



ANNUAL REPORT

2022

EXECUTIVE DIRECTOR'S STATEMENT



FRIENDS OF BICYCLE COLLECTIVE,

Globally, bicycles are the foundation of the transportation system. They are the most used piece of equipment for getting from one place to another unless you count walking. Both biking and walking are beneficial for our physical, emotional and mental health, but a bicycle is four times as fast as our feet and requires only 20% of the labor. And it is good for the air we breathe.

Locally, bicycles are the foundation of our work. Your generous support throughout the year enabled our volunteers and mechanics to repair, refurbish, and give away 1,522 bicycles to people in need of self-reliant transportation and independent mobility, and to sell 1,455 bicycles at an affordable average price.

2022 was a year of realization for Bicycle Collective. In late 2021, following months of User Experience research and planning, and a comprehensive visual rebrand, Bicycle Collective launched a new digital platform unlocking our potential to sell used and refurbished parts, accessories, and complete bicycles to anyone, anywhere, and anytime. This strategy was born out of the challenges experienced during the pandemic, but also a pivot point to leverage current trends in omnichannel retail to transform our earned income model into something more durable and predictable.

While we made the bulk of the technology investment in 2021, it took much of 2022 to realize that transformations take time. By year end, our people were committed to using the tools we had built, and we posted successive months of increasing online sales. We developed a consistent revenue stream eliminating the seasonality of our business model, and enabled us to increase the percentage of our operational funding

from 60% earned income to nearly 75%, reducing our reliance on funding from charitable giving and philanthropy to power our mission.

We doubled down on bringing Bike Prom back in 2022, and tried some new things to make sure it was an event that no one would forget. More than 500 cyclists (and one skateboarder) filled Salt Lake City streets with two-wheeled love. We stopped at the site of our NEW HUB at 901 Gale Street, then proceeded to The Front Climbing Club to get the party started.

Late October 2022, we broke ground on our New Hub during a festive, fun and impactful ceremony featuring Mayor Erin Mendenhall, members of City Council, and representatives from the Redevelopment Corporation of Salt Lake City (RDA), and we are ever grateful for their support. As I write this letter, real shovels have graded the site, real contractors have poured concrete footings and foundation walls, and real steel will be going vertical as our dream moves closer to reality.

As a supporter of Bicycle Collective, you are vital to our mission, work, and impact. It is with your investment of time, talent and treasure, and belief, we realize our dream of a New Hub and continue to expand our reach and impact locally here in Utah.

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With gratitude,

DONNA MATTURRO MCALEER

Executive Director

OUR MISSION

The mission of Bicycle Collective is to promote cycling as an effective and sustainable form of transportation and recreation, and as a cornerstone of a cleaner, healthier, and safer society. Bicycle Collective provides refurbished bicycles and educational programs to the community focusing on children and lower income households.





COMMUNITY



SUSTAINABLE TRANSPORTATION



REFURBISH MATERIALS

BOARD CHAIR'S STATEMENT



BICYCLE FRIENDS.

It is with enormous pleasure I present the Bicycle Collective's 2022 Annual Report, and with it, unveil this thoroughly refined organization. In a year characterized by uncertainty for many institutions, the Collective displayed robust performance across every category.

This year, the Collective will complete the most visible milestone in a multi-year journey. A journey fundamentally focused on securing our future for the sake of those we serve. In 2017, we began working towards the dream of designing, building, and owning a new headquarters facility. That dream is springing out of the ground and will open later this year. Our New Hub sets the standard for how we treat our clients, our customers, our volunteers, our fabulous staff, and our supporters.

I believe what we accomplished in 2022 is directly tied to the work we began five years ago, because a new building is only the most visible example of the Collective's growth. While developing this facility, we have rebuilt ourselves from the ground up. What we have learned along the way has produced direct benefit for every community we serve throughout Utah. We have evaluated every business practice to either reform or reinforce them—from how we value our employees and streamline our services, to how we partner with other entities and amplify our impact—all things a nonprofit of our size must address to ensure longevity and consistency. Developing a New Hub was just the catalyst for that work. As a result, we are more cohesive and stable than ever.

While a great deal has changed about how we operate, the most crucial thing has not changed—what we do and why we do it. For 21 years, the mission of the

Collective has not changed. Every group of leaders that have helped us along—volunteers, staff, and board members alike—have agreed, there's nothing in that mission to change. We're just finding better ways to execute.

I could not be prouder of the team we have assembled. They are dedicated, enthusiastic, caring, and gnarly. They display a professional dexterity more resilient than any organization I have been a part of. That may sound grandiose for a collection of small community bike shops serving the people, but it's the truth. Because we are really good at what we do, and we are constantly working to improve.

This will be my last year as the Bicycle Collective's board chair, a seat I have filled since 2016. Stewarding this organization has been a great highlight of my life, but I step away from the role comfortably because our foundation is strong. At several times over the last years, the Collective's future was unclear. I believe those days are past us. I am confident the Bicycle Collective will be here today, and tomorrow, and the next day, serving Utahns with crucial transportation alternatives.

Please join us for the ride.

Many thanks,

SEAN MURPHY

Board Chair

CARING FOR PEOPLE & BIKES ACROSS UTAH

HISTORY OF BICYCLE COLLECTIVE

Founded in 2002, Bicycle Collective is a community resource providing a path to personal and self-reliant transportation. We operate as a group of nonprofit bike shops that refurbish bicycles donated by the thousands each year and put them into the hands of those in need—focusing on children, newly resettled refugees and immigrants, individuals experiencing homelessness or housing insecurity, individuals recovering from substance abuse, and low-to-moderate income households.

Bicycle Collective operates numerous programs throughout Utah at four locations: our headquarters in Salt Lake City (est. 2002), Ogden (est. 2009), Provo (est. 2015), and St. George (est. 2017). At each of these locations, Bicycle Collective uses a sustainable business model that accepts donated bicycles in any condition, and then repairs, refurbishes, or recycles them. Since our inception, we have received more than 40,000 bicycles as donations and through rehabilitation and reuse, or through recycling, prevented them from ending up in the landfill.





WHAT BICYCLE COLLECTIVE DOES

WE GIVE AWAY BIKES

Working closely with numerous partner organizations, we identify the individuals most in need of a bicycle—oftentimes these are people who would rely on a bicycle as their primary source of transportation. Our partners include: Volunteers of America, International Rescue Committee (IRC), Catholic Community Services, Switchpoint, Big Brothers, Big Sisters, First Step House, Food & Care Coalition, Southwest Behavioral Health Center, and Ogden Weber Community Action Partnership. In 2022, we gave away 944 kids bikes and 578 adult bikes. Having a bicycle provides someone with independence, mobility, and a self-reliant form of transportation. At our heart, Bicycle Collective is transforming communities by transforming individual lives.

WE TEACH BIKES TO ALL

We maintain a statewide presence, operating in Salt Lake City, Ogden, Provo, and St. George, where we provide skills and training in an inclusive and safe environment. We host focused programming delivered to youth, women, and gender-expansive individuals all participating in our bicycle mechanics and safety educational offerings. We love teaching all aspects of bike repairs, from the basics of fixing a flat tire, to more advanced skills such as drivetrain and brake system maintenance.

WE LIVE BIKES

We have a passionate, knowledgeable, and longstanding group of volunteers. We all believe at our core that everyone should have the opportunity to love bikes as much as we do. With our sustainable model, every bike gets a new life. No donated bicycle ever sees a landfill. The bikes that cannot be repaired or stripped for parts are recycled. Last year, we recycled 73.1 tons of metal and 3.9 tons of rubber.

WE SELL BIKES

At all of our shops and online, bike enthusiasts can purchase a refurbished complete bike, as well as a wide range of components, accessories, small parts, and maintenance supplies. Retail sales are an important revenue generator for Bicycle Collective, and we fill a need in the community as a source for reasonably-priced and reliable used bicycles, as well as hard-to-find parts for replacement on older bikes. We offer all repair tools and bench space needed to repair one's bike independently for those who already possess repair skills. For those intent on learning by doing but are maybe in need of a little expertise and guidance, our staff mechanics are available to mentor and assist.

FUNDING MODEL

The funding model of Bicycle Collective combines earned revenue and charitable fundraising. Annually, Bicycle Collective operates with a budget of more than \$1.5 million. Nearly 75% of our income is earned through retail and online sales of bikes, parts, and components; bench time and tool rental; community memberships, and bike valet services at events and concerts thoughout the state. Charitable donations through individuals, corporations, and foundations provide approximately 25% of our revenue.



I'm grateful that there is a Bicycle Collective and I'm grateful that the Bicycle Collective in our community chose to do the kinds of things that it's doing... It's having an impact on the community that's meaningful and that is lasting.

SHAWN MCMILLEN | Executive Director, First Step House

COMMUNITY PROGRAMMING

With a broad range of partners, Bicycle Collective identifies critical local needs & develops creative solutions.



BIKES FOR GOODWILL

Professional bicycle mechanics and trained volunteers refurbish nearly half of all donated bicycles, making them available to individuals in need through our more than 60 community partners throughout the state, including nonprofits, governmental departments, and churches. Clients use the bicycles as their primary transportation to get to and from job interviews, employment, shopping, school, and medical appointments.

2022 | 1,522 bikes given to adults & children



EARN-A-BIKE/WORK TRADE

Adults who cannot afford transportation and are not affiliated with our partners may volunteer 6 hours in exchange for a bicycle. People who cannot afford to purchase parts may volunteer their time in exchange for bicycle parts that they need. We provide individuals the opportunity to perform community service hours as part of court-ordered service.

2022 | 25 bike recipients

COMMUNITY PROGRAMMING

With a broad range of partners, Bicycle Collective identifies critical local needs & develops creative solutions.



WOMEN, TRANS, FEMME NIGHT (WTF) / WOMEN'S NIGHT / WOMEN'S SUMMIT

Bicycle mechanics is overwhelmingly a trade done by cis-men (people assigned male at birth who are men). The goal of this event is to hold space for folks who do not fall into that demographic. This program offers a friendly and inclusive learning environment for women and/or gender expansive people to fix their own bikes, buy bikes and parts, and learn about bicycles.

2022 | 148 participants | 292 hours



VOLUNTEER PROGRAM

Volunteers are the lifeblood of our organization. They build community and refurbish the bicycles that are provided to clients in need of independent transportation. Students and adults from all walks of life gain unique mechanic skills repairing bicycles. These skills and friendships fostered in the shop lead to opportunities outside of the shop. Many volunteers go on to become staff or community bicycling advocates.

2022 | 531 volunteers | 8,219 hours

COMMUNITY PROGRAMMING

With a broad range of partners, Bicycle Collective identifies critical local needs & develops creative solutions.



DIY/ OPEN SHOP

We offer the rental of repair tools and bench space for do-it-yourself or do-it-with-help repairs with support from knowledgeable and trained staff mechanics. This affordable self-service model promotes learning and sustainability within our local communities.



COMMUNITY CLASSES

In each of our four shops, we gather the cycling community to learn about bike repair and other bike related topics, from bike commuting for work or school to touring and bike packing for fun and adventure. These free classes help to increase and strengthen an individual's skills, knowledge, and confidence, all in a small group setting, furthering our mission of promoting cycling as a healthy and sustainable form of active transportation.

CHILDREN & YOUTH BIKE GIVEAWAY & PARTNERSHIPS



INTERNATIONAL RESCUE COMMITTEE

We partner with several local refugee-serving organizations such as the IRC in SLC to give bicycles to newly arrived refugees. With one of the most robust refugee programs in the state, the IRC serves our New American neighbors from 40+ countries. We enjoy meeting and providing services across language barriers for our local community.



NAVAJO DINÉ NATION

In partnership with the Washington County Rotary Club, Bicycle Collective's St. George location donated 32 children's bicycles, as well as shop supplies like tubes, tires, and grips, while the Rotarians organized volunteers to work on the bikes and fix them up as a Christmas service project.

RECYCLING DATA







2022

77 TOTAL TONS RECYCLED

55.1

18
ALUMINUM

3.9 RUBBER

COMPARED TO PREVIOUS YEARS

2021

57.45 Total Tons Recycled

42.5 TONS | Steel
11.4 TONS | Aluminum
3.55 TONS | Rubber

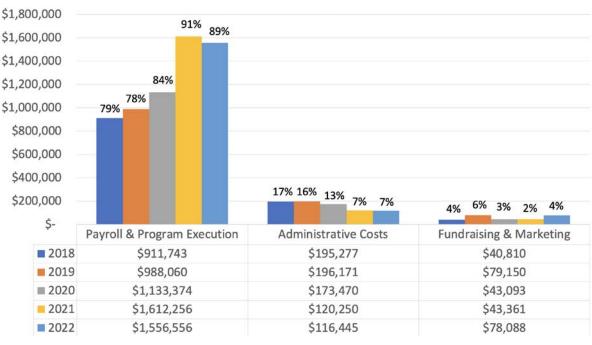
2020

40.8 Total Tons Recycled

27 TONS | Steel
10 TONS | Aluminum
3.8 TONS | Rubber

FINANCIAL OVERVIEW





REVENUE



YEAR IN REVIEW



Bicycle Collective receiving 2022 Social Impact Award from Utah's Division of Outdoor Recreation.



Longtime volunteer Dave Adams (center) receiving a Helping Hands Award during 2022 Utah Philanthropy Day.



With the help of former Board Member Shelley Reynolds, our staff, The Front Climbing Gym, Bike Prom made a comeback. "This event is critical to building and sustaining a community centered around our Mission and keeping SLC a cool place to be," said Reynolds.



Artist Lindsay Huss stands in front of Bicycle Collective Ogden's completed mural wall.

OUR PEOPLE

STAFF

DONNA MCALEER | Executive Director
IKAIKA COX | Salt Lake City Director
KIRA JOHNSON | Provo Director
MICHAEL HERNANDEZ | St. George
& Ogden Location Director
THOMAS COOKE | Digital Strategist

BOARD

SEAN MURPHY | Board Co-Chair

PATRICK SCHWAB, PHD | Board Co-Chair

ANN MACKIN, PHD | Board Co-Chair

JIM O'CALLAGHAN | Treasurer

TODD REEDER

SHAWN TEIGEN

GLENN MCMINN

NKENNA ONWUZURUOHA

MARIA VYAS







OUR COMMUNITY PARTNERS

SALT LAKE CITY

Asian Association of Utah (Refugee and Immigrant Center)

Catholic Community Services (CCS)

Community Connection Center

Court Appointed Special Advocates (Utah CASA)

Dept. of Veteran Affairs (Healthcare for Homeless Veterans)

Dept. of Workforce Services (Vocational Rehabilition)

First Step House

Fortitude Treatment Center

Fourth Street Clinic

Gail Miller Resource Center

Glendale LDS Branch (serving GEO Care correctional facility)

Housing Authority of Salt Lake City: Sunrise Metro

Housing Connect

International Rescue Committee (IRC)

Journey Up Mentor Project

Neighborhood House

Odyssey House of Utah

Project Connection

Sacred Circle Healthcare

Salt Lake County Aging and Adult Services

Salt Lake County Health Dept./Safe Kids Salt Lake County

Salt Lake County Youth Services (Milestone Transitional

Living)

South Valley Services

The Road Home

The Salvation Army (UT)

Utah Health and Human Rights

Valley Behavioral Health

Volunteers of America, Utah

West Valley City: Victim's Services

YWCA

OGDEN

Cottages of Hope

Dept. of Workforce Services

GOAL Foundation

Heritage Elementary School

Ogden City

Ogden Weber Community Action Partnership

Roads to Independence

The Rad Hero Foundation

Tranquility House

Utah State Office of Rehabilitation

Venture Academy

Weber Housing Authority

Weber Human Services

OUR COMMUNITY PARTNERS

PROVO

Addicts Fighting Back

Boys and Girls Club of Utah County

BYU English Language Center

Chateau Recovery Center

Community Action Services & Food Bank

Dahlia's Hope

Encircle

Food and Care Coalition

Fresh Start Ventures

House of Hope

LDS Employment Services and Transitional Services

Mountainland Association of Government

My Story Matters

Provo Housing Authority

Provo School District

The Refuge

Scenic View Academy

United Way of Utah County

Utah Foster Care

Utah Hazara Association

Wasatch Behavioral Health

ST. GEORGE

Court Appointed Special Advocates (Utah CASA)

Dove Center

LDS Transitional Services

LDS Volunteer Services

Navajo (Diné) Nation

Root for Kids

Southwest Behavioral Health Center

(St. George and Cedar City)

Switchpoint Community Resource Center

Washington County Court Support Services

Washington County School District

Youth Futures

OUR GENEROUS SUPPORTERS

Bicycle Collective's impact is made possible with the generous philanthropic support of many individuals, corporations, and foundations. Their contributions make a difference in the lives of thousands of Utahns. We are grateful for their support of our operations, programs and capital campaign, and pleased to recognize them in the listing below.

VISIONARIES (\$500,000+)

- Larry H. & Gail Miller Family Foundation
- Ray & Tye Noorda Foundation

FOUNDERS (\$100,000 - \$499,999)

- ALSAM Foundation
- Amanda & Spencer Millerberg
- George S. & Dolores Doré Eccles Foundation
 - Redevelopment Agency of Salt Lake City (RDA)
 - Rocky Mountain Power/Blue Sky
 - Rocky Mountain Power Foundation
- Sorenson Legacy Foundation

KEY

Donated to capital campaign

Donated to operations

OUR GENEROUS SUPPORTERS

SUPPORTERS (\$10,000 - \$99,999)

- American Express CRA Grant
- Brent Bowen & Bowen Studios
- Bryce Miller
- O David Kelby Johnson Memorial Foundation
- Dumke Siblings Donor Advised Fund
- Estate of Jamie Cowan
- Jeff & Helen Cardon Foundation
- Joan and Tim Fenton Family Foundation
- Katherine W. Dumke &
 Ezekiel R. Dumke, Jr. Foundation
- LDS Humanitarian
- Mark & Kathie Miller Foundation
- Meta/Facebook Eagle Mountain
- Peregrine Schwartz-Shea
- Thomas & Candace Dee Family Foundation
- Willard L. Eccles
 - Zackary Adams

DONORS (\$1,000 - \$9,999)

- Anonymous
- AZ3 Charitable Fund
- Bonneville Cycling Club
- Bryan & Holly Young
- Castle Foundation

- Christian Lalor
- Cook-Scholnick Foundation
- Donna Matturro McAleer
- Herbert I. & Elsa B. Michael Foundation
- Horrocks Engineering
- Intermountain Healthcare Community Partner Fund
- Jim Davis
- Live PC Give PC
- Lou & Julie Melini
- Mark Miller Subaru/Love Promise
- Ogden City Arts Council
- Ogden RAMP Grant
- Petzl
- R. Harold Burton Foundation
- Richard K. & Shirley S. Hemingway Foundation
 - Salt Lake County Bicycle Advisory Committee
 - Tim Shea
 - Toney & Ginger Matthews
 - Urban Land Institute (ULI)
 - Utah Outdoor Recreation Grant (UORG)

IN KIND CONTRIBUTORS

Cycling West

iHeart Radio

Park City Sunrise Rotary

Park City High School Mountain Bike Team

The Front Climbing Gym





2312 S West Temple Salt Lake City, UT 84115 (801) 328 2453 bicyclecollective.org