



GEORGIA CYCLING ASSOCIATION
2023 ANNUAL REPORT



GEORGIA CYCLING ASSOCIATION

FROM THE DIRECTOR: CELEBRATING 10 YEARS

Hello Friends,

2023 marked an important milestone for the Georgia Cycling Association: our tenth season. This anniversary was a prime opportunity to reflect on what this organization has meant to the people of Georgia. Thousands of middle and high school students have had their lives improved through their participation in our program. From developing healthy habits to growing personal confidence, the ability this program has to change lives is impressive.

In the coming years, you will see us increase our focus on the health and wellness aspect of our program. We took the first step this year in measuring our ability to create population-level change with the deployment of an athlete wellness survey. The first-year results are on page 15 and they show that Georgia Cycling is more than a sports league, we are a youth development organization.

I couldn't let this anniversary pass without acknowledging the amazing group of staff, volunteers, sponsors, donors, and the invaluable coach leadership of all our Georgia Cycling teams who fuel this organization. It truly has taken a village of thousands over this past decade to bring us to this point. I am humbled by their dedication to serve.

One group I would like to highlight is the Board of Directors who shepherd this association with wise guidance and a supportive nature. Our 2023 Board of Directors were:

Dan Brooks
Mike Johnson
Dan Thornton
Chad Hayes
Marty Speight
Darius Farrokhi
Neil Ortkiese
Eddie O'Dea
Scott Vanek

Last year I shared with you that, in 2023, we were instituting a focus on grant development. I am excited to report that those efforts have begun to bear fruit. Our full financial picture can be found on page 16. We will continue to pursue grant funding moving forward.

While 2023 gave us a chance to marvel at our past, I can assure you that 2024 has some amazing surprises in store. Thanks for your support!

Kenny Griffin,
Executive Director



Drop me an email: kenny@georgiacycling.org

A DECADE OF YOUTH CYCLING



WHO WE ARE



Embracing a culture where
WE ROOT FOR ALL,
not just our teammates.

CULTIVATING PASSION FOR THE HEALTHY LIFESTYLE OF CYCLING ACROSS GEORGIA



OUR VISION

Improve the lives of people across Georgia through the active and healthy lifestyle of cycling.



OUR MISSION

To inspire Georgians to get outside and ride a mountain bike through inclusive programs that champion the interests of everyone who rides or wants to ride a bicycle in our state.



LEADING WITH OUR GUIDING PRINCIPLES

These are the ideals that sew together the fabric of who we are as an organization and who we are as people. It is our belief that these pillars will serve our student-athletes well both on the trail and off. Since we know that how we conduct ourselves every day determines our reputation, the level of success we achieve, and the positive impact we can make on people's health and wellbeing.



COMMUNICATION

Whether calling out to alert a fellow rider of your presence on a trail or participating as a member of a team, clear communication is important. It is also essential to be a good listener and receive communication from others; always respect feedback and new ideas.



WELLNESS

Wellness is the state of living a healthy lifestyle. Mountain biking is the perfect foundation for living an active life filled with physical, mental, and social well-being.



FORWARD MOMENTUM

Keep your eyes focused on where you want to go; it will serve you well on and off the trail. Visualize where you want to be. Propel yourself towards your goals and you will achieve them.



EVERYBODY RIDES

Georgia Cycling welcomes student-athletes from every walk of life and skill level. It is this diversity that makes us stronger. We embrace a competitive environment where we clap for every kid, not just those on our own team.



OWN IT

Take ownership of and responsibility for your actions and behavior. Do not be afraid to make a mistake. Making mistakes allows you to understand that mistakes are only lessons and learning opportunities.



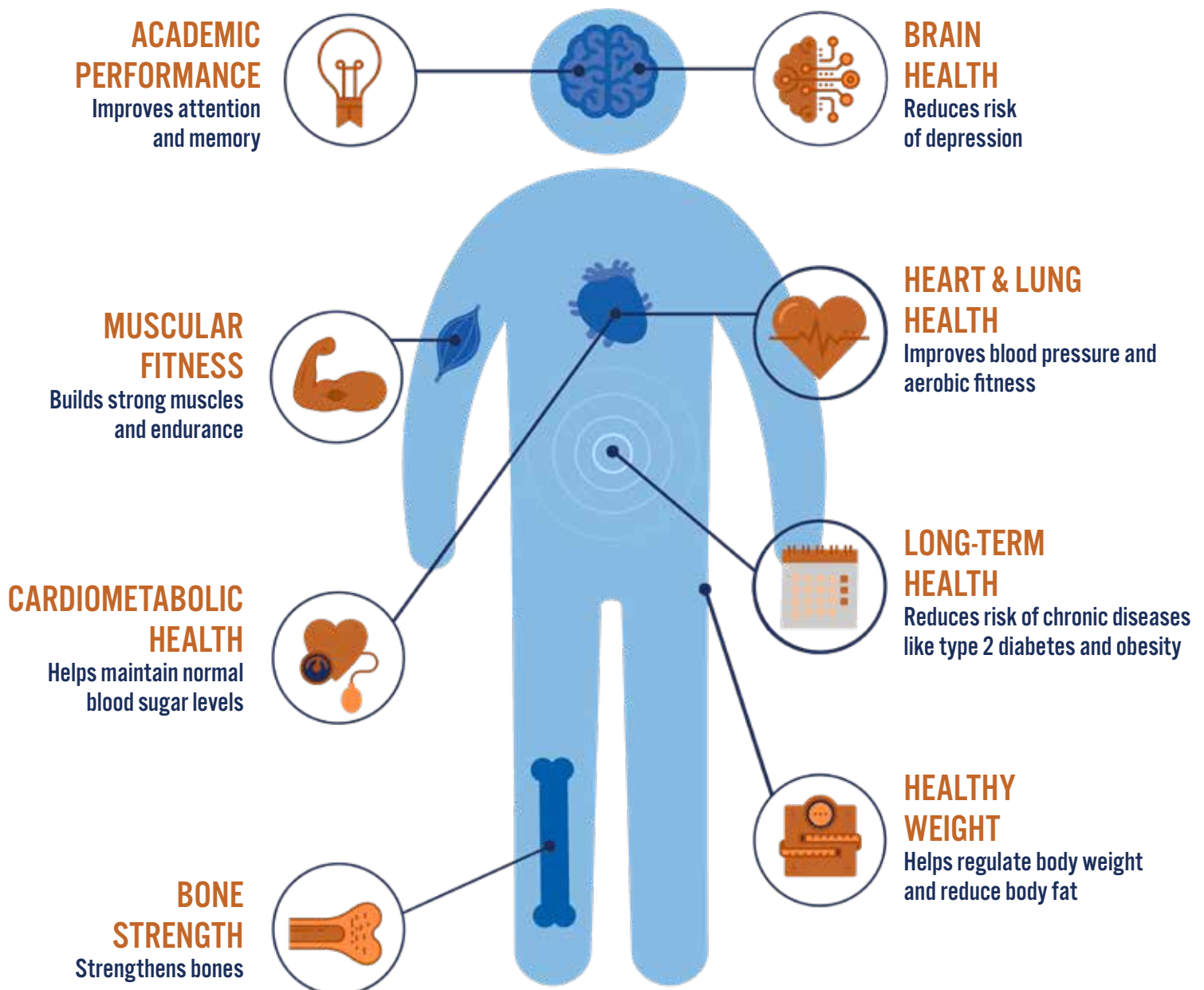
FINISH OVER PODIUM

While reaching for the medal stand should never be discouraged, it is important to recognize that success comes in many forms. Therefore, the emphasis should be on personal achievement and a commitment to finish what you started.

GET MOVING

HEALTH BENEFITS OF PHYSICAL ACTIVITY FOR CHILDREN

Physical activity is important to a child's overall health and wellbeing. When a child is moving, the advantages range from improved physical fitness to enhanced cognitive function. The Centers for Disease Control and Prevention identified eight health benefits of physical activity for children.



Source: CDC, Physical Activity Guidelines for Americans, 2nd edition

WHY CYCLING

KIDS' BRAINS LIGHT UP IN REAL TIME WHILE RIDING A BIKE

Research from Stanford University shows that in addition to physical benefits, cycling provides cognitive advantages as well. Riding a bike activates executive function and improves things like spatial orientation, memory control, and navigation. This study was groundbreaking in the fact that it measured a child's brain activity *during* a bike ride. Previous studies only measured brain activity before and after a child rode a bike.



IN 2023, GEORGIA
CYCLING ATHLETES
ROAD A TOTAL OF
485,641
MILES



The Georgia Cycling Youth Mountain Bike Program presented by REI uses the healthy sport of mountain biking as a catalyst for youth development. This program is the foundation of everything we do at Georgia Cycling.

While the sport takes place on a bike, the program has a far-reaching impact that is felt in community engagement, personal growth, and connecting with other students. This program isn't just about developing athletic skills, it is about developing responsible young adults.

Our program is a five-month season that begins on July 1 and provides a unique opportunity to build self-confidence while developing healthy habits.

We welcome riders of all skill levels. Our specially trained coaches nurture individual goals and needs. There are no tryouts to join a Georgia Cycling team.

The program is activated through local youth mountain bike teams based in communities across Georgia. In 2023, there were **82 teams in the state**. These teams were formed by community members and are open to any student in Grades 6 - 12. A **total of 1,122 student-athletes** registered for the program in 2023.



PRESENTING
SPONSOR



PROGRAM

INTERSCHOLASTIC CYCLING

Students join a local Georgia Cycling team based on where they will go to high school. By aligning team participation with school assignment, we accomplish two things:

- Build long lasting ties to the community through a relationship with the local public and private schools.
- We keep competition fair by eliminating a team's ability to recruit riders from various parts of the state to form a super team.

LOCAL TEAM ACTIVITIES

Each team crafts their practice schedule based on the needs of their student-athletes. Practices take place on local trails. On average, teams spent **95 hours practicing mountain bike skills** during the 2023 season. This supervised and structured physical activity not only improves an individual's health but it creates bonds among students of different ages, backgrounds, and skill levels.



THE AVERAGE
NUMBER OF
PRACTICE
HOURS/SEASON



The Georgia Cycling Race Series presented by Northside Hospital is an opportunity for student-athletes to set competitive goals to achieve their personal best. The autumn race series is an optional add-on to the Georgia Cycling Youth MTB Program.

In 2023, **82% of our student-athletes** took part in the race series. While we hope that all our student-athletes will participate in the race series, we recognize that young athletes - especially those in middle school - have varying appetites for competition. That's why our race series is an opt-in format, where students can participate in a race on their timetable.

We strive to create an environment that celebrates accomplishments beyond the podium. We want to help young athletes push beyond the boundaries they perceive for themselves.

For experienced riders that thrive on competition, that could mean pushing themselves to be a top 5 finisher.

For riders just starting out, their personalized goal might be to cross the finish line for the first time.

CHAMPIONSHIP WEEKEND

Kingston Downs in Rome, Georgia was the host venue for Championship Weekend. Saturday we held our 2nd Annual "MTB Fest" which is an opportunity for teams to come together in celebration of the 2023 season.

New this year, we added a relay race to MTB Fest. In addition, the event is where we hand out the Georgia Cycling Awards to those who best embody our values.

Sunday was the Peach State Championship, where qualifying riders took to the course for a final competition.

PRESENTING
SPONSOR

NH
NORTHSIDE
HOSPITAL



RACE SERIES



For many of our athletes,
the race series is a chance
to compete at a new level.



Our races enable athletes and
their families to explore
Georgia's different ecosystems.

COACHING



Volunteer coaches are the front line activation of the Youth MTB Program and the Race Series. Georgia Cycling stands out in the world of youth sports given our extensive Coach Licensing Program and our low athlete to coach ratio: **1.68 students for every coach**.

In 2023, we licensed **667 volunteers** to become youth mountain bike coaches.

COACH LICENSING

While other youth sports programs do not require background checks and training, Georgia Cycling prides itself on a comprehensive licensing program. There is no other program like it in youth sports. Each year we require all coaches to pass the following:

- Concussion Training
- Abuse Awareness & Mandatory Reporting
- Coaching Fundamentals

In addition, all coaches must undergo an annual background check.

THE HEART OF OUR TEAMS

Our volunteer coaches donate hundreds of hours each year to their teams. From recruiting and team rides to practice planning and race events, a team's coaching staff is there for it all.

Most coaches get involved because they have a child on the team. But many have stayed involved after their child has graduated because they have developed deep connections with the families on their teams.

COACHING THE COACH

We want our volunteer coaches to feel confident and prepared when coaching student-athletes. That's why Georgia Cycling has a *Coach Supporter Team*. This group of seven highly experienced coaches provides guidance, support, and training to new and veteran coaches alike.

Every Georgia Cycling team has a dedicated Coach Supporter who has been trained on the latest methods for coaching and is available to answer questions, conduct trainings, and be a resource for our volunteer coaches.

COACHES SUMMIT

In March 2023, we hosted the Georgia Cycling Coaches Summit at the Academies of Discovery in Gainesville, GA.



This educational weekend brings together coaches from across Georgia to develop skills, share knowledge, and have some fun as a community. The conference promotes a holistic approach to coaching that ensures both new and experienced coaches can build their abilities. The Summit also offers time for coaches to collaborate together for peer-to-peer learning and sharing.

Training included classroom instruction, mountain bike skills trainings, and Advanced First Aid.



MEET CHRISTIE HUNT

I'm delighted to serve as a Coach Supporter for the Georgia Cycling Association. I love helping young athletes, and the volunteer coaches who support them, have fun, grow, and build community. We learn so much through mountain biking: perseverance, endurance, courage, confidence, and more!

OUTREACH

To achieve our mission, it is important that we proactively reach out and welcome all students into the Georgia Cycling family. Our program should reflect the communities we serve and we must seek to lower barriers of entry into this sport.

Our commitment to inclusivity and access is not just about promoting physical health, it's about changing lives. When a student becomes a member of a Georgia Cycling team, they join a family that supports and encourages them both on and off the bike. They gain confidence, form friendships, and develop valuable life skills that will stay with them for years to come.

By welcoming and embracing all students, we are building a community that is stronger, more resilient, and more compassionate.

LOWERING THE COST OF ENTRY

Mountain Biking can be a costly sport. The required investment for a bike and associated equipment can put the sport out of reach for some families. That's why we have two programs in place to help make youth mountain biking a reality for those who would otherwise be unable to participate.

LOANER BIKE PROGRAM

The biggest investment in getting started is the cost of a mountain bike. We never want the lack of access to a safe bike to stand in the way of a child's desire to ride.

The Georgia Cycling Loaner Bike Program, powered by TREK, is a needs-based program that works to loan bikes for use at Georgia Cycling events such as practices and races. Our loaner bikes are inspected for safety prior to being given to any child.

FINANCIAL ASSISTANCE

The Georgia Cycling Financial Assistance Program presented by Arcus Capital Partners is a needs-based financial assistance program that helps underwrite costs for both students and coaches.

Financial assistance may be used to help underwrite a student's registration fee into the Youth MTB Program and the Race Series.

We recognize that when a family's budget is tight it affects the entire family, not just the child. That's why we also provide financial assistance for our volunteer coaches to attend our educational summit or offset coach registration fees.



Representation is important because it develops personal connections. Georgia Cycling is committed to creating an environment where everyone can see themselves belonging in the sport. If a young middle or high school student doesn't see themselves represented in team leadership, it decreases the likelihood they will develop meaningful participation.

GIRLS RIDE

This initiative aims to empower girls to envision themselves being successful in what is seen as a traditionally male-dominated sport. Our goal is to grow female MTB ridership in both students and coaches.

We know when young girls ride mountain bikes it allows them to build confidence, strength, and character with hopes of unlocking their full potential to become powerful leaders in life. Likewise, when a woman joins our organization as a volunteer coach, she becomes a role model and an example of what is possible.

The Georgia Cycling Association's "Girls Ride" initiative is made possible by a grant from Fox Factory's Trail Trust program.



Girls Ride



Bearings Composite Team



BEARINGS BIKE WORKS PARTNERSHIP

Bearings Bike Works is a 501(c)(3) that utilizes bikes to help youth develop the skills necessary to successfully transition into adulthood and the workforce. Georgia Cycling and Bearings Bike Works have partnered to create community programs that work to increase diversity in the mountain bike ridership of Atlanta.

Bearings supports a composite team that covers 10 schools across Southwest Atlanta. Bearings works to remove all barriers to participation. Their organization provides the bike, gear, transportation and race day support to any student that needs it.



PROGRAM IMPACT

During the 2023 season, Georgia Cycling executed a research project to determine the impact our program has on the lives of our participants. We consulted with a third party to oversee the development and methodology of this research project. To our knowledge, this is the very first time an organization of our kind has undertaken such a quantitative effort. Here is the impact youth mountain biking had on our riders in the 2023 season:

I MANAGE MY OVERALL STRESS/ANXIETY WELL.

4% of all riders reported a positive increase in their ability to manage stress post-season compared with their pre-season baseline.

I FEEL CONFIDENT IN HANDLING MY SCHOOLWORK.

5% of all riders reported a positive increase in schoolwork confidence post-season compared with their pre-season baseline.

MY NIGHTTIME SLEEP IS RESTFUL.

10% of all riders reported a positive increase in restful sleep post-season compared with their pre-season baseline.

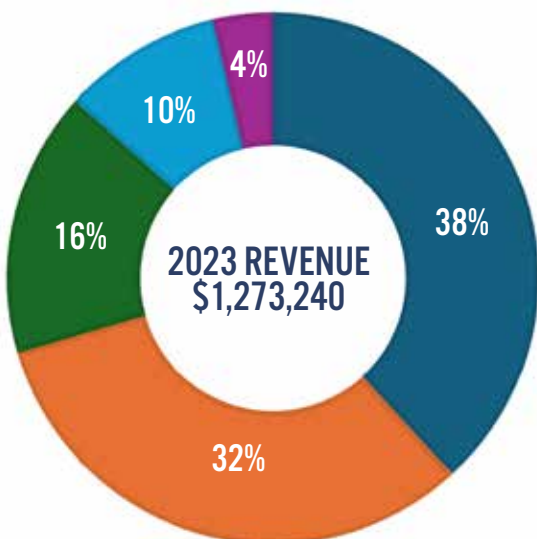
I FEEL HEALTHY AND STRONG.

1% of all riders reported a positive increase in feeling healthy and strong post-season compared with their pre-season baseline.

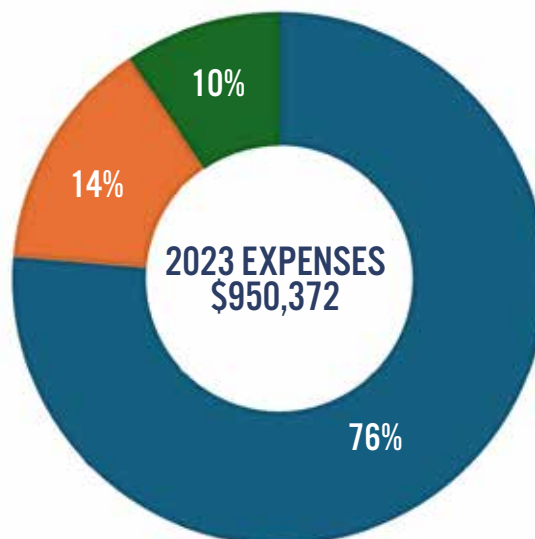
The data shown above is for all student-athletes. However, as we break down data into subsets, we discover program impact hits differently across age and gender. For example, high school boys were almost five times as likely to report improved sleep compared with high school girls. Middle school athletes grow significantly more in schoolwork confidence than high school athletes. We will continue to watch these trends as we gather additional data in the coming years. As we learn more, we will work with local teams to maximize the program's impact at the ideal time in a child's life.



BY THE NUMBERS



Programs Revenue = \$486,445 (38%)
 Grants = \$410,900 (32%)
 Donations & Sponsorships = \$205,981 (16%)
 In-Kind Donations = 124,289 (10%)
 Merchandise & Other = \$45,625 (4%)



Program Services = \$725,372 (76%)
 Support Services = \$134,922 (14%)
 Fundraising = \$90,078 (10%)

2023 BALANCE SHEET

ASSETS

Cash & Investments	\$526,353
Other Current Assets	\$40
Property & Equipment	\$17,044
Total Assets	\$543,437

LIABILITIES

Current Liabilities	\$11,000
Notes Payable	\$9,868
Total Liabilities	\$20,868

NET ASSETS

Without Donor Restrictions	\$151,737
With Donor Restrictions	\$370,832
Total Net Assets	\$522,569
Total Liabilities & Net Assets	\$543,437

THANKS TO OUR 2023 DONORS

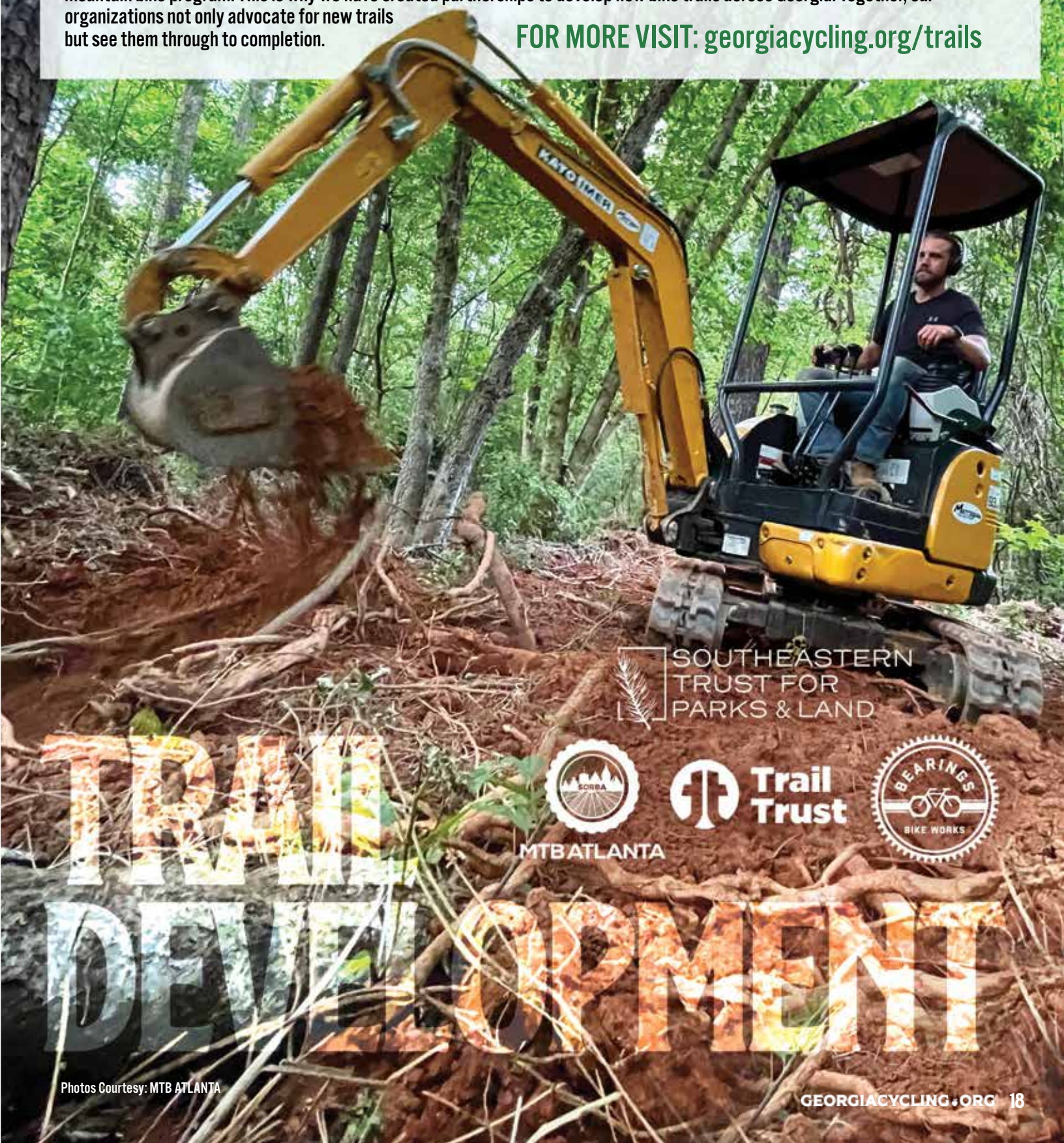
Brien Allen	Fox Factory Trail Trust	Bryan Locklear	Dominik Russell
Bryan Allison	Brian Frost	Dalton Lower	Frauke Russell
Larry and Laura Lea Alonso	Adam Fuller	Jack Lydon	Brian Scardino
Atlanta Falcons Youth Fund, associate led program of Arthur M. Blank Family Foundation	Jeff Galloway	Hampton Mallis	Becca Schluckebier
Whitney Bartlett	Michael Garcia	Rex Mayne	Bob Seitz
Rocco Benkoski	Richard Garcia	Thomas McCrorie	James Serne
Rick & Cathy Bethay	Stacey Gramstad	Tracey Meaders	Jen Smith
Bobbo Jetmundsen Foundation	Eddie Graveran	Medtronic Foundation	Marty Speight
Eleanor Botha	Catherine Gregory	Milledgeville - Baldwin County Convention and Visitors Bureau	Ashley Squire
Jennifer Braddock	Jack Griffeth	Dolores Montero	Sharon Steele
Tom Brokaw	Beth Grimes	Paul Mulner	Stephen Stewart
Dan Brooks	Stephen Haass	Melissa Nalder	Tyler Story
David Brown	Larry Hamaker	Jocelyn Nettles	Rhonda Stutz
Dana Buchanan	Dominic Hantula	Network for Good	Brent Taylor
Thompson Cain	Tyson Harty	Nathan Nichols	Chuck Teasley
Grant Campbell	Chad Hayes	Jennifer Nolte	Scott Teixeira
Frank Campo	Michael Hensel	Johanna O'Leary	Colin Thompson
David and Tania Castleberry	Catherine Jenks	Andrew Old	Matt Train
Emily Chamberlain	Bobby Johnson	One Hope	Cari Wall
Chestnut Family Foundation	Mike Johnson	Ryan Pink	Heather Wall
Kevin Ciccarella	Sadiyya Jokhan	Powers Family Foundation Fund	Ashley Walsh
Community Foundation of Central GA	Dr. Philip Kalarickal	Renasant Bank	Kimberly Walther
Jason Crosby	Tracie Kambies	Jill Reyes	Jordan and Jill Weldon
Kali Currey	Lily Kerrigan	Jessica Reynolds	Jesse Williamson
Daniela DeMaria	Zdenek Kratky	Kathy Reynolds	Misty Wise
Heather Durkin	Kroger Company Community Rewards	Jacob Roberts	
	Rachel Lance	Cheryl Robledo	
	Brett Landry	Kenneth Roskopf	
	Gina Lemelin		
	Victoria Llop		

Like other youth sports, Georgia Cycling teams utilize public facilities for practices. But unlike other youth sports, our practice facility inventory presents unique challenges. Since public trails are open to everyone during a team's practice, coaches must monitor trail capacity for safety reasons. Overcrowded bike trails have the potential to create an unenjoyable experience for all cyclists. **Almost 20% of teams are very concerned about outgrowing their practice location within three years.**

Meanwhile, some communities may not have suitable bike trails. This lack of inventory stifles opportunity. If a potential team has to travel 40 miles to find a place to practice, the team will never form.

Trail development is a costly and time consuming process. But it is an essential ingredient for growing a high quality youth mountain bike program. This is why we have created partnerships to develop new bike trails across Georgia. Together, our organizations not only advocate for new trails but see them through to completion.

FOR MORE VISIT: georgiacycling.org/trails



SOUTHEASTERN
TRUST FOR
PARKS & LAND



MTB ATLANTA



Trail
Trust



TRAIL DEVELOPMENT



PLEASE SUPPORT GEORGIA CYCLING

Let's increase opportunities for Georgia's youth to get outside and ride.

You can support the work being done to help kids connect with peers and achieve something greater than they could have pictured for themselves. Georgia Cycling isn't in the athletic business, we are in the youth development business.

Your contributions are vital to our success. Together, we can continue to make a difference in the lives of young people throughout Georgia, one pedal stroke at a time.

For more information on how you can help, please visit georgiacycling.org/support.

**GET OUTSIDE
AND RIDE** GEORGIA CYCLING
ASSOCIATION







GEORGIA

CYCLING ASSOCIATION

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