ORGANIZATION

Providing evidenced-based cycling interventions to improve social, emotional, and cognitive health

RESEARCH
Proving that cycling positively impacts the way we think, feel and behave through institutional and applied research

RIDING FOR FOCUS
Using cycling as a tool for young people to achieve academic, health, and social success

OUTRIDE FUND
Empowering local communities to launch a variety of youth cycling programs
EMPOWERING LOCAL COMMUNITIES TO LAUNCH A VARIETY OF YOUTH CYCLING PROGRAMS
OVERVIEW

Mission: **EMPOWERING LOCAL COMMUNITIES TO LAUNCH A VARIETY OF YOUTH CYCLING PROGRAMS**

Method: **Matching dollar for dollar donations with local fundraising efforts**

Areas of Interest:
- *Trails* – projects for youth to enjoying mountain biking
- *Youth Rider Development* – in conjunction with NICA
- *Youth Cycling Education* – in conjunction with Riding for Focus

Tools:
- Outride Fund Website: [HTTPS://OUTRIDEBIKE.ORG/OUTRIDE-FUND](HTTPS://OUTRIDEBIKE.ORG/OUTRIDE-FUND)
- Everyday Hero Campaign: Grant Application: [HTTPS://OUTRIDE-FUND.BLACKBAUD-SITES.COM/](HTTPS://OUTRIDE-FUND.BLACKBAUD-SITES.COM/)
- Riding for Focus: [HTTPS://SPECIALIZEDDBICYCLES.TYPEFORM.COM/TO/QKLFWS](HTTPS://SPECIALIZEDDBICYCLES.TYPEFORM.COM/TO/QKLFWS)
- NICA: [HTTPS://SPECIALIZEDDBICYCLES.TYPEFORM.COM/TO/CFS8EE](HTTPS://SPECIALIZEDDBICYCLES.TYPEFORM.COM/TO/CFS8EE)
- Trail: [HTTPS://SPECIALIZEDDBICYCLES.TYPEFORM.COM/TO/JQMEKO](HTTPS://SPECIALIZEDDBICYCLES.TYPEFORM.COM/TO/JQMEKO)

Goals: $1.2 million in grants during FY20
Donation Management:
- All donations are held by the OUTRIDE Fund until disbursement
- All campaigns may apply for OUTRIDE Fund matching grant
- Charitable acknowledgement letters automatically sent after donation received
- Recognition of project on OUTRIDE Fund website

Double your impact
- OUTRIDE Fund will accept applications to receive $ for $ matching up to specific limits
- Matching grants will range from $500 to $15,000 per project
- Communicate to potential donors about the matching potential

Join a growing group of cycling communities
- Learn about projects all over the country and activate in your own community
FUND AWARDING TIMELINE 2019-2020

- OUTRIDE Fund Opens
  - Oct 21
  - Grant Awarding 1:
    - Panel Nov 4
    - Announce Nov 8
  - 2 weeks
  - Pull Grant Applications For Review

- Grant Awarding 2:
  - Panel Feb x
  - Announce Mar x
  - 2 weeks
  - Report Impact

- Grant Awarding 3:
  - Panel June x
  - Announce June x
  - 2 weeks
URL: HTTPS://OUTRIDE-FUND.BLACKBAUD-SITES.COM/

READ ABOUT THE OUTRIDE FUND

- SELECT THE TYPE OF FUNDRAISING CAMPAIGN/PROJECT YOU WOULD LIKE TO BUILD

MISSION STATEMENT
Empowering local communities to launch a variety of youth cycling programs. Through dollar for dollar matching grants in Youth Cycling Education (Racing for Focus), Trail/Pump Track projects, and Youth Rider Development (MCA), we seek to accelerate the creation of cycling communities around the country.

WAYS TO ACTIVATE YOUR COMMUNITY
There are many ways to tap into the OUTRIDE Fund. Select from the options below.
• REVIEW EXAMPLES OF TYPES OF FUNDRAISING YOU CAN START

• CLICK START FUNDRAISING TO INITIATE YOUR PROJECT
- CREATE YOUR PERSONALIZED FUNDRAISING CAMPAIGN

- SELECT THE TARGET AMOUNT YOU NEED TO RAISE (TOTAL AMOUNT NEEDED, ½ OF WHICH POTENTIALLY MATCHED BY OUTRIDE FUND)

- WHEN YOU WILL HIT YOUR GOAL (PROJECTED)

- CLICK CREATE PAGE!
• **WHAT RIGHT LOOKS LIKE**

• **PROGRESS BAR ON HOW MUCH YOU HAVE RAISED**

• **KEY DONORS AND DONATION SUMMARY**

• **CUSTOM PHOTOS FOR YOUR CAMPAIGN**

• **ENGAGING DONORS BY THANKING THEM**
• PROVIDING PHOTO UPDATES DRIVES CAMPAIGNS DONATIONS
• PHOTO UPDATED ON 24 MARCH 2019
• $3,955.05 DONATED WITHIN 24 HOURS
• KEEP YOUR DONORS ENGAGED TO HIT YOUR GOALS.
ONCE YOUR CAMPAIGN IS GOING, APPLY TO GET A $ FOR $ MATCHING GRANT:

- **Riding for Focus:**
  [HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/QKLRWS](HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/QKLRWS)
- **NICA:**
  [HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/CFS8EE](HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/CFS8EE)
- **Trail:**
  [HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/JQMEKO](HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/JQMEKO)
**IMPACT REPORT IS DUE NO LATER THAN ONE YEAR OF FUNDS BEING RECEIVED**

**MUST BE COMPLETED AND SUBMITTED BEFORE APPLICATION FOR ANOTHER GRANT**

---

**Appendix A**

Impact Report Requirements

*Instructions*: The below are required pieces of information to be included in an impact report narrative. Please limit response to one page single spaced. Report is due within one year of funds being received. If an extension is required, contact foundation@specializedfoundation.org for approval.

**Overview**

1. Federal ID Number
2. Date of Application
3. Operating Name of Charity
4. Primary Contact
5. Name for Proposal
6. Title Mailing Address of Organization
7. Phone Number
8. Email Address

**Mission and History**

1. What is the organization’s mission statement?
2. Provide a brief history of your organization, its goals and accomplishments to date:
3. How many people did your organization serve last year?

**What is the name of the program/project for which you were awarded a grant?**

1. What amount you requested in match funding?
2. Where was the program supported located? (Please indicate city (or cities) and state(s)).
3. What area of focus did your program related to: Youth Rider Develop, Youth Cycling Education, or Trails

**Provide a Narrative of your charitable work (paragraph form)**

**KPI and Success Metrics**

1. How many members of your community were directly served?
2. How many members of your community were indirectly served?
3. How many services did you provide (multiple answers are fine)?
4. Custom Metric: Please indicate one custom metric that you tracked specific to your program
APPLICATIONS WILL BE ASSESSED ON THE FOLLOWING CRITERIA:

• WELL ALIGNED AND DESCRIBED ORGANIZATION’S MISSION
• PROVEN RECORD OF PROJECT EXECUTION
• WELL DESCRIBED VOLUNTEER/SUPPORT PERSONNEL
• DETAILED BUDGET PROVIDED FOR PROJECT
• WELL DESCRIBED PROJECT THAT POSITIVELY IMPACTS COMMUNITY
• INCLUSION OF YOUTH INVOLVEMENT PLAN FOR TRAIL PROJECT
APPLICATIONS WILL BE ASSESSED ON THE FOLLOWING CRITERIA:

1. ABILITY TO IMPLEMENT AS PE CURRICULUM 6-3-20
   (WEEKS-DAYS-MINUTES)
2. STRONG SUCCESSION PLAN IN PLACE
3. WELL DESCRIBED STORAGE PLAN
4. ROUTES FOR OFF CAMPUS RIDING DESCRIBED/NO BARRIER TO RIDING
5. COMMUNITY SUPPORT? RETAILER SUPPORT
6. SPECIAL CONSIDERATIONS (PREVIOUS APPLICANT, STRONG PARENTAL SUPPORT...ETC)
APPLICATIONS WILL BE ASSESSED ON THE FOLLOWING CRITERIA:

1. WELL DESCRIBED TEAM OVERVIEW
2. ESTABLISHED LEADERSHIP TEAM
3. WELL DESCRIBED TEAM VOLUNTEERS
4. WELL DESCRIBED STUDENT ATHLETES
5. ESTABLISHED OR PLANNED INFRASTRUCTURE TO SUPPORT RIDERS
6. WELL DESCRIBED POSITIVE IMPACT TO RIDERS
REVIEW

- **STEP 1:** COME UP WITH A YOUTH CYCLING PROJECT YOU ARE PASSIONATE ABOUT
- **STEP 2:** START A CAMPAIGN AT
  - FUNDRAISING TOOL: HTTPS://OUTRIDE-FUND.BLACKBAUD-SITES.COM/
- **Step 3:** Share with your community to raise money
- **Step 4:** Apply for $ for $ Matching Grant to accelerate your impact
  - Riding for Focus: HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/QKLHWS
  - NICA: HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/CFS8EE
  - Trail: HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/JQMEKO
- **Step 5:** Receive/Reapply for commitment on matching funds
- **Step 6:** Receive grant (your fundraising efforts plus Outride Fund Grant)
- **Step 6:** Execute your youth cycling project
- **Step 7:** Submit impact report
CONTACT INFORMATION

• OUTRIDE FUND DIRECTOR: DAVID WOOD DAVID.WOOD@OUTRIDEBIKE.ORG

• Outride Fund Board:
  • Sam Benedict
  • Marcus Granberry
  • David Wood
  • Fiona Swartz
  • Zach Israel

• For all general questions email: outride@outridebike.org
• For all retailer specific questions email: Samuel.Benedict@specialized.com
• For reference visit: www.outridebike.org
• Fund related questions: Andy Cunningham andy.cunningham@outridebike.org
A world where billions of people use cycling to improve social, emotional, and cognitive health

- Hyper local activations
- Create cycling communities
- Bring on new partners
- Transparency in grant giving