



Pedals2People Pedaling Forward

ANNUAL REPORT



2014





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LETTER FROM THE BOARD PRESIDENT

"How do you get to know and love a city? Ride a bike."

Dear Friends of Pedals2People,

The year 2014 brought major shifts to our nonprofit. Our community bike shop closed its doors after two years in the Perry district, and we congratulated our beloved shop manager, Jayce, on his plans for the future. The Board welcomed three new members. Pedals2People partnered with seven local businesses and organizations in community events and fundraising. Tomorrow has never looked brighter in promoting bicycle education and health in Spokane.

Pedals2People continues to foster partnerships and connections with businesses, neighbors, and friends. We never tire of sharing the joy of bicycling and its health benefits. Together, we shape our streets, and neighborhoods. We shape our home, one bicycle at a time.

Despite financial challenges, we remain optimistic. We'll focus on pumping

donations and volunteer time into elevating program development. Pedals2People's mission, to use the bicycle as a tool to empower others and inspire healthy living, remains relevant. Thank you for your continued support.

I invite you to read the 2014 annual report. We feature Jayce Robertson, our stellar Shop Manager for the last two years (pictured left). The passion and knowledge from our volunteers such as Doug Porter (pictured right) motivates us to keep the mission alive and see cyclists young and wise enjoy Spokane's parks and neighborhoods. Mark your calendars. With the right tools, we're ready to pedal forward with you.

Bike on,



Annie Szotkowski
Board President



MOBILE EDUCATION

2014 EVENTS

West Central Community Center Tune-Up

Spokefest 2014

Salvation Army Homeless Awareness Event

Bike to Work Week - The Commute of the Century

South Perry Street Fair

953 Patrons

165 Volunteers

Pedals2People aims to share not only a love for bikes, but to educate, one-one, how anyone can make minor adjustments, be confident while riding his or her bike, and practice proper safety measures (Don't forget the Brain Bucket!). Time spent getting to know a bike makes for memorable rides.

Upon Pedals2People's Community Shop Closing, we reconsidered methods of education and outreach. Our shop provided valuable assets for affordable, knowledgeable and reliable services and tutorials.

Within the next two years, Pedals2People will unfold a plan to establish satellite stations at community centers and C.O.P.S. Shops. Tools and knowledge won't be confined to one shop. Instead, we're partnering with local organizations to make Pedals2People known throughout Spokane neighborhoods, not just in one slice of the city.

Mark your calendars during Farmers' Market Season! Pedals2People is currently in contact with Emerson-Garfield and the 5th & Browne Spokane Farmers Markets to feature bicycle safety or tune-up education. We plan to be at one or both markets from May-September. Volunteers will receive training on executing bicycle tune-ups and fixing minor adjustments for Farmers Market Patrons.

Spokane Farmers Market 5th & Browne

May 9-October 31, 2015

Emerson Garfield Farmers Market

Every Friday June 5-October 16

Have an idea for Pedals in your neighborhood? Email p2p@pedals2people.org.



THANK YOU JAYCE



"Keep trying until it clicks!"

On a cold, January night, I met Jayce at my first board meeting on lower south hill. Rosy cheeks and bright spirits, Jayce exuded health that comes from biking frequently, even in Spokane's winter conditions. My first impression of Jayce stuck—an underlying resilience and subtle optimism in the face of financial challenges for the nonprofit. His time with Pedals2People as a role model for leadership and bike shop management will be remembered among our supporters, friends and volunteers who followed his example.

Jayce's attitude is infectious. With a bright smile and even brighter outlook, his engagement with volunteers was unparalleled. Jayce's journey with Pedals began in the off-shoot, garage location near 40th and Grand Ave. Self-taught, Jayce enhanced his bike mechanic skills as a graduate from the United Bicycle Institute in Ashland, Oregon in 2007 and was tutored by employees at REI.

Upon departing from Pedals2People to pursue studies in environmental science, Jayce outlined the needs of a shop manager.

In Jayce's experience, the shop manager "needs to be very personable," and capable of teaching bike mechanics to an 8-year-old or a handicapped, homeless adult.

Running a community bike shop entailed business savvy and people skills, knowing a customer's needs and the right tools to enhance their commuter or mountain bike. "I miss the crazy days where I would be helping 4 people at once and directing volunteers."

Delivering needs takes a patient understanding of the nuts and bolts of peoples awareness—maneuvering how the bicycle fits in with their lifestyle. His efforts drew in support from the community. "I loved it when the neighborhood kids would come in and try to help out." Jayce's expertise in the parts, tools, and his experience riding in some of the best trails in the area delivered more than a quick mechanical fix. Jayce shared the joy of bicycling.

Some of Jayce's favorite commutes include the mountain bike trail from Northwest and Alberta to West Central without going down to the bottom of Doomsday Hill. His favorite tour is the North Cascades highway 500 miles from Spokane to Bellingham. "Almost all of it [is] surrounded by national forest." Jayce recommends always having a pump, spare tube, patches, and multi-tool device while on a ride.

The team appreciates your dedication to bicycle education and the nonprofit Jayce. We wish you the very best wherever your bike leads you.

Thank You

Love,

Team Pedals



MEASURING SUCCESS

P2P experienced a fiscally responsible year for shop and programming expenses.

STATEMENT OF ACTIVITIES

Revenue	2014	General/Administrative	
Fundraising	\$902.00	Salaries and wages	\$0
Donations	\$4,031.00	Employee benefits	\$0
Grants	\$0	Payroll taxes	\$1,009.00
Sponsorship	\$0	Insurance	\$544.00
Gross Sales	\$12,524.00	Rent	\$4,560.00
Net Income	\$17,457.00	Utilities	\$730
Operating Expenses		Office Supplies	\$100
Selling		Travel & Entertainment	\$50
Salaries and wages	\$5,265.00	Postage	\$0
Commissions	\$0	Equipment maintenance & rental	\$0
Advertising	\$0	Debt/Back Taxes	\$4,566.00
Depreciation	\$0	Furniture & equipment	\$5,915.00
Other (licenses)	\$150.00	Total General/Administrative Expenses	\$11,559.00
Total Selling Expenses	\$5,915.00	Total Operating Expenses	\$17,474.00

PEDALS2PEOPLE BOARD OF DIRECTORS



Annie Szotkowski,
President



Liza Mattana,
Co-Founder & Treasurer



Jeff Juel, Secretary



Sara Stiles
Member at Large

WE ARE GRATEFUL

FOR THE INDIVIDUALS AND BUSINESSES WHOSE
GENEROSITY KEEP PEDALS2PEOPLE PEDALING
FORWARD.

John Speare

Betsy Speare

Paul Fish

Jon Snyder

Marty Zyskowski

Mike Zyskowski

Jamie Zyskowski

Wes Sanborn

Carol Sanborn

Alex Wetmore

Cyrus McLean

Bradley Bleck

John Griffith

Curt Bortel

Brian Joyce

Andrew Sheridan

Gage Stromberg

Beth Mort

Stine Hansen

Kelly Masjoan

Paul Turner

Ken Paulman

Charlie Greenwood

Travis Nichols

Duane Nelson

Satish Shrestha

Cory Scanlan

Erik Erikson

Bo Snyder

Hank Greer

Doug Porter

Daron Sitton

Jayce Robertson

Drew Meur

Erika Prins

Paul Dillon

Erik Solberg

Suzy Vennard

Nancy Rust

Seth Battista

Five Guys Burgers

The Monterey Cafe

South Perry District

The City of Spokane

Spokefest

The Salvation Army

Washington Bikes

River City Brewery

Spokane's Bicycle Advisory
Board

West Central Community
Center

Spokane Bike Swap

Spokane Bicycle Club

BumbleBar

2Wheel Transit

The Salvation Army

And Many, Many More!



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WWW.PEDALS2PEOPLE.ORG