

# taking off the training wheels

By Andy Clarke, League President

**M**ature may seem like an odd word to use for a 132-year-old organization, but for the League in 2011, it fits. This was the year we took off our training wheels and really started to ride. From showing our power on Capitol Hill to establishing a firm financial footing, this was a year in which the League shone.

## Advocacy Advance

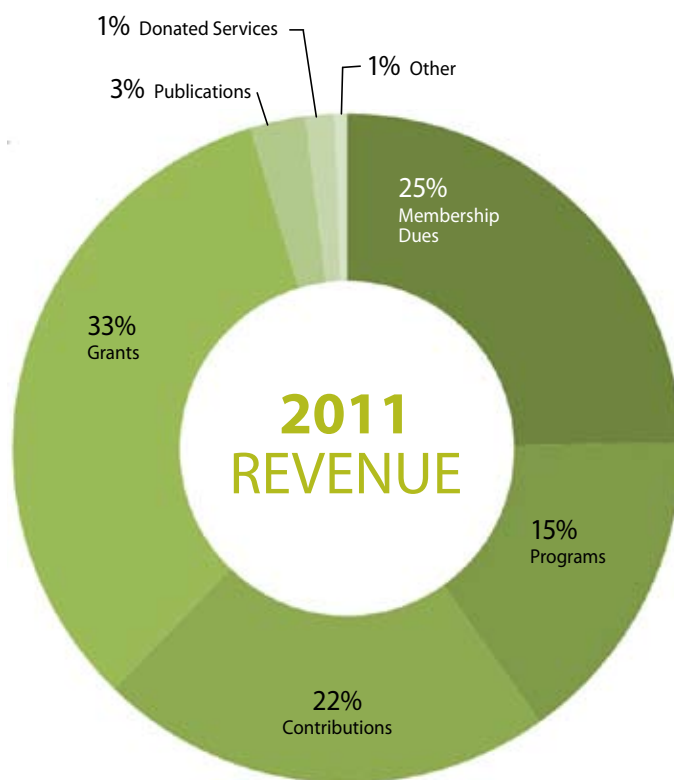
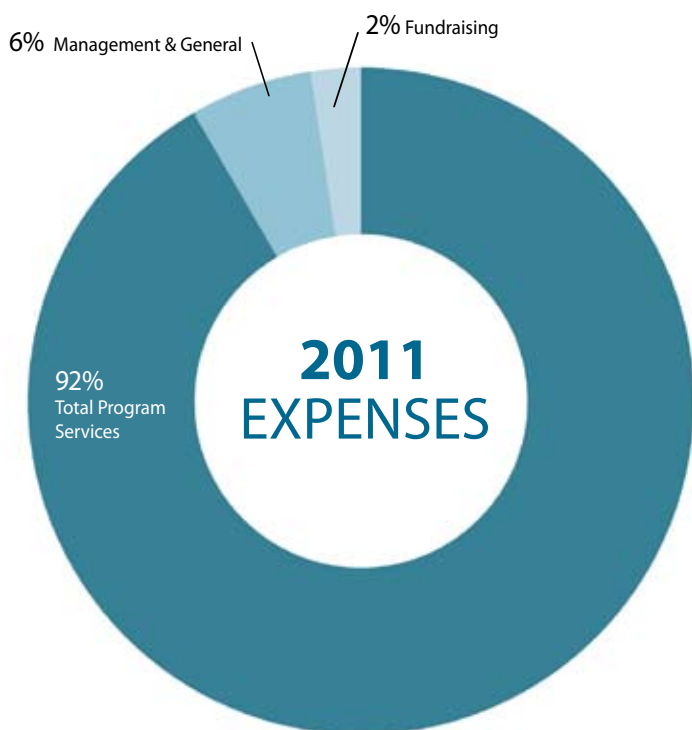
Thanks to a generous grant from SRAM, the Advocacy Advance team launched two new initiatives in 2011. Rapid Response Grants supported immediate action to maintain or increase bicycle funding and imple-

ment critical campaigns in Wisconsin, Minnesota, Oregon and New York. Meanwhile, we debuted the first round of Action 2020 workshops in Tucson, Ariz.; Houston, Texas; and Hartford, Conn., providing advocates, officials and engineers the knowledge and data they need to justify and support funding for bicycle projects. Find out more at [www.advocacyadvance.org](http://www.advocacyadvance.org).

## Bicycle Friendly America

The Bicycle Friendly Community program started small in 2003, and there was no way to predict how it would change the League, and the

country, for the better. Offering technical assistance, evaluation and advice for communities, universities, businesses and states, the program continues to exceed expectations with each application cycle. In 2011 alone, we added 26 universities, 56 communities, and 166 businesses to ranks of Bicycle Friendly awardees. The team also held four Bicycle Friendly America Strategy Sessions, asking local and state advocates how the program could improve. What we learned is already informing and improving our work in 2012 and beyond.



## Capitol Hill Hears Bicyclists

From the House appropriations committee to the Senate budget committee, 2011 was the year Capitol Hill tried to stop federal funding for bicycling. Again and again, funding for bicycling investments were labeled as an “unnecessary luxury” or dismissed as “not real transportation” by a handful of Senators and Representatives. The League gave bicyclists the microphone with 17 national alerts that provoked an avalanche of nearly 30,000 messages to members of Congress telling them, in no-uncertain terms: Bicycling matters! Thanks to your participation, we lived to fight another day.

## Educating Everyone

The League’s new education director dove into the education corner of [www.bikeleague.org](http://www.bikeleague.org) and quickly made it more accessible and useful for all League Cycling Instructors. From writing lesson plans to assisting with each aspect of teaching to creating marketing materials for LCIs to sell their classes, the overhaul of the League’s education program started successfully in 2011. The League certified more than 300 instructors last year, adding their names to the roles of more than 1,000 active bike teachers.

## National Bike Summit

Every year, we can’t imagine surpassing the previous year’s Summit. Every year, with your support, we do. In 2011, reeling from the loss of stalwart Congressional supporter Jim Oberstar, members stood up (and veritably shouted) BICYCLISTS COUNT! With 767 attendees (a record!) and growing coalition of drivers, transit professionals and more, the 2011 Summit was a huge success. Thanks to our partners at Bikes Belong, and sponsors as varied as AAA and the Federal Highway Administration, this powerful gathering continues to be a vital event for bicyclists to make their presence felt in Washington, D.C.

## State and Local Advocacy

Supporting local advocacy groups and clubs remains a top priority of the League, and we showed that with more than 80 action alerts sent out in 2011 on behalf of local affiliates. In addition to 12 Bicycle Friendly Workshops in cities like Omaha, Neb. and Madison, Wis., we were reminded of how incredible our members are and how fantastic bicycling is by riding with club members in Arkansas and California — just to name two highlights!

## Zealously Counting Our Pennies

The past few years have seen tough economic challenges, as well as political threats — and we successfully weathered the storms again in 2011 thanks to the continued support of members like you. In 2010, we posted our first loss in several years, mainly due to the timing of grant income and expenditures for a new membership database. In 2011, we were back in surplus for the year and have finally been able to retire a significant debt that was incurred after a terrible financial year in 2004.

Recovery has been possible because of careful attention to expenses and more successful fundraising. In 2011, we secured several large multi-year gifts and pledges as part of a renewed major donor program, and from renewing corporate supporters such as Trek, SRAM and Bikes Belong. The financial support of individual members remains crucial to our work, accounting for some 40 percent of the League’s total income.

We know we must earn this income every single year by delivering on our programs and promises, and by creating a more bicycle-friendly America. With members like you behind us, we’ll have tailwinds for the entire

# CONSOLIDATED STATEMENT OF ACTIVITIES

(For the year ended December 31, 2011)

	Unrestricted	Temporarily Restricted	2011 Total	2010 Total
<b>REVENUE AND SUPPORT</b>				
Membership dues	\$ 595,862	—	\$ 595,862	\$ 562,283
Programs and rallies	\$ 373,341	—	\$ 373,341	\$ 350,945
Contributions	\$ 530,866	—	\$ 530,866	\$ 220,436
Grants	\$ 75,725	\$ 721,526	\$ 797,251	\$ 990,222
Publication	\$ 64,224	—	\$ 64,224	\$ 48,298
Donated services	\$ 33,919	—	\$ 33,919	\$ 2,070
Interest and dividends	\$ 12,543	—	\$ 12,543	\$ 13,927
Other	\$ 5,250	—	\$ 5,250	\$ 2,487
Unrealized gain on investment	(\$ 3,526)	—	(\$ 3,526)	\$ 40,166
Realized gains on investment	—	—	\$ 0	\$ 0
<i>Net assets released from restriction:</i>				
Satisfaction of program restrictions	\$ 748,243	(\$ 748,243)	—	—
<b>Total Revenue and Support</b>	<b>\$ 2,436,447</b>	<b>(\$ 26,717)</b>	<b>\$ 2,409,730</b>	<b>\$ 2,230,834</b>
<b>EXPENSES</b>				
<i>Program Services:</i>				
• Advocacy	\$ 1,107,252	—	\$ 1,107,252	\$ 1,211,517
• Membership Activities	\$ 336,788	—	\$ 336,788	\$ 370,552
• Promotion	\$ 230,895	—	\$ 230,895	\$ 242,771
• Education	\$ 324,103	—	\$ 324,103	\$ 320,519
<b>Total Program Services</b>	<b>\$ 1,999,038</b>	<b>\$ 0</b>	<b>\$ 1,999,038</b>	<b>\$ 2,145,359</b>
<i>Supporting Services:</i>				
• Management and general	\$ 132,952	—	\$ 132,952	\$ 137,270
• Fundraising	\$ 44,998	—	\$ 44,998	\$ 38,511
<b>Total Supporting Services</b>	<b>\$ 177,950</b>	<b>\$ 0</b>	<b>\$ 177,950</b>	<b>\$ 175,781</b>
<b>Total Expense</b>	<b>\$ 2,176,988</b>	<b>\$ 0</b>	<b>\$ 2,176,988</b>	<b>\$ 2,321,140</b>
<b>CHANGE IN NET ASSETS</b>	\$ 259,459	(\$ 26,717)	\$ 232,742	(\$ 90,306)
<b>NET ASSETS, BEGINNING OF YEAR</b>	\$ 211,355	\$ 419,798	\$ 631,153	\$ 721,459
<b>NET ASSETS, END OF YEAR</b>	\$ 470,814	\$ 393,081	\$ 863,895	\$ 631,153

## 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 510, Washington, DC 20006-2850, 202-822-1333; [bikeleague@bikeleague.org](mailto:bikeleague@bikeleague.org), fax: 202-822-1334.

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