A Message from the Climate Ride Board of Directors

“Climate Ride is dedicated to advancing sustainability through diverse, strategic micro grants across the country.

We are proving the power of individual giving & collective impact.”

In 2013, Americans gave more than $335 billion to charity, yet less than 3% went to environmental causes. Considering that four climate change impacts — hurricane damage, real estate losses, energy costs and water costs — are estimated to cost the U.S. almost $1.9 trillion annually by the year 2100 (according to an NRDC report), our investment in environment and sustainability is woefully outmatched. At Climate Ride, we’ve endeavored to show that our environmental issues do not live in isolation, but are linked to public health, economic vitality and our survival.

Health and disease-related organizations have a 30-year history of utilizing charitable event programs to raise the profile of their cause, galvanize communities, and connect individuals to one another in profound ways while raising critical funds. Climate Ride is the first organization to create this momentum for the sustainability movement.

2013 was a momentous year for Climate Ride when we first exceeded $500,000 in grants in one year. Now we are proud to report that in 2014 Climate Ride accomplished a 42% increase in its grant-making program over 2013 — a victory for the cause and our 100+ beneficiary organizations. We’ve shown that we can unite businesses, individuals, and non-profits around this cause and create collective impact that improves American lives on a local, regional and national level.

In 2014, nearly 370 people from 30 states and two international countries joined Climate Ride, taking on a physical challenge that purposely mirrors the challenges we currently face. These participants reached out to tens of thousands of people and pedaled nearly 100,000 miles collectively by bicycle to help generate more than $725,000 in grants for the organizations that they selected. Their efforts were mighty and the results were impressive.

We would like to extend a profound thanks to our supporters, the five individuals who run the Climate Ride organization, our skilled leaders and, most of all, the Climate Riders and Hikers who inspire us each and every day.

With gratitude,
Climate Ride Board of Directors
Climate Change

is the greatest challenge of this generation.
Sustainable Solutions are within reach.
Our Mission is to inspire and empower citizens to work toward a new energy future. We use sport as a means to change lives and build an effective, citizen-based sustainability movement.

Climate Ride drives philanthropic impact for the environment and active transportation.
Where We’ve Been

2014 Events

California Wine Country Ride
- May 2014 -

Glacier National Park Hike
- August 2014 -

Grand Rapids to Chicago Ride
- September 2014 -

NYC to Washington DC Ride
- September 2014 -
Climate Ride’s programs focus on education, building community, engaging citizen activism, philanthropy, and connecting participants to the American landscape, all in one multi-day, inspiring journey.

We’re growing a new base of support for the environment & active transportation by connecting generations and empowering the next citizen philanthropists.
## By the Numbers

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Participants</strong></td>
<td>90</td>
<td>218</td>
<td>290</td>
<td>320</td>
<td>393</td>
<td>450</td>
</tr>
<tr>
<td><strong>Collective Miles Traveled</strong></td>
<td>28,800</td>
<td>67,500</td>
<td>89,600</td>
<td>98,640</td>
<td>97,300</td>
<td>132,000</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>4</td>
<td>25</td>
<td>54</td>
<td>60</td>
<td>106</td>
<td>165</td>
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<tr>
<td><strong>Average $ Raised per Participant</strong></td>
<td>$2,104</td>
<td>$2,671</td>
<td>$2,956</td>
<td>$3,230</td>
<td>$3,672</td>
<td>$3,700</td>
</tr>
</tbody>
</table>

30% of Climate Riders are under 30!
Educate. Discuss. Network.
Hike or bike during the day, and hear from bright minds in sustainability at night.

• **Beneficiary Ignite Night**
  A fun, fast-paced event where leaders from our beneficiary collection, who are participating in the event, share their work and innovative ideas with the group. Speakers have just 3 minutes to present and inspire the audience of fellow participants.

• **Featured Speakers**
  We have an amazing list of speakers join us for Climate Ride events including activists, athletes, politicians, businesspeople, authors, and visionaries of all kinds. These interesting people delight, challenge, and inspire the hikers and riders.

• **Climate Ride Café**
  This evening of roundtable discussions allows participants to connect over a variety of topics. The opportunity to move between tables, meet new people, actively contribute your thinking, and link the essence of your discoveries to ever-widening circles of thought is one of the distinguishing characteristics of this evening.

Learn more about our amazing list of speakers [here](#).
Beneficiary Program

Climate Ride allows participants to direct their fundraising towards organizations they care about.

We bring together innovators, entrepreneurs and everyday people to support more than 100 leading nonprofits working on a national and local level with climate and energy education, environmental protection, and active transportation.
Organizations reap three distinct benefits as a beneficiary of Climate Ride.

1. Galvanizing support for their organization.

2. Educating and spreading awareness of their organizational mission.

3. Receiving an unrestricted grant directly based on participant fundraising.
2014 Grant Amounts

Top 30 Grants Awarded

Los Angeles County Bicycle Coalition $44,910
350.org $33,746
National Parks Conservation Association $32,482
Citizens Climate Lobby $28,091
Emmett Institute - UCLA School of Law $26,666
B Lab $26,586
Bike East Bay $24,831
Vote Solar $21,677
San Francisco Bicycle Coalition $21,173
Natural Resources Defense Council $20,703
Alliance for the Great Lakes $19,284
Active Transportation Alliance $17,848
World Bicycle Relief $16,052
The Nature Conservancy $15,732
Greater Grand Rapids Bicycle Coalition $15,218
GRID Alternatives $14,191
Sycamore Land Trust $13,044
Greenbelt Alliance $12,860
TransForm $12,813
Transportation Alternatives $11,469
Well House $11,322
Rails-to-Trails Conservancy $10,928
Environmental Defense Fund $10,723
West Michigan Environmental Action Council $10,609
1% for the Planet $10,330
Ecology Center - Ann Arbor $10,189
Sierra Club California $9,007
Climate Ride Growth Fund $8,645
Clean Energy Coalition $8,046
Sivananda Yoga Ranch $8,026
Interfaith Power and Light $7,997
California Bicycle Coalition $7,252

Total 2014 Grants: $725,000

For a complete list of grants, please visit: www.climateride.org/grants-program
Total Grants Awarded

Over $2,280,000.00 granted in 7 years!

2008: $128,966
2009: $124,398
2010: $89,999
2011: $511,559
2012: $409,847
2013: $300,031
2014: $725,000

2014: 42% increase in total grants over 2013
# Statement of Financials

## Income

<table>
<thead>
<tr>
<th>Source</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant Fundraising</td>
<td>$830,147</td>
<td>$1,064,398</td>
<td>$1,422,521</td>
</tr>
<tr>
<td>Registration Fees/Rider Services</td>
<td>$42,538</td>
<td>$47,832</td>
<td>$53,480</td>
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<tr>
<td>Unrestricted Income</td>
<td>$42,264</td>
<td>$29,618</td>
<td>$27,653</td>
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<tr>
<td>Capital Campaign</td>
<td>$38,601</td>
<td>$25,485</td>
<td>$65,843</td>
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<tr>
<td>Merchandise Sales</td>
<td>$10,040</td>
<td>$12,380</td>
<td>$12,996</td>
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<tr>
<td>Sponsorship Income</td>
<td>$6,500</td>
<td>$9,000</td>
<td>$13,000</td>
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<tr>
<td>Other Income</td>
<td>$2,209</td>
<td>$595</td>
<td>$11,280</td>
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<tr>
<td><strong>TOTAL INCOME</strong></td>
<td>$972,299</td>
<td>$1,189,307</td>
<td>$1,606,774</td>
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## Expenses

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<th>Source</th>
<th>2012</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Administrative Expenditures</td>
<td>$107,090</td>
<td>$132,278</td>
<td>$120,477</td>
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<tr>
<td>Total Program Expenditures</td>
<td>$846,000</td>
<td>$1,018,834</td>
<td>$1,407,227</td>
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<td>Event Program Expenditures</td>
<td>$403,094</td>
<td>$486,804</td>
<td>$642,010</td>
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<tr>
<td>Grants Program Expenditures</td>
<td>$442,906</td>
<td>$532,030</td>
<td>$765,217</td>
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<tr>
<td>Other Expenses</td>
<td></td>
<td></td>
<td>$6,038</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$953,090</td>
<td>$1,151,112</td>
<td>$1,533,741</td>
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</table>

*Restricted Funds for Next Year’s Fundraising*  

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$3,125</td>
</tr>
<tr>
<td>2013</td>
<td>$32,912</td>
</tr>
<tr>
<td>2014</td>
<td>$33,963</td>
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</table>

*Net Income/Cash Reserve*  

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>2012</td>
<td>$16,084</td>
</tr>
<tr>
<td>2013</td>
<td>$5,283</td>
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<tr>
<td>2014</td>
<td>$39,070</td>
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National Parks Conservation Association
2014 Grant: $32,482

Mission: to protect and enhance America’s National Park System for present and future generations.

“Working with the Climate Ride team as NPCA’s liaison has been fantastic for the last four years with quick communication, innovative idea sessions, and support for continually growing the partnership. Seeing their programs first-hand by taking part in multiple climate rides reinforces how great Climate Ride is. Every rider/hiker seems to enjoy the experience from signing up, to getting their funds raised, to the on ride/hike experience, because every step of the way you get the support you need with a friendly smile.

The grants from Climate Ride have enabled NPCA to continue to protect our national parks via our landscape conservation program focusing on climate change, protecting our waters and air, and on the impacts of energy development.”

–Ben Sanders, NPCA Travel Program Manager

1% for the Planet
2014 Grant: $10,330

Mission: Build, support and activate an alliance of businesses financially committed to creating a healthy planet.

“Climate Ride funds have helped us pursue our mission in so many ways. We’ve used them to: bring more businesses aboard the environmental train and unlocking corporate giving to critical climate and advanced energy initiatives, build community and momentum between our member businesses and partners, and we have used them to educate consumers about how they can make a contribution to a cleaner, healthier world simply looking for the 1% for the Planet logo when purchasing.”

Read more...

-Brodie O’Brien, 1% for the Planet Marketing Manager
San Francisco Bicycle Coalition

2014 Grant: $21,173

Mission: Provide education, training and services for San Francisco Bay Area residents who commute by bicycle or ride bicycles recreationally.

“With thanks to Climate Ride staff, riders and supporters, our partnership with Climate Ride has grown to support a variety of programs making it easier and safer for more people to bike in San Francisco. Climate Ride grants have not only supported our daily advocacy and education work to make it easier and safer for people of all ages and abilities to bike, but have also provided us with the resources to recently launch two new programs: Community Bike Build and our Professional Driver Training Program.”

Read more...

-Tracy Chinn, SBFC Development Manager

350.org

2014 Grant: $33,746

Mission: Building a global climate movement through online campaigns, grassroots organizing and mass public actions coordinated by a global network active in over 188 countries.

“The general support we received from Climate Ride helps us stay nimble so we can respond quickly to any threats and opportunities. For example, while we continued our campaign against the Keystone XL pipeline throughout the year, this spring we worked with many allies to hold a demonstration in Washington D.C. called Reject and Protect to bring thousands to D.C. for an encampment from April 22-27 with a big march on the 27th. During planning, we realized we wanted to bring many more people to D.C. who could not otherwise afford the travel costs. Having funds on hand from Climate Ride helped make this happen.”

Read more...

-Julie Hudson, 350.org Development Associate
Above and Beyond

Top 2014 fundraisers are making the case and mobilizing philanthropy for the environment and active transportation.

Andy Sabin
$26,500
NYC-DC 2014

Dan Leaverton
$18,813
California 2014

Greg Laemmle
$16,646
California 2014

Steve TenElshof
$15,476
Midwest 2014

Dave Howes
$14,650
California 2014

Emily Loeks
$13,299
Midwest 2014

Dick Smith
$11,565
Midwest 2014

Lauren Van Ham
$10,810
Independent Challenge

Tim Frick
$10,252
Midwest 2014

Rochelle Lee
$9,883
California 2014
Participant Spotlight

SHAMINI DHANA

Shamini founded and currently runs her own award-winning eco-clothing brand, called Dhana. She brings 20 years of international strategy, global operations, venture capital, business development, and executive leadership to the fashion world.

Shamini lives in Mill Valley, California and has participated in three Climate Rides.

Why are you riding in Climate Ride?

“To support the organizations, companies and people taking time, energy and money to preserve our planet and bring awareness to issues related to climate change and sustainability. To lead by example and demonstrate to the future leaders of tomorrow that this kind of work and community effort has a positive impact and is a gift. I’m a true believer that Climate Ride is leading a new movement while nurturing empathy and awareness and uniting humanity.

I’m pedaling to bring more awareness to the issues surrounding sustainability and how biking can not only empower kids to exercise but to learn the connection between biking, conservation of energy and making a difference with every day actions.”

Which organizations are you supporting and why?

“I support B Lab. The company I founded and run is a certified B Corp. We believe that business can be a force of nature and good for the world. We can collectively do our part to improve lives along the way as we strive towards a sustainable future and solve the social and environmental challenges today.”
DAVID & ELLIE ARKIN

David and Ellie are a father and daughter duo that joined us in 2014.

Specializing in passive solar design, David has worked extensively with green construction systems such as straw-bale and rammed earth, renewable energy systems, and salvaged and recycled materials. Ellie shares her father’s passion for the environment and bicycling.

David lives in Albany, California and has participated in three Climate Rides. He is directly involved with two beneficiary organizations—California Straw Building Association (CASBA) and the Solar Living Institute. Ellie studies ecological design in Vancouver, Canada.

Why are you riding in Climate Ride?

“Climate Ride is the perfect challenge, combining my lifelong interest for solar architecture and energy efficiency with a love of biking.” —David

“Going on a Climate Ride together was my dad’s Christmas present. Also, I love the environment and biking through my homeland.” —Ellie

Which organizations are you supporting and why?

CASBA which provides information, education, and a network of resources on straw bale buildings. David and Ellie rode and shared their knowledge to spur interest and fascination about straw bale building. Ellie adds, “CASBA is taking essential steps that move the ecological [design] movement into the mainstream.”
Ambassador Network

Who is a Climate Ride Ambassador?

Ambassadors are previous riders and leaders in their community who have shown a commitment to the Climate Ride mission in their personal and professional lives.
A native of Baltimore, Maryland, Jenny has lived (and biked) on both coasts and now pursues work as a graduate student at the University of Michigan Erb Institute, a partnership between the School of Natural Resources & Environment and the Ross School of Business.

Jenny’s professional endeavors include working on international climate change policy, urban climate policy and planning, food justice and urban agriculture.

Jenny has participated in six Climate Rides since 2009 and currently lives in Ann Arbor, Michigan.

**Why do you support Climate Ride?**

“Climate Ride is the only setting in which people working on climate issues from all different angles have the opportunity to spend four to five days learning from one another in a low-key but high-impact manner; the cross-pollination is invaluable, not to mention inspiring.”
With a 15+ year background that includes international concert touring, Broadway theatre, live television, and a myriad of unique projects, he currently runs Gray Matter Visual as a lighting and production designer.

Brendan has participated in five Climate Ride events since 2012, including asking friends and family to donate to Transportation Alternatives in place of wedding gifts through Climate Ride’s Independent Challenge program. He also joined the Climate Ride Board of Directors bringing his passion and generosity to help grow Climate Ride’s impact. He currently lives in Brooklyn, New York.

Why do you support Climate Ride?

Brendan is a devout New Yorker, cyclist, and advocate for safer streets. He signed up for the Climate Ride in 2012 as a fitness challenge, and found the positive energy and advocacy work of others to be infectious. Upon returning to NYC, he found himself energized to step us his cycling and safer streets advocacy work.

“I rode in 2012 and it was a great experience and that has since energized me as an activist.”
Are you ready to be a change maker?

Join a Climate Ride, Hike, or Independent Challenge!

Provide lasting support for our programs and help our community grow by contributing to the Climate Ride Annual Fund.

Any contribution will help Climate Ride make an even bigger impact in 2016.

For more information, visit www.climateride.org
Stay tuned for **new** events in **2016**!
Staff

Caeli Quinn
Co-Founder and Executive Director

Blake Holiday
National Events Director

Andrew Valainis
Operations Manager

Michelle Levitus
Beneficiary & Hiker Manager

Patrick Colleran
Logistics & Rider Coordinator

Russ Mendivil
Fundraising Guru
Rider Representative

Emily Kern
Office and Participant Coordinator

Board of Directors

Alexandra Alderman

Kim Larson
Board Member, Rodale Institute; Trustee, Children’s Environmental Literacy Foundation Washington, D.C.

Tim Frick
President, Mightybytes, An Illinois B Corporation Chicago, IL

Josh Lasky
US Green Building Council’s Center for Green Schools Washington, D.C.

Brendan Gray
Founder, Gray Matter Visual Brooklyn, NY

Evan O’Neil
New York Program Director, National Election Integrity Coalition New York, NY

John Grossman
Managing Partner, Classic Hotels and Resorts Santa Monica, CA

Trina Peterson
Consultant, Boulder Research Associates Nederland, CO

Blake Holiday
National Events Director, Climate Ride Inc. Palm Springs, CA

Caeli Quinn
Co-Founder and Executive Director, Climate Ride Inc. Whitefish, MT

Rosi Kerr
Director of Sustainability, Dartmouth College Norwich, VT

Roger Schwed
Corporate Attorney and General Counsel Vice Chair, New York Foundation; Board Chair, I Challenge Myself New York, NY
Thank you to our 2014 donors!

Giant Steps Foundation
Quinn Family Foundation
Laurie David
Eileen Fisher
Brendan Gray
March Conservation Fund
Concord Inc.
Mightybytes
Tim Frick
Patricia Hallstein and Axel Kramer
Kim Larson
Evan O’Neil
Katrina and Jess Peterson
Roger Schwed
Alexandra Alderman
Blake Holiday
Peter Watkinson
Steve Van Landingham
Catherine Bock
Compassion Fatigue Awareness Project
Daniel Leaverton
David Rogers and Carol Schatz
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David Arkin and Anni Tilt

David Baumann
David Coale
Denicia Dodd
Ed DeMeo
Ed Steyh
Gayle Fleming
Helen Resor
Howie
In honor of Rosi Kerr & Dawn Averitt
Jen Schnakenberg, in memory of George Schnakenberg III
Jodi Tripoli
Karen Seaward
Karl Danz
Kim McCoy
Lane Coulston
Larry Litvak
Lyndsy Shuman
MarcandLena
Maria Franco Chuaire
Niall and Ali Gartlan
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