

# MILE BY MILE

## 2018 FINANCIAL REPORT



peopleforbikes



# 2018

## COALITION + FOUNDATION COMBINED INCOME BUDGETS FOR 2018

The combined budgets of the PeopleForBikes Coalition and PeopleForBikes Foundation totaled a net \$7,589,800 in 2018.\* 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 primarily to our non-endemic support which included grants from Recreational Equipment, Inc. (REI), Summit Foundation, The Mayor's Fund for Philadelphia, Walton Family Foundation, Craigslist Charitable Fund, New Belgium Foundation, Nau, Nuun & Company, as well as other family foundations and individual donations. We are very grateful to all supporters of both organizations.

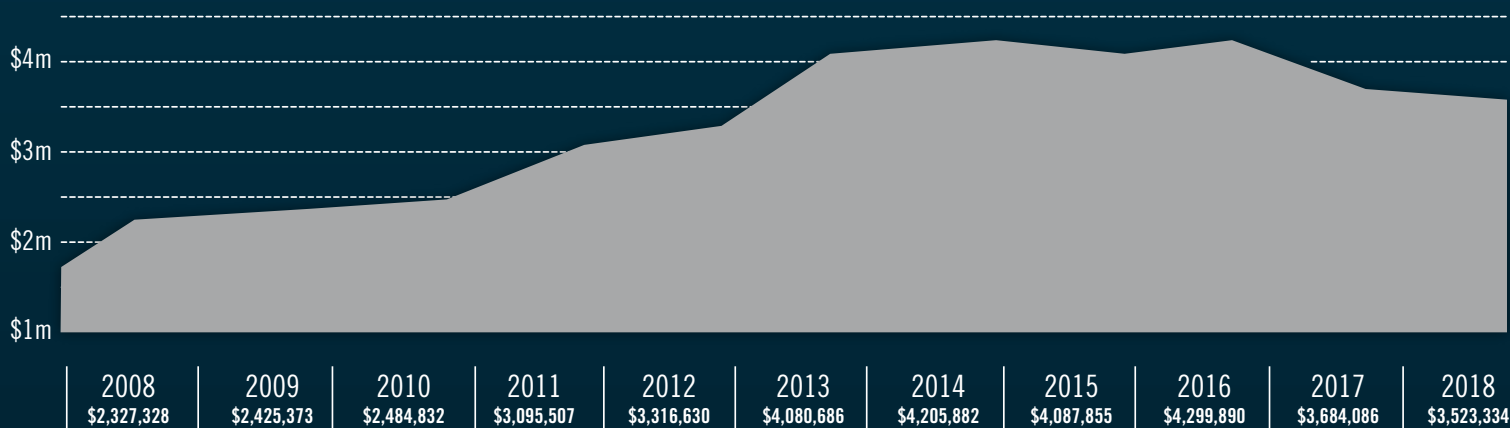
\*The budgeted income amounts for 2018 were \$3,400,000 for the Coalition, and \$5,198,800 for the Foundation, for a combined \$8,598,800. However, \$1,009,000 was budgeted to pass from the Coalition to the Foundation to support Foundation-based projects. Consequently, the net total budgeted income for both organizations totaled \$7,589,800.



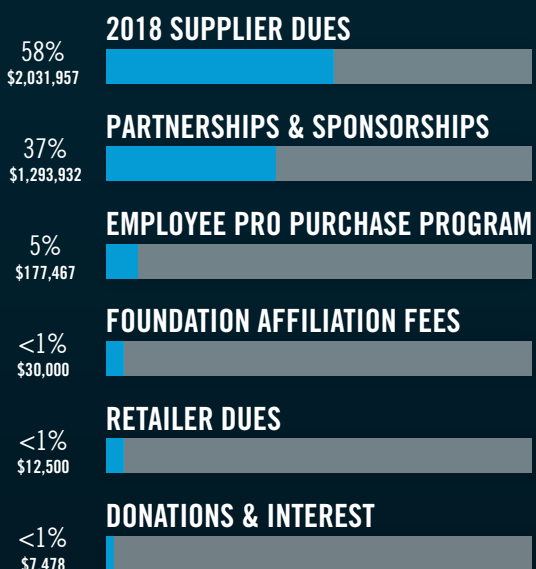
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# COALITION

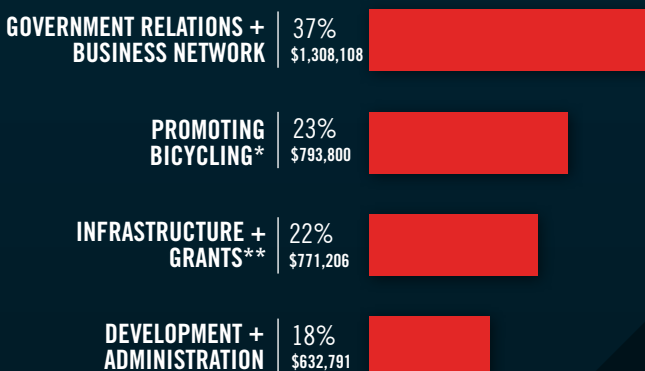
## INCOME TREND



## 2018 COALITION INCOME | \$3,523,334



## 2018 COALITION EXPENSES | \$3,505,905



\*Additional promotional outreach efforts are housed under the PeopleForBikes Foundation. Between the two organizations, we devoted 18% of expenses towards promoting bicycling.

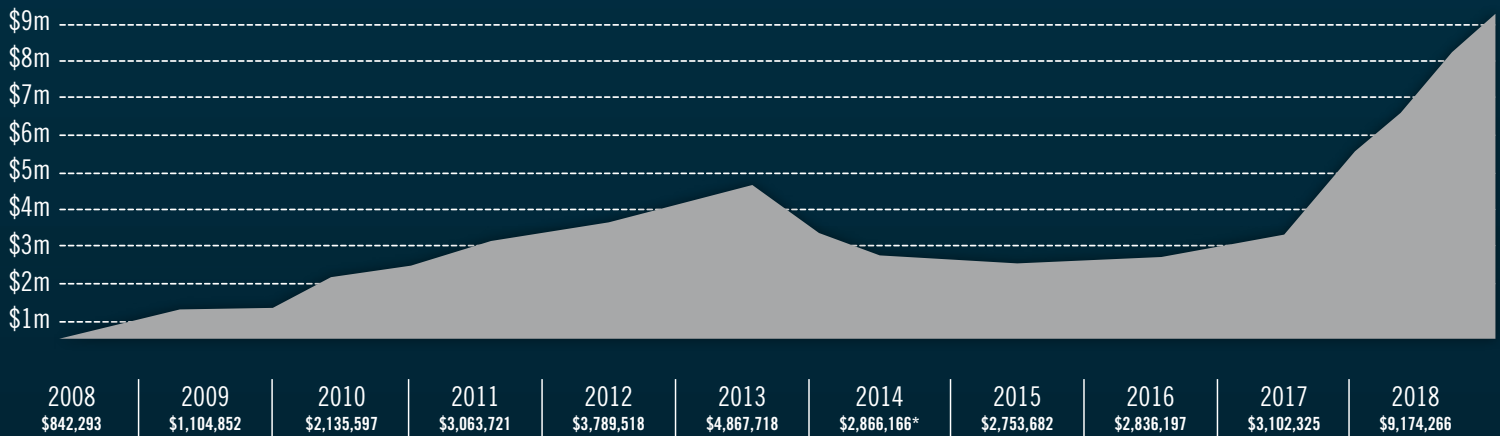
\*\*The majority of Infrastructure related expenses are housed under the PeopleForBikes Foundation. Between the two organizations, we devoted 40% of expenses towards infrastructure improvements that enhanced all types of riding opportunities.



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# FOUNDATION

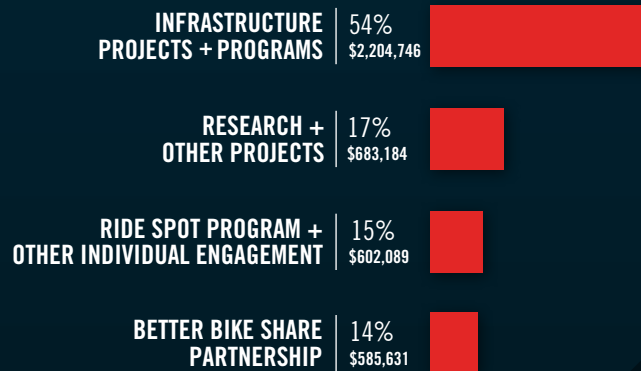
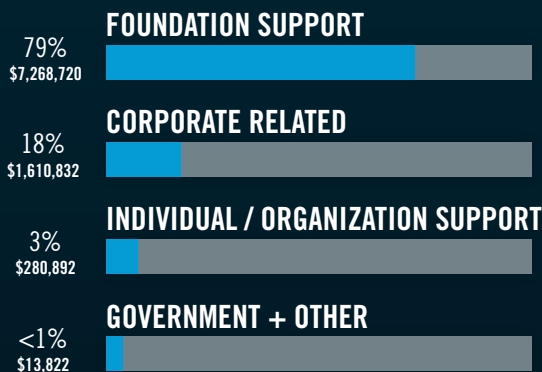
## INCOME TREND



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

**2018 FOUNDATION INCOME\*\* | \$9,174,266**

**2018 FOUNDATION EXPENSES\*\* | \$4,075,650**



\* While the Foundation engineered a robust surplus of \$5,098,616 in net income for 2018, this entire amount is restricted by grantors to be spent only on designated outlays in 2019. None of this surplus is considered an unrestricted increase to net assets.

\*\* 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](http://PeopleForBikes.org/financials).



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# FOOTNOTES

## SUPPORTING THE BEST GROUPS, PROJECTS & EVENTS

In sum, the Coalition and Foundation spent \$884,234 (12% of total expenses) in direct grant support for other group's projects in 2018. 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 to hosting our own PlacesForBikes conference in Indianapolis, we sponsored many different bicycling conferences and events, including the Bicycle Leadership Conference, Bicycle Tourism Conference, Youth Bike Summit and the Walk/Bike/Places conference.

To view past financial reports and independently audited financial statements for the Foundation, visit [PeopleForBikes.org/financials](https://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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