

MILE BY MILE

2017 FINANCIAL REPORT



peopleforbikes

2017

COALITION + FOUNDATION COMBINED FINANCIAL RESULTS

The combined budgets of the PeopleForBikes Coalition and PeopleforBikes Foundation totaled \$7.5 million in 2017.* The Coalition, a trade association, receives its funding from the bicycle industry, which includes membership from suppliers, distributors, manufacturers, dealers and bicycling related publications.

The Foundation is home to our non-endemic support including grants from Recreational Equipment, Inc. (REI), Summit Foundation, The Mayor's Fund for Philadelphia, Walton Family Foundation, Walgreen Company, Amazon, Craigslist Charitable Fund, New Belgium Foundation, Nau, Nuun & Company, as well as individual donors and family foundations. We are very grateful to all supporters of both organizations.

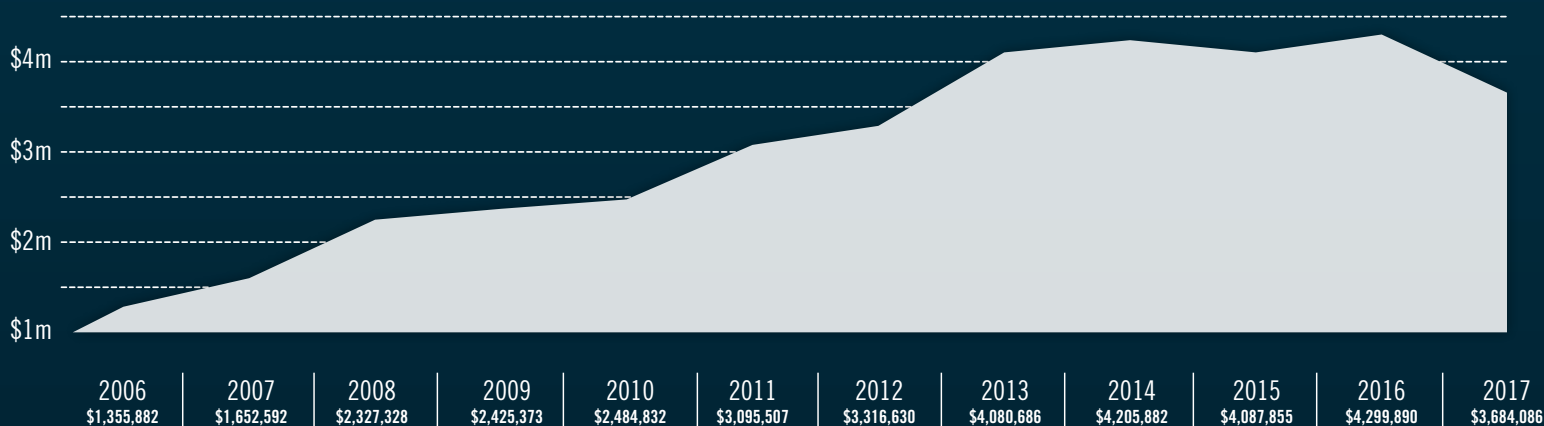
*The budgeted income amounts for 2017 were \$3,973,000 for the Coalition, and \$3,537,600 for the Foundation, for a combined \$7,510,600. However, \$880,000 was budgeted to pass from the Coalition to the Foundation to support Foundation-based projects. Consequently, the net total budgeted income for both organizations totaled \$6,630,600.



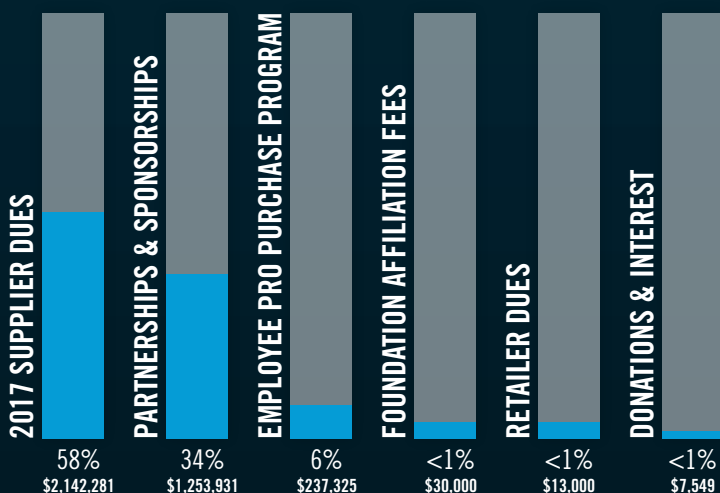
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COALITION

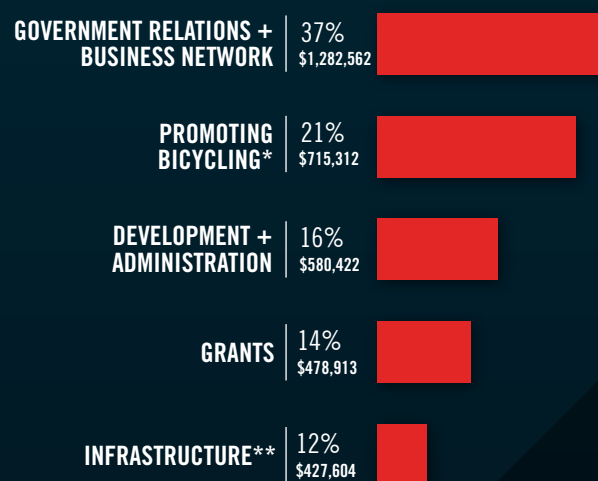
INCOME TREND



2017 COALITION INCOME | \$3,684,086



2017 COALITION EXPENSES | \$3,484,813



*Additional promotional outreach efforts are housed under the PeopleForBikes Foundation. Between the two organizations, we devoted 25% of expenses towards promoting bicycling.

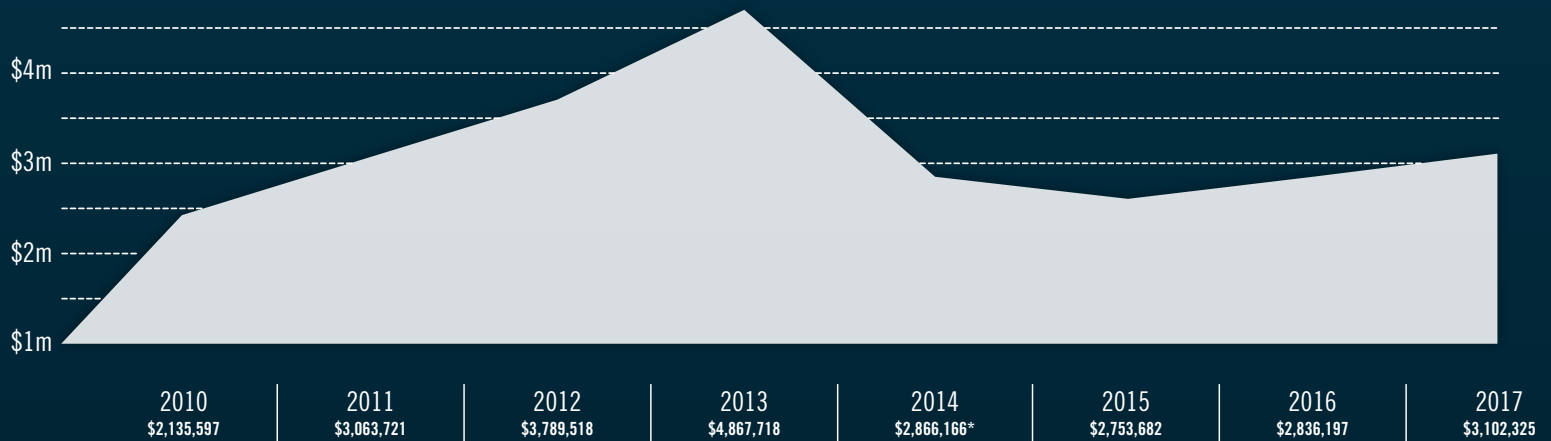
**The vast majority of Infrastructure related expenses are housed under the PeopleForBikes Foundation. Between the two organizations, we devoted 30% of expenses towards infrastructure improvements that enhanced all types of riding opportunities.



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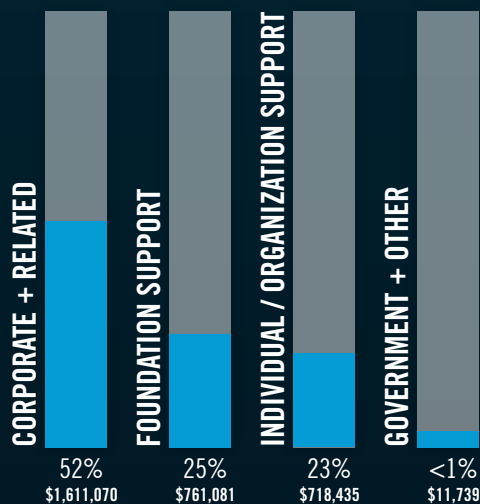
FOUNDATION

INCOME TREND

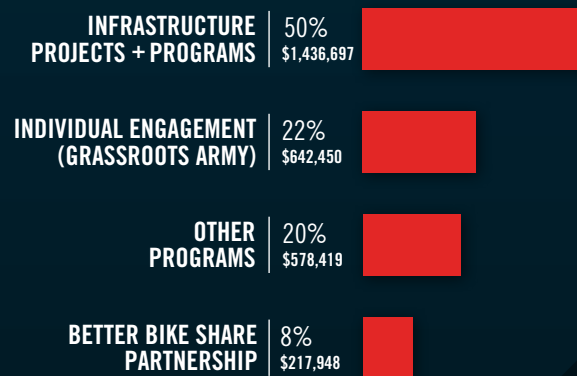


* The Safe Routes to School National Partnership became a separate entity on March 31, 2014. Thereby, our 2014 income was correspondingly lower.

2017 FOUNDATION INCOME | \$3,102,325



2017 FOUNDATION EXPENSES | \$2,875,514



* Traditionally the Foundation devotes approximately 89 cents of every dollar raised to program expenses. For further detail on our fundraising + general administration expenses please view our prior external audit reports at PeopleForBikes.org/financials.



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FOOTNOTES

SUPPORTING THE BEST GROUPS, PROJECTS & EVENTS

In summary, the Coalition and Foundation spent \$792,845 (12% of total expenses) in direct grant support for other group's projects in 2017. Outlays included community grants and national nonprofit organizational support (including the Safe Routes to School National Partnership, International Mountain Bicycling Association, Better BikeShare Partnership grant recipients, the National Interscholastic Cycling Association, plus contributions to several state and local advocacy groups). In addition, we sponsored many different bicycling conferences and events, including the Bicycle Leadership Conference, Bicycle Tourism Conference, Youth Bike Summit, CycloFest and the Independent Bicycle Dealers Summit.

To view past financial reports and independently audited financial statements for the Foundation, visit PeopleForBikes.org/financials.



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WITH EACH MILE RIDDEN,
EACH MILESTONE PASSED,
WE'RE CREATING A BETTER FUTURE
FOR BICYCLING IN THE U.S.



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