

2011 FOUNDATION REPORT



The Missouri Foundation for Bicycling and Walking is a nonprofit, charitable corporation organized under chapter 501(c)(3) of the federal tax code to promote bicycling, walking, and healthy lifestyles in Missouri.

Thanks to your generous support, the Foundation has made major progress in 2011.

🚲 Continued and expanded the work of the **Missouri Safe Routes to School Network**, now in its second year. The Network **brings together over 100 organizations, agencies, staff, elected officials, and individuals in the fields of health, education, transportation, planning, and advocacy** to carry out an ambitious 12-point Action Plan to change policy in support of Safe Routes to School across Missouri. One of 20 states selected to participate in the Network project, our work this year has helped propel Missouri to the forefront of this national movement. *(See the Missouri Safe Routes to School Network's current Progress Report, attached, for more details.)*

🚲 **Developed working relationships with a wide variety of health, fitness, environmental, municipal, business, planning, school, and other organizations across Missouri** who share our interest in how community design affects fitness and activity. Making bicycling and walking part of the mainstream in Missouri has long been our goal--and in 2011 we made real progress in working with a broader range of partners than ever.

🚲 **Advocacy and Complete Streets Training Sessions:** We partnered with Missouri Livable Streets and other key advocacy organizations across Missouri, including PedNet, Trailnet, BikeWalkKC, and KAMotion, to help develop a training session that gives community members like you the information, tools, techniques, and know-how to work for Complete Streets and



Foundation staff helped Missouri Livable Streets develop the materials for a Livable Streets Training sessions that were held across Missouri over the past two years. Foundation staff presented and helped host two of the sessions.

Missouri now has 16 Complete Streets policies adopted, up from just four in early 2010.

Photo Courtesy MoDOT

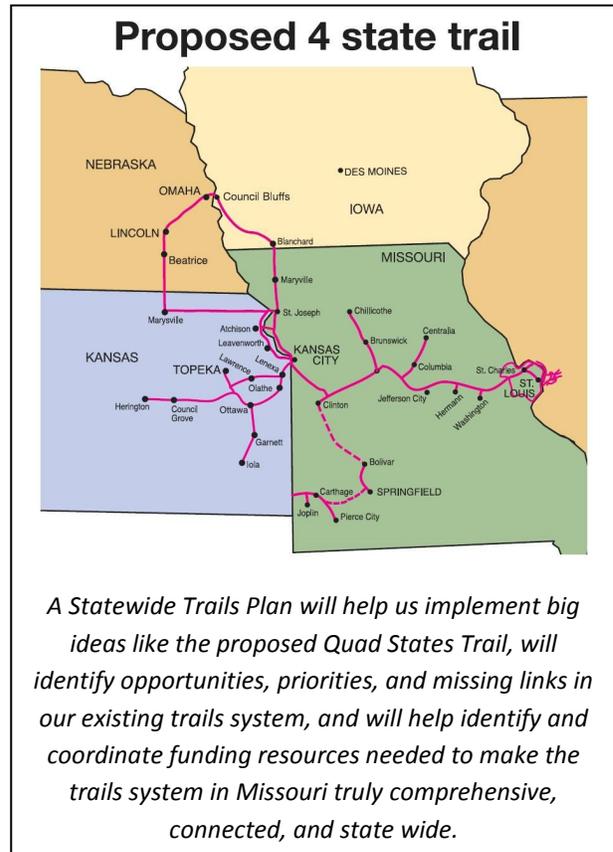
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other bicycle and pedestrian issues in your own community. In 2012 we are planning to expand the bike/ped advocacy training, so if you would like to bring a training session to your community, please contact director@mobikefed.org

 **Supported the effort to create the first-ever Missouri Trails Census and Statewide Trails Plan:** The Missouri Parks and Recreation Association, in cooperation with most all agencies in Missouri that build and maintain trails and with our full support, is creating the first-ever complete listing of thousands of trails across Missouri. The Trails Census will be available to end users and will list information about hiking trails, mountain biking trails, multi-use trails, ATV trails, and all other known trails on federal, state, municipal, and other lands. This will lead to the first-ever comprehensive Statewide Trails Plan—a plan that has long been needed in Missouri.

 **Applied for startup funding for and acted as fiscal sponsor for BikeWalkKC, an important new advocacy group in Missouri's second largest metropolitan area.** In 2010, Kansas City stood as possibly the largest U.S. city without an organized, effective bicycle/pedestrian advocacy group. And it showed—Kansas City has recently been ranked as the worst city for bicycling of the 50 largest U.S. So it is imperative, not just for Kansas City itself, but for the health of the bicycling and walking movement in Missouri, to turn that situation around.



The Foundation applied for and received an Advocacy Advance Grant—one of only four given that round, out of dozens of applications—funded by the SRAM Cycling Funding and administered by the Alliance for Biking and Walking and the League of American Bicyclists. The grant allowed us to gather a group of local advocates, who started BikeWalkKC under the fiscal sponsorship of Foundation.

Today, BikeWalkKC has already proven itself as a capable, effective advocacy group with a strong board, good leadership, active volunteers and members. BikeWalkKC has moved forward important policy work and programs in the Kansas City region, including bicycle and pedestrian education classes, and effective year-around program to encourage bicycling, walking, carpooling, and transit use, bicycle education in schools and with youth groups, and developing support and funding for the state's first-ever Bike Share program which should be in place by summer 2012.

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Online news articles and press releases focused attention to the issue of uncleared sidewalks forcing people—including schoolchildren walking to school—to walk in the street during snowstorms last winter.

Having a powerful, established bicycle and pedestrian advocacy group in Missouri's largest city (and second largest metro area) fills one of the biggest missing pieces in Missouri's bicycle and pedestrian puzzle, and allows Foundation and Federation to concentrate their efforts on statewide and federal programs and policy initiatives.

🚲 **Educated Missourians about bicycling and walking** through regular Missouri Bicycle & Pedestrian News articles, educational articles and tips, and on our web site, which has had over 100,000 visitors in the past year.

🚲 **Promoted bicycling and walking** through

regular press releases about bicycle and pedestrian related events in Missouri, promoted Bike Month and International Walk to School Month across Missouri, over 100 "earned media" stories about bicycling, walking, trails, safety, and events from our press releases during 2011.

🚲 **Made key information related to bicycling, walking, and trails available**, such as state bicycle maps, trail maps, information about cross-state bicycle routes and trails, current state bicycle laws, state bicycle, pedestrian, and trails organizations, events, and more, with over 50,000 pageviews of these informational pages during 2011.

🚲 **Created an on-bicycle, on-street bicycle education program for traffic engineers and planners** and found funding to take the program to many more engineers and planners in 2012.

🚲 **Taught bicycle education and safety classes and clinics**, based on the League of American Bicyclists Bike Education program, reaching over 1000 students so far, including an innovative program with the YMCA that has the potential to be replicated across Missouri. We are interested in bringing more Bike Ed classes to children and adults in Missouri, particularly to those areas not presently served by organizations that currently provide regular Bike Ed classes. If you're interested in bringing a Bike Ed class to your area, please contact our Bike Ed specialist, Eric Bunch (eric.bunch@mobikefed.org).



Eric Bunch leads a Bike Ed Class. Eric's classes have reached over 1000 students in the past two years.

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Eric Bunch leads a Flat Repair Class at a health fair.

🚲 Began building support for and found partial funding for the **BikeMobile**, a mobile 'bicycle library' that will allow us to take **an intensive in-class, on-bicycle course that will be taught to more than 1000 Missouri middle school students over the next two years.**

🚲 **National and statewide conference presentations:** Foundation staff gave two presentations at the Safe Routes to School National Conference in Minneapolis in August, 2012, (media outreach and taking SRTS to underserved communities) and several presentations around the state of Missouri. Sarah Shipley became a certified instructor with the National Center for Safe Routes to School.

🚲 **Established a regional Safe Route to School Network** in cooperation with the Mid-America Regional Council.

🚲 Continued to follow national best practices by sending staff to Alliance for Biking and Walking training and leadership sessions. These sessions ensure that **our organization is as effective as possible, that it is run well, and that staff and board keep abreast of national best practices** and maintain good communication with and learn from other similar organizations from across the country and the world.

🚲 **Provided expertise and technical assistance for other bicycle & pedestrian organizations across Missouri** in applying for grants and writing grant applications.

🚲 Provided assistance to groups and agencies across the state with **bicycle and pedestrian-related planning and policy making.**



MISSION STATEMENT

The Missouri Foundation for Bicycling and Walking is a statewide, not-for-profit organization promoting good health and physical activity through bicycling and walking, bicycle and pedestrian safety, and education of bicyclists, pedestrians and motorists.

The Missouri Foundation for Bicycling and Walking is a corporation organized exclusively for charitable, educational, and scientific purposes under section 501(c)(3) of the IRS code. Donations to The Foundation are tax deductible to the extent allowed by law.

IRS AND FINANCIAL INFORMATION

The Foundation's EIN is 20-3389214. The Foundation's Form 990s and other financial summaries are available on GuideStar.org. The Foundation's IRS letter of approval is available at <http://mobikefed.org/files/mobikefoundation-irs-letter.pdf>. The Foundation's bylaws are available at <http://mobikefed.org/foundation/bylaws.php>.

EMPLOYER MATCH

Many employers have programs that will match contributions given to 501(c)(3) public charities like the Foundation; contact director@mobikefed.org for more information.

DONATING THROUGH STATE AND FEDERAL EMPLOYEE CHARITABLE CAMPAIGNS

Missouri state employees may donate to the Foundation through the Missouri State Charitable Campaign (MSECC code 8063).

Federal employees in the Kansas City, St. Louis, and St. Joseph areas may donate to the Foundation through the Combined Federal Campaign (Charity Code 56467).

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Missouri Foundation for Bicycling and Walking
PO Box 104871
Jefferson City, MO 65110-4871
<http://www.mobikefed.org/foundation>

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