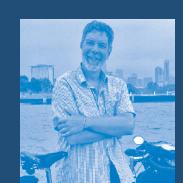
None of this would be possible without your member and donation support. Thank you for everything you do, and for helping build one of the largest and most vibrant cycling communities in the world.

With gratitude,

Wally Werun

Wally Werner

President, Adventure Cycling Board of Directors



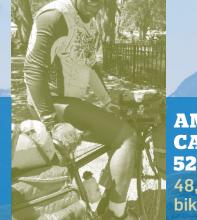
# Do you realize all that you made possible?

Thanks to you, our members and supporters, more people are traveling by bicycle than ever! Here are some of the best ways you powered bike travel in 2017.



7 states in the U.S. have **NO-TURN-AWAY** policies at campgrounds for cyclists and hikers

Adventure Cycling sends out 111 GUIDED **TOURS** 



**Adventure Cycling's** 

**52 COUNTRIES** 

**50 KIDS HAVE** 

thanks to Greg Siple Award winner

safety course in Tulsa, Oklahoma

Nate Dorfman's "earn-a-bike"

**NEW BIKES** 

around the world

53,060 MEMBERS live in

**AMTRAK** CARRIES **52,870 BIKES** 

48,000 more bikes than 2016

1,000+

**ICE CREAM** 

traveling cyclists at Adventure

Cycling's HQ



Over 9,000 people ride public lands on September 30, earning Bike Your Park Day a

CENTENNIAL AWARD from the

National Park Service

**GLACIER** NATIONAL

THE U.S.

has at least

Bicycle Route

1/2 OF

one U.S.

can be navigated by a GPS device,

**28 ADVENTURE CYCLING** ROUTES

> backcountry road in the Mission Valley of Montana along the Flathead River. In 2018 more people than ever will join the bike travel community, places will be safer to ride, and more communities in America

will welcome cyclists.



smartphone, tablet,







between the Windy City and the Big Apple

"I really admire what Adventure Cycling has done for bike touring and advocacy — two things that are important to me." - Forest Baker, Life Member and two-time Great Divide rider

Photo credits

# You make bike travel the very best way to see the world

Whether you are member, a donor, you've taken an Adventure Cycling tour, purchased a map, or volunteered your time to get more people traveling by bike, thank you! Your support inspires and empowers more people to experience the world from the saddle of a bike.

### THE NEWEST ROUTE: CHICAGO TO NEW YORK CITY

The latest Adventure Cycling route was published in May 2017, just in time for spring riding season. The 1,679-mile route connects two of the U.S.'s largest cities — Chicago and New York City — and includes an alternate option beginning in Pittsburgh, the Philadelphia Alternate. The Main Route makes a beeline through Pennsylvania, entering New York City from the north, while the Philadelphia Alternate follows off-road trails like the Great Allegheny Passage and C&O Canal. Chicago to New York City has it all: towering cities, forested mountains, farms, historic railroad passages, and beach towns. Combine it with Bicycle Route 66 for yet another way to ride from coast to coast!

### A STRONG PARTNERSHIP WITH NATIONAL PARKS

Five years ago, Adventure Cycling signed an agreement with the National Park Service that has allowed us to partner with parks across the country. We are able to share the experiences and concerns we hear from members, along with our expertise on making parks better places to ride and stay. Here is a season-by-season breakdown of the successes:

Spring: Shenandoah National Park installs bike repair stations along Skyline Drive and hosts its first car-free day. The Natchez Trace Parkway installs 53 bike safety signs and gives away 200+ lights, and Glacier National Park's bike shuttle service sees three times as many cyclists as the year before.

Summer: Amtrak provides improved bike service for 52,870 bikes in fiscal year 2017, offering more options to visit parks

Fall: The second annual Bike Your Park Day inspires over 9.000 people to ride in their parks and public lands on September 30. Meanwhile, the National Park Service recognizes Adventure Cycling with a Centennial Award for the impact of Bike Your Park Day, and the C&O Canal receives \$1,000,000 in funding for surface improvements.

Winter: Adventure Cycling provides final input for a new guidebook on best practices and case studies for cycling and walking in national parks (including how to do car-free days), to be published in 2018.

# A MORE ROBUST U.S. BICYCLE ROUTE SYSTEM

The U.S. Bicycle Route System hit a tipping point in 2017 when Pennsylvania designated U.S. Bicycle Route 50, making it the 25th state (along with DC) with an official U.S. Bicycle Route. Pennsylvania's 163-mile segment connects Ohio to Maryland, and incorporates the Great Allegheny Passage. Eventually, USBR 50 will stretch all the way across the U.S., connecting Washington, DC, with San Francisco. Meanwhile, Washington State designated segments of USBR 87, 95, and 97 for a total of

276 miles. And in California, volunteers put in over 200 hours to help us secure support from CalTrans for the development of U.S. Bicycle Routes. When complete, the U.S. Bicycle Route System will boast over 50,000 miles, the largest bicycle route network in the world!

# "GREG SIPLE AWARD" WINNERS **ENABLE WOULD-BE TRAVELERS**

In its fifth year, the bike travel scholarship provides young people with the skills and gear needed for a lifetime of bicycle travel adventure. Winners attend an educational course and then host community projects to get more people involved and inspired to travel by bike. One 2017 winner, Sara Chars, led a DIY pannier-making workshop before Minneapolis's Cranksgiving ride. Workshop participants made kitty litterbucket panniers that were given away at the bike ride/food drive, enabling participants to gather 611 pounds of food and raise \$2,000. Kaj Kraus, also a 2017 recipient, will lead a bike trip from Pittsburgh to DC for American Sign Language (ASL) users in the summer of 2018.

# **BIKE TRAVEL WEEKEND: THOUSANDS** DO A BIKE OVERNIGHT IN JUNE

The second annual Bike Travel Weekend. June 2-4, 2017. boasted over 935 overnight trips held in all 50 states and 20 countries around the world. Nearly 7,000 people rode over half a million miles (equivalent to riding the distance from the Earth to the moon almost 21/2 times). Thanks to 173 volunteers, each state had a go-to ambassador to help inspire and plan bike overnights. Save the date for 2018's event from June 1-3. #biketravelweekend

# THE MAN BEHIND THE CAMERA (AND **ADVENTURE CYCLING) RETIRES**

Adventure Cycling's cofounder, Greg Siple, retired in February 2017, leaving behind a long legacy of work, photos, illustration, and dry humor. Greg served as cofounder, board member, tour leader, and employee (cartographer, photographer, designer, and illustrator). Upon retirement, he and wife (and cofounder) June also joined as Life Members. On one of his most well-known projects, the "National Bicycle Touring Portrait Collection" with over 5,000 photos, he said, "I expect no one anywhere has spoken with as many roundthe-world cyclists as I have in the course of shooting those pictures." Over the course of the 38 years and 9,500 days that Greg came into work (at three different offices) Greg racked up about 18,500 commuter miles — just about the same mileage as Hemistour, his Alaska to Argentina ride in the early '70s.



You Make it All Possible! We are deeply grateful to our supporters: members, donors, sponsors, and grantors who contributed to the success of Adventure Cycling Association. Thanks to all who contributed financially from January 1, 2017 through December 31, 2017.

THOMAS STEVENS SOCIETY \$10,000+> Crunchy Frog Fund • Susan & Stephen Immelt • Peter McKenney • Howard & Sara Metzenberg • Morgridge Family Foundation • Frederick Stanton III • Pierre Swick • Sid Voss • Association of State Highway & Transportation Officials • Ken Yu • Anonymous (5) \$5,000 – \$9,999 > ESRI\* • Rami Haddad • Leola M Hanna Trust • William F. Hanna Trust • Local Independent Charities of America CFC • Melissa & David Norton • Donna Sakson & Jonathan Mark • Arnold Schaeffer & Deborah Chandler • Michael Small • Porter & Gail Storey • Jerry & Jan Zebrack • Anonymous(4) \$2,500-\$4,999 > Chris Anderson • Alan Cannon Family • Matthew Cohn & Mary Ellen Holverson • Damon Copeland • Alan Detwiler • John Deysher • Terry Dial & Brooke Osborne • Donald & Martha Dolben • Five Fifteen Charitable Fund • Freeport-McMoRan Copper & Gold Foundation · Jerry French · Linda Gryczan · Hammer Nutrition · John Hancock Financial Services · Brian Kliment · Kenneth Martin · Michael McDonald & Kathleen Jenkins • Arthur McMurdie • Tom Middaugh • Sam Narten • Network for Good • Richard Piper • R.C. Baker Foundation • Turner Ratrie • Janet Rose & Richard Bedal • Larry Scott • Steven Seto • Jon Spallino • Fran Stagg • T Rowe Price Foundation • The Drollinger Family Charitable Foundation • Vanguard Charitable Endowment Program • Steven & Carolyn Vonderfecht • Mark Wasden & Annelisa Blake-Wasden 499 > Kenneth & Vickie Adams • Sarah & David Apple • Scott Ashford • John Berg Family • David Black • Derek and Ann Blakeslee • Douglas Booth • Peter Bower • Joyce Casey • Julia Chapman • Nard Claar • Todd Collart • William & Lynne Combs • Suanne Davendonis • Hilary Davis • William & Christine DeLoache • Mike Dillon • Scott & Ann Eddy • Jerry Edwards • Karl Eggers & Odile Ronat • Michael Eisele • Morris Erickson • Robert Farmer • Sally Fenton • Kevin Fink • Fred & Pam Freed • Clay Frick • Christian Fritze • John Gardner • Todd Gardner • Andrew Gilligan • Joe Golden • Google Matching Gifts Program • Sean & Suzanne Gordon • John Graff • B. Charles Graham • Bucky Green Andrew & Judith Gustafson
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NEW LIFE MEMBERS Jim Anderson • Bob Barker • Steedman Bass • Grace Belangia • Leslie Boswell • Betty Bourret • Nathan Brennan & Kathleen McNamara • Tom Brigham • Kenneth Brown • Michelle Bull & Allen Drummund • Kacy Burnsed • Donna Camp • Kristen & Karen Campbell • Mary & Peter Carparelli • John Carter • Lucinda Cave • Carol Clark • Tony Cooper • Steve Davis • Scott Diamond • Ron Dickinson · David Dworkin · Linda Eaton · Wayne Estes · Jon Ewig · Robert Farmer · Robert M. Gallagher · Scott & Yvonne Goldsmith · Steven Gomez · Teresa Green • Emily Greenwald • Ćhuck Hardesty • Andre Hawaux • Paul Hemmerich • Debra Hill & Camilla Buchanan • Marjorie & Michael Holderer • Susanne Holste & Gustav Erlank • Andi Hook • Domino Ireland • Philip Jeffery • Michael Johnson-Chase • David Jones • Dennis King & Marie Schelling • Kristin Knopf & Brian Hanners • Susan Kremer • Katherine LaForge • Martin Lessner • Donald Lobo & Mari Tilos • Christopher Locke · Donald Lundberg · Collette Madison · Candace Marguardt · Tom & Sara Mayer · Henry Maze · Brian & Elizabeth McCrodden · Mary Kate McKerney • Gary McMonagle & Gail DeGrave • Bryan Meier • Michael Mihalovich • Évan Mirapaul • Steven Moe • Karen Morse • Jean Muncrief & Allen Harrison • Skip & Brenda Nelson • George Olmstead • Matthew Pettit • Joel Pickar • Aidan Pope • Paul Rehkopf & Joanne Miller • Steve Resnick • David Richmond • Thomas Ricks • Bernard Rocca IV • Richard Rogers & Julie Caswell • Zwicky Roman • Bill Roper • Gabrielle Roth • Rob Roy • Louis Rustenburg • Mark Sabbann • Paul Saine • Ty Samuels • Aileen Santos & Kathleen Haas • John Schaffers • William Schairer • Eric Schoen • Cynthia Sexton • Jamie Shea • Greg & June Siple • Michael Small • Larry & Debbie Smith • Bruce Smith • Merton Smith II • Rosalyn Smyth • Edward Sobin • Ron Soltz • Jerry & Judy Specht • Frederick Stanton III • Robert Struble & Laurie Wren • Tom Thibodeau • Alice Tiernan · Patricia Todd · Carol Tremble · Tilman Unger · Brielle Wacker · Yi Ling & Charles Wang · Paul Weiss · Bill Whitters · Anton Wittinger · Philip Wolff • Paul Work • Valerie Yates • Mark Zammuto & Charlotte Aycrigg • Anonymous (2)

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**SPONSORS** Bike Travel Weekend/Bike Your Park > Amtrak\* • Black Coffee Roasting Company\* • Blue Cross Blue Shield of Montana • Ridgeland Tourism Commission • Visit Mississippi USBRS > BikeTours.com • Exodus Travels • Greater Irvine Chamber of Commerce Business & Economic Dev. • Osprey Packs • Stan's NoTubes • Stanley-Sawtooth Chamber of Commerce • tripsite.com Greg Siple Award > Arkel\* • Big Agnes\* • BikeFlights.com\* • Outspoken Cyclist-HubBub\* • Portland Design Works

**GRANTORS** Climate Ride, Inc. • Henry Family Foundation • Morgridge Family Foundation • New Belgium Brewing • Stephen M. Seay Foundation, Inc. • Parks and Recreation Foundation of Arkansas

LEGACY SOCIETY Jim and Denise Badgley • Andrew Broan • Kenneth M. and Elizabeth A. Brown • Matthew Cohn & Mary Ellen Holverson • Richard D. Collins • Jim Cossitt • Randy and Becky Cronk • David Fiedler • Tom & Carla Fortmann • Barbara H Fulp • Jennifer Garst and Steve Libbey • Mike Broderick • Jim and Wendy Homerosky • Gail and Wilson Hubbell • Ken & Patty McCaughey • Michael and Jeannie Prest • Steven Richards • Lynda Saul • John Scibek • Janet SeGall • Fran Stagg • Gail Rae Van Sluys • Keith Wetzel and Suzanne Painter • Carol York and Pete Fotheringham • Anonymous(9)

In 2017, over 1,000 cyclists visited Adventure cycling's HQ in Missoula, Montana. From families on the TransAm to solo riders circling the globe, cyclists stopped to get their photo taken, eat ice cream, and get a behind-the-scenes tour of bike travel's capital.



functional revenue

\$6,426,591

MEMBERSHIP

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O

DONATIONS/ GRANTS

O

ADVERTISING

MERCHANDISE (NET)

TOURS (NET) **5**9

SPONSOF SPONSOF X. Crowder. Charleston WV.

2017 Fiscal Year Summary

education projects including the development of the U.S. Bicycle Route System, creation of new bike routes such as Chicago to New York City and the Arkansas High Country Mountain Bike Route, maintenance of map information and route extensions for our established routes like the TransAm Trail and Great Divide Mountain Bike Route, the young adult bike travel scholarship program, efforts at the federal level to secure better bicycling policies and resources, and much more.

Donations from individuals, foundations, and businesses support advocacy and

**total expenses** \$6,350,416

PROGRAM SERVICES

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O

DEVELOPMENT

ADMINISTRATION

net revenue

\$76,175

"I love Adventure Cycling for nurturing what has easily given me the greatest tools in my life of learning to confront challenges and champion your dreams. There is something to be said for an organization that helps a person find their very best self, to strengthen one's capacity, remove obstacles, and unleash your dreams. Adventure Cycling holds the flashlight up on the path. It gives us a tool to change our own lives."

-Page Hodel, monthly donor

\*In-Kind Donation

Adventure Cycling Association is a nonprofit charitable organization as qualified under Section 501(c)(3) of the Internal Revenue Code.

A full copy of the annual audit is available at adventurecycling.org/audit or by calling 800.755.2453





