



## ORGANIZATION

# OUTRIDE

RESEARCH • RIDING FOR FOCUS • FUND

*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*



# OUTRIDE

FUND

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



OUTRIDE

RESEARCH • RIDING FOR FOCUS • FUND

# 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://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/QKLHWS](https://SPECIALIZEDBICYCLES.TYPEFORM.COM/TO/QKLHWS)
- **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)

**Goals:** \$1.2 million in grants during FY20

## **BENEFITS**

### ***Donation Management:***

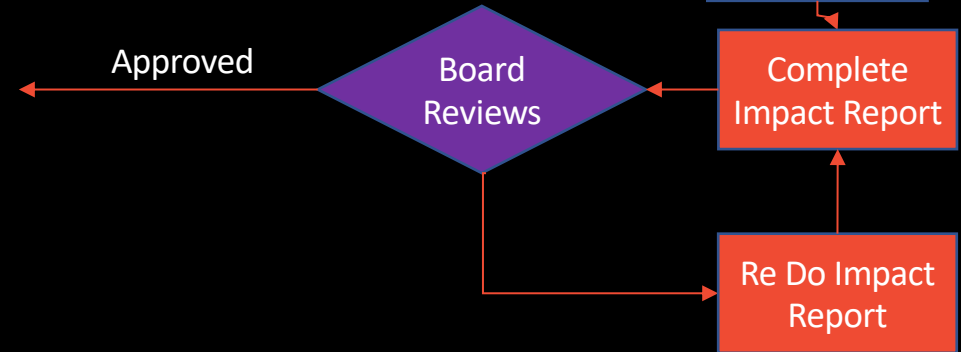
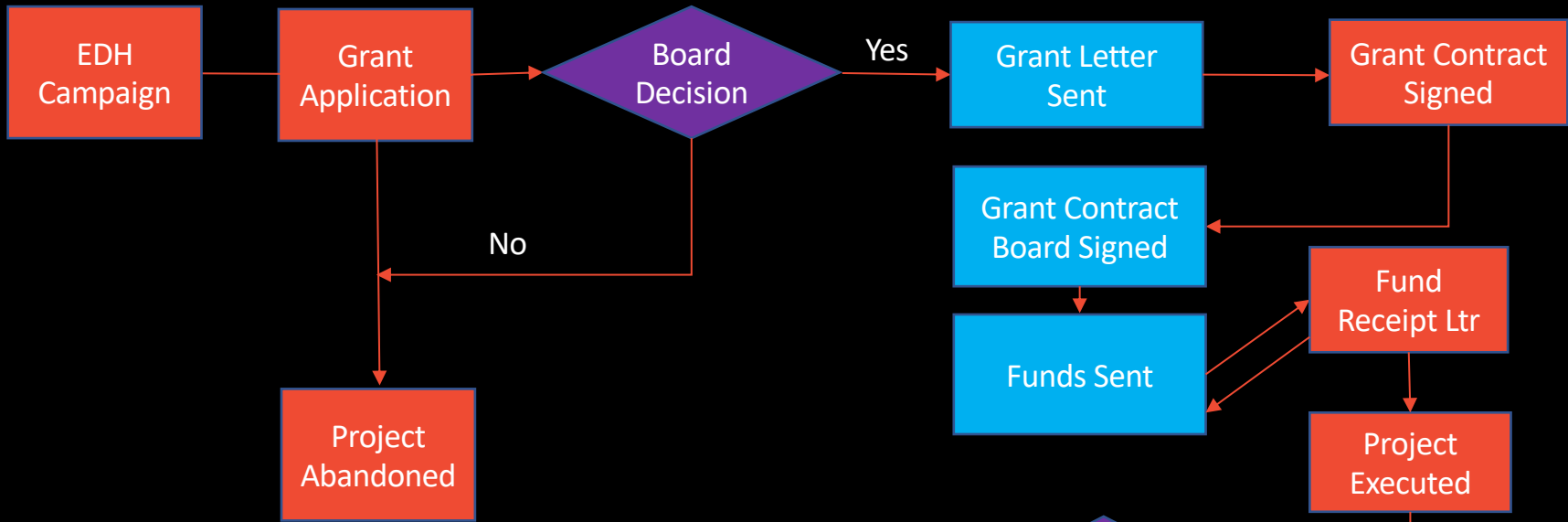
- *All donations are held by the OUTRIDE Fund until disbursement*
- *All campaigns may apply for OUTRIDE Fund matching grant*
- *Charitable acknowledgement letters automatically sent after donation received*
- *Recognition of project on OUTRIDE Fund website*

### ***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*

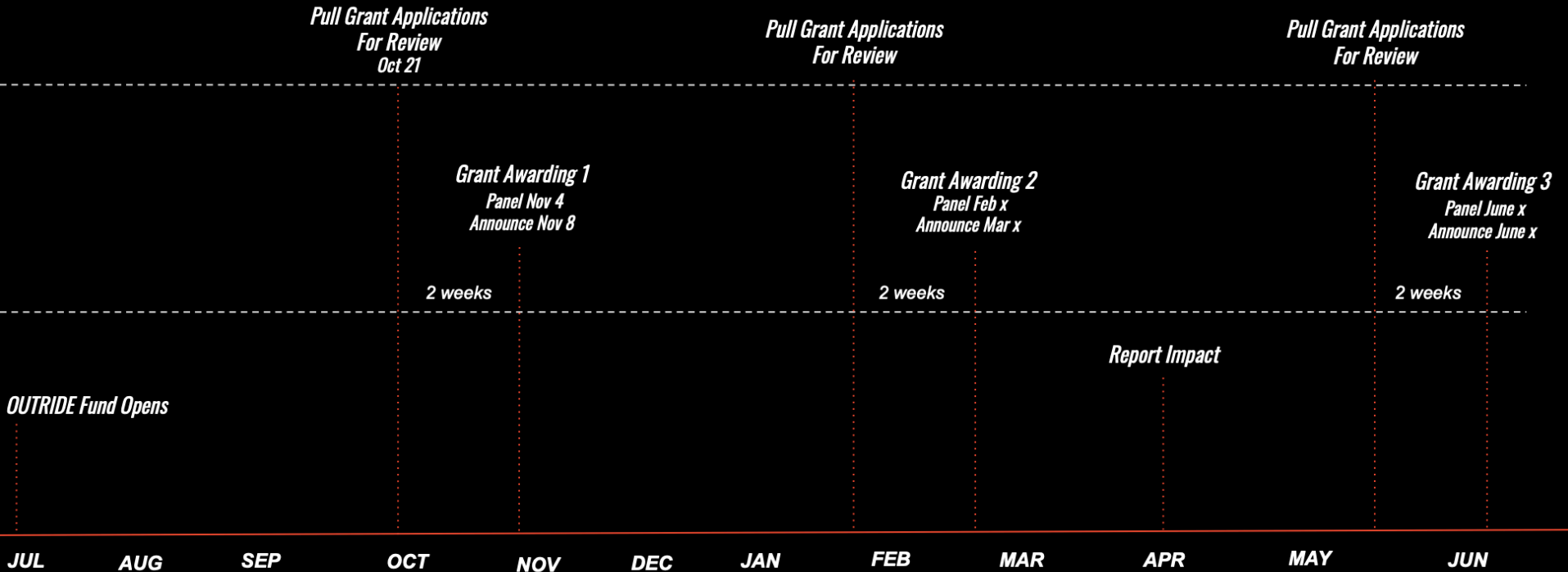
### ***Join a growing group of cycling communities***

- *Learn about projects all over the country and activate in your own community*



- Grant Applicant
- Outride
- OUTRIDE Fund Board

# FUND AWARDING TIMELINE 2019-2020

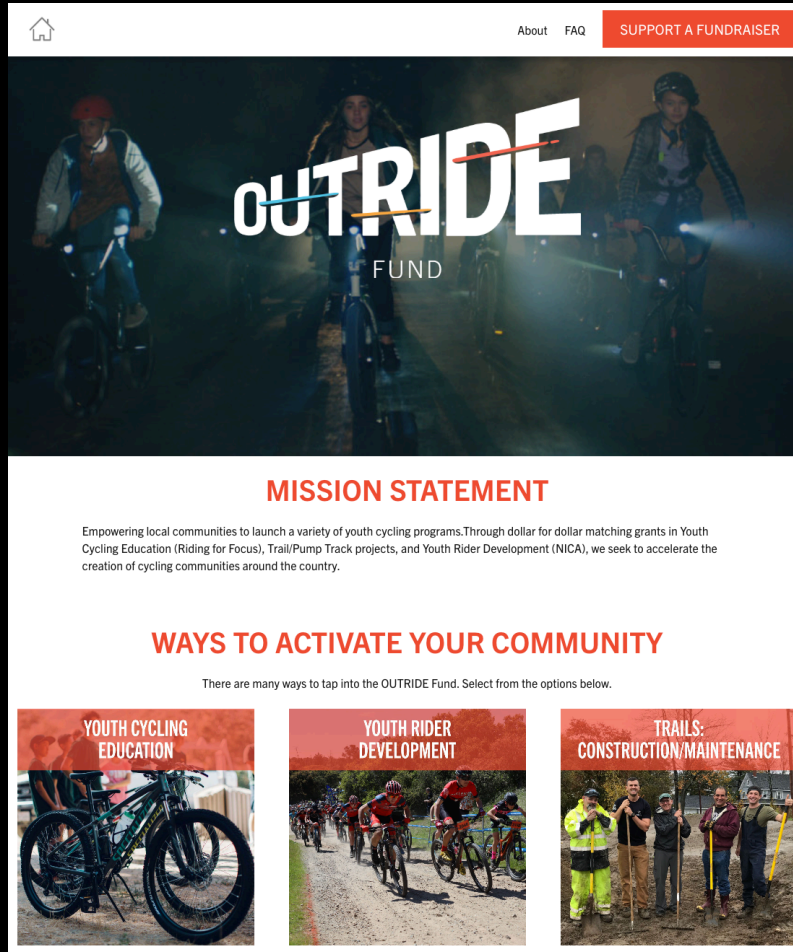


# START A CAMPAIGN

**[URL: HTTPS://OUTRIDE-FUND.BLACKBAUD-SITES.COM/](https://outride-fund.blackbaud-sites.com/)**

**READ ABOUT THE OUTRIDE FUND**

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



The screenshot shows the top navigation bar of the Outride Fund website. It includes a home icon, links for 'About' and 'FAQ', and a red button labeled 'SUPPORT A FUNDRAISER'. Below the navigation is a large hero image of cyclists at night with the 'OUTRIDE FUND' logo overlaid. The main content area features a 'MISSION STATEMENT' section with a paragraph of text, followed by a 'WAYS TO ACTIVATE YOUR COMMUNITY' section with a sub-header and three campaign options: 'YOUTH CYCLING EDUCATION', 'YOUTH RIDER DEVELOPMENT', and 'TRAILS: CONSTRUCTION/MAINTENANCE'. Each option has a corresponding image and a red header.

Home About FAQ **SUPPORT A FUNDRAISER**

## OUTRIDE FUND

### MISSION STATEMENT

Empowering local communities to launch a variety of youth cycling programs. Through dollar for dollar matching grants in Youth Cycling Education (Riding for Focus), Trail/Pump Track projects, and Youth Rider Development (NICA), 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.

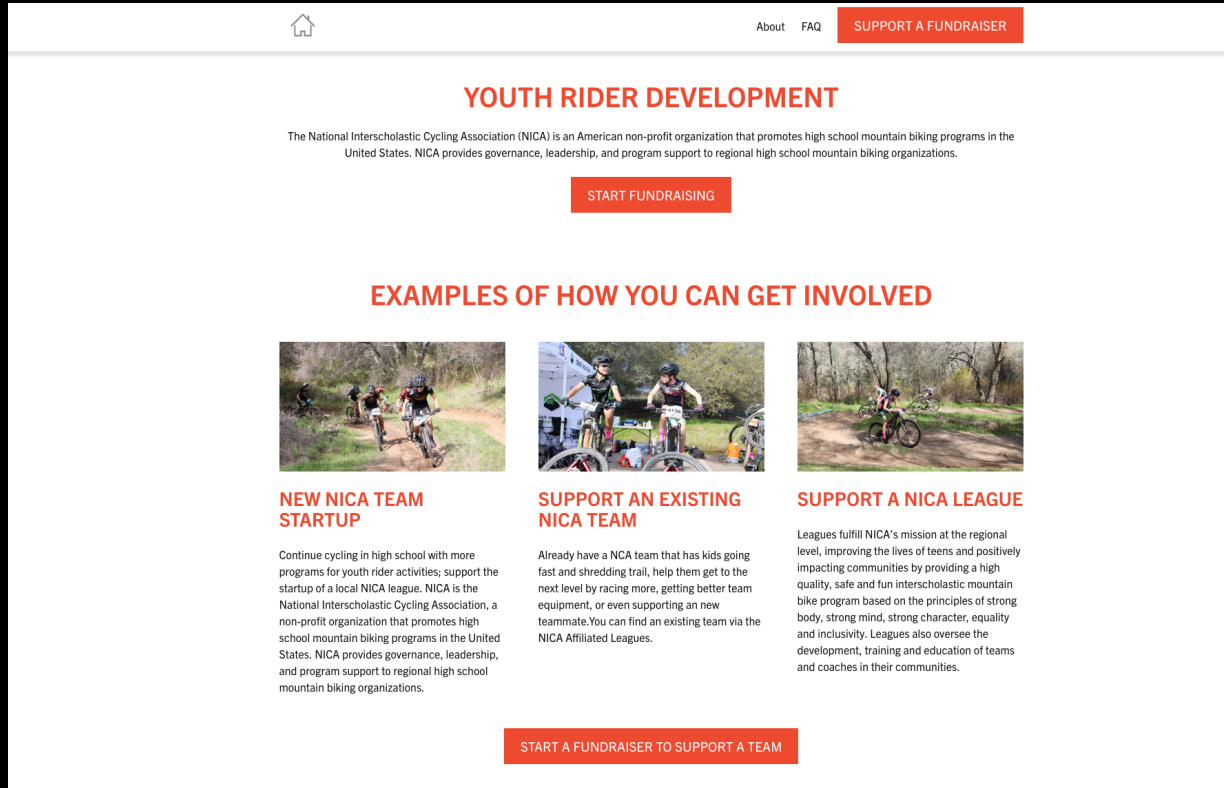
- YOUTH CYCLING EDUCATION**
- YOUTH RIDER DEVELOPMENT**
- TRAILS: CONSTRUCTION/MAINTENANCE**

**OUTRIDE**  
RESEARCH • RIDING FOR FOCUS • FUND



# START A CAMPAIGN

- **REVIEW EXAMPLES OF TYPES OF FUNDRAISING YOU CAN START**
- **CLICK START FUNDRAISING TO INITIATE YOUR PROJECT**



The screenshot shows a website page with a white background and a dark header. The header contains a home icon, the text 'About FAQ', and a red button labeled 'SUPPORT A FUNDRAISER'. The main content area features a red heading 'YOUTH RIDER DEVELOPMENT' followed by a paragraph about NICA. Below this is a red button 'START FUNDRAISING'. A second red heading 'EXAMPLES OF HOW YOU CAN GET INVOLVED' is followed by three columns, each with an image, a red heading, and a paragraph of text. At the bottom, there is a red button 'START A FUNDRAISER TO SUPPORT A TEAM'.


Home About FAQ [SUPPORT A FUNDRAISER](#)

## YOUTH RIDER DEVELOPMENT

The National Interscholastic Cycling Association (NICA) is an American non-profit organization that promotes high school mountain biking programs in the United States. NICA provides governance, leadership, and program support to regional high school mountain biking organizations.


[START FUNDRAISING](#)

## EXAMPLES OF HOW YOU CAN GET INVOLVED




### NEW NICA TEAM STARTUP

Continue cycling in high school with more programs for youth rider activities; support the startup of a local NICA league. NICA is the National Interscholastic Cycling Association, a non-profit organization that promotes high school mountain biking programs in the United States. NICA provides governance, leadership, and program support to regional high school mountain biking organizations.



### SUPPORT AN EXISTING NICA TEAM

Already have a NCA team that has kids going fast and shredding trail, help them get to the next level by racing more, getting better team equipment, or even supporting an new teammate. You can find an existing team via the NICA Affiliated Leagues.



### SUPPORT A NICA LEAGUE


Leagues fulfill NICA's mission at the regional level, improving the lives of teens and positively impacting communities by providing a high quality, safe and fun interscholastic mountain bike program based on the principles of strong body, strong mind, strong character, equality and inclusivity. Leagues also oversee the development, training and education of teams and coaches in their communities.

[START A FUNDRAISER TO SUPPORT A TEAM](#)

# START A CAMPAIGN

- **CREATE YOUR PERSONALIZED FUNDRAISING CAMPAIGN**
- **SELECT THE TARGET AMOUNT YOU NEED TO RAISE (TOTAL AMOUNT NEEDED, 1/2 OF WHICH POTENTIALLY MATCHED BY OUTRIDE FUND)**
- **WHEN YOU WILL HIT YOUR GOAL (PROJECTED)**
- **CLICK CREATE PAGE!**

Youth Rider Development SEARCH Q JHOJN



**NICA PROGRAMS** supporting YOUTH RIDER DEVELOPMENT

### Create Your Fundraising Page

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PAGE TITLE

What is your page title?

RAISE TARGET

|     |     |      |      |                      |
|-----|-----|------|------|----------------------|
| 500 | 700 | 1500 | 3000 | <input type="text"/> |
|-----|-----|------|------|----------------------|

WHEN WILL YOU HIT YOUR FUNDRAISING GOAL (MONTHS)

WHEN WILL YOU HIT YOUR FUNDRAISING GOAL (YEAR)

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[Create Fundraising Page](#)

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Thank you for choosing to participate in Youth Rider Development.

HOW IT WORKS


1 Create  
Give us a few details to create your fundraising page.



2 Personalize  
Add a photo of yourself and share your personal story to help others to connect with your cause.



3 Share  
Share your fundraiser to inspire donations and support from family, friends, and colleagues.



# START A CAMPAIGN

- **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

The screenshot shows a fundraising campaign page for 'REGIONAL PROGRAMS supporting TSF'. At the top, there's a navigation bar with 'Regional Programs | TSF' and a search bar. Below that is a large banner image of cyclists with a progress bar showing '\$14,000 MY GOAL', '\$5,733.02 GIVEN', and '\$8,266.98 STILL NEEDED'. There are 'Give Now' and 'Share' buttons. To the right is a smaller image of a cycling race with the caption 'NICA BLACK MTN COMPOSI...'. Below the banner is a 'MY STORY' section with text about fundraising for team infrastructure and a description of the team. There are 'Read more' and 'Visit Team' links. To the right is a 'TEAM' section for 'NICA NORCAL - BLACK MTN COMPOSITE SJ' with a description and 'Read more' and 'Visit Team' links. Below that is a 'THANK YOU' section with 'TOP SUPPORTERS' listed: Raffi (\$2,000), Cathy (\$1,846.15), Michael (\$267.25), The Tompkins (\$217.48), and Hecht fam (\$200). There is a 'Show more Top Supporters' link. Below that is a 'DONATIONS SUMMARY' table:

| DONATIONS SUMMARY   |            |
|---------------------|------------|
| Number of donations | 16         |
| Average donation    | \$358.31   |
| Donated so far      | \$5,733.02 |

At the bottom is a list of recent donations:

- THE TOMPKINS - GAVE \$217.48 (05 APR 2019): Happy to be part of such an amazing team. Go BMC!
- RENFRO - GAVE \$108.90 (05 APR 2019): BMC Rocks!
- WATERHOUSEFAMILY - GAVE \$108.90 (03 APR 2019)
- HECHT FAM - GAVE \$200 (02 APR 2019)
- MARCUS - GAVE \$76.33 (02 APR 2019): Happy to help support BMC - thanks for all you do, John (and everyone)
- MICHAEL - GAVE \$267.25 (02 APR 2019)

At the bottom right is the logo for 'THE SPECIALIZED FOUNDATION' with the tagline 'The Specialized Foundation uses cycling as a tool for children to achieve academic health.' and 'RESEARCH • RIDING FOR FOCUS • FUND'.

# START A CAMPAIGN

- **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.**

RIDWAN - GAVE \$108.90 25 MAR 2019


\$14,000 MY GOAL \$5,733.02 GIVEN \$8,266.98 STILL NEEDED Give Now Share

RAFFI - GAVE \$2,000 25 MAR 2019  
NICA is fantastic and the parents who make it happen are THE BEST! I only wish I could give more of my time as well.

CATHY - GAVE \$1,846.15 25 MAR 2019  
Go Team BMC! Cheers to a great season! Enjoy, learn, grow and have fun!

ANONYMOUS - GAVE \$108.90 24 MAR 2019

NICA BLACK MTN COMPOSITE TEAM NORTH 25 MAR 2019



Nothing like a little adventure in your life! The creek was very cold but made a great photo op so we stood in it a while.

JOHN V - GAVE \$108.90 24 MAR 2019

## APPLY FOR MATCH FUNDING

- **ONCE YOUR CAMPAIGN IS GOING, APPLY TO GET A \$ FOR \$ MATCHING GRANT:**

- *Riding for Focus:*  
[HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/T0/QKLHWS](https://specializedbicycles.typeform.com/T0/QKLHWS)
- *NICA:*  
[HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/T0/CFS8EE](https://specializedbicycles.typeform.com/T0/CFS8EE)
- *Trail:*  
[HTTPS://SPECIALIZEDBICYCLES.TYPEFORM.COM/T0/JQMEKO](https://specializedbicycles.typeform.com/T0/JQMEKO)

### NICA Team Readiness Questionnaire

To be completed by the applicant team head coach or team director.

Start

press ENTER

# REPORT YOUR IMPACT

- **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](mailto: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

## TRAILS GRANT RUBRIC

### ***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***

## YOUTH CYCLING EDUCATION GRADING RUBRIC

### **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)**



## YOUTH RIDER DEVELOPMENT GRADING RUBRIC

***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](mailto: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](mailto:outride@outridebike.org)
- **For all retailer specific questions email:** [Samuel.Benedict@specialized.com](mailto:Samuel.Benedict@specialized.com)
- **For reference visit:** [www.outridebike.org](http://www.outridebike.org)
- **Fund related questions: Andy Cunningham** [andy.cunningham@outridebike.org](mailto:andy.cunningham@outridebike.org)

## VISION

***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***

