

2014

COALITION + FOUNDATION COMBINED FINANCIAL RESULTS

The combined budgets of the PeopleForBikes Coalition and PeopleForBikes Foundation totaled \$7.1 million in 2014. 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 to our non-endemic support, including grants from Volkswagen of America, REI, Kaiser Permanente, Robert W. Johnson Foundation, Clif Bar and individual donors and family foundations. We are very grateful to all supporters of both organizations.



peopleforbikes™



COALITION

2014 Coalition Income

\$4,205,882



- **Supplier Dues**
\$2,534,687 (60%)
- **Partnerships + Sponsorships**
\$1,410,046 (34%)
- **Employee Pro Purchase Program**
\$206,396 (5%)
- **Foundation Affiliation Fees**
\$31,000 (<1%)
- **Retailer Dues**
\$16,550 (<1%)
- **Donations and Interest**
\$7,203 (<1%)

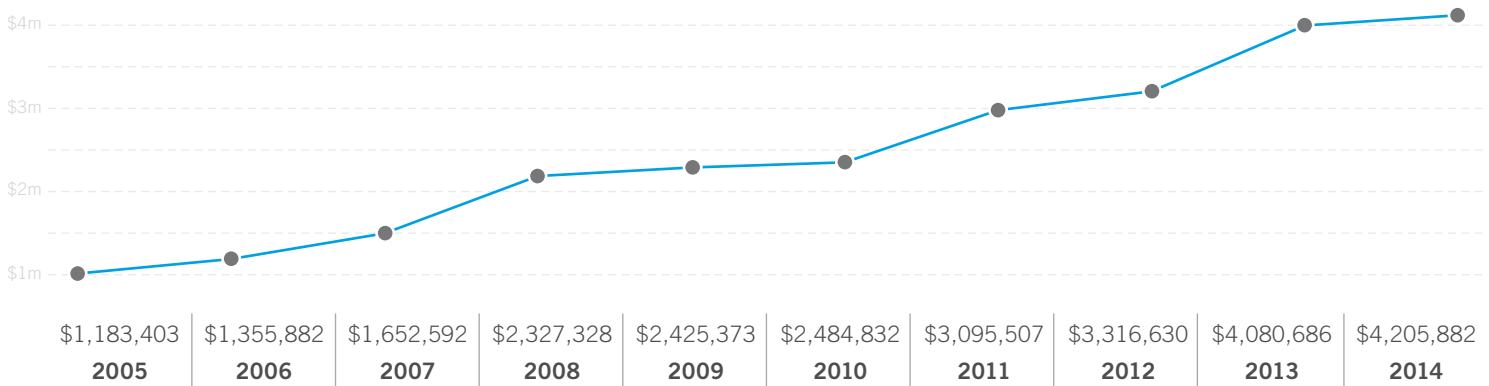
2014 Coalition Expenses

\$4,259,782



- **National Advocacy**
\$1,854,078 (44%)
- **Promoting Bicycling**
\$1,612,028 (38%)
- **Administration + Fundraising**
\$526,665 (12%)
- **Community Grants**
\$267,011 (6%)

Coalition Income Growth



FOUNDATION

2014 Foundation Income

\$2,866,166



- **Corporate + Related**
\$1,993,745
- **Individual + Other Support**
\$389,605
- **Foundation Support**
\$382,328
- **Government**
\$100,488

2014 Foundation Expenses

\$2,659,845



- **PeopleForBikes Campaign**
\$849,787
- **Green Lane Project**
\$818,350
- **Safe Routes to School National Partnership**
\$787,290
- **Grants + Other***
\$204,418

**Traditionally, the Foundation devotes approximately 89 cents of every dollar raised to program expenses. For further detail on our fundraising + general and administration expenses, please view our prior audit reports at PeopleForBikes.org/financials.*

Foundation Income Growth



**The Safe Routes to School National Partnership became a separate legal entity on March 31, 2014. Thereby, our 2014 income is correspondingly smaller.*

FOOTNOTES

Supporting the Best Groups, Projects and Events

In 2014, the Coalition contributed \$824,761 (19% of total expenses) in direct cash support to national, state and local bicycle programs and projects. This included community grants, national nonprofit grants to other groups (including support for the Safe Routes to School National Partnership, Alliance for Biking and Walking, International Mountain Bicycling Association and others), and event sponsorships (including the Bicycle Leadership Conference, National Bike Summit, Independent Bicycle Dealers Summit, Women's Story Media Event and others).

Intra-organizational Monetary Transfers

In 2014, the Coalition contributed more than \$900,000 towards the \$2,866,166 received by the Foundation. Consequently, the combined income for both organizations from a net perspective totaled \$6,141,048.

To view past financial reports and audited financial statements for the Foundation, visit PeopleForBikes.org/financials

