

adventure. growth. courage.

# ANNUAL REPORT 2022



**we believe in the transformational  
power of mountain biking**



The Cycle Effect means the world to me. It has changed my life and improved the way I view myself. I learned how to love myself and found something that makes me over the moon. It taught me to push past discomfort and persist to new levels."

**- THE CYCLE EFFECT ATHLETE**

## **OUR MISSION**

**is to empower young women through  
mountain biking to create brighter futures  
& build stronger communities.**

The Cycle Effect mentors through mountain biking and believes in the transformational powers of belonging and self-fulfillment. We serve adventurous 10 to 18-year-old girls who may not otherwise have the opportunity to participate in the sport. Our flexible year-round curriculum provides participants with bikes, equipment, and a diverse coaching staff for little cost.



# 2022 BOARD

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# A WORD FROM BRETT & SUSAN

Dear Donors, Supporters, Family, and Friends,

The Cycle Effect Team had a great 2022 and are looking forward to celebrating our ten year birthday with all of you! When we started The Cycle Effect in 2013 we had no idea what The Cycle Effect would become, but we knew that a bike was transformational and more young women should have the opportunity to experience the freedom bikes can bring.

In 2022, we launched our full time programming in Routt County and it was a great success. The Steamboat Springs community and surrounding areas have been welcoming, collaborative, and eager to have their young women in our programs. We also continue to see growth in our overall organizational numbers, and also the depth of our program. We are having a larger community impact through our hundreds of outreach days in local schools, our Latina Mountain Bike Groups, and with our (Re)Cycle Program.

While 2023 will be a year of celebration, we are spending most of our time planning and focusing on the next ten years. We have reflected on our growth and impact on local communities to see our successes and recognize opportunities to improve to make a bigger impact.

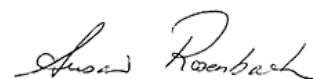
Our vision includes working with thousands of participants per year throughout Colorado. In order to create the larger impact that we envision, we will need your help in securing the resources and funding needed to make that dream a reality.

We look forward to seeing you at events, out on the trails, and throughout our communities. As always, we are grateful for your continued support and encouragement.

Thank you,



Brett Donelson  
Founder & CEO



Susan Rosenbach  
Board Chair



# IMPACT BY THE NUMBERS

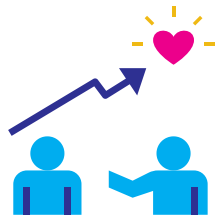
## The Cycle Effect team stats

with your support, look what we pulled off together!

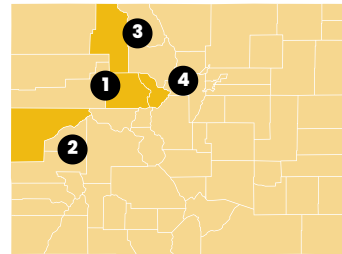


impacted **264**  
athletes across our  
teams

**6,216** total  
hours of mentorship  
& coaching



year-round teams in **4** counties



- 1 eagle county
- 2 mesa county
- 3 routt county
- 4 summit county

created equitable  
programming with

**73%**

of participants  
identified as Latina  
and/or BIPOC (Black,  
Indigenous, People of  
Color)



athletes averaged

**5.7**

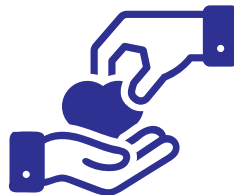
hours of physical  
activity per week



**416** total  
days of  
programming

**\$33,070**

scholarship dollars  
awarded to athletes



**100%**

of athletes who applied for a  
scholarship received one  
(over 82% of athletes)



## demonstrating grit

### athletes build resiliency

- 76%** said The Cycle Effect "helps me manage my stress"
- 83%** said "I can find my way around problems"
- 87%** said "I keep trying even when things are difficult"
- 97%** said "The Cycle Effect makes me feel good about myself"



Before I joined The Cycle Effect I didn't go out of my comfort zone, I didn't challenge myself because I was afraid of embarrassing myself. I have learned it's okay to fall, it's okay to fail, and it's okay to make mistakes."  
**-The Cycle Effect Athlete**

## outreach programs

### expose more girls to mountain bikes



**82**

outreach events: trainings, school clinics, & events



**1,417**

participants impacted through outreach programs



**40**

women joined our Latina Bike Teams in Eagle, Routt, & Summit with over 25 days of programming

## pedal power



### our (re)cycle program connects riders with a set of wheels



**56**

donated bikes tuned up & matched with community members



**100%**

of (Re)Cycle program recipients earned below the self-sufficiency level



## breaking down barriers

# WHO WE SERVE

At The Cycle Effect we are breaking new trails by empowering young women who never had the opportunity to ride. Our mission is to break down barriers for groups that are historically underrepresented in the sport of mountain biking. The Cycle Effect's program goes beyond simply getting more girls on mountain bikes - we provide mentorship, support systems, strength training, and nutritional guidance to help our athletes thrive far beyond the bike.



## our commitment to building an inclusive space

# INCLUSION STATEMENT

The Cycle Effect works to provide young women equal opportunity and access to the sport of mountain biking. We aim to serve 70% of participants who identify as Latina and/or Black, Indigenous, or People of Color (BIPOC) and work to remove financial barriers while supporting social-emotional well-being for our participants. By centering our values of equity, belonging, compassion, courage, thrive, and fun, we are committed to creating an organization that allows female-identifying and non-binary participants the opportunity to create brighter futures and build stronger communities.



**73%**

of participants identified as Latina and/or BIPOC (Black, Indigenous, People of Color)



**72%**

athletes came from families earning below the self-sufficiency level



the ripple effect

# BEYOND OUR ATHLETES

## parent perspective

- 93%** of parents see an increase in self-confidence
- 75%** of parents see an increased interest in biking & in general (school, work, family & activities)
- 72%** of parents see an increase in fitness and/or overall health
- 69%** of parents see an increase in willingness to overcome challenges



Our favorite thing about The Cycle Effect is seeing our daughter's growth in confidence and endurance. She is getting so strong and excited about mountain biking. One of the few things she's invested in and enjoying!"  
-Parent of an athlete

## coaches corner



**59** paid part-time coaches  
**21** volunteer coaches



**24%** of our staff & coaches identify as Latina and/or BIPOC (Black, Indigenous, People of Color)

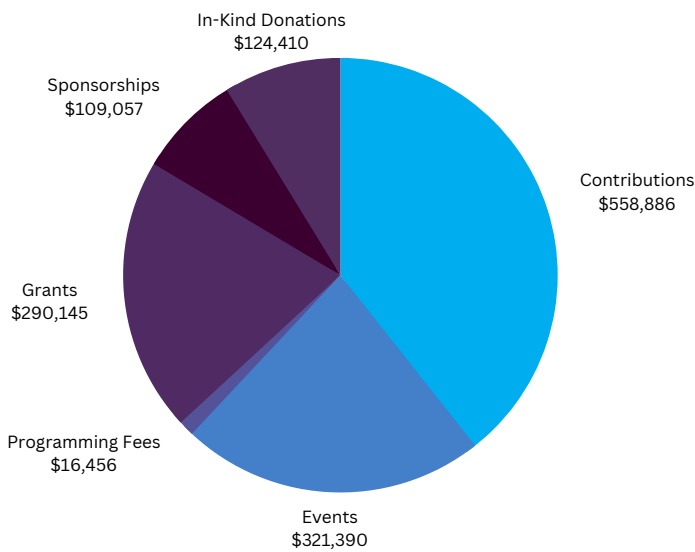
- 93%** of athletes said "I have at least one coach who makes me excited about the future"
- 97%** of athletes said "The adults in The Cycle Effect care about me"
- 97%** of athletes said "I have a coach who encourages my development and supports me"



your generosity fuels our mission

# 2022 FINANCIALS

## revenue

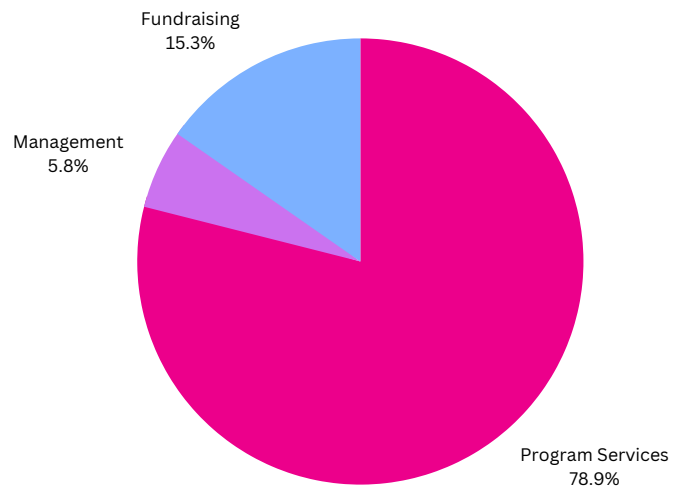


Empowering young women through biking builds stronger communities and impacts girls' futures. Mountain biking continues to teach me grit and confidence - I'm grateful that The Cycle Effect passes on these skills and teaches leadership skills for life. Volunteering with The Cycle Effect has made me feel deeply connected to our local community, and I'm grateful to be involved."  
- Anne Walters, donor and volunteer

## 2022 totals

Total Revenue - \$1,420,345  
Total Expenses - \$1,427,508  
Total Assets - \$762,713

## expenses





a look ahead

# 10 YEARS OF BLAZING TRAILS

Through the power of mountain biking, our organization has empowered and inspired thousands of young women. In 2023, we reflect on our greatest accomplishments and celebrate the impact the program has had on the community over the last decade. We have grown from one team of fifteen athletes in Eagle County to now spanning across four counties and comprised of over 300 athletes and 1500 outreach participants. We continue to be in awe of the community support that has brought us to this point.

Join in 2023 us as we reminisce on our top achievements and gear up for the next decade of adventure with The Cycle Effect!



thank you to our community of supporters who fuel our mission

# SHOUT OUT TO OUR DONORS

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*If there is an accidental inaccuracy in our list, please reach out and we will correct it! Our sincerest apologies.*



[TheCycleEffect.org](http://TheCycleEffect.org)