2011 ANNUAL REPORT
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Summary

2011 has been an exciting year for the Reno Bike Project. We have expanded almost every aspect of our organization in an effort to make the Truckee Meadows a more bicycle-friendly community. We have added a class to our education program, which now includes two free weekly workshops. Our Gift Bike Program has provided 150 people with affordable, reliable transportation and those recipients donated over 1,500 volunteer hours to our community partners, a 66% increase from 2010. Our 15 events brought RBP and our mission to over 4,000 people. To increase our visibility we have worked with various agencies and individuals to expand our presence in print, radio, television news, and on the internet to get our message into the community. While we look forward to 2012 and plan for new ways we can make our area better here are some highlights of 2011 and how we made it possible.

2011 Financial Summary*

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Income</td>
<td>$249,866.24</td>
</tr>
<tr>
<td>Total Expense</td>
<td>$230,725.27</td>
</tr>
<tr>
<td>Net Income</td>
<td>$19,140.97</td>
</tr>
</tbody>
</table>

*Totals do not include the month of December

Income:
- Shop Revenue: 79%
- Events: 4%
- Donations: 9%
- Grants: 8%
- Uncategorised: 0%

Expense:
- Cost of Goods Sold: 36%
- Operations: 21%
- Personnel: 36%
- Rent: 7%
The Shop

Our full-service/self-service community bike shop serves as the center of operations for all things RBP. The shop offers many affordable products and services that are designed to get more people on bikes and keep them rolling. In 2011 we have made some changes to help maximize output and efficiency.

- The shop has serviced roughly 6,700 patrons throughout the year, this includes people that made a purchase, used a public workstation, got their bike fixed or visited the shop for information.
- We sold 902 bicycles, performed 975 repairs and provided 4,500 affordable used parts to people via other sales transactions.
- We increased our new parts inventory by 25%.
- We now employ 8 full and part time people, an all time high for our organization.
- We initiated our first ever, scheduled volunteer program in August. 31 volunteers spent over 650 hours in the shop.
- We have drastically remodeled the shop to create a more inviting shop atmosphere.
- Our public workstations continue to be utilized daily, logging over 1,200 hours this year.

Events and Community Outreach

Reno Bike Project's events serve as community outreach and a source of revenue for the organization, and promote bicycle advocacy and culture. Every year these events grow in attendance and interest; this year was no exception with over 4,000 attendees and $11,619 dollars raised. Our annually scheduled events such as We heART Bike Art Show, Bike-to-Work Week Pancake Feed, Hot August Bikes, and Bike Valet, continue to grow as faceted bicycle events that engage community members with RBP’s mission and foster RBP’s partnerships with 12 other agencies and organizations. Additionally, in 2011 RBP hosted and participated two new events, Bikes and Brews, and Canfest. Bikes and Brews is a summer Goldsprints series that received 200 racers and attendees. Also, RBP partnered with Abbi P.R. and Buck-
bean Brewery to be the non-profit beneficiary for Canfest, America’s largest canned beer festival. RBP raised over $1,608 and received over 100 bicycle donations with the help of 60 RBP volunteers.

Programs

Reno Bike Project offers programs that reflect the change that we want to see in the world. These programs educate and empower, they transform and grow, and they build community and advocate for cycling as a reliable affordable mode of everyday transportation. Without a doubt, 2011 was a great year for the programming wing of RBP. Following are some highlights:

- **Volunteer Program** - This year we launched our official volunteer program. Volunteering has always been a key part of RBP but this year we made things more official and stream lined with a volunteer handbook, volunteer orientations, scheduled volunteer shifts and a volunteer appreciation party.

- **Dan’s Night** - Taught by our very own board members Dan Ruby and Greg Burge, it is a weekly informal maintenance workshop. In 2011, roughly 350 people attended these classes.

- **Ladies’ Night** - Due to the added demand and a generous donation from Sensible Portfolios, this year we were able change Ladies’ Night from once a month to a weekly workshop just for women. Over 150 women attended the workshops.

- **Gift Bike** - The Gift Bike Program saw a lot of changes in 2011. Now participants are required to volunteer at least 10 hours with one of our partner organizations. We do this in an effort to build work skills as well as community ties between the recipients, charitable organizations RBP. This year we gave 150 bikes with a total value of $8,363 to low-income adults who donated over 1,500 volunteer hours at local non-profits and charities.

- **Free Wheels for the Kids** - 2011 is our 3rd year of partnering with the Children’s Cabinet of Northern Nevada, to provide bikes to families that can’t afford them and make the holiday season a little more bright. This year 30 volunteers came and worked on over 133 kids bikes, getting them into tip-top shape before our give-a-way.

500 Workshop Participants. 150 Gift Bikes. 650 Shop Volunteer Hours.
Working with other organizations and building community partnerships is critical to our mission. This year RBP has joined with the following groups to make our community a better place.

- Academy of Arts, Careers and Technology
- Nevada Bicycle Coalition
- Office of Traffic Safety
- Edible Reno-Tahoe Magazine
- Fat Boy Poker Biking Club
- Campus Cycling Coalition
- Reno Police Department
- Hobson Gallery
- Truckee Meadows Bicycle Alliance
- Nevada Museum of Art
- Washoe County Sheriffs Office
- City of Reno
- University of Nevada, Reno
- Artown
- Abbi PR
- Buckbean Brewing Company
- Lincoln Lounge
- Children’s Cabinet
- Sensible Portfolios
- Rotary Club of Reno Sunrise

Moving forward with the success of 2011, we look forward to 2012 with pointed objectives to make ourselves more efficient, effective and involved in the community. Next year we plan to launch our membership program to incentivize involvement with the organization and increase revenue. Additionally, to increase our community partnerships, we will work more intensively with the University to make it a more bike friendly place and give more students the opportunity to keep riding. We thank you for all your support and keep on riding.
Thank you to all the individuals, businesses and foundations that made donations to RBP in 2011. Your contributions have made everything we have accomplished possible.

Granting Organizations:
- E.L. Cord Foundation
- Wilensky Foundation
- New Belgium Brewing
- Office of Traffic Safety
- Marie Crowley Foundation
- Logical Industries Corp.
- Nancy Fennell
- Paula Dermody
- Western Nevada Supply
- Greg Pisani
- Whole Foods
- Pyramid Lake Sprint Triathlon
- Dave Aiazzi
- Michael Dermody
- Wilensky Foundaiton
- Patagonia
- Leo and Katie Mendelsohn
- Jerry Hapgood
- Pamela Dallas
- New Belgium Brewing
- Bibo Coffee Company
- Intuit Foundation
- Sticker Guy
- Nevada Econet

List of Donors:
- White Industries
- Andrew Pastemak
- Specialized Bicycles
- Mary Ankersen
- Sierra BMW Motorcycle
- William Howard
- Scott Callahan
- Jean Claude Tillous
- Andrew Kirst
- Warren T. Walker
- Louis Bubala
- Jennifer Masto

If we inadvertently missed listing you, we apologize, please let us know.
Board of Directors
Dan Ruby – President
Shawn Pearson – Secretary
Lauren Kozar - Treasurer
Matt Newberry
Dan Gopen
Greg Burge
Chad Strand
Scott Hall

Staff Members
Noah Silverman- Executive Director
Johnny Daggett- Shop Manager
Casey Clary- Service Manager
Anthony Arevalo- Mechanic
Nate Clark- Customer Service
Jeff Mitchell- Program Director
Kira Wirges- Administrative Assistant
Austin Wallis- Public Relations

To make a donation or to reach the Reno Bike Project please feel free to visit our website at:
www.renobikeproject.com

To visit the shop in person:
541 E. 4th St.
Reno, NV 89512
Or by phone at:
(775) 323-4488

Reno Bike Project is a 501(c)3 non-profit organization. Please reference our Federal Tax I.D. number 14-19888000