The mission of Climate Ride is to inspire and empower citizens to work toward a new energy future. Our nonprofit programs use sport as a means to change lives and build an effective citizen-based sustainability movement.
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Five years is a big milestone for Climate Ride. We were founded in 2008 by two women from Montana who were interested in creating a different form of philanthropy, where grant-making would come out of life-changing bike rides and physical challenges; where participants would have the chance to choose what their fundraising would support. Five years later, we have given out more than $1 million to more than 60 organizations working throughout the US and around the world on sustainability, climate change, bike advocacy, and clean energy. Our grantees have changed lives, transformed communities, and won huge victories for safe routes for cycling, cleaner air and water, and environmental awareness.

Nothing we do would be possible without the support of donors like you. In our 2012 fiscal year, 15,000 individuals, organizations, businesses and foundations made donations to Climate Ride. These donations helped fund our year-round work: two Climate Rides that raised more than $400,000 each; our grant-making program that helps fund beneficiary organizations; our Congressional ‘people-powered’ lobbying effort; our expert speaker series and more. Thank you for your generous support for our work.

Before you begin your review of this annual report, we’d like to point out a few special milestones accomplished through your support:

• The Grants Program grew 37% in 2012 to $409,947 – the highest amount in Climate Ride’s 5-year history (see Page 6). We are proud to support 56 organizations with grants ranging from $526 to $52,713.

• Climate Ride was inducted into the International Green Industry Hall of Fame. We’re proud to join IG IHOF’s distinguished list of inductees including visionary leaders, innovative NGOs, and green businesses. Climate Ride also received the Advocacy Award for our program work.

• In September, two-time participant Catherine Bock became the largest private donor to Climate Ride when she committed a matching grant of $10,000 to launch our new Founders Circle campaign (see page 8). Thank you Catherine for your invaluable commitment.

• Andrew Valainis joined the Climate Ride staff as our new, full-time Rider & Office Manager in October, becoming our fourth staff member. We welcome his multi-faceted skill set and his Excel wizardry!

• In November, Climate Ride launched the Founders Circle. This new capital campaign was established to help Climate Ride expand its programs to places we don’t currently reach. Overall, 50 past riders and others donated nearly $39,000 in support of the growth of Climate Ride (see page 8).

By any measure, thanks to you – our donors, professional advisors, nonprofit and community partners – 2012 was an extraordinary year for Climate Ride. We profoundly appreciate your trust, your confidence, and above all, your involvement with Climate Ride.

Caei Quinn  
President & Co-Founder

Geraldine Carter  
Treasurer & Co-Founder

Blake Holiday  
Secretary & Ride Director

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ACCOMPLISHMENTS

Since 2008, Climate Ride has grown from a bright idea to a successful nonprofit with two major annual events that benefit more than 60 green organizations. In addition, Climate Ride has built new awareness, education and governmental outreach programs. Here are some of our proudest accomplishments from the past year.

In 5 years, Climate Ride has generated more than $1 MILLION IN GRANTS for sustainability and bike advocacy beneficiary organizations.

Since 2008, more than 800 CLIMATE RIDERS have participated in Climate Ride events, supported by more than 43,000 DONATIONS.

IN 2012...

297 CLIMATE RIDERS successfully fundraised and joined us on Climate Ride NYC-DC and Climate Ride California. The highest ridership ever!

More than 180 RIDER MEETINGS with Congress were scheduled.

Climate Ride increased its Grants Program by 37 PERCENT.

STANDARD METRICS

89% Expenses Spent on Programs
11% Expenses Spent on Organizational Administration
52% Rider-Raised Funds to Nonprofits
39% Cost to Produce

Since 2008, Climate Riders have collectively pedaled more than 264,640 MILES for green causes.
Climate Ride, Inc.
EIN: 27-1777457

INCOME

Participant Fundraising: $830,147
(includes both NYC-DC and California ride events)

Unrestricted Income: $42,264
(includes General Donations, Participant Attrition and Unfinished Fundraising)

Capital Campaigns: $38,601
(includes Founders Circle and Board Fundraising)

Sponsorship Income: $6,500
(includes Corporate Sponsorship)

Merchandise Sales: $10,040
(includes merchandise and bike parts sales)

Rider Services: $42,538
(includes Registration and Pre-Ride Package Fees)

Other Income: $2,209

Total Income: $972,299

EXPENSE

Administrative Expenditures: $107,090
(includes office costs, salaries, benefits, personnel, printing, shipping, rent, and utilities)

Total Program Expenditures: $846,000

Ride Program Expenditures: $403,094
(includes ride expenses, ride director, food, support vehicles, accommodations, gas, liability insurance, storage, equipment, leader expenses)

Grants Program Expenditures: $442,906
(includes $409,847 in grants to 56 organizations, and grant administration costs)

Total Expense: $953,090

2012 Retained Earnings: $19,200
Better Business Bureau Rule 8: Program Expense
*Goal: Spend more than 65% of overall expenses on programs.*
Equation: Total Program Expense/Total Expenses > 65%

- 2012 Total Program Expense: $846,002
- 2012 Total Expense: $953,098

2012 Percent of Budget Spent on Programs: 89%

Better Business Bureau Rule 9: Cost of Fundraising
*Goal: Cost of Fundraising is less than 35%*
Equation: Total Fundraising Expenses/Total Related Contributions < 35%

- Total Fundraising Expenses: $169,527
- Total Related Contributions (Rider Fundraising): $830,147

2012 Cost of Fundraising: 20%

Cost to Raise $1
*Goal: The National Average for the cost to raise $1 is $.25 (Source: Social Velocity)*

Net Revenue = Gross Revenue – Fundraising Costs (Direct and Indirect)

\[
\text{Gross Revenue} = 930,136 \\
- \text{Fundraising Costs} = 169,527 \\
\text{Net Revenue} = 760,609
\]

Cost to Raise $1.00 = Costs (Direct and Indirect) / Net Revenue

\[
\frac{\text{Fundraising Costs}}{\text{Net Revenue}} = \frac{169,527}{760,609} = 0.22
\]

Cost to Raise $1: $0.22

Organizational Administration Cost
*Goal: Keep administration costs less than 20%*
Equation: Total Admin Expense/Total Expenses < 20%

- Personnel Cost: $70,996
- Office Expenses: + $36,094
- Total Admin Expense: $107,090

\[
\frac{\text{Total Admin Expense}}{\text{Total Expenses}} = \frac{107,090}{953,098} = 0.11\%
\]

Percentage of Budget Spent on Administration: 11%
In five years, Climate Ride has achieved some amazing results, especially when you consider we were founded in 2008, the same year the Great Recession began. We’ve bucked the curve and grown 201% since then, and have only added 1 full-time staff person. We’re a lean, green, nonprofit machine, and we’d like to keep it that way – but we need your help to continue this success.

Now, we’re poised to do great things, change lives, and move the dialogue about sustainability and bicycles forward. Here is where Climate Ride will expand its efforts in the near future. If you believe in our mission and what we’re accomplishing, here’s how you can help.

**Develop New Funding Sources**

Our goal is to reach 100% of rider-raised funds going directly to support Climate Ride’s programs and beneficiaries. A healthy combination of sponsorship, foundation grants, major gifts, and in-kind sponsors is how to make it happen. The more we can fund Climate Ride with these sources of revenue, the more ride costs we can offset. To sponsor or make a donation to Climate Ride, contact caeli@climateride.org.

**Grow the Founders Circle Campaign**

We launched the Founders Circle capital campaign in Nov 2012 and reached 80% of our goal, which was a great accomplishment considering it was the first year. Founders Circle funds donated to Climate Ride are ear-marked for future ride development. Our vision is to create and debut new rides and events all over the US (and beyond!) in coming years to bring Climate Ride closer to even more people. You can help by donating to the Founders Circle campaign on our website. For more information, please email caeli@climateride.org.

**Build the Outreach Program**

In 2012, 297 Climate Riders took to the streets to ride for the future. We’d like to see that number grow. We have capacity for at least 200 participants on each ride and we’d like to see the CA and NYC-DC rides sell out every year. That happens through word of mouth, outreach, marketing and advertising. You can help in the following ways:

- Spread the word about Climate Ride through your social networks.
- Alert us about opportunities like trade shows, conferences, or other local events.
- Volunteer to hang posters, distribute flyers, or other grassroots outreach efforts.

If you’d like to get involved with outreach, contact blake@climateride.org for more info.

**Corporate Teams**

Corporate Teams are a great way to build company morale and teamwork, achieve Corporate Social Responsibility and wellness initiatives, leverage matching gifts, and engage employees on issues they care about. Over the years, we have had many corporate teams signed up such as Mightybytes, Eileen Fisher, Brita, Free Range Studios, and Opower. We’d like to see many more corporate teams participate in the future. If you would like to create a corporate team, please contact caeli@climateride.org for more information.
Climate Ride has been a great partner for EBBC because they expertly handle all of the logistics and fundraising platform, which frees me up to focus on building Team EBBC and helping our team members be successful in their fundraising.

Renee Rivera, Executive Director
East Bay Bicycle Coalition

Climate Ride’s innovative structure allows to participants select the organizations where they would like to direct their fundraising. Climate Ride adds new beneficiaries on a rolling basis, which constantly expands its reach and charitable giving.

Our beneficiaries are selected for their work on clean energy, sustainability, climate education, and bicycle advocacy. At the end of the year, Climate Ride tallies the proceeds from all Climate Ride events and then grants the funds to these hard-working organizations. The following is a list of the final grants to organizations in 2012 for both ride events:

Natural Resources Defense Council $52,713
Washington Area Bicyclist Association $33,829
350.org $32,698
Environmental Defense Fund $21,390
Greenbelt Alliance $18,245
San Francisco Bicycle Coalition $16,813
Transportation Alternatives $16,260
Rails-to-Trails Conservancy $15,070
East Bay Bicycle Coalition $13,694
Alliance for Climate Education $11,227
Sonoma County Bicycle Coalition $10,929
Chesapeake Climate Action Network $9,294
Climate Protection Campaign $7,198
Green America $7,198
National Parks Conservation Association $6,097
Sierra Club California $5,940
Institute for Sustainable Communities $5,654
Alliance for Biking and Walking $5,579
Boston Cyclists Union $5,538
League Of American Bicyclists $5,441
1% For the Planet $5,428
Carbon War Room $5,403
Acterra $5,326
International Green Industry Hall of Fame $5,001
Environmental Working Group $4,884
World Bicycle Relief $4,698
Windustry $4,549
Bike New York $4,390
Solar Living Institute $4,242
Grist $4,119
US Green Building Council – Natl Cap Region $4,060
Walk San Francisco $3,988
Green For All $3,968
Renewable Energy Long Island $3,956
Center for Resource Solutions $3,691
Silicon Valley Bicycle Coalition $3,676
Marin County Bicycle Coalition $3,670
Will Steger Foundation $3,659
School for Field Studies $3,361
Adventure Cycling Association $2,963
Active Transportation Alliance $2,696
Clean Air -- Cool Planet $2,161
Climate Counts $2,050
IISD --- United Nations Office $1,822
Save Our Snow Foundation $1,726

Seed Starters/One-Time Organizations

Integral Heart Foundation $2,916
Columbia University - CSD $1,590
Kentuckians for the Commonwealth $1,454
Asian Pacific Environmental Network $1,443
Miles of Trees $1,200
Ride Richmond $1,200
Bicycle Works $761
California Straw Building Association $750
Daily Acts Organization $646
Sierra Club Florida $612
Southwest Research & Information Center $526

Total 2012 Grants $409,847

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Climate Ride strives to build solid programs designed to create a new, engaging community focused on sustainability, bike advocacy and climate issues. Beginning in 2008 with a single fundraising-focused event, Climate Ride has grown exponentially in five years and our year-round work now includes five program areas.

**CLIMATE RIDE NYC-DC**  **MAY 19-23, 2012**

The ride began with a pedal through the heart of Manhattan to a ferry that carried our 180 Climate Riders off the island and across New York Harbor. From there they traveled along country roads passing through Princeton, crossing the Susquehanna River, and into Pennsylvania Amish Country. After a day of pedaling past farms and silos, they reached Maryland horse country. On the fifth day, riders cycled past the iconic Washington Monument to arrive at the U.S. Capitol.

**CLIMATE RIDE CALIFORNIA**  **SEPT 9-13, 2012**

The ride began near Eureka in the midst of Northern California's majestic redwoods. From there 147 Climate Riders traveled along the coast, soaking in expansive ocean views and coastal bluffs. On the fourth day, they pedaled inland along the Russian River to cruise through California's famed Wine Country, considered some of the best cycling in the US. The final day was an epic ride through Marin and across the Golden Gate Bridge to reach our final destination – San Francisco City Hall.

**GRANTS PROGRAM**

The Climate Ride staff handles hundreds of inquiries from potential partner organizations and manages the process to vet and approve the organizations that riders choose to support. We assist organizations by making Climate Ride a useful and meaningful part of their development plans. Climate Ride processes tens of thousands of donations and handles every aspect of the rides so that these organizations can benefit without any risk or cost – allowing them to focus on achieving their missions.

**EXPERT SPEAKER SERIES**

Expert speakers educate and inspire Climate Riders about sustainability, climate, the green economy, and energy issues. Our riders and the communities that we pass through learn that our government, businesses, and each individual American will benefit from a cleaner, healthier energy system.

**CONGRESSIONAL OUTREACH**

The Climate Ride staff schedules hundreds of appointments for riders to meet *in person* with their senators and representatives when they arrive by bike in Washington DC at the end of Climate Ride NYC-DC. In 2012 alone, we trained and scheduled more than 100 riders to meet with Congress, resulting in 180 meetings. We're helping to create a grassroots force of 'people-powered' lobbyists.

Thank you Climate Ride for creating this adventure with a powerful purpose, for finding the most beautiful routes, for scheduling so many interesting people to speak to us, and for making this memorable experience happen so smoothly. What an amazing time and group of people!

Melissa Leebove
Clif Bar
The Climate Ride Founders Circle was established in 2012 as a capital campaign to raise funds for the future growth of the Climate Ride organization. So far, we have raised $38,601 thanks to the generous folks listed below.

We would like to recognize the donors to the 2012 Climate Ride Founders Circle and Growth Campaign. Thanks to these generous supporters for helping Climate Ride to achieve its mission.

**FOUNDERS CIRCLE: $10,000+**
Catherine Bock

**FOUNDERS CIRCLE: $5,000**
March Foundation
Quinn Family Foundation

**FOUNDERS CIRCLE: $2,500**
Team Mightybytes

**FOUNDERS CIRCLE: $1,000**
Arkin Tilt Architects
Allison Smith
Kim Larson
Patricia Hallstein and Axel Kramer
Shamini Dhana on behalf of Dhana Inc.
Purely Elizabeth
Roger Schwed

**BREAKAWAY BENEFACtor: $500–$999**
Bill Davis/Stellar Solutions Foundation
Geraldine Carter
Scott Warner
Josh Lasky
Evan O’Neil

**PELOTON PIONEER: $150–$499**
DWF
Abe Greene
Ashley Hunt-Martorano
Joanna Miles
Matt Schuerger
Kent Whinnery
Tom Ely of Sockeye Cycle Co.
Rick Rickard
Skylar Lyon
David Zwerin and Witney McKiernan
Richard and Josette Carter
John T Childs
Compassion Fatigue Awareness Project
Jenny Cooper
Heather Lisle

**FRIENDS OF THE RIDE**
Nathan Brennan
Cooper
Blake Holiday
David Baumann
Joseph Barrata
Janna Green
Larry Litvak
Roger Lowenstein
New Jersey Bike & Walk Coalition
Alison Smith
Andrew Valainis
Lauren Van Ham
Ethan Fried
dF
Bryce Golden-Chen
Michael Kahn
Jo Miles
Many thanks to our generous 2012 event sponsors!

The following companies and organizations have contributed monetary and in-kind donations in support of our Climate Ride programs. We couldn’t do it without them.

Climate Ride is seeking corporate sponsorship from companies dedicated to sustainable business practices. With your help, we can offset ride costs, enabling us to deliver even more to our grants program.
To the right is a list of the current Climate Ride Board of Directors. Many thanks for their time, commitment and vision.

**Board History**
Climate Ride was created in 2008 by Geraldine Carter and Caeli Quinn as a way to inspire a new generation of sustainability and bicycle advocates. Soon after, Blake Holiday joined as Ride Director.

Together, the three of them have the combined experience of more than 30 years of professional, high-end bicycle trip leading and development. Their expertise ranges from designing custom trips in far-flung locales to organizing large-scale charitable events.

The three have put together a team of professional trip leaders and guides to host these extraordinary and life-changing charitable events.

In 2010, when Climate Ride officially received its IRS designation as a nonprofit, a special group of enthusiastic past riders joined the organization as the Founding Board of Directors.

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