

2024 ANNUAL REPORT

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*Be good.*<sup>TM</sup>

FOUNDATION



# A NOTE FROM OUR EXECUTIVE DIRECTOR

*Enriching communities using the bicycle as a catalyst for healing,  
empowerment, and evolution.*

Reflecting on 2024, I'm inspired by the incredible momentum we've built together. This year has shown the power of the bike to connect, heal, and transform—both individuals and communities.

The biggest gift I received was removing myself from event responsibilities at RPI and fully focusing on those connections that happen at such a magical event. Investing time into our Girl Mentorship program, assuring each girl was fully prepared, catering to our RPI Scholarship recipients assuring they felt like the VIPs they were, and simply connecting to new friends of Be Good throughout the week. This focus and care resulted in the highest fundraising year at RPI yet!

Other significant milestones this year:

- We awarded 9 scholarships that opened doors for adaptive athletes, adventurers, and first-time riders.
- We launched our Girls' Mentorship Program, pairing young female riders with inspiring mentors, fostering confidence, resilience, and leadership in the next generation.
- We awarded \$71,000 through our Grant Program, reaching organizations that are doing on the ground powerful work - changing our world one bike ride at a time.

The heart of our work is in the stories. It's in the riders who crossed finish lines they once thought impossible, the mentors who inspired breakthroughs, and the communities that embraced new possibilities.

As we turn to 2025, our vision is ambitious: empowering 50 Change-Makers to spark ripples of transformation in their communities and beyond. This goal is achievable because of your unwavering support and belief in what we can accomplish together.

Thank you for being part of this journey. With every ride, every program, and every effort, we're proving that together, we can build a better world, one pedal stroke at a time.

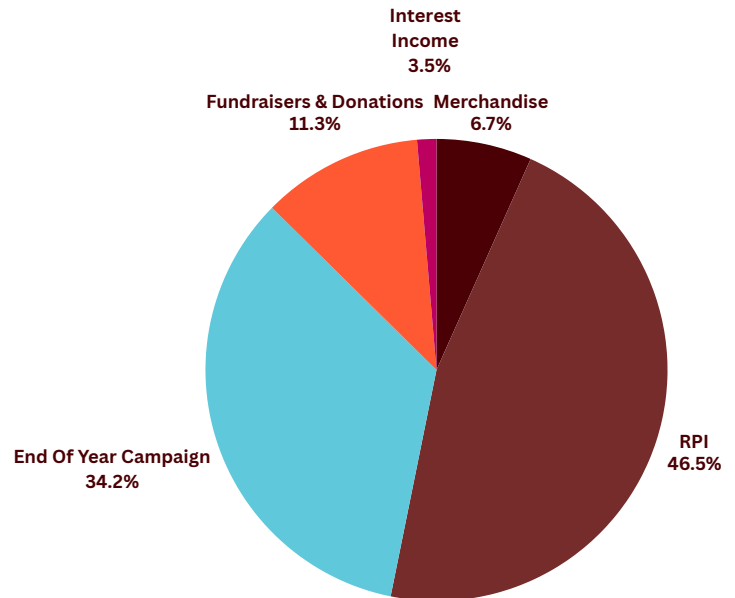
*Be good.*  
*Aeriah Hardin*



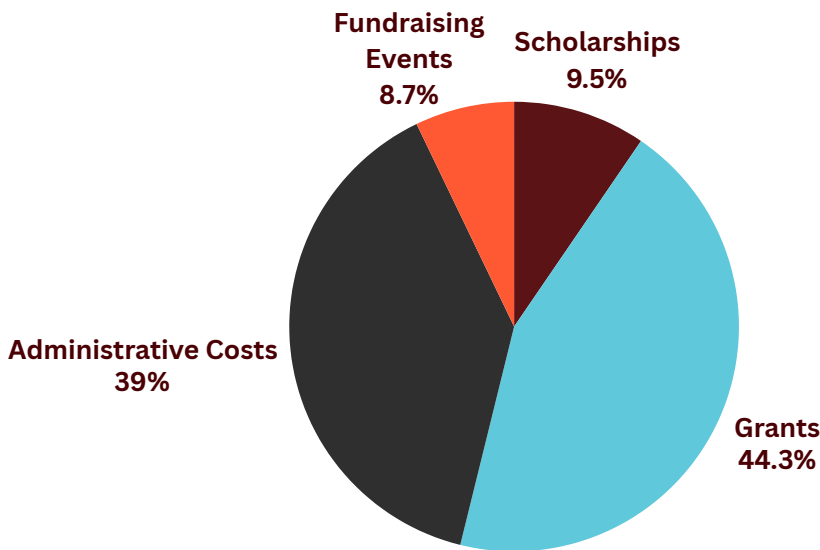
“Together we are making lasting impactful change.” *Ryan Fisk*

## FY24 Financial Summary

In 2024, we focused on diversifying our income sources to reduce our dependence on fundraising at Rebecca's Private Idaho. Throughout the year, we hosted several fundraising rides organized by friends of Be Good. We also established an account that generates interest income, providing a passive revenue stream. Additionally, we opened a brokerage account to facilitate stock donations, thereby offering varied options for individuals to contribute to the foundation.



## Where did our money go in 2024?



In 2024, we successfully maintained a comparable level of impact through our grant and scholarship programs. We increased our grant disbursements from 2023 while sustaining our scholarship program. Additionally, our administrative expenses saw a slight increase as we invested in video content to enhance future storytelling for Be Good in the coming years. This content will be incorporated into our website and fundraising campaigns, providing a visual representation of our impact.

Gold  
Transparency  
2023

**Candid.**

# FUNDRAISING EVENTS

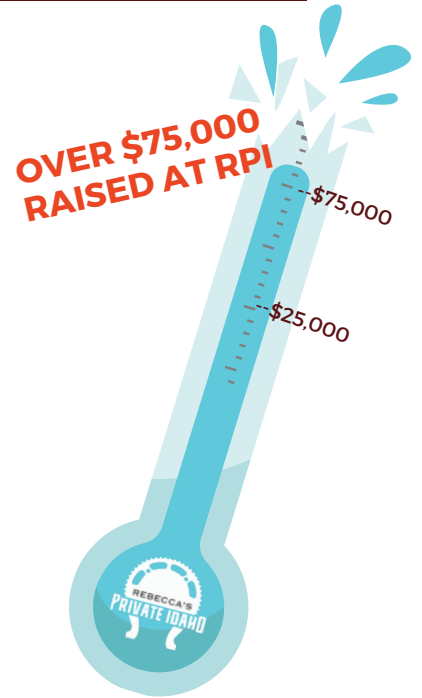
## REBECCA'S PRIVATE IDAHO

Our largest and most celebrated fundraising event of the year.

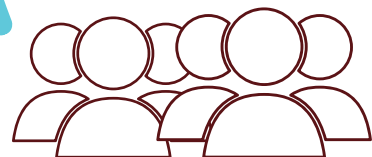
The Be Good Foundation Scholarship Program expanded our commitment, awarding 9 scholarships covering registration, travel, lodging, coaching, and a VIP experience. Our diverse recipients included individuals from BIPOC, para-cyclists, military, women, and LGBTQIA+ communities.

With incredible excitement, Be Good began the first-ever Girls Mentorship Program where we paired young girls 12-18 years old with experienced female riders to race at Rebecca's Private Idaho. These girls received registration, live webinars with their mentors and Rebecca Rusch, nutrition, training, and group rides before the event. They also received the full VIP treatment at RPI.

Be Good remains dedicated to breaking down barriers, and fostering inclusivity in the cycling community. We eagerly anticipate growing our mentorship program in 2025 at RPI!

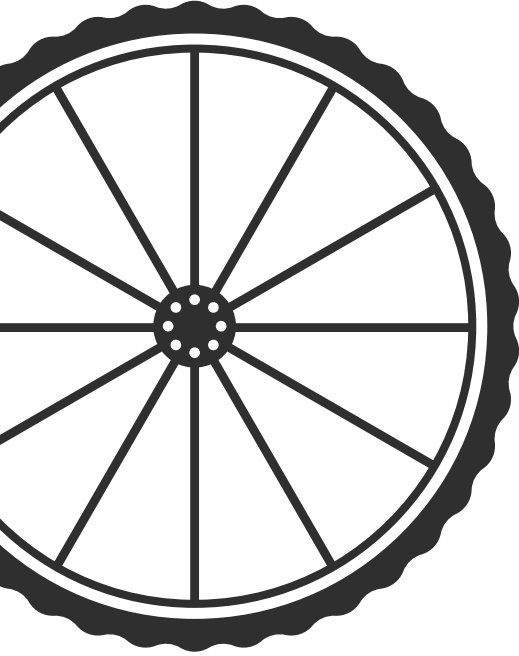


**SCHOLARSHIPS GRANTED**



Be Good strives to open doors and remove obstacles so that all can experience and be welcomed into the community of cycling. We look forward to continuing and expanding our involvement and efforts at RPI in 2025!

# SCHOLARSHIP & GRANT PROGRAMS



Just like a bicycle's hub and spokes, the Be Good Foundation fosters connections that encourage individuals, groups, and communities to experience the physical, mental, and social benefits of cycling. Our mission is to identify non-profit organizations that are strengthening communities through biking and to support their expanding influence.

**\$71,000 GRANTED**



**14 ORGANIZATIONS SUPPORTED**

Our scholarship program extends beyond financial aid. It forms a community of recipients united by a common purpose. We offer mentorship, comprehensive support for their pursuits, and, most of all, amplify their personal stories, encouraging and inspiring others to embrace cycling.

**9 SCHOLARSHIPS AWARDED**



The Be Good Girls Mentorship program was designed to foster confidence and leadership skills in young girls aged 12 to 18 through cycling. We paired four girls with experienced female riders to take their place at the mass start line at RPI. These young participants excelled in every aspect, making for an outstanding inaugural year for the program!

**4 GIRLS MENTORED**



# WHO WE SUPPORTED

## Denise

“Be good” means to be the role model I wish I could look up to when I was younger. The very first photo of me on a bike, is a photo of me on a pink tricycle when I was 4. In the different parts of my life when the bicycle has played a part, I know I am the most healed version of myself. Every time I get on the bike, I meet a new version of myself. The physical and mental caretaking that takes place on these two wheels has been such a plot twist in the most positive way.



## Mike & Joseph (Tandem Team)

Cycling and adaptive sports has truly saved my life after losing my sight. I was in a very dark spot, not knowing what the future held for me. Jumping on a bike with my spotter Joseph, and climbing through the Rocky Mountains in Colorado gave me that extra purpose and sense of belonging I needed, the cycling community and overall adaptive sports community has elevated my mental health to a whole new level without cycling and adaptive sports, I would not be here today. The term is very powerful and it just goes to show that life is too short to worry about nonsense, focus on the positive, and surround yourself with amazing people.



## Khris

I was born with bilateral clubfoot, have had 12+ surgeries throughout my life, and have all manner of metal in my legs. Walking hurts, running hurts more, hiking hurts, most things hurt (I push through anyway!). Cycling is one of the few avenues I have to move my body that hurts the least. It has been truly healing - I have gained physical fitness in a way I thought was unreachable, I am able to compete at events (and do reasonably well!), and it has empowered me to feel, for the first time in my life, good about my physical self and not in comparison to being able-bodied.



## Gabriela

Cycling entered my life at a time when all I knew was life as an aspiring classical flutist. I spent many hours from the age of 8 in solitude, eventually practicing 4-6 hours a day in a small enclosed room for the hope of being a professional one day. By the time I reached college age, I realized that I had gained an unhealthy amount of weight and running was not an option due to knee pain. Cycling quickly became not only a tool to help me overcome unsustainable weight gain but also the counterbalance I didn't know I needed in my life.



# WHO WE SUPPORTED

## Olivia

My goal is to bring back insights and inspiration to my community, further enriching the lives of the women I work with through the power of cycling. To “be good” is to harness the joy and discipline of cycling to make a positive impact on oneself and the broader community. It’s about striving for personal growth while also lifting others, creating a ripple effect of goodness that can propel us all forward.



## Katie

Cycling has been a profound catalyst for me, and has been showing me just how tough I really am. In the last three to four years, I've unearthed a strength I never knew I had, conquering hills and pushing past limits, both physical and emotional. Seeing how my journey has inspired other women to ditch self-doubt and own their power, proving that grit is universal. Cycling has shifted how I see my own body – instead of nitpicking every flaw, I'm all about celebrating how much of a badass it lets me be.



## Armando

For me, cycling has evolved from necessary transportation to adventure cyclist to brown person on a bike to a racial justice representative. I've learned that just by being present I can affect change. "Be Good" has changed for me from being not only being good steward of cycling but also to be a voice for racial justice and change. It's not enough that I ride for myself, but also for others who are seeking their voice in cycling.



## Maxx

As an adult, cycling has become a very important outlet for me to regulate my nervous system and challenge my athleticism to reach new heights. As a Black trans person in cycling, I bring a perspective that is not frequently highlighted in the sport. In a time when trans cyclists are often ostracized, I take the opportunity to participate in cycling events as a high privilege. While representation only goes so far, it's important to participate in this sport unapologetically as myself.



## 2025 GRANT RECIPIENTS

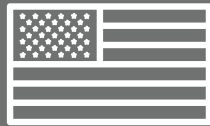
- WOOD RIVER TRAILS COALITION
- 3WHEEL THERAPY
- HIGHER GROUND USA, INC.
- MT ALPHA CYCLING
- LUCKY TO RIDE
- THE PEDAL FACTORY
- NICA HOT SPRINGS THOROUGHBREDS
- BIKES TOGETHER
- F3 INC. / PRIME ABILITY
- NATIONAL ABILITY CENTER
- CHEROKEE HISTORICAL ASSOCIATION
- ARIZONA TRAIL ASSOCIATION
- ADVENTURE FOR ALL
- MINES ADVISORY GROUP

## PAST GRANT RECIPIENTS



LOCAL

- WOOD RIVER TRAILS COALITION
- THE SAWTOOTH SOCIETY
- IDAHO INTERSCHOLASTIC LEAGUE
- WOOD RIVER LAND TRUST



NATIONAL

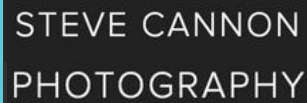


GLOBAL

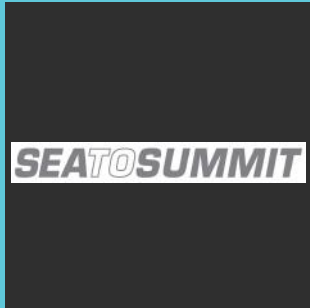
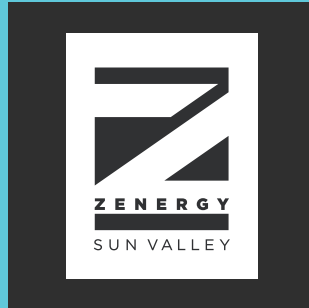
- MINES ADVISORY GROUP
- WORLD BICYCLE RELIEF
- BARTALI YOUTH IN MOVEMENT
- SOLDIERS ON SINGLE TRACK
- NORCAL INTERSCHOLASTIC LEAGUE
- MO WILSON MEMORIAL FUND
- GRAVEL CYCLING HALL OF FAME
- MARIN MUSEUM OF CYCLING
- THE CONSERVATION ALLIANCE
- OUTDOOR ALLIANCE
- LATINAS EN BICI
- ADVENTURE FOR ALL FUNDS
- PEOPLE FOR BIKES
- NICA
- LEAGUE OF AMERICAN BICYCLIST
- RIDE FOR RACIAL JUSTICE
- THE PEDAL FACTORY
- GROW CYCLING FOUNDATION
- SHE IS FOCUSED



# FRIENDS OF THE FOUNDATION



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# OUR VISION & GOALS FOR 2025

*Healing. Empowerment. Evolution.*

As we reflect on 2024, we're humbled by the ripples of change your support has created and energized by the opportunities ahead. At the Be Good Foundation, we firmly believe in the power of the bike to transform lives, connect communities, and inspire a deeper commitment to protecting the places we love. Looking to 2025, we're raising the bar with an ambitious yet deeply meaningful goal: empowering 50 Change-Makers to create lasting impact in their communities.

This initiative is about people, stories, and the collective force of individuals making a difference in our world through the bike. In 2025, we will continue the **Be Good Scholarship Program**, helping remove financial barriers, provide equipment, travel support, and access to life-changing cycling experiences.

Though our first year of the **Girls' Mentorship Program** was small, it possibly held the greatest impact per individual. We have a goal of doubling the size and fostering confidence, resilience, and leadership in the next generation of female athletes.

We are also expanding our commitment to the environment, recognizing that the more people who experience the outdoors, the stronger their connection and desire to protect it. Through every ride, event, and program, we'll inspire individuals to become advocates for sustainability and stewards of our natural spaces.

In 2025, these efforts will unite under the banner of our 50 Change-Makers Campaign, which seeks to amplify the vibrations of positive change. Each change-maker we empower will inspire others—multiplying their impact in ways that resonate far beyond themselves.

This is an audacious vision, but we know it's possible because of you. Your continued generosity and belief in our mission fuel everything we do. Together, we can build a better world, one ride at a time.



Doesn't it  
feel good to  
Be Good?!

# ACKNOWLEDGEMENTS

WE THANK YOU FOR YOUR CONTINUED SUPPORT IN OUR EFFORTS TO ENRICH COMMUNITIES USING THE BICYCLE AS A CATALYST FOR HEALING, EMPOWERMENT, AND EVOLUTION.

## Board of Directors:

**Rebecca Rusch, Founder & President**

**Todd Stockbauer, Treasurer**

**Austin McInerny, Director & Former ED**

**Sharon Bannister, Director**

**Thomas Brown, Director**

**Taneika Duhaney, Director**

**Susannah Dy, Director**

**John Martin, Director**

**Craig Milliron, Director**

**John Perenchio, Director**

**Staff: Aerah Hardin, Executive Director**

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*Be good.™*

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