

SHIFTING GEARS SINCE 1988



TRIPS FOR KIDS MARIN | 2015 ANNUAL REPORT



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CHUCK LESEM
Board President

Dear Trips for Kids Community

In our 28th year, we continue our mission to transform the lives of underserved youth using the simple, yet amazing bicycle. More than ever, youth, parents, educators, and community agency leaders want to engage in Trips for Kids programs due to their effectiveness, reliability, and affordability. With 75 chapters in 30 states and 4 Canadian provinces, as well as in Israel and Africa, we are seeing unprecedented demand for trail rides. The total number of youth positively impacted by all Trips for Kids' chapters exceeds 172,000, and we regularly receive requests for more chapters.

On our rides, I am always moved by the impact Trips for Kids has on the kids, their families, and communities in the San Francisco Bay Area – a universal experience across all of our chapters. With the help of our dedicated staff, volunteers, and generous contributors, we have accomplished so much:

- Provided opportunities for tens of thousands of low-income youths to experience the joys and thrills of outdoor adventures in natural settings
- Imparted valuable pre-vocational and vocational skills to thousands of under-served youngsters who were able to “earn” their own bicycles as well as develop skills for employment and higher education
- Built a new generation of passionate and committed cyclists, trail advocates and environmental stewards
- Positively influenced young lives through the Trips for Kids' experiences and our youth enrichment, health, and environmental values - creating brighter futures and stronger communities

As the demand for our programs grows, we are excited to meet the challenges ahead with the help of our many volunteers and generous contributors.

Thank you to everyone in the Trips for Kids community who has helped us create an incredible organization grounded in integrity, equality, and environmental values, and focused on building strong minds, bodies and character in under-served youth. Please share the Trips for Kids story and help us grow!

CHUCK LESEM *Chuck*

Dear Trips for Kids Supporters,

It is a great honor to have joined the Trips for Kids family in late 2014, to serve our community and bring the joy of cycling to thousands of underserved youth. Our organization is stronger than ever and we're helping more and more kids realize their true potential every day.

In 2015, we had many successes:

- The Trail Rides and Earn-a-Bike programs increased youth participation over the prior year.
- The Re-Cyclery Bike Shop earnings were the highest in our history.
- TFK revamped our branding and communications for modern audience appeal.
- Our operational systems and equipment were updated for greater efficiency.
- TFK Marin's first-ever Strategic Plan and Development Plan were put in place.

At the same time, TFK embarked on an exciting period of transformation and faced new challenges. When hired as Director of Operations in September 2014, my role was to analyze TFK Marin's strengths and opportunities in an ever-changing environment and recommend improvements that would help our organization thrive. While our mission stayed the same, we searched for new and better ways to accomplish our goals.

In creating this first-ever Annual Report, our biggest challenge was compiling 28 years of program and bike shop data into digestible sound bites. Our intention was to paint the picture of where we have been, where we are now, and where we plan to be in the future. Because of variations in data collection methods and metrics employed over the years, our baseline data should be interpreted as broad strokes and moving forward we will have consistent reporting systems year after year.

Looking ahead, TFK Marin has set goals to grow our Bay Area activities, namely:

- Increase our programming to reach 2,100 kids in 2016.
- Partner with more schools and agencies by securing new ride locations and partners for equipment pods around the Bay.
- Raise more programmatic funding through expanded social media campaigns, major donor introductions and strong community and corporate partnerships
- Build more Bay Area awareness of our organization through supporters like you!

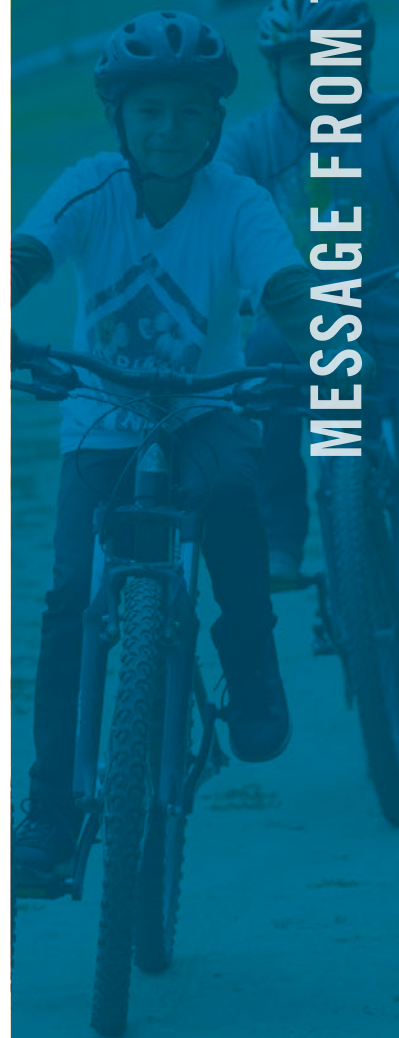
I look forward to working with all of you to continue the success of Trips for Kids Marin.

Sincerely,

KIM BAENISCH *Kim*



KIM BAENISCH
*Acting Executive
Director*



Executive Summary

WORLDWIDE YOUTH PARTICIPATION

Trail Rides since 1988:	159,929
Earn-A-Bike program since 1994:	12,166
All Programs in 2015 (based on 45 reporting chapters):	25,360

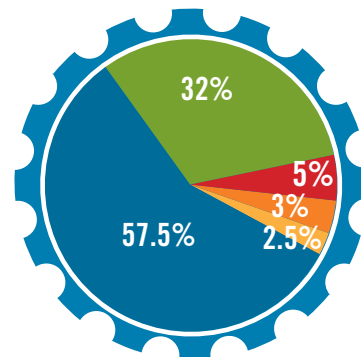
MARIN CHAPTER YOUTH PARTICIPATION

Trail Rides since 1988:	27,140
Earn-A-Bike program since 1994:	2,841
Mobile Bike since 1994:	2,874
All Programs for 2015:	1,950
All Programs Goal for 2016:	2,100

MARIN FUNDING BREAKDOWN FOR 2015

■ Re-Cyclery Sales = \$678,044
■ Grants = \$377,234
■ Individuals = \$55,903
■ Investment Income = \$39,997
■ Events = \$28,902

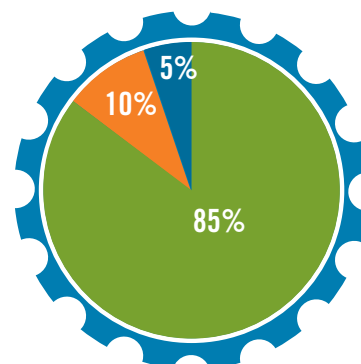
Total Revenue: \$1,180,080



MARIN OPERATIONAL COSTS BREAKDOWN FOR 2015

■ Program = \$1,241,921
■ Fundraising = \$135,636
■ Management = \$76,039

Total Operational Costs: \$1,453,596



Vision & Mission

This was a year of great reflection and growth for Trips for Kids. The Board of Directors re-examined goals, objectives and how we communicate what we do to the public. After many elaborate discussions and core messaging exercises, we inked the refined vision and mission statements below to use across the broader organization and drive consistent messaging throughout our chapters.

OUR VISION

Trips for Kids envisions a world where all **children reach their highest potential**. We believe that all kids, regardless of their gender, race or socio-economic status deserve a life where they can self-actualize and be the best they can be - physically, emotionally and intellectually.

OUR MISSION

As primarily a mountain biking organization, our mission is to **provide transformative cycling experiences for underserved youth**. Some children, especially those in urban living environments, do not have access to resources that would improve their overall health and wellness, such as bikes and the outdoors. We aim to address those needs through our signature programs -- Trail Rides, Earn-a-Bike and the Re-Cyclery Bike Shop – as well as localized activities that make sense to a region's culture, geography and needs.

The underlying goals of our programs are threefold: to build self-esteem, inspire healthy lifestyles and instill environmental values. Trips for Kids has seen time and again that kids who've participated in our programs gain greater confidence, are more aware of their diet and exercise habits and become more connected to nature.



We have impacted the lives of more than 172,000 kids around the world since 1988.

What We Do

Simply put, we change kids' lives by getting them involved in an activity they can feel good about. We use the bicycle as a tool for helping them discover their own true potential. We engage them in a variety of ways through our programs:

TRAIL RIDES: Our original and core program. We take groups of kids on mountain bike rides into the great outdoors and teach them basic bike skills. This helps them to build the confidence to meet life's challenges head-on.

EARN-A-BIKE: An after-school program that keeps kids off the streets, we give them the opportunity to learn bike mechanics while earning points towards bikes and parts.

MOBILE BIKE WORKSHOPS: TFK brings the joy of biking and bike ownership to kids at their school or community after-school sites. We provide bikes, helmets and tools, as well as an instructor who gives lessons on safe bike riding skills and mechanics.

RE-CYCLERY BIKE SHOPS

Three of our chapters use the Re-Cyclery Bike Shop model to support the costs of their programs. Recycleries can be an extremely effective community resource that benefits kids, their families, neighborhoods and beyond. Here we receive new and used donated bikes, parts, accessories and clothing, which are repurposed and then sold to the public at discounted prices.

Trips for Kids Marin's Re-Cyclery Bike Shop was established by TFK's founder, Marilyn Price, in 1994 as a community recycling model and continues to provide great bargains and hard-to-find items for shoppers, while purchases support our youth programs. Sales from our shop have grown to provide more than half of the funding for our Bay Area youth programs and has kept millions of dollars' worth of bike-related items out of landfills.



Board of Directors

Trips for Kids' board of directors is made up of active members of the community who have a strong interest in helping underserved kids succeed and sharing their passion for biking.

Each TFK Chapter has their own independent board of directors.

Our National and Marin Chapter Directors are below.



CHUCK LESEM
President



JASON R. DAVIS
Secretary



THOMAS SHEPPARD
Treasurer



ERIKA CRAMER
Director



TAYO FADEJI
Director



PATRICIA GALLERY
Director



ALAN NICHOLS
Director



MARILYN PRICE
Director, Founder



NEIL SORESEN
Director



DAVID STOLL
Director

Staff

ADMINISTRATIVE



KIM BAENISCH
Executive Director



JUDY SISSENER
Director of Development

RE-CYCLERY SHOP TEAM



ANDY PHELPS
Shop Manager



DOUG WILKINSON
Lead Shop Mechanic



BRIAN LEE
Lead Shop Mechanic



LEE DUMLER
Lead Shop Mechanic



STEVE BELL
Shop Sales



LEN GOLDSTEIN
Shop Mechanic



CHRIS IOAKIMEDES
Shop Mechanic



FAYD SHELLEY
Shop Sales



VIET-THOMAS METZROTH
Shop Mechanic

Staff

TRAIL RIDES



TIM LONG
Ride Leader



MARIEL REYES
Ride Coordinator



MICHAEL ROGERS
Ride Leader



SHERMAN YEE
Ride Leader

EARN-A-BIKE



DONAL PUGH
Program Manager



JONATHAN LEVAGGI
Program Manager

MOBILE BIKE WORKSHOPS

HONORARY BOARD

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Actor

GARY FISHER
Founder, Gary Fisher Bicycles

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Musician

PHIL LESH
Musician

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Musician

BONNIE RAITT
Musician

CARLOS SANTANA
Musician

PETE TOWNSHEND
Musician

BOB WEIR
Musician

THOMAS WEISEL
CEO Thomas Weisel Partners

ROBIN WILLIAMS
Actor (1951-2014)



TIM LONG
Ride Leader

"I began teaching in Oakland in 1994, and shortly after discovered Trips for Kids. Although the time I spend riding bikes with my kids is only a sliver of the overall hours I work, the connections that are forged on these trips enrich our work beyond measure. Conversations are still referenced weeks later, and the relationships and trust that are made can last a lifetime. My first batch of high school students is now in their 30s, and when we run across each other, it is not uncommon for a memory from a Trips for Kids' excursion to be recalled."

- Dennis Guikema,
Urban Promise Academy
Oakland, CA

Trail Rides Program

Since 1988, our Trail Rides program has taken 27,140 kids from underserved communities in the Bay Area on scenic biking adventures.

TRAIL RIDES RESULTS 2015

Number of
Rides Led:

160

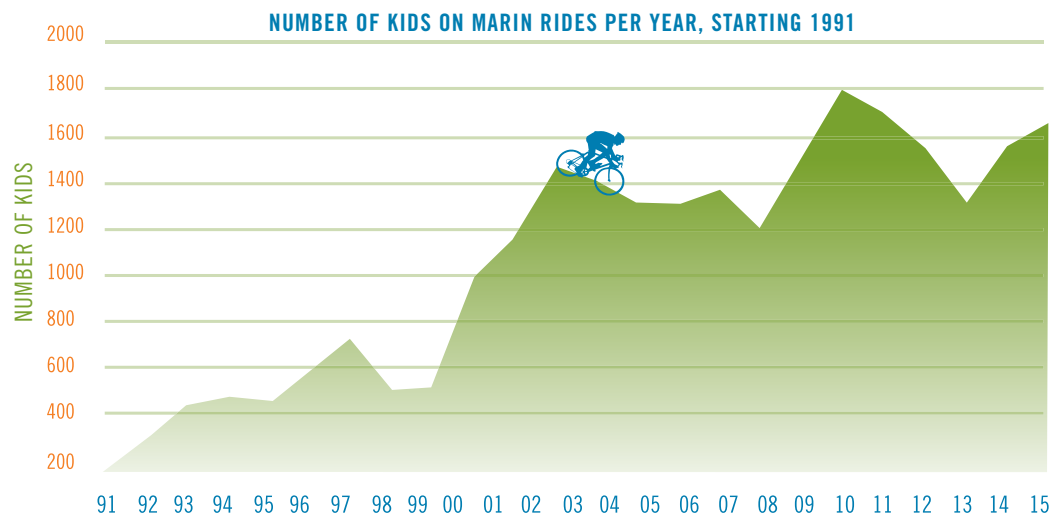
Youth
Participation:

1,646

Trips for Kids Marin works with thousands of low-income, underserved youth annually from nine San Francisco Bay Area counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano and Sonoma, and as far away as Sacramento and Santa Cruz.

In 2015, we led 160 rides that benefited 1,646 youth by teaching lifelong skills that build self-esteem, improve school performance and result in better social interactions. Annually, we work with around 60 to 80 agencies, many of whom regularly schedule rides with us, which is a great indicator of our enduring positive impact.

Our participants are a diverse group of girls and boys aged 10 – 17 years old. Trail Rides program riders come to us from community agencies, foster homes, and schools. Last year they comprised of 24% African-American, 47% Hispanic, 10% Asian, 14% Caucasian, 2% Native American, and 3% Other youth. Of those, 34% percent were female and 66% were male.



Trail Rides Program

Since inception, Trips for Kids Marin has collaborated with a wide range of more than 400 youth development program partners in the Bay Area.

These schools and community-based agencies receive a tremendous outdoor education bargain and rely on Trips for Kids for high-quality, effective and fun outdoor experiences. We encourage agencies to sign up multiple times, and many do. We work with the National Park Service and Marin County Parks and Open Space Rangers to provide activities and education to our participants. We also partner with local bike shops and bicycle manufacturers from across the United States.

We are proud of our record of growing this program from merely 5 riders in 1988 to more than 1,600 kids a year today. Our numbers and testimonial speak volumes of the importance and need for this valuable community program.





DONAL PUGH
Program Manager

“A long-time Earn-a-Bike participant, Edvar started hanging out with the wrong crowd one summer. Our instructors recognized some signs of trouble and were able to intervene to get Edvar back on the right path by talking with him about his life goals. The encouragement paid off, and soon Edvar’s school performance improved and he treid out and made the school’s biking team. Today, Edvar continues to flourish on and off the bike!”

Earn-a-Bike Program

Earn-a-Bike is a rewarding program where kids can learn bike mechanic skills and earn points towards bikes, parts and accessories. Held at our training center in San Rafael’s multi-cultural Canal District, we provide a safe place for kids to go after school to gain new skills and a sense of responsibility that will prepare them for employment as adults.

EARN-A-BIKE RESULTS 2015

**Number of
Classes Held:**

262

**Youth
Participation:**

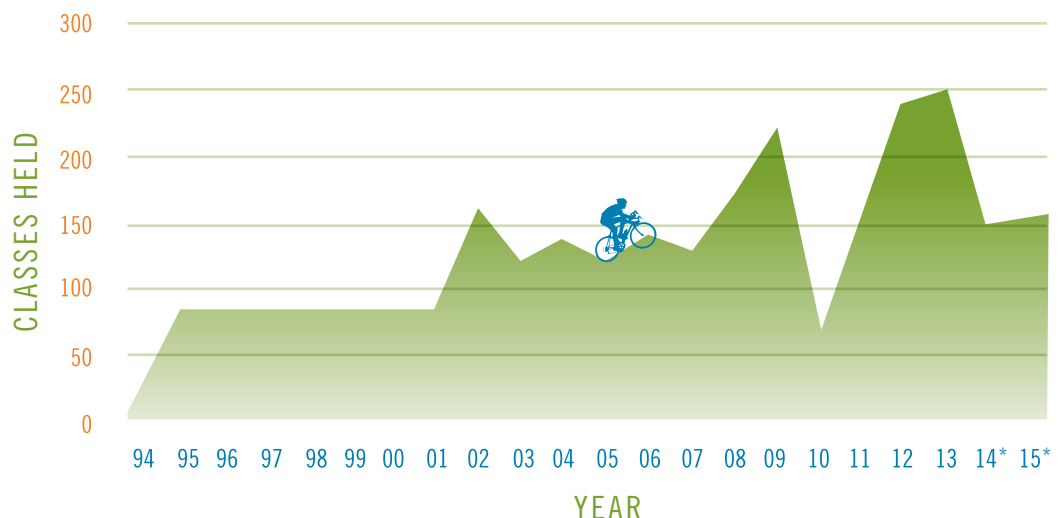
154

Since 1994, 2,841 kids have participated in our Earn-a-Bike classes. In 2015, there were 154 youth that participated and a total of 262 classes held. Our participant demographics were 72% Hispanic, 20% Caucasian and 8% African-American; 22% percent were female; 78% male.

Our caring program leaders are invested in the greater well-being of the kids and often serve as mentors and role models. Academic achievement is equally important, expected and encouraged, and regular tutoring is an intrinsic part of the program. Earn-a-Bike kids also enjoy bike rides, camping trips and field trips to places like BMX parks - all of which encourage fitness through fun, healthy exercise and positive life choices.

Over the years, we have hired numerous participants as Earn-a-Bike instructors, while others have assisted at our Re-Cyclery Bike Shop. This past year, we employed four talented teens as EAB instructors and Re-Cyclery Bike Shop assistants, for a total of 40 since 1988.

NUMBER OF MARIN EARN-A-BIKE CLASSES HELD PER YEAR, STARTING 1994



*Starting in 2014, we began tracking the number of “earning kids” who participated in EAB on a continuous basis (versus one-time attendance only) to more accurately reflect the impact of this program.

Mobile Bike Workshops

Mobile Bike Workshops are becoming TFK's most requested after-school activity because we bring our bikes, helmets, tools and fun to kids at after-school community programs and schools. We combine bike riding safety and skills development with mechanical lessons.

MOBILE RESULTS 2015

Number of Workshops Held:

158

Youth Participation:

150

Our excellent 10-year veteran instructor instills a love of bicycling and its consequent healthy benefits, while addressing the real needs of our youth participants, including daily physical activity, development of physical dexterity as well as mental focus, safe riding skills for roads and paths.

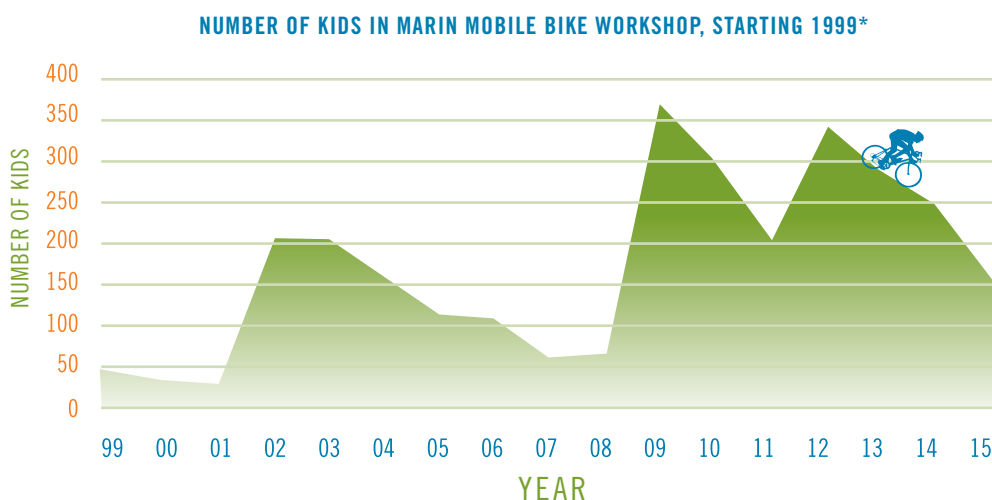
Since the Mobile Bike program kicked off in 1999, there were 2,874 kids that participated in this program. In 2015, 150 youth attended 158 Mobile Bike Workshops at six different facilities. Participants were 62% Hispanic, 16% Caucasian, 14% African American, and 6% Asian. Forty-four percent were girls; 56% were boys.

The Mobile Bike Workshops foster team-work and earned reward. Participants learn the benefits of recycling bikes - reducing waste, lowering consumption of resources, preventing landfills from expanding and providing high-quality, low-cost, healthy transportation to the community. Environmental stewardship is not merely what we teach, in every way it's what we are! Seeing our actions helps kids connect positive actions to their own lives.



JONATHAN LEVAGGI
Program Manager

MOBILE BIKE WORKSHOPS



*Mobile Bike Workshop participation levels may vary from year to year due to program demand and TFK staffing. Agency funding and in-school promotion can impact participation levels. Around 2009, where participation was at its peak, we responded to community needs by offering more workshops and employing additional staff.



ANDY PHELPS
Shop Manager

“Wow – this place is a San Rafael gem. In the past few months, we’ve gotten two amazing used bikes for my girls and donated old bikes for tax deductions. The quality of the used bikes we bought was outstanding. The staff is really the heart of this place; they are so dedicated and helpful.

- Dave L.

San Rafael, Re-Cyclery Customer

Re-Cyclery Bike Shop

Since opening the Re-Cyclery Bike Shop in 1994, Trips for Kids has kept thousands of bikes out of landfills putting them back on the streets as affordable, environmentally-friendly transportation. Our San Rafael store has generated hundreds of thousands of dollars each year, with a year over year growth of 16% on average. This revenue underwrites the majority of the National and Marin Chapter’s operational and program costs. In 2015, shop sales were \$678,044 making it the highest year in sales ever.

HIGHLIGHTS

Total Re-Cyclery Sales:

\$678,044

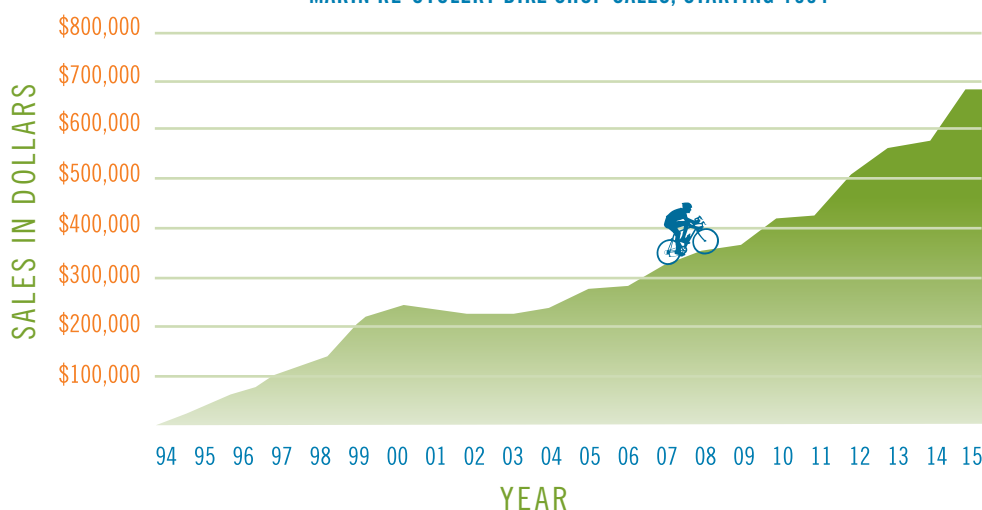
Total Bikes Sold:

2,034

Total Ebay Sales:

\$47,469

MARIN RE-CYCLERY BIKE SHOP SALES, STARTING 1994



Thanks to our many sponsors and donors, since our shop’s inception we have accepted over \$6 million dollars worth of new and used bicycles, parts, clothing and accessories from individuals and manufacturers across the country. This year, we accepted \$361,767 in bike-related donations and sold 2,034 bikes within the community.

We expanded our sales platform online to eBay in 2004 and netted \$4,020. This past year we sold \$47,469, a more than tenfold increase, while serving a much larger community online and reaching new people with our mission to help get more kids on bikes.



The TFK Community

OUR CHAPTERS

We are thrilled that people all over the world are interested in starting a Trips for Kids chapter in their local communities – this means that our mission clearly resonates with people from various cultures. Chapters are run independently with our national chapter providing initial oversight and resources for our startups.

PROJECTIONS

Each Trips for Kids chapter is required to lead at least six rides per year. On average, TFK operates around 75 chapters annually, although each year a chapter's active status may change due to various circumstances. For 2015, we confirmed that 49 chapters were actively leading rides, while the other 26 were unable to fully meet their requirements. We continue to offer ongoing support and resources to all chapters to help keep their wheels turning year after year.

STRENGTHENING WHAT WE HAVE

In 2016, we look forward to understanding the challenges our chapters face to remain sustainable and to put in place improved resources, support and guidance.

ACTIVE CHAPTERS 2015



Trips for Kids Annapolis Valley	Trips for Kids FLIPANY	Trips for Kids Pocono Flow
Trips for Kids Arizona's Childrens Assoc.	Trips for Kids Fox Valley	Trips for Kids Project Transformation
Trips for Kids Biddeford	Trips for Kids Fryeburg Academy	Trips for Kids RFK West
Trips for Kids Birmingham	Trips for Kids Full Cycle	Trips for Kids River Ratz Cycling
Trips for Kids Buellton Rec	Trips for Kids Griffin Bike Park	Trips for Kids Rogue Valley
Trips for Kids Bulldog Riders	Trips for Kids Harrisburg	Trips for Kids Rosebud
Trips for Kids Calgary	Trips for Kids Hill City	Trips for Kids Salt Lake City
Trips for Kids CAT	Trips for Kids Hot Springs	Trips for Kids Santa Cruz
Trips for Kids Central Valley	Trips for Kids Lead-Deadwood	Trips for Kids Southern Nevada
Trips for Kids Charlotte	Trips for Kids Leadville	Trips for Kids St. Joseph Youth Alliance
Trips for Kids Chattanooga	Trips for Kids Marin	Trips for Kids Tallahassee
Trips for Kids Chicago	Trips for Kids Metro New York	Trips for Kids Taos
Trips for Kids City of Lakes	Trips for Kids Midcoast Maine	Trips for Kids Vancouver
Trips for Kids Coachella Valley	Trips for Kids Mount Pleasant	Trips for Kids Wildwood
Trips for Kids Denver	Trips for Kids Nasson	Trips for Kids WNC
Trips for Kids Fall River	Trips for Kids Ottawa	Trips for Kids YAC
	Trips for Kids Phoenix	



Sponsors

Trips for Kids would not be able to do the work we do without the generous support of our sponsors. We are proud to be working in partnership with these companies.

DIAMOND SPONSOR



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PRIMAL

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BRONZE SPONSORS



Organizational Partners

We've worked with over 400 organizations in the Bay area since we opened our doors. Below is a list of the many groups we had the pleasure to partner with in 2015.

AGENCIES

Aim High-Urban School	Muir Wood Adolescent and Family Services
Alternatives in Action High School and Community Programs	Native American Youth Center
ARISE High School	Novato Youth Center
Bay Hill High School	Oakland Park and Recreation Dept.
Benicia Community School	Oceana High School of Pacifica
Cameron House	Our Family Coalition
City of Dreams Kids in Nature	Outdoor Endorphins
City of Richmond Recreation Department - Nevin Community Center	Project Avary
Coliseum College Prep School	Raphael House
Community Youth Center	Richmond District Neighborhood Center
East Bay Asian Youth Center	Richmond Police Activities League
East Bay Regional Park District	ROCK Real Options for City Kids
Elevated Legacy	Roots International Academy
Endurance Center	Seven Tepees Youth Program
Everett Middle School	SF Bike Clubs
Fulton El Camino Park & Recreation Dept. - TALC Program	SF CASA
Gateway High School - San Francisco	SF International High School
Girls Inc. Girls Inc. of Alameda County	Sonoma Valley Teen Services
Good Samaritan Family Resource Center	The Village Project
Jamestown Community Center	Thunder Road Unity High School Urban Adventure Camps
Japanese Community Youth Council	Verde Elementary School
June Jordan School for Equity	Vietnamese Youth Development Center
Larkin Street Youth Services	Watsonville PAL
Leadership High School	West Contra Costa Childrens Services
Lincoln Child Center	Woodside International School
Marin City Recreation Center	YES Nature to Neighborhoods
Marin Oaks High School	YMCA - Albany
	YMCA - Downtown Berkeley

ORGANIZATIONAL PARTNERS

OUR GENEROUS DONORS

VISIONARY CIRCLE

\$50,000 +

Satterberg Foundation
William & Flora Hewlett Foundation

PRESIDENT'S CIRCLE

\$20,000 - \$49,999

Fremont Group Foundation
Fullerton Family Foundation

EXECUTIVE CIRCLE

\$10,000 - \$19,999

Anonymous Benefactor
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Dino J Ghilotti Foundation
Durham Family Foundation
Giant Steps Foundation
Little Flower Fund

DIRECTOR'S CIRCLE

\$5,000 - \$9,999

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CST
George L. Shields Foundation
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Greg & Christy Allen
Kimberly Hughes
Marin County Parks & Open Space
Morgan Stanley Specialized
Cycling Team
Newton and Rochelle Becker
Charitable Fund
Nina P. Brandt Fund
Richard, Dee & Blake Lawrence

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Plus 3 Foundation
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\$1,000 - \$1,999

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Bay Area Sports Hall of Fame
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RoadRunner Auto Transport
Shaugn & Polly Stanley
Slime
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Vicki Watts
Wells Fargo Foundation
William & Barbara Hazen
X-Fusion Shox

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\$250 - \$999

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Al & Cherry Baumann
Alice & Andy Newberry
Barrette Family Fund of the New
Hampshire Charitable Foundation
Beeline Bikes
Bert & Marie Masia
Car Search Brokers
Caroline Orrick
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Chris Meldner
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Endurance Sports Marketing Group
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Jorge Diaz
Karl Christiansen
Kelley Baer
Maria Hudnut
Michael Cooke
Mick & Sabrina Hellman
Mitchell & Stacey Rabin
Montecito Plaza Shopping Center
Neil Sorensen
Nick & Beatriz Lituanio
Pamela & Robert Downes
Peter & Mary Jacobi
Peter & Mimi Buckley
Peter Friedman
Ronald Foote
Salesforce.com Foundation
Sausalito Police Association
Scott Austin
Scott MacLeod
Silicon Valley
Community Foundation
Singletracks.com
Stella Perone
Steve Sellon
SunPower Foundation
Tayo & Amy Fadeji
Ted Treat
The Purple Lady /
Barbara J. Meislin Fund
Thomas Polk & Elizabeth Jordan
Wendy Bean

OUR GENEROUS DONORS

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Amy Barclay
Amy Robinson
Andrew & Elizabeth Grayson
Andrew Levine
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Anonymous Donations
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Barbara Kramer
Barry Brown
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Brenda Sperski
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Sabrina Moreno-Dolan
Schwab Charitable Fund

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Seth & Alison Ferguson
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Sherry Eiswald
Sidney Glass
Steve Bingham
Susan Barrows
Susan Fry
Susan Lannoo
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Zen Play

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