

2014 ANNUAL REPORT

At a glance

The state of Cascade is strong. From a bold and far-reaching strategic plan created by board, staff and volunteers in July of 2014 to the move (by bike!) from our old offices to our new headquarters, the Cascade Bicycling Center, this was a year of giant steps forward for the Cascade Bicycle Club.

Education continued to teach tens of thousands of students riding skills in third, fourth and fifth grade, while expanding into middle schools with Urban Cycling Clubs.

The **Major Taylor Program** expanded into middle schools—and laid the groundwork for regional expansion into Tacoma.

The **Events** that fuel Cascade's work continued to thrive, and new events—like the Bike-n-Brews El Norte—sold out and reached a new audience.

Membership crossed into 16,000, and customer service became a big focus—more than 2,000 members answered questions on our annual survey, and the overwhelming consensus was supportive.



Advocacy saw great progress on the Eastside Rail Corridor, the long-awaited completion of a protected bike lane on Second Avenue and the passage of Seattle's ambitious and far-reaching Bicycle Master Plan.

And we completed our **5-Year Strategic Plan**.

The new headquarters hosted a holiday party for all bike advocates in the region and all Cascade volunteers!

Momentum is high and we're gaining speed—your support makes all of our work possible, and for that we're grateful. Here's to a spectacular 2014, and an even brighter future for Cascade Bicycle Club.

2014 Financials

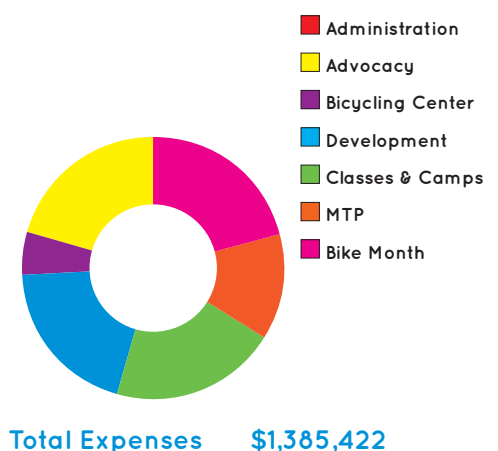
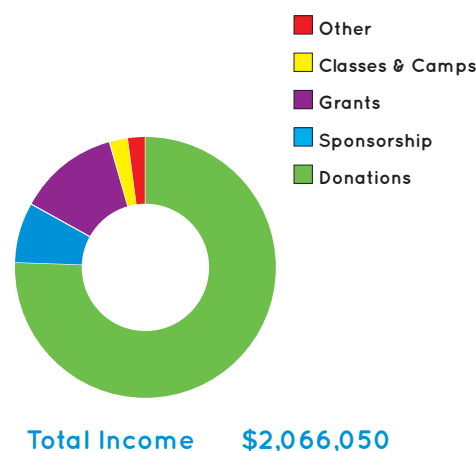
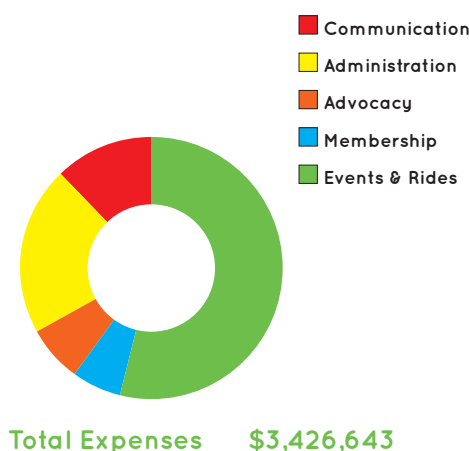
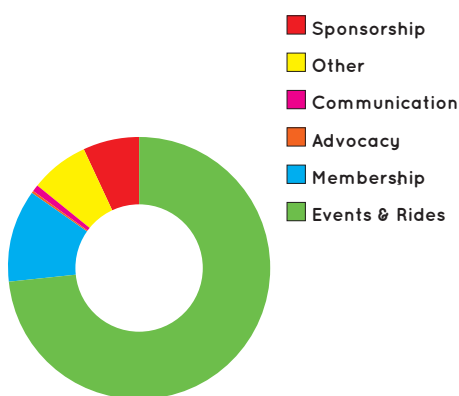


Income	
Events & Rides	\$2,938,707
Membership	\$459,653
Advocacy	\$10,000
Communication	\$33,660
Other	\$293,805
Sponsorship	\$269,086
Total Income	\$4,004,911

Expenses	
Events & Rides	\$1,850,387
Membership	\$205,599
Advocacy	\$239,865
Administration	\$719,595
Communication	\$411,197
Total Expenses	\$3,426,643

Income	
Donations	\$1,563,670
Sponsorship	\$155,350
Grants	\$256,067
Classes & Camps	\$49,920
Other	\$41,043
Total Income	\$2,066,050

Expenses	
Bike Month	\$263,130
MTP	\$162,461
Classes & Camps	\$254,298
Development	\$248,065
Bicycling Center	\$65,298
Advocacy	\$253,628
Total Expenses	\$1,385,422



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2014 by the numbers

19,825 Free Group Ride participants

168 students in Major Taylor Project

1,822 students participated in the Bike to School Challenge

NEW Business Membership program, **6 Business Members**

588 participants rode on NEW Bike-n-Brews El Norte Ride

36 Advocacy Leadership Institute Graduates

479,000+ people visited our website

The **Cascade Courier** went **full color!**



2,255
FREE GROUP RIDES



634
VOLUNTEERS



26,402
STUDENTS TAUGHT



15,798
CASCADE MEMBERS



DONORS TO THE EDUCATION FOUNDATION 2014

INDIVIDUALS

\$200,000 and up

The estate of Ruth Wilson • Ron & Eva-Maria Sher

\$50,000 - \$199,999

Anonymous • Ordinary People Foundation

\$25,000 - \$49,999

Jabe Blumenthal & Julie Edsforth • Kongsgaard-Goldman Foundation

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Anonymous • Daniel V. Byrne • John & Julie Duggan • Ed & Marcy Yoshida • Peter & Judith Hallson • Doug & Maggie Walker • George & Rosalie Whyel

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Blackie Foundation • Arthur Burrill, in memory of Nancy Burrill • Matthew Cohen & Kimberly Kemp • Grant Howard • Judith Jesiolowski & David Thompson • Donna Sakson & Jonathan Mark • Michael Larson • Matt Leber • Melvin Roberts • Richard Serioussi, MD, Seattle Spine and Sports Medicine • Claudio Simon • Jim & Jolanne Stanton & Family • David Stout, MD • Eric Troyer

\$1,000 - \$2,499

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\$1,500 - \$2,499

Aspect Consulting • Lease Crutcher Lewis • Sound Transit • John Duggan Cycling Attorney • Links-bridge, SPC • Unico Properties LLC

FOUNDATIONS

\$25,000 and up

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\$1,000 - 24,999

Clif Bar Family Foundation • City of Seattle • Hazel Miller Foundation • PeopleForBikes

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