

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

Susan Rosenbach
chair

Andy Littman
vice chair

Erik Garcia
secretary

Mike Glass
treasurer

Brendan Addis
Rocio "Coco" Andrade
Janelle Blessing
Eddie Campos
Alex Esclamado
Greta Orozco Hauser
Rob Parish
Holly Strablizky
Robert Veitch
directors

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.

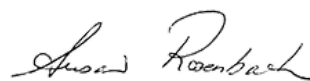
Our vision includes working with thousands of participants per year throughout Colorado. In order to create the larger impact that we envision, we will need your help in securing the resources and funding needed to make that dream a reality.

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

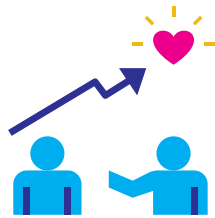
The Cycle Effect team stats

with your support, look what we pulled off together!

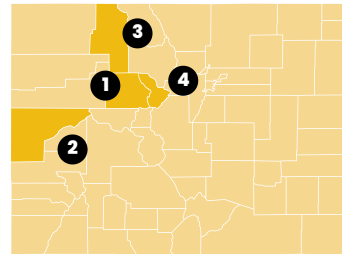


impacted **264**
athletes across our
teams

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

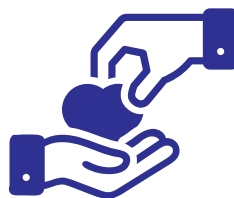
hours of physical
activity per week



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

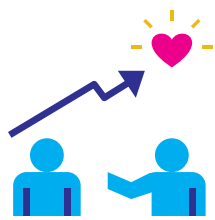
- 93%** of parents see an increase in self-confidence
- 75%** of parents see an increased interest in biking & in general (school, work, family & activities)
- 72%** of parents see an increase in fitness and/or overall health
- 69%** of parents see an increase in willingness to overcome challenges



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)

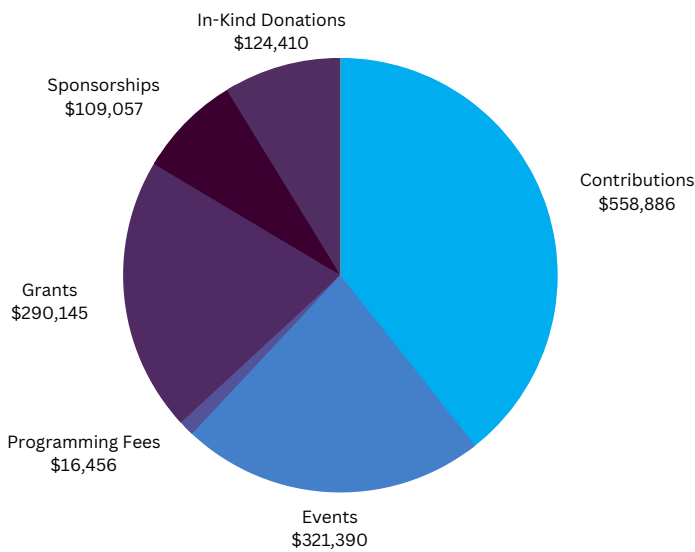
- 93%** of athletes said "I have at least one coach who makes me excited about the future"
- 97%** of athletes said "The adults in The Cycle Effect care about me"
- 97%** of athletes said "I have a coach who encourages my development and supports me"



your generosity fuels our mission

2022 FINANCIALS

revenue

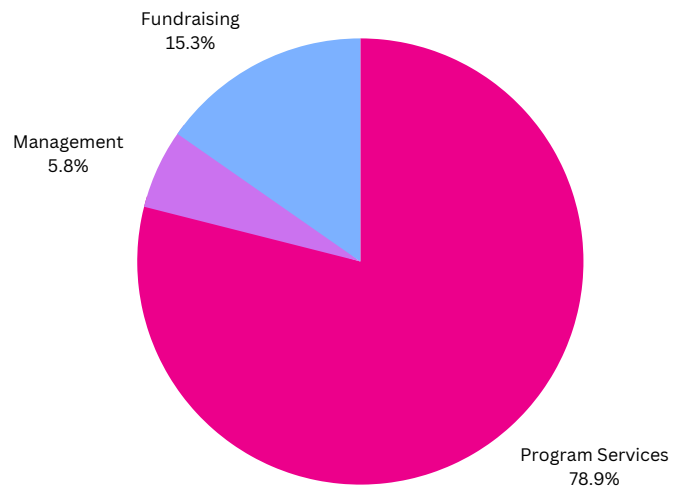


Empowering young women through biking builds stronger communities and impacts girls' futures. Mountain biking continues to teach me grit and confidence - I'm grateful that The Cycle Effect passes on these skills and teaches leadership skills for life. Volunteering with The Cycle Effect has made me feel 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

Arapahoe Basin
Elizabeth and Jim Adams
Sandi and Larry Agneberg
Melanie and Nate Albers
Laurie and Dave Albert
Christine Albertson
Alexandra Storm Foundation
Mary Alfidi
Kate Allan and Pete Seibert
Chris Alleman and Joshua
Blanchard
Neil Almy
Alpine Bank
Alpine Lumber CO
ANB Bank
Amy and Jim Anderson
Mary and James Anderson
Shannon and Todger
Anderson
Anonymous
Molly Ansfield
Anita Anthony
Ragan Anthony
David Asselin
Carol Atha
Irene Avitia
Axis Sports Medicine
Jennifer Babcock
Kathleen Baird
Peter Bakken
Penny Banks
Robert Bao
Bar-U-Eat
Barbara Treat Foundation
Susan and Ryan Baum
Helen and Ben Beall
Millie and Ben Beall
Jonathan Belk
Howard Bellowe
Belmont Deli
Mandy Benedict
Roger Benedict
Linda Bennett
Katie Berning
Lisa Berra
Bestslope Coffee
Betsy & Jesse Fink Charitable
Fund
Teresa Bever
Janelle and Buck Blessing
BluSky Restoration
Contractors, LLC
Pete Boerschinger
Borgen Family Foundation

Randi Borgen
Erin and Robert Boselli
Pamela Botts and Steve
Brown
Patti and Eddie Bowers
Linda Boyne
Thomas Braun
Breckenridge Grand
Vacations
Robby Brill
Laurel Broy and Harry Sandell
Kristina and Ian Bruce
Natalie and Nick Brummer
Jennifer and Gary Buck
Dion and Micheal Bundy
Jeffrey Burke
Lisa Butler
Jim Butterworth
Tony Byrd
Eddie Campos
Laura Carlson
Leslie Carlson
Claire Carren
Janet Carter
Theresa and James Carullo
Ashley Cary
Sarah Casaletto
Casey Family Programs
Graham Cauthorn
Evelyn and James Cavins
Centura Health
Maren and Chris Cerimele
Carmen Chavez
Paul Chenoweth
Bri Chittenden
Claire Christensen
Kevin Christian
Circle-A Auto Repair
City of Grand Junction
Sally and Kevin Clair
Jay Cleary
Donald Clemmey
Kathleen Cole
Robin and Alex Coleman
Color Coffee Roasters LLC
Colorado Backcountry Biker
Colorado P.E.O. Charitable
Corporation
Colorado Parks & Wildlife
Comerford Insurance
Will Compton
Eileen Connolly
Kerry and Ron Contarino
Cooley Mesa Leasing LLC

Paula Cooper Black
Diana Cort
William Cort
Mary and Bill Cotton
Sarah Cowell
Lee Cox
Amy and Steve Coyer
Brad Craig
Craig-Scheckman Family
Foundation
Patricia Craighead
Mikayla Curtis
Michael Dahl
Alan Danson
Dean Foundation Inc
Mark DeBonville
Kathy Dee
Nancy and Ken DeLine
Dana Derichsweiler
Jim Deters
Deuter Packs
Keala and Gregory Dickens
Georgi and Ryan Dienst
Donna and John DiToro
Amri Dobbins
Ben Dodd
Zoella Donaghue
Kelley and Kevin Donegan
Lois and Ron Donelson
Tamara and Brett Donelson
Suzy and Jim Donohue
Sue and Erik Dorf
Travis Dorr
Double Arrow Metabolism,
LLC
Erika Dowe Fitzgerald and
Matthew Fitzgerald
Melissa Dreessen
Janet and Jim Dulin
Katie Dunn and Brendan
Addis
Bernard Dvorak
Dynamic Foam
Eagle County Government
Eagle County School District
Eagle Creek Travel
Eagle River Foundation
Eagle River Youth Coalition
Eagle Vineyard Church
Anna Earl
Julie and Michael Eber
Dr. Christine Ebert-Santos
Edwards Rotary Club
Endorphin

Melinda and Stanley
Epperson
Ramon Esclamado
Alfonso Estrada
Lisa and Ron Famiglietti
Farmers Insurance Froman
Agency
Farmers Insurance Troy Fuller
Agency
Steve Faulkner
Deborah and William Feiges
Bridget Ferguson
Paul Ferguson
Soniya Fidler
Michael Fiola
First Western Trust
FirstBank
Michael Fisher
Cookie and Jim Flaum
Sheree and Jeff Fleming
Michelle and Brian Flickinger
Maura Flynn
Four Points PT
Kathryn Fox
Susan and Harry Frampton
Greg Friedman
Dana Fujita
Kim Fuller and Bobby
L'heureux
Cherry and Dan Gallagher
Alex Gamble
Molly Gamble
Tami Garmany
Cindy Garrison
Kathleen and Geof Garrison
Jamie Gaskill
Jennifer Gates
Gemini Events
Gerber Berend Design Build,
Inc.
Louise Gericke
Najwa Ghattas
Karen and Bradley Ghent
Sophia Gianfrancisco
Barbara and Phil Gibbs
Gary Gilman
Andrea and Mike Glass
Kerry and Chris Gleeson
GOAT
Maria and Yoana Gonzalez
Stephen A Goodman
Andria Goodrich
Phil Goyen
Joan Graham and Brett
Brown



Julie Granshaw
 Lori Graves
 Gravity Haus
 Kenneth Green
 Suzanne Greene
 Ian and Susan Griffis
 Liz Gruber
 Andrea Grygo
 Julie Hagenbuch
 Rod Hagenbuch
 Natasha Haley
 Kathleen A Hall
 Susan Halstett
 Handup Gloves
 Melinda Harrington
 Christine Harris
 Michael Hartel
 Christy and Patrick
 Hasselbach
 Greta Hauser and Rodrigo
 Orozco Waters
 Haymeadow / Abrika
 Properties
 Julie Hazard
 Heart of Steamboat United
 Methodist Church
 Foundation Fund
 Monica Hedrick
 Melanie and Richard Heinicka
 Elizabeth Hendrix
 Dwight Henninger
 Cynthia and Jay Henry
 Stefan Herkewitz
 Kelly Herzog
 Joel High
 Marty Hijmans
 Margaret and John Hillman
 Edward Hines
 Hirn Family
 Leslie Hoffman
 Pat Hogan
 Scott Hogg
 Mackenzie Holbrook
 Holy Cross Energy
 Honey Stinger
 Patricia Hood
 Horizon Sunrise Rotary
 Michelle and Jamie Horton
 Hot Tomato
 Louise and Philip Hoversten
 Brian Hoyt
 Pam Hughed
 Megan Ihrie
 Kristin Jaeger
 Dee and Rich James

Lynn Johnson
 Susan and Greg Johnson
 Krysten Joyce
 Kristin Kall
 Michell Kane
 Susan Kasser
 Lawrence Kelly
 Karrisa Keltner
 Jeanine and Jeff Kenney
 Sue Kerrigan
 Vanessa Kerzner
 Debbie King Ford and
 Robert Ford
 Brenda and Jeff Kirwood
 Brian Kittelson
 Steve Klehfoth
 Katie and Keith Klesner
 Melissa Kline
 Rhiannon Knaggs-Sullivan
 Mark J. & Elizabeth L. Kogan
 Philanthropic Fund
 Brad Korell and Justin
 McNulty
 Barbara Krichbaum and
 Kent Erickson
 Kent Kriehn
 Pavan and Karl Krueger
 Elaine Kuntz
 LaBough Family
 Chuck and Carolyn Lamar
 Tara Lamotta
 Chafika Landers
 Teri Landowski
 Kathy Langenwalter and
 Richard Cleveland
 Mark Lathrop
 Sandy LeBeau
 Michael Leffler
 Jill Leier
 Sherri and Jeff Leigh
 Caroline Leonardo
 James Letson
 Natalie Lew
 Jessica Link
 Laura Littman
 Liv Cycling USA and Giant
 Bikes
 John Logan
 Nancy and Paul Lohrenz
 Loki Gear
 Steven MacDonald
 Netana and Patrick
 Machacek
 Kathy and Jeff Maddox
 Jeffrey Malehorn
 Christian Malone

Jill Mamini
 Beth Marbach and Jarrod
 Krug
 Janice and Larry Martin
 Gaby Martinez Garcia and
 Erik Garcia
 Jessica Martinez
 Ezzy Martinez-Ramos
 Jen Mason
 Monica McCarroll
 Megan McConnell
 Diane and Gary McCord
 Janet and Gary McDavid
 Brianna McDonald
 Nolan McDonald
 Sharon McDowell-Larsen
 Larry McGondel
 Maeve McGrath
 Tim McGuire
 Katherine McKay
 Amy McPheeters
 Jeanne and Harry
 McQueeney
 Becky Medved
 Rosalinda Mendoza
 Julie Mesdag
 Eric Messmer
 Jan Miller
 Scott Minnig
 Moe's Original BBQ
 Sean Molloy
 Emily and John Moore
 Julie and Ernest Morahan
 Chris Moran
 Sandy Mortensen
 Mountain Recreation
 Metropolitan District
 Mountain Tap Brewery
 Laurie and Tom Mullen
 Mindy Mulliken
 Laura Najera
 Namaste Foundation
 Tina Nielsen and Andy
 Littman
 Megan O'Connell and Noah
 Praetz
 Old Growth Tree Service LLC
 Old Town Hot Springs
 Wallace Oliveira
 Simonne Oliver
 Optic Nerve
 Emily Osterman
 Michelle and Michael
 Osterman
 Anne Marie Ostmeyer
 Outride Fund

Outside Interactive, Inc
 Over The Edge Sports Fruita
 Marjorie Oyler
 Sandy and Fred Pack
 Paula Palmateer
 Heidi Palmer and Nicholas
 Fickling
 Palmer Family Foundation
 Barry Parent
 Kelli and Robert Parish
 Scottie Pate
 Pauls Family Foundation
 Chris Pawelec
 Pazzo's Pizzeria
 Peloton
 Leeta Pena and Jared
 Walters
 People for Bikes Coalition
 Period Pac
 Estela and Thomas Perkins
 Jean Peterson
 Melinda and Eric
 Phannenstiel
 Karen Pharris
 Pickup's Pizza
 Pinnacle Mountain Homes
 Sarah Pizzo
 Pledgeling Foundation
 Polar Water Bottles
 Gloria Ponce
 Ruth and Tom Powers
 Denise Pozvek
 Primal
 Vali Pulis-Wilcox and Willy
 Wilcox
 R.A. Nelson
 Joel Rabinowitz
 Ellen and Rob Race
 Zach Radler
 Ryan Rames
 Leslie Ramsay
 Mary Pat Rapp
 Kate Rau
 Rebel Sports
 Red Buffalo Coffee & Tea
 Henry and Elisabeth Reed
 REI
 Joan Reid
 Nancy and Don Remy
 Amy Reynolds
 Edie Reynolds
 Christine Rice
 Maitreya Rich
 Melissa Riley
 Yanitza Rivera
 Kristen and Cole Robbins



Faye and Marvin Robinowitz
 Alana Robinson
 Allison and Shawn Robinson
 Andrew Robinson
 Lawrence Robinson
 Melinda Robinson
 Rockridge Building Company
 Rocky Mountain Health
 Foundation
 Rocky Mounts
 Helen Roe
 Amy Rogers
 Lindsey Rohde
 Jeris Romeo
 Susan and Gary Rosenbach
 Cathy Rotman
 Routt County United Way
 Toni and Steve Rozanski
 Kerry and Peter Rubinstein
 Jill Rubinstein
 Wendy Rudolph and Graeme
 Bush
 Ruggs Benedict
 Sue and Mike Rushmore
 Cynthia and Tony Ryerson
 Gen Sansone and Ryan Palmer
 Jay Sapp
 Wendy Sapuntzoff
 SayNoMore! Promotions
 Bev Schneider
 Seagull's Cycles
 Laura Sedlacek
 Taylor and Stefan Seeling
 Carole and Peter Segal
 Emily Selonick
 Hank Sender
 Sedy Sauce
 Shaeffer Hyde Construction
 Company
 Rebecca Shannon
 Teresa and Denny Shay

Shepherd Resources, Inc
 Jennifer Sherman
 Monica Shipman
 Shredly
 Dan Siebert
 Ski Corp Charitable Fund
 Ski Town USA Morning
 Rotary Club
 Susan Slepik
 Slifer Smith and Frampton
 Foundation
 Carol Smalley
 Charles Smallwood
 Betty J and Garrett Smith
 Tom Snitzer
 Sue and Marty Solomon
 Gina and Steve Spessard
 Suzy Spezzano
 Dancy St. John
 STARS Steamboat Adaptive
 Recreational Sports
 Steamboat Ski and Bike
 Kare
 Danielle Steiner
 Daniel Stout
 Holly, James and Ryder
 Strablizky
 Grace Strangis
 Barbara and Carter
 Strauss
 Philip Strouse
 Merle and Jim Styer
 Summit County Rotary
 Peter Suneson
 Susan Sutherland
 Erin Swanson
 Olivia Syptak
 Martha Tableman
 Katie Taylor
 Louise Taylor
 Jodi Teague

Team Evergreen Bicycle
 Club, Inc
 Carri and John Tedstrom
 The Colorado Trust
 The Corner Slice Pizza
 The Gart Companies
 The Gear Junction
 The Jackson Family
 Charitable Fund
 The Moniker Foundation
 The Niedermeier Family
 The Steamboat Group
 The Stockton Group LLC
 The Summit Foundation
 The TJX Foundation, Inc
 The Town of Avon
 The Van Swaay Charitable
 Foundation
 Kristin Thomas
 Michael Thomas
 Jennie Thorne and Paul
 Datsko
 Audrey Tiffenbach
 Joan Tilden
 Timberline Bank
 Shawna Topor
 Town of Breckenridge
 Town of Dillon
 Town of Frisco
 Town of Silverthorne
 Trail Life Brewing
 Triford Foundation
 Heidi and Mike Trueblood
 Scott Turnipseed
 Tracy Tutag
 UHealth
 Brian Uelze
 United Way of Eagle River
 Valley Inc
 Vail Custom Builders
 Vail Health

Vail Resorts EpicPromise
 Vail Rotary Club
 Vail Valley Cares
 Vail Valley Foundation
 Vail Valley Surgery Center
 Gretchen Van de Carr
 Susan Van Nuys
 Kali Vansteel
 Venture Sports
 Heather and Randy Viola
 Walking Mountains
 Lauren Wallace
 Diane Wallach
 Mindy Walsh
 Anne Walters
 Eric Warren
 William Weigand
 Caren and Gadi Weinreich
 Linda and Jake Wells
 Carly and Jared West
 Warren Wettlaufer
 Glenn Wible
 Pam and Steve Williams
 Deborah Wittman and Rik
 Heid
 Michael Wodlinger
 Lydia and John Woodard
 Wendy Woods
 Fiona Wynde
 Xterra Global
 Yampa Sandwich Co
 Yampa Valley Bank
 Yampa Valley Community
 Foundation
 Yoga Off Broadway
 Mary Young
 James Yurcak
 David Ziegert
 Zwift



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



TheCycleEffect.org