

# 2018

## ANNUAL IMPACT REPORT



Adventure Cycling Association

# INSPIRE EMPOWER CONNECT



**Welcome!** Bring your bike into the courtyard and take a rest inside Adventure Cycling's headquarters. Grab a soda or ice cream from the fridge, sign the guest book, and get your picture taken for our wall of traveling cyclists. Tour the hub of Adventure Cycling and discover the bicycle travelers who came before (and see some of their bikes!).

But Adventure Cycling is more than a cool art deco building in downtown Missoula, Montana. Adventure Cycling is the **52,209 members** who believe bicycle travel has the power to inspire, empower, and connect people.

Your membership and support create new routes and maps, advocate for safer cycling, publish the inspiring *Adventure Cyclist*, and make the best bicycle travel website possible, and that's just the beginning. Your commitment to the mission lives in the work we do.

**Thanks to you,** traveling by bicycle has never been easier or more rewarding.



Here are just a few of the amazing things YOU made possible last year:

- **49,010** print, digital, and app maps delivered to eager adventurers
- **3,084** miles: an expanded Great Divide Mountain Bike Route re-released
- **Bicycle Route Navigator app** launched with all 27 Adventure Cycling routes
- **13,000+** miles of U.S. Bicycle Routes, all available for free via Ride With GPS
- **58%** of Amtrak stations in America offer bicycle service, including new Wolverine and Hoosier services
- **600+** state parks have no-turn-away policies for hikers and bikers
- **1.6 million** miles ridden during Bike Travel Weekend and Bike Your Park Day events
- **600+** adventurers learned new bike travel skills thanks to Siple Award winners' community outreach
- **1,000+** people enjoyed a car-free experience during the Natchez Trace Parkway's two car-free morning events
- **1,395** hours volunteered by dedicated bicycle travelers for better bike travel
- **55 countries** Adventure Cycling members are from Slovenia to Taiwan, Indonesia to Iceland
- **1,271 visitors** came through the doors of Adventure Cycling for ice cream, soda, and a Polaroid picture. Visit [adventurecycling.org/visiting-cyclists](http://adventurecycling.org/visiting-cyclists) to see who visited Adventure Cycling in 2018



*"Every time I get on my bike, I smile. Every single time. What can be better than that?"*  
Wally Werner  
Adventure Cycling Legend



RUSS ROCA

LISA MCKINNEY

# EMPOWER

ANNUAL  
IMPACT  
REPORT

## From the Saddle

Your support has shown what is possible from behind a set of handlebars, atop two wheels, with the wind in your face and bugs in your teeth. Thank you!

### You **INSPIRE**: The Places We Go

**Great Divide Mountain Bike Route gets more miles for its 20th anniversary!** You made it possible to add 400 miles to the world's longest mapped mountain bike route. This is in addition to a complete redesign of the maps with more details including bidirectional narratives and a completely new digital version.

*"What we learned about the GDMBR, besides how hard it was, is that people are kind, the days are long, but when you set your mind to it, you can achieve anything. The sights, sounds, and smells of the Great Divide are forever etched on my heart and in my head. There is nothing else I've done in my life that has created such lasting and fond memories."*

—**Carrie Morgridge, Colorado**

**Nevada joins the U.S. Bicycle Route System:** With your help, Nevada became the newest state with a U.S. Bicycle Route when it designated USBR 50 (409 miles). Five other states added routes for a grand total of 1,300 new miles last year. Through a partnership with Ride With GPS, you can download GPS data for the entire system from Adventure Cycling's website. Now anyone can create cue sheets, print maps, and pack their panniers for an adventure on the U.S. Bicycle Route System!

*"I like the USBRS because it gives me freedom of options. If I don't want to drive I can bike. Every citizen needs freedom and choices of type of travel."* —**Margaret Gibson, Texas**

### Arkansas becomes the next big bike travel destination:

Thanks to your support, not only is Arkansas the latest state to adopt a no-turn-away bike camping policy, it's the location of Adventure Cycling's forthcoming route: the Arkansas High Country Route. You'll be able to travel with the confidence that you'll always have a place to pitch your tent at any state park along the route.

*"As an Arkansan by birth now living elsewhere, I can attest that my home is a hidden gem of riding and general outdoor fun."* —**Kevin McGregor, Michigan**

### You **EMPOWER**: The Things We Achieve

**There's a bike travel app for that!** You enabled cyclists to travel more confidently with Adventure Cycling's new app: the Bicycle Route Navigator. Along with the route map, you can view real-time wind and weather information, add customized points of interest, and receive severe weather alerts. The app includes detailed route descriptions, service layers, and an easy way for you to calculate distances between chosen points. A quick tap lets you call ahead for a campsite, check lodging availability, or connect with a nearby bike shop.

*"I could not have done my trip without you. I followed every turn in the road you suggested and had complete confidence in what I was doing, never once doubting the route I was on. I just got back yesterday and I'm already starting to plan my next adventure, across country."* —**Rory Macleod, California**

**From Alaska to West Virginia, Siple Award winners blaze the way:** You empowered the 2018 Greg Siple Award for Young Adult Bicycle Travel recipients to attend skills classes then stoke the fire with projects that introduced bicycle travel in their communities.

*"I organized a Bike Your Park Day event because our parks are some of the most remote (only accessible in the summer by plane or boat, and snow machine or dogsled in the winter). We rode to parks in Kotzebue and did a community clean-up of our local public spaces. Winds were high (up to 30 MPH) but so were spirits, and our 20 participants picked up over 60 lbs. of trash."* —**Thea Garrett, Alaska**

*"I led a group of five first-time bike tourers from Pittsburgh to Cumberland, Maryland. By the time we left in June, everyone had learned skills in tent-craft, camp cooking, and basic bike maintenance. I decided to really try and live as an ambassador for getting my peers bike touring. I plan to continue running what I'll call "Peer-Led Bike Tours," which encourage folks to come and try out a bike tour in a cooperative, nonprofit manner. We'll plan and make decisions together, and I'll serve as the default leader to tie things together. I'm hoping to partner these with the West Virginia Tourism Department and create some on-road touring in West Virginia."* —**Ankur Kumar, West Virginia**

*"I led an overnight trip to a campground about 15 miles from Omaha. This trip was designed to be an intro to bike camping, and several people who have never done an overnight trip by bike went with us."* —**Mohamed Ukach, Nebraska**

**Getting serious about safety:** You enabled a partnership with the Kansas Department of Transportation to gather data on Bicycle Route 66 and the TransAmerica Trail, both designated as U.S. Bicycle Routes. Together, we're exploring ways to make these roads safer for cycling. Mapping conditions like rumble strips, shoulder widths, speed limits, and travel lanes in addition to crash locations gives us the hard data we need to advocate for infrastructure improvements that benefit you.

*"Rumble strips are the direct cause of me being hit by a car. But it's not really the rumble strips that are the issue — it's the lack of rideable space to the right of the strips."* —**Bruce Gordon, British Columbia**

### You **CONNECT**: The People We Meet

#### Bike Travel Weekend gains momentum worldwide:

You helped connect over 8,400 people to the power of bicycle travel during the third annual Bike Travel Weekend. Families and friends in 16 countries created lasting memories over beers, under starry skies, and around campfires. And the event coincided with the United Nations' first-ever International World Bicycle Day on June 3!



*"Bike Travel Weekend got us over that hump of going on our first trip. This was the first time my wife, son, or I had done a bicycle overnight, and it was wonderful. The dip in the lake at the end of Day One was heavenly. The campfire-roasted frankfurters that night were juicy bliss. We'll always remember hiking over a landslide on the ride back. There are lots of reasons not to do something, but doing it outshines any of those."* —**Michael T. Hutnick, California**

**Adventure Cycling in your town:** You connected over 1,400 people at gatherings across the country. Kindred spirits shared laughs, and bike travel newbies made connections while Adventure Cycling staff partnered with local bike clubs and other cycling groups to bring you the latest from the front lines of bicycle travel. You made it possible to host events in 26 locations from Iowa to Maryland, New York to Nevada.



*"I am new to this community. I stumbled across bicycle touring in March 2017 while searching the internet for ways to carry things on a bicycle without a backpack. After reading a couple bicycle blogs, I had caught the bug and within a month I had a new Surly Long Haul Trucker outfitted with racks and fully stuffed panniers."* —**Jon Morris, California**



# CONNECT

## ANNUAL IMPACT REPORT

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

Adventure Cycling **members, volunteers, donors, sponsors, grantors:** we are grateful for you and what you make possible. Here is just a short list of all who contributed from January 1, 2018, through December 31, 2018.

#### Thomas Stevens Society:

**\$10,000+>** David Clement & Elizabeth Weiss, Crunchy Frog Fund, Fidelity Charitable Gift Fund, Susan & Stephen Immelt, Dinesh Jain, Jewish Community Federation, Peter McKenney, Howard & Sara Metzberg, National Philanthropic Trust, Princeton Area Community Fund, Schwab Charitable Fund, Janet SeGall, Frederick Stanton III, Sid Voss, Association of State Highway and Transportation Officials, Ken Yu, Anonymous (7)

**\$5,000–\$9,999>** Community Foundation of Teton Valley, Anne & Ben Cowan, Rami Haddad, William & Leola Hanna, Leola M Hanna Trust, Karen Midkiff, Carrie & John Morgridge, Sam Narten, Nan Pugh, Donna Sakson & Jonathan Mark, Arnold Schaeffer & Deborah Chandler, Pierre Swick, Vanguard Charitable Endowment Program, John Wescott, Jerry & Jan Zebrack, Anonymous (5)

**\$2,500–\$4,999>** Peter Bower, Alan Cannon Family, Nard Claar, Cleveland Foundation/Turtle Fund, Matthew Cohn & Mary Ellen Holverson, William Combs, Peter Conway, Damon Copeland, William & Christine DeLoache, Alan Detwiler, Donald & Martha Dolben, Morris Erickson, Facebook, Jerry French, Google Matching Gifts Program, John Hancock Financial Services, Susan Kremer, Local Independent Charities of America CFC, Melissa & David Norton, Richard Piper, Renaissance Charitable Foundation, Inc., Thomas Scott, Larry Scott, Alice Smith, Fran Stagg, Sean & Sandra Sweeney, Steven & Carolyn Vonderfecht, Mark Wasden & Annelisa Blake-Wasden, Joe Wilson, Rebecca Wilson, Anonymous (2)

**\$1,000–\$2,499>** Kenneth & Vickie Adams, Robert Allen, Chris Anderson, Sarah & David Apple, Alan Atkinson, Nancy Barthelmess, Bill & Melinda Gates Foundation, Gabe Black, David Black, Douglas Booth, Jan & Ron Brunk, Keith Burwell, Clarence Chenault, Ciclismo Classico Bike Travel Film Festival, Todd Collart, Thomas Daniels, Hilary Davis, Kay Deitz, John Deysher, Karen & Walter Donnelly, Deborah Drees, Henry duPont IV, Karl Eggers & Odile Ronat, Michael Eisele, Orlo Elfes, Sally Fenton, Kevin Fink, Five Fifteen Charitable Fund, Fred & Pam Freed, Clay Frick, Christian Fritze, Todd Gardner, John Gardner, Elizabeth Gemmill, Edward Gent, Joe Golden, Sean & Suzanne Gordon, John Graff, Jon Graff, Greater Horizons, Bucky Green, Scott Hahn Family, Tom & Carol Handley, Charles & Carol Harmon, Kenneth Herrington, James Hilly, Diane Houslanger, Andrew Huppert, Annie Iriye, Jeffery Kadet & Helen Goh, Richard Keir, James Kelley, Andrew Kellum, Jacob & Angela Kirkman, Edward Kleinbard, Debra Koltveit, Jon Kuczynski, Kathy Kuivila & David Schoellhamer, Robert Levin Family, Stephen Lex, Bryan Lorber, Lynn MacLean & Dave Updegraff, Mark Makulinski, Shelia Martin, Veronica Massey, Hugh McKinnon, Arthur McMurdie, George Mendes, Tom Middaugh, Robert Miller, Evan Minard, Victor Molozzi, Jim Musante, Nor Easter Foundation, Timothy Oberle, William Oliver, Ken Owens, Jenny Park & John Sweet, Reuben & Teresa Peterson, Carole Pirruccello, Jack Podoll, Steven & Jill Powell, Christopher Puin, Steven Richards, Carol Roberts, Catherine Ruhling, Rod Sandmeyer Family, John Schaffers, Steven Seto, David & Silas Sherbourne, Kent Smith, Sara Smith, Jon Spallino, John Stolzenberg, Gregory & Leslie Stone, Porter & Gail Storey, T. Rowe Price Program for Charitable Giving, Wayne Teumer, The Musante Family Foundation, Greg & Susan Todd, Carol Waaser, Gary Waterfield Family, Wally Werner, John White, Anonymous (16)

**New Life Members>** Valerie Barboza, David & George Bearden, Patricia Becker, Jason Boucher, Mike Brosius, Lawrence Brouwer & Kathleen Harder-Brouwer, Harriet Buss, Javier Castro, Donald Child, Jean-Pascal Cote, Corina & Bill Cox, Paul & Tracy Cross, Bob Dangel, Dwight Davies, Jack Dougherty, Anne & Dana Douglass, Marc Dukes, Miles Elliott, Steve Ens Dorf, Jim Farrell, John Fox, Christian Fritze, Thomas Fukuman, Charlie Gable, Robert M. Gallagher, Gayle Garrigues, Joel Gartland, Michael Gille, Patrick Griffiths & Aimee Serrurier, Bernard Halpin, Andrew Hamilton, Linda Heeter, Ryan Henninger, Mike & Jeanne Henry, Kenneth Herrington, Michael Higgins, Donald Hoshaw, Herndon Inge, Brian Inouye, Michael Klieman, Debra Koltveit, Sharon Leary, Donna Lewandowski, Erinn Looney-Triggs, Brian Maddox, David Markun Jr., Kenneth Martin & Christine Hepburn, Dan McDonald & Suzanne Barnes, Charles & Carol Michel, Mark Miller, Richard Mills, Kevin Miner, Mike & Maria Mitchell, Victor Molozzi, Marilyn Morris, Jonathan Morris, Don Murray, Antonio Neri, Gene Newsome, Edward Nilges, Joseph Nix, Krista & Kurt Nordback, Robert Nutt



SARA SNOW



Gayl Teichert  
Bikecentennial  
participant

**New Life Members (cont.)** Bruce Oppenheim, KC Oppenheim, Alan Pellegrini, Bob Perchonok, Reuben & Teresa Peterson, Matt Politzer, Larry Procell, Mark Proctor, John Rakestraw, Paul Ring, Lee Rogowski, Ed Ryan, Derek Schubert, Richard Simon, Mark Simon, Karen Simonsen & Linda Sherline, Sara Smith, Zoe & Ronnie Smoak, Rachel Stansberry, Michael Surgeon, Steve Sweedler, Peter Toomey, John Traylor, Heather Turnbull, Paul & Lorilei Tuttle, W. Preston Tyree, Matt Van Slyke, David VanDerWege, Greg Vassmer, Charlie Watkins, Gerald Weber, Richard Wimmer, Dolly Woolley, Guy Wyche, Marianna Young, Jana & Jeff Zanetto, Troy & Kimberly Zeleznik, Joshua Zucker

#### Corporate Members

**Titanium>** Bike Florida, TerraTrike

**Gold>** ABUS Mobile Security, Amtrak, Bear Bicycle Touring Co., Big Agnes, Bike-Dreams BV, BikeFlights.com, BikeTours.com, Blackburn, Blue Cross Blue Shield of Montana, Burley Design, Co-Motion Cycles, CycleLifeHQ, Cygolite Lighting Systems, Discovery Bicycle Tours, Exodus Travels, ExperiencePlus! Bicycle Tours, Ortlieb USA, Osprey Packs, Planet Bike, Primal Wear, Revelate Designs, Ridgeland Tourism Commission, Senior Cycling, SKS, Stanley-Sawtooth Chamber of Commerce, Sun Bicycles, Tout Terrain, Tripsite.com

**Silver>** Altor Locks, Anderson Zurmuehlen & Co. PC, Ciclismo Classico, IMBA, In Situ Travel, Joplin CVB, Light & Motion, Litespeed, Mirrycle, NBDA, Noble Invention Bike Touring, Point South KOA, Showers Pass, Sinewave Cycles, Stan's NoTubes, Surly Bikes, Swift Industries, WaterField Designs, Wheelhouse Community Bike Shop

**Bronze>** Arkel, Art of Bicycle Trips, Arthritis Foundation, Bedrock Sandals, Buffalo Lodge Bicycle Resort, Cascadia Bicycle Tours, Citywide Law Group, Club Ride, Cycle Adirondacks, Cycle Greater Yellowstone, DC Cycling Concierge, Easy Rider Tours, Erie Canal Bike Tours, FloraVelo, Glotzer & Leib, LLP, Gordon Tours, Hamilton County Tourism, Injury Trial Lawyers, APC, Latin America for Less, Lavent Law, Law Offices of John Rapillo, Lizard Head Cycling Guides, Motel 6 Nationwide, Mulga Bicycle Tours, Ouachita Explorer, ParkON Airport Parking, Portland Design Works, Raleigh Bicycles, Red Roof Inn, Road iD, Rocky Mountain Print Solutions, S.G. Long Financial, Selle Anatomica, Sigma Sport USA, Simmons & Fletcher, P.C., SlowCycle Tours, Staver Accident Injury Lawyers, P.C., TDA Global Cycling, The Directory, TiGr Lock, Top Bike Tours Portugal, VéloTopo, Vietnam Bike Tours, Visit Mississippi, WomanTours

**Sponsors>** Bike Bentonville, BikeTours.com, Exodus Travels, Greater Irvine Chamber of Commerce, Osprey Packs, Ridgeland Tourism Commission, Stan's NoTubes, TerraTrike

**In-Kind>** ABUS Mobile Security, Amtrak, Arkel, Big Agnes, BikeFlights.com, Black Coffee Roasting Co., Bottlecapgun Productions, Club Ride, Cygolite Lighting Systems, Planet Bike, Portland Design Works, REI Co-op, Surly Bikes

**Grantors>** Arkansas Parks & Recreation Foundation, Baltimore Bicycle Club, Channel Islands Bicycle Club, Climate Ride, Henry Family Foundation, Morgridge Family Foundation, Stephen M. Seay Foundation, Travel Oregon

**Legacy Society>** Jim & Denise Badgley, Andrew Broan, Kenneth M. & Elizabeth A. Brown, Matthew Cohn & Mary Ellen Holverson, Richard D. Collins, Jim Cossitt, Randy & Becky Cronk, David Fielder, Tom & Carla Fortmann, Barbara H. Fulp, Jennifer Garst & Steve Libbey, Mike Broderick, Jim & Wendy Homerosky, Gail & Wilson Hubbell, Micki Kemper, Ken & Patty McCaughey, Michael & Jeannie Prest, Steven Richards, Lynda Saul, John Scibek, Janet SeGall, Fran Stagg, Gail Rae VanSluys, Keith Wetzel & Suzanne Painter, Carol York & Pete Fotheringham, Anonymous (40)

*"We're going to ride across the U.S. when we retire!"  
—Steve & Susan Immelt, Maryland*



CHUCK HANEY

# THANKS

## ANNUAL IMPACT REPORT

### A Transformative Year

It gives me great satisfaction to report that 2018 was among the most important years in Adventure Cycling's history, both in terms of accomplishments and transformation.

Our staff and volunteers cranked out extraordinary services and products, and in the process inspired and empowered hundreds of thousands of people to achieve their bike travel dreams. Highlights for me included the better-than-ever (and award-winning) magazine, the dramatically improved Great Divide Mountain Bike Route, and the new Bicycle Route Navigator app along with the availability of all Adventure Cycling routes in digital format. I was also pleased to see major advocacy advances on Amtrak and in our state and national parks, and the further expansion of the U.S. Bicycle Route System. And then there were 100+ guided tours and instructional courses crossing all over North America, as well as more than 20,000 people participating in our third annual Bike Travel Weekend and Bike Your Park Day.

But nothing excited me more than the adoption of a new strategic plan, which will steer Adventure Cycling through 2023. The plan builds on our strengths but also moves in bold new directions to transform Adventure Cycling from a relatively concentrated group of bike travel experts into a much more expansive and dynamic bike travel community. We are already investing in new digital engagement platforms, modernized systems to produce our routes and navigation products more quickly, and a new safety advocacy program. In the coming year, look for a slew of new routes (on gravel and pavement) plus new initiatives to build an on-the-ground bike travel community.

You can read all about it at [adventurecycling.org/strategic-plan](http://adventurecycling.org/strategic-plan) and you can take great pride in your support of an organization that is not resting on its laurels but is retooling to remain relevant in the twenty-first century — so much so, that I predict we will soon be connecting millions of people to the transformative power of bicycle travel.

This is my final letter to you as President of the Board of Directors. It has been a privilege to represent you, the wonderful members of Adventure Cycling Association, for the past nine years. I'm pleased to report to you that the leadership of the Board is in highly qualified hands with new President Joyce Casey and Vice President Rami Haddad.

Thank you for your support and for allowing me to serve as one of Adventure Cycling's guides to a very bright future.

*Wally Werner*

Wally Werner  
President, Adventure Cycling Board of Directors

### 2018 Fiscal Year Summary

#### Functional Revenue

Membership.....	45%
Donations/Grants.....	29%
Advertising.....	11%
Tours (Net Sales).....	10%
Merchandise (Net Sales).....	4%
Sponsorship/Other.....	1%
<b>Total.....</b>	<b>\$6,571,211</b>

#### Total Expenses

Program Services.....	81%
Development.....	12%
Administration.....	7%
<b>Total.....</b>	<b>\$6,350,416</b>

Net Revenue..... **\$267,093**

*Donations from individuals, foundations, and businesses support routes and advocacy for bike travel, including new bike routes like the Arkansas High Country Route, updates of routes and services information and route extensions for existing routes like the Great Divide Mountain Bike Route, development of the U.S. Bicycle Route System, the young adult bike travel scholarship program, advocacy for bike access on Amtrak and amenities in parks, better conditions on roads and trails, a new safety initiative, and so much more.*

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](http://adventurecycling.org/audit) or by calling 800.755.2453.

