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2015

# COALITION + FOUNDATION COMBINED FINANCIAL RESULTS

The combined budgets of the PeopleForBikes Coalition and PeopleForBikes Foundation totaled **\$7.08 million in 2015**. 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, Recreational

Equipment, Inc. (REI), Summit Foundation, Clif Bar & Company, Kimberly-Clark, New Belgium Foundation, 3M, Nau, Wells Fargo, Nuun & Company as well as individual donors and family foundations. We are very grateful to all supporters of both organizations.



peopleforbikes

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**COALITION**

**2015 Coalition Income**

**\$4,087,855**



- **Supplier Dues**  
\$2,409,153 (59%)
- **Partnerships + Sponsorships**  
\$1,291,044 (31%)
- **Employee Pro Purchase Program**  
\$230,742 (6%)
- **Foundation Affiliation Fees**  
\$30,000 (1%)
- **Retailer Dues**  
\$114,600 (3%)
- **Donations and Interest**  
\$12,315 (<1%)

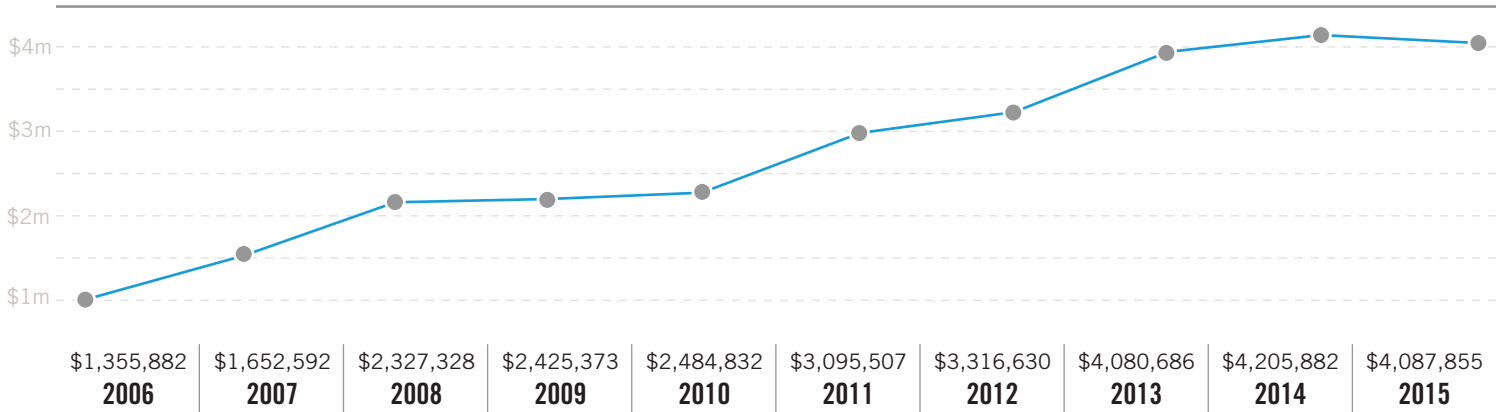
**2015 Coalition Expenses**

**\$4,275,966**



- **National Advocacy**  
\$1,710,386 (40%)
- **Promoting Bicycling**  
\$1,753,146 (41%)
- **Administration + Fundraising**  
\$535,910 (13%)
- **Community Grants**  
\$276,524 (6%)

**Coalition Income Growth**



## FOUNDATION

### 2015 Foundation Income

**\$2,753,682**



- **Corporate + Related**  
\$1,621,873 (59%)
- **Individual + Other Support**  
\$850,222 (31%)
- **Foundation Support**  
\$144,683 (5%)
- **Government**  
\$136,904 (5%)

### 2015 Foundation Expenses

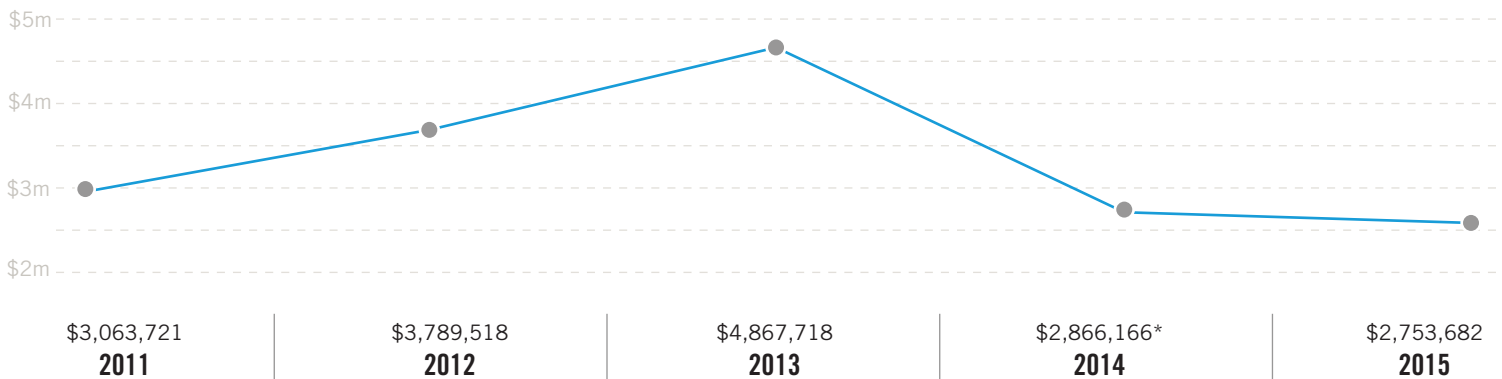
**\$2,517,429**



- **Green Lane Project + Study Tours**  
\$938,077 (37%)
- **Individual Campaigns**  
\$681,120 (27%)
- **Better Bike Share Partnership**  
\$476,770 (19%)
- **National Bike Challenge**  
\$205,745 (8%)
- **Other Programs\***  
\$215,717 (9%)

*\*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 external audit reports at [PeopleForBikes.org/financials](http://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

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In 2015, the Coalition and Foundation contributed \$1,302,178 (19% of total expenses) in direct cash support to national, state and local bicycle programs and projects. This included awarding community grants across the nation along with Better Bike Share Partnership and REI grants, plus 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). In addition, PeopleForBikes sponsored key events including the Bicycle Leadership Conference, National Bike Summit, Independent Bicycle Dealers Summit, Bicycle Tourism Conference and others.

### Intra-Organizational Monetary Transfers

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In 2015, the Coalition contributed \$885,000 (net) towards the \$2,753,682 received by the Foundation. Consequently, the combined income for both organizations from a net perspective totaled \$5,896,537.

To view past financial reports and independently audited financial statements for the Foundation, visit [PeopleForBikes.org/financials](http://PeopleForBikes.org/financials).