

Impact Report

2021

ILLUSTRATIONS BY DANIEL MORGAN



ADVENTURE CYCLING ASSOCIATION

Dear fellow members,



If we had to choose one word to describe 2021, it might be “adaptability.”

Adaptability was certainly a lesson I learned when Canadian border closures gave me the chance to spend my summer biking the United States. I enjoyed our new Parks, Peaks and Prairies route, as well as many miles of the U.S. Bike Route System.

At Adventure Cycling in 2021, we welcomed new leaders who are adapting how we execute our mission. Those include our new Executive Director Jennifer O'Dell, who brings a cohesive vision for Adventure Cycling's mission to work every day. (She also relishes putting on a good PowerPoint presentation.)

We also welcomed Katie Harris, our new Director of Advocacy, who is leading our vital safety work with compassion and understanding for cyclists' needs. And you may have noticed the engaging travelogues and cycling news in this very magazine, now led by Editor in Chief Carolyne Whelan and her passion for well-crafted storytelling.

On a personal note, my three-year term as Board President ended in January 2022. I have been grateful for the opportunity to serve Adventure Cycling in this way. The Board is now in the capable hands of Maria Elena Price, and she will do a great job for you.

Tailwinds,

Joyce E. Casey
Board President

A handwritten signature in black ink that reads "Joyce E. Casey".

Looking back on 2021, I'm excited about everything we accomplished and how much more we're looking to do this year to help inspire, empower and connect more people to the power of bicycle travel. We've long been an organization that's great at creating epic bike trips, and supporting bike travelers who take to the roads for weeks or even months. We continued that focus on the epic in 2021, but also added more accessible trips to attract new people to bike travel.

We kicked off last year with a resurgence of our Guided Tours program, and welcomed thousands of cyclists at our annual Bike Travel Weekend and Bike Your Park Day events.

With the generous support of members like you, we continued to provide *Adventure Cyclist* magazine, safety advocacy and route mapping services while we piloted new programming.

That includes Bike Overnights, which provided stipends to support bike rides for people from marginalized communities, including BIPOC and trans, femme and nonbinary cyclists. Bike Overnights is also developing a roster of short routes to scenic destinations departing from metro areas around the country.

In 2021, Nicki Bailey was hired as our first Chief People and Culture Officer to help us make Adventure Cycling more inclusive. We implemented a new diversity working group, hired two consultants to move that work forward, and are laying the groundwork to integrate our JEDI work into all aspects of our HR and greater organizational strategy.

Our safety advocates also worked hard in conjunction with transportation agencies to expand the U.S. Bicycle Route System in 2021. Look for more to come in 2022 as our advocacy team works to ensure the massive Build Back Better infrastructure bill will have a positive impact for cyclists.

We also celebrated our Routes & Mapping Department completing the Delmarva Route, a new set of maps that also marks the milestone of an Adventure Cycling route in all 48 contiguous states.

In 2022, we're focusing on furthering the mission by building more resources and connections to support inexperienced and underrepresented bicycle travelers. As we pedal into the future, thank you for supporting this work and coming along for the ride!

Jennifer O'Dell
Executive Director

A handwritten signature in black ink that reads "Jennifer O'Dell".



6 new U.S. Bicycle Route designations
(California, Indiana, Maryland, Ohio,
Utah, and Washington)

12,000 RIDERS participated in
Bike Your Park Day and Bike Travel Weekend

14,640 orders placed in Cyclosource!
203 new life members

The newly published
**DELMARVA
BICYCLE
ROUTE**

adds 350 miles to
Adventure Cycling
Route Network for a
total of 50,527 miles

Nearly **1,000 cyclists** traveled with us on **68 tours**



*“The maps are great, I use
the gear, but above all that,
Adventure Cycling adds
intrinsic value to my life ...
Bike touring has become a big
part of my life and shaping of
who I am. Adventure Cycling
Association has impacted my
life like nothing else has.”*

— Chris W., Anchorage, AK

Highlights



Mapping

In December 2021, we published the Delmarva Bicycle Route. With it, the Adventure Cycling Route Network now totals 50,527 miles. We made major reroutes on nine map sections, including the Atlantic Coast, the Southern Tier, and the Sierra Cascades routes.

We now have the capability to update the online Map Updates and Corrections as soon as new information is received and vetted. These items on the website are now driven directly from our geospatial database application, thanks to a new system developed by one of our cartographers.

Safety

The National Cooperative Highway Research Program accepted Adventure Cycling's proposal to study bicyclist safety when it comes to rumble strips. The AASHTO Research and Innovation Committee has approved the proposal, which we submitted with partners from Ride Illinois and CalTrans. The research will examine safety impacts on bicyclists from rumble strips on high-speed, two-lane highways, and is being conducted by the Transportation Research Board.

We also launched a petition signed by more than 5,000 people who contacted their members of Congress and voiced their support of funding new Amtrak equipment and better bike services. Retrofitting aging train cars has been an imperfect solution; it's time for a real investment in modern rail equipment, greater bike capacity, and expanded bike services!

We've also continued our partnerships with other national bike organizations through federal policy work on Capitol Hill, project support for projects of shared interest like the Great American Rail-Trail, and technical assistance regarding bike tourism and economic development.



Tours

After a near complete shutdown in 2020 because of COVID-19, our Guided Tours went back into full swing in 2021. Our new long weekend tours—four-day adventures to fit your lifestyle—were a huge hit. It felt great to get back on the road to explore and share the joy of bicycle travel with so many!

Sales

The Cyclosource shop remained resilient through the many challenges posed by supply chain dilemmas and mailing delays, and continued to provide cyclists with essential survival gear for their journeys. Our small but mighty sales team of two staffers processed 14,640 orders, including 28,742 print maps! These purchases all help support our mapping and safety work.

Events & Bike Overnights

Bike Travel Weekend and Bike Your Park Day saw over 12,000 riders enjoy trails, parks, public lands, and adventure near and far in 2021. We had events in all 50 states and across the country, with riders exploring national monuments in DC, botanical gardens in Hawaii and state parks in Florida.

These events also included rides led by and for folks from marginalized communities, including people of color and LGBTQ cyclists. These rides supported over 150 new riders as our Bike Overnights program works to create a truly inclusive, equitable, accessible and diverse bike travel community.

We were also able to host several online events focused on educating new riders and ensuring people were prepared for both events, and published our "Planning and Leading a Bike Overnight" Guide. Look for more to come from our events and Bike Overnights program in 2022!

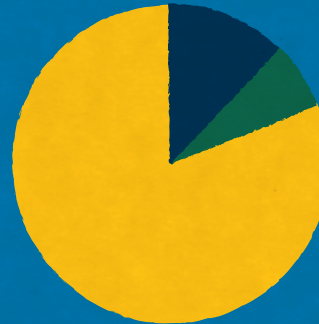


Financials



revenue

- Membership: 28%
- Donations/grants: 21%
- Tours: 22%
- Sales: 14%
- COVID-19 grants: 9%
- Advertising: 3%
- Investments: 3%



expenses

- Program services: 81%
- Development: 12%
- Administration: 7%

Total Revenue \$6.8M • Total Expenses \$5.8M • Net Revenue \$1M*



*ACA received \$160,000 from the Montana Social Services Nonprofit Grant program, a COVID-19 grant and a second Paycheck Protection Program (PPP) loan of \$435,332 granted by the Small Business Administration under the CARES Act.

JENNIFER MILLS



“I believe it is becoming increasingly important for people to immerse themselves in nature, absorbing the sounds, smells and views that only a bicycle can provide in order to appreciate and protect our fragile natural resources. What a connection with our surroundings and sense of accomplishment we gain during these adventures. I feel that Adventure Cycling is instrumental in encouraging and equipping those intrepid souls for success.”

— William Z., Solvang, California



Thank You

We are grateful for our members, volunteers, donors, sponsors, and grantors who make it all possible, notably these members who contributed financially in 2021.

Thomas Stevens Society

\$10,000+ Karen Axelsson, William Combs, Susan & Stephen Immelt, Jain Family Fund of the Princeton Area Community Foundation, Martin Lessner, Peter McKenney & Penny McIntyre, Arthur McMurdie, Sam Narten, Carole Pirruccello, Bruce Richbourg, Frederick Stanton III, Sid Voss, Anonymous (9)

\$5,000–\$9,999 Nancy Barthelmess, Clarence Chenault, Martin Cohen, Anne & Ben Cowan, Thomas Daniels, Kay Deitz, William & Christine DeLoache, Scott & Ann Eddy, Lee Francis & Michelle Gittler, Christian Fritze, John Gardner, Corey Hatcher, Noel & Katie Kegel, Susan Kremer, Allen & Kathy Lenzmeier, Leola M Hanna Trust, Steven Richards, Flip Rosenberry, Donna Sakson, Arnold Schaeffer & Deborah Chandler, Thomas Scott, Tracy & Mary Stollberg, Porter & Gail Storey, Pierre Swick, Greg & Susan Todd, Steven & Carolyn Vonderfecht, Chuck Wallace, Jerry & Jan Zebrack, Colleen Zinn, Anonymous (3)

\$2,500–\$4,999 Denise & Jim Badgley, Bedrock Sandals, Derek Blakeslee, Stephen & Kathleen Boerigter, Mike Brosius, Joyce Casey, Matthew Cohn & Mary Ellen Holverson, Peter Conway, Damon Copeland, John Deysher, Donald & Martha Dolben, Michael Dubrow, Fred & Pam Freed, Mike & Jeanne Henry, Henry Family Foundation, Diane Houslinger, George Hutchinson, Christopher & Anne James, Bryan Lorber, Luciano Family Foundation, Amber Marcu, David Markun Jr., George Mendes, Tom Middaugh, Evan Minard, Tomassa Nakamura, Melissa & David Norton, Jenny Park & John Sweet, Nan Pugh, Turner Ratrie, Janet Rose & Richard Bedal, Ed Ryan, Larry Scott, Janet SeGall, Steven Seto, David & Donna Shuey, Roger Smith, Margaret Summerside, Sean & Sandra Sweeney, Mark Wasden & Annelisa Blake-Wasden, Fillmore & Sharon Wood, Richard Wright Family, Anonymous (4)

\$1,000–\$2,499 Robert Allen, Heather Andersen, K Tucker & Karen Andersen, Chris Anderson, Sarah & David Apple, Andy & Betsy Baur, Harold Beach, Gabe Black, James & Holly Bogin, David Bowman, Farra Bracht, Peter Brave, Stephen Breit, Andrew Broan, Dona Byron, Jim Calvert, Jon Carlson, Bill & Lynea Clark, Nat Cobb, Judy Cochran, Jeff Cohen, Todd Collart, Martin Collins, Gregory Cook Family, Randy Cronk, Steve Dakin & Margaret Tamisiea, Lloyd Davis, Mark Davison, Terry Dial & Brooke Osborne, Scott Diamond, Karen & Walter Donnelly, Henry duPont IV, Anne Eddy, Dianne Edgar & Terry Platt, Susan Edwards, Karl Eggers & Odile Ronat, Michael Eisele, John Enzweiler, Morris Erickson, David & Anne Fege, Keith Fowler, Clay Frick, Milan Gadd, Brent Garrett & Glenda Marker, Andrew Gilligan, Joe Golden, Lee-Ann Graham, George Hamilton, Tom & Carol Handley, Mike Harding, Charles & Carol Harmon, John Hartog & Margaret Hand, Raymond Harwood, James Healy, Kenneth Herrington, Renata Hesse, Giselle Hicks & Bill Ross, Tom & Diane Hofsommer, Art Holden, Max Horn, Christiana Horton, Pat & Renae Humphrey, J Michael Jacob, Mary & Eric James, John James, Darren Jer, Mark Johnson, Kathleen & Bruce Johnson, Charles Jordan III, JVCG Charitable Fund, Dawn Kabot, Jeffery Kadet & Helen Goh, Richard Keir, James Kelley, Kathleen King, Edward Kleinbard, Steven Koch, Broh Landsman, Joanie Lehman, Stephen Lex, Robert Lieblein & Kelly Lieblein, William Madosky, Shelia Martin, Kenneth Martin & Christine Hepburn, Veronica Massey, Richard McDonnell & Beverley Ketel, Hugh McKinnon, John McMillan, James Meehan, John Mielnik, Michael Morency, Kevin Morgan, Keith & Abby Morical, Matt Moritz, Bernie & Aaron Murphy, Jim Musante, Katherine Nelson, Stephen Newell, Renee Olson Family, John Overton Jr., Helen Owens, Dennis Page, Bob Perkowitz, Mark Perschel & Marit Anderson, Timothy Petersen, Reuben & Teresa Peterson, Don & Anne Pettit, Tim Pfiffner & Ellen Barnes Pfiffner, Richard Piper, Jack Podoll, Steven & Anne Pohnert, Steven & Jill Powell, Jennifer Pritzker, Christopher Puin, James Chalston, Richard Randolph, Hans Rasmussen, David & Mary Beth Redding, Gregg Reese & Jan Eyer, Gerald Reisz & Suellen Bowersock, Walter Rentschler, Steven Richards, Thomas Ricks, James & Michelle Rines, Thomas Savarino & Ginger Snell, William Schairer, Nick Schulte, Dale Shoup, Mark Simon, Adele & John Skolits, Kent Smith, John Spehlmann, Spurecycle, Fran Stagg, John Stark, Chip & Kathy Sterling, Gregory & Leslie Stone, Roland Sturm, Mark Sunderland, John Susong, Sandra Sussman, Texas Instruments Foundation, Christopher Thomas, Matthew Tschiegg, Greg Vassmer, Carol Waaser, Roy Weil & Mary Shaw, Deborah White & David Arens, Antoinette & Vince WinklerPrins, Richard & Janice Witt, Carol York & Pete Fotheringham, Anonymous (24)



“The overriding impression left in our souls was the beauty and diversity of landscapes in all the states we cycled through and the friendliness of the people of small town America.”

— Paul and Susan H.,
Middletown Springs,
Vermont

New Life Members

William Alewine, Jill Aspinall & Rick Molz, Scott Atwood Family, Theresa Augustin & Roodie Chapman, Jordan & Angie Bailey, Ruth Baltus & Kevin Ball, Esther Barnes & Joseph Brega, David & Celenia Becker, Milt Becknell, David Berning, David Black, Gay & Dusty Blech Family, Heidi Bloedel, Joseph Boland, Clifton Braun, Peter Brave, James & Sally Britt, David Brown, Champe Burnley, Allison Bursen & Eric Sofen, Marc Bush, Jim Cadenhead, Merrill & Meredith Camel, Lance Carle, Bert & Mary Carollo, Chuck Cavanaugh & Heather Robertson, Bruce & Charlene Cebell, Debra Chaga, Yang Chen, Steven & Georgia Chun, Kenyon Clark, Keely Clifford, Ellis Coleman, John Cooper, Jim Core, Joseph Culpepper, David & Kathleen Dahnke, Jeffrey Dalhoff, Kevin & Monique Damuth, Max Davis, Mark & Candace Davison, Mark Dennis, Ramsey Doran, Claudia Douglass,

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Legacy Society

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Grantors

AASHTO, Morgridge Family Foundation

"I love how bicycle travel allows you to really connect to the people, places, and landscape and is such an environmentally friendly way to travel to boot!"

— Joel G., Sacramento, California



We invite you to inspire, empower, and connect people through the power of bicycle travel.

Your community needs your help to expand, engage, and diversify the bike touring universe. Legions of cyclists — beginners and veterans — are looking for meaningful ways to connect and explore. Will you help bring people and communities together in extraordinary ways?

Please give today at adventurecycling.org/donate



“I believe/hope that Adventure Cycling is trying to make biking more accessible for ALL and not those with resources or those that already feel comfortable on a bike. I believe that if you ride a bike, that you are basically ‘forced’ to look at this world from a different lens and that perspective will lead to making healthier decisions for yourself, your family, your community, and the environment.”

—Jordan B., Boulder, Colorado



150 East Pine Street, Missoula, MT 59802 • (800) 755-2453

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