

## 2008 financial report

A full audit of the League's finances for calendar year 2008 has been completed. We are pleased to report that 88 percent of our income was applied to our critical advocacy and education programs, up from 82 percent the year before. This is the 12th straight year we have exceeded 80 percent.

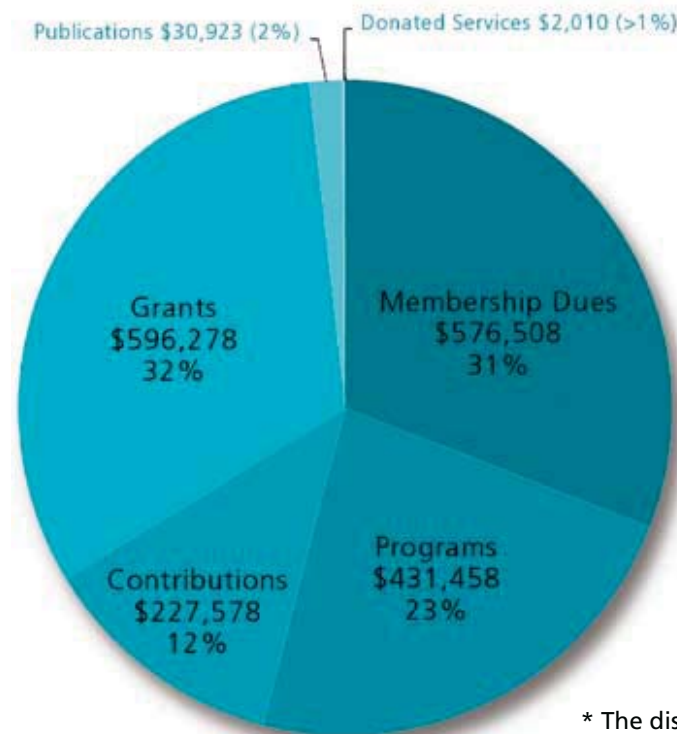
Despite the struggling national economy, we posted a surplus of more than \$17,000 for the year.

Strong support from Trek, SRAM and the Bikes Belong Coalition boosted our advocacy programs, and the National Bicycle Dealers Association provided welcome support for our Smart Cycling program.

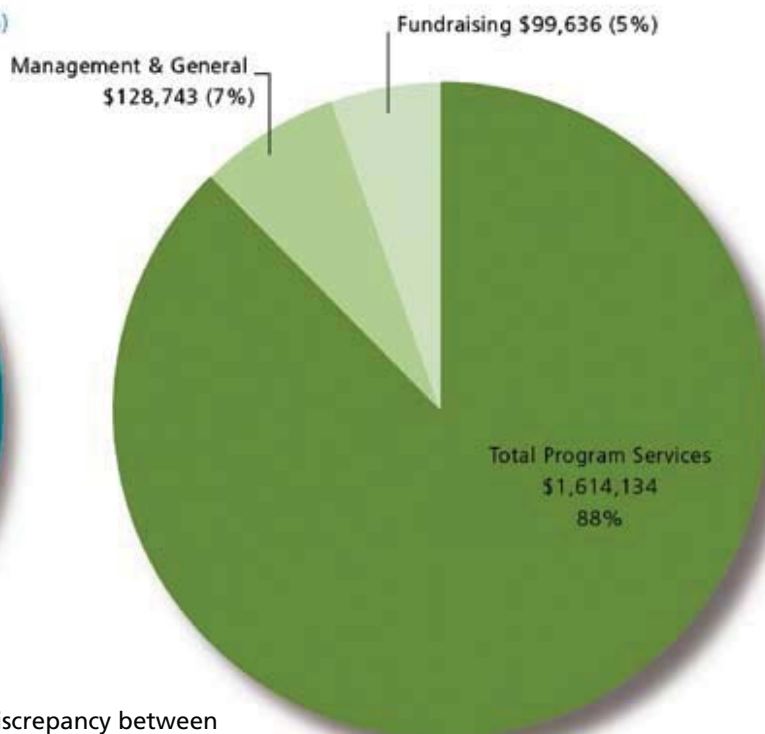
The greatest change we saw as a result of the economic turmoil in the second half of the year was a decline in membership dues and contributions — to less than half of

our overall income. This trend has continued in 2009 and is something we want to reverse. Thank you for sticking with us — and we urge you to share the League's important work with your fellow cyclists so we can return that figure to more than 50 percent. •

### SOURCES OF 2008 REVENUE\*



### 2008 EXPENSES\*



\* The discrepancy between income and expenses is due to losses in the 2008 stock market by the Life Trust fund.

## CONSOLIDATED STATEMENT OF ACTIVITIES

(For the year ended December 31, 2008)

|  | Unrestricted        | Temporarily Restricted | 2008 Total          | 2007 Total          |
|--|---------------------|------------------------|---------------------|---------------------|
| <b>REVENUE AND SUPPORT</b>                   |                     |                        |                     |                     |
| Membership dues                              | \$ 576,508          | —                      | \$ 576,508          | \$ 646,313          |
| Program and rallies                          | \$ 431,458          | —                      | \$ 431,458          | \$ 296,319          |
| Contributions                                | \$ 227,578          | —                      | \$ 227,578          | \$ 263,351          |
| Grants                                       | (\$ 124,640)        | \$ 720,918             | \$ 596,278          | \$ 340,097          |
| Publications                                 | \$ 30,923           | —                      | \$ 30,923           | \$ 29,526           |
| Donated services                             | \$ 2,010            | —                      | \$ 2,010            | \$ 1,950            |
| Interest and dividends                       | \$ 17,137           | —                      | \$ 17,137           | \$ 17,936           |
| Other  | \$ 0                | —                      | \$ 0                | \$ 2,653            |
| Unrealized gain on investment                | (\$ 119,121)        | —                      | (\$ 119,121)        | \$ 16,369           |
| Realized gains on investment                 | —                   | —                      | \$ 0                | \$ 299              |
| <b>Net assets released from restriction:</b> |                     |                        |                     |                     |
| Satisfaction of program restrictions         | \$ 817,914          | (\$ 817,914)           | \$ 0                | \$ 0                |
| <b>Total Revenue and Support</b>             | <b>\$ 1,859,767</b> | <b>(\$ 96,996)</b>     | <b>\$ 1,762,771</b> | <b>\$ 1,614,813</b> |
| <b>EXPENSES</b>                              |                     |                        |                     |                     |
| <b>Program Services:</b>                     |                     |                        |                     |                     |
| • Advocacy                                   | \$ 841,479          | —                      | \$ 841,479          | \$ 538,364          |
| • Membership Activities                      | \$ 257,014          | —                      | \$ 257,014          | \$ 293,737          |
| • Promotion                                  | \$ 204,919          | —                      | \$ 204,919          | \$ 214,777          |
| • Education                                  | \$ 310,723          | —                      | \$ 310,723          | \$ 237,259          |
| • Rallies                                    | —                   | —                      | —                   | —                   |
| <b>Total Program Services</b>                | <b>\$ 1,614,135</b> | <b>\$ 0</b>            | <b>\$ 1,614,135</b> | <b>\$ 1,284,137</b> |
| <b>Supporting Services:</b>                  |                     |                        |                     |                     |
| • Management and general                     | \$ 128,743          | —                      | \$ 128,743          | \$ 137,005          |
| • Fundraising                                | \$ 99,636           | —                      | \$ 99,636           | \$ 133,868          |
| <b>Total Supporting Services</b>             | <b>\$ 228,379</b>   | <b>\$ 0</b>            | <b>\$ 228,379</b>   | <b>\$ 270,873</b>   |
| <b>Total Expense</b>                         | <b>\$ 1,842,514</b> | <b>\$ 0</b>            | <b>\$ 1,842,514</b> | <b>\$ 1,555,010</b> |
| <b>CHANGE IN NET ASSETS</b>                  | \$ 17,253           | (\$ 96,996)            | (\$ 79,743)         | \$ 59,803           |
| <b>NET ASSETS, BEGINNING OF YEAR</b>         | \$ 260,261          | \$ 334,913             | \$ 595,174          | \$ 535,371          |
| <b>NET ASSETS, END OF YEAR</b>               | \$ 277,514          | \$ 237,917             | \$ 515,431          | \$ 595,174          |

## Honoring a Friend

Visiting Davis, Calif. is always a pleasure for a bicyclist. The city of 63,000 people is just a few miles from Sacramento and is the League's first platinum-designated Bicycle Friendly Community. Davis, since the early 1960s, has built cycling into its infrastructure, institutions and psyche; bicycle use is as high there as anywhere in the United States. Even the city's logo is a bike!

Davis is also, appropriately enough, the new home of the U.S. Cycling Hall of Fame, and on November 7, one of the League's own is being inducted. I am delighted to report that Phyllis Harmon is being recognized for her lifetime of contributions to the bicycling movement, and she has honored me with the task of introducing her at the ceremony. I need your help!

League old timers will need little introduction to Phyllis. She first joined the League as a youngster before World War II and has seen the organization through thick and thin since then. She has served the League as its executive director, magazine editor, chief volunteer and board member — and she has always been a cheerleader for, and fierce protector of, the League's mission and purpose. She still sends us regular clippings about bicycling from the local papers in Florida (where she now lives) and from wherever she travels, which is quite an extensive list of places. She also sends articles, photos and brochures from her 70 years of involvement in cycling that are just priceless. And she will doubtless let me know if I got any of these details wrong!

I figure that to truly do justice to the impact she has had on all of us — even if we don't fully know or appreciate it — I need your help, your stories and your recollections about Phyllis that I can share in November. For example, shining through everything she has sent me and all that I remember from my first stint on the League staff in the late 1980s is the importance to Phyllis of creating a community among cyclists. That remains one of the key roles of the League and is something we strive to build into all of our programs — and we can always use reminders of how that has been achieved over the years. So please send me your memories of Phyllis, and I will pass them along on my visit to one of the great cycling communities in the United States. ●



*Andy Clarke*

### THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists, founded in 1880 as the League of American Wheelmen, promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 800, Washington, DC 20006-2850, 202-822-1333; bikeleague@bikeleague.org, fax: 202-822-1334.

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That's why I want to take just a minute to tell you about some of the incredible successes we've enjoyed this year – and ask you for a special end-of-year contribution to help us seize some amazing opportunities ahead of us.

### **We passed the landmark Bicycle Commuter Benefits Act!**

After seven years of letter-writing, Congressional visits, position papers and e-mail alerts, Congress finally offered bicyclists the same transportation fringe benefit that transit users and car-drivers have enjoyed for years (although at a lower level of \$20 per month). This bill is now law because of your support – thank you!

### **We hosted a record-breaking National Bike Summit!**

More than 500 bicycle industry leaders and advocates came to Washington last March to speak up for cyclists in meetings with more than 300 House and Senate offices. A resolution – dubbed the National Bike Bill by Congressman Earl Blumenauer – calling for a national bicycling strategy was introduced and later passed by the House of Representatives.

### **We certified a record number of cycling instructors!**

Five years ago, we thought doing ten League Cycling Instructor seminars in a year was a big deal. This year we will do 35 and add close to 400 new instructors to our ranks – that's as many LCIs as we had in 2004 total!

### **We designated 21 new Bicycle Friendly Communities!**

More than 80 communities applied for new or renewed BFC status this year. Twenty-one communities got the coveted designation, including and both Portland and Boulder at moved up to the Platinum level. We have worked with dozens of cities to provide technical assistance, inspiration and support, including as part of local bicycle summits in Lexington, Ky., Kansas City, Kan., Lancaster, Pa., and Omaha, Neb.

### **We launched the Bicycle Friendly State and Business program!**

We ranked the bicycle-friendliness of all 50 states based on more than 70 different criteria – Washington came out on top, and West Virginia was bottom. Several states are already working on legislative initiatives to try and climb the rankings! The first round of Bicycle Friendly Business applications included bike industry leaders like Clif Bar and Quality Bicycle Products, as well as government agencies, a software company, and even a seaside amusement park.

### **In addition to these notable successes, we have**

- been featured in more positive media stories than any of us can remember, including CBS Sunday Morning, NBC Nightly News, *Wall Street Journal*, *New York Times*, NPR, *USA Today*, *The Economist*, Associated Press and countless other national and local news outlets;
- created new curricula for our education program, including commuter “lunch-n-learns,” updated and re-branded our core education course: Road I is now Traffic Skills 101;
- continued to grow our affiliated club and advocacy group membership to more than 700 organizations; and
- secured adoption of a resolution by the U.S. Conference of Mayors supporting the Bicycle Friendly Community program and calling on Congress to integrate bicycling into climate change, energy, health and transportation policy.