

2025-26

GEORGIA CYCLING

Impact Report



*Changing
the Face of
Youth Cycling*

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hello

Dear Friends

JULY 1, 2026

Every once in a while, an organization hits a moment that redefines what it can become. At Georgia Cycling, we just lived through one.

In our last report, we told you about a new program for our youngest riders: Trail Rangers. What we didn't know then was how much this one program would reshape our entire organization — down to the format of the report you're reading right now. More on that in a moment.

For more than a decade, our mission has stayed the same: help young people discover confidence, resilience, and a lifelong love of the outdoors through mountain biking. This year, that mission reached farther than it ever has. We welcomed Trail Rangers — students in grades 2 through 5 — into the Georgia Cycling family.

Launching Trail Rangers was never just about adding a new program to our lineup. It was about giving kids the chance to fall in love with riding earlier, to build habits that stick with them for life, and to feel that unmistakable confidence that comes from conquering a trail that once looked impossible. Watching hundreds of young riders and their families dive into this new adventure confirmed something we'd believed for a long time: Georgia families were hungry for a mountain bike program

built for elementary-aged kids. And the response? Humbling doesn't quite cover it. From launch to the close of our second season a couple months ago, participation nearly doubled year over year. Georgia Cycling now serves student-athletes from 2nd grade all the way through 12th — a full, connected pathway for kids to grow up on two wheels. It's a vision we started sketching out years ago, and now it's real.

That brings me back to this report. Trail Rangers changed this document too — starting with a new name and a new publish date.

We're now releasing this report every July 1. It's the natural pause between our two seasons — a good moment to catch our breath and look back at what we built together. And the new name, Impact Report, says exactly what we want it to: this is your full picture of how Georgia Cycling is making a difference in kids' lives across the state.

Going forward, the program stories in each report will cover fall of one year through spring of the next — think of it as our school-year report card. The financial information, though, will still follow a single fiscal year, January 1 through December 31.

Here's why the later date matters: it lets us hand you fully audited, confirmed numbers. Something

a lot of people don't realize about nonprofits — we get a five-month window after our fiscal year ends to complete our audit and file our IRS 990. Publishing on July 1 means the financial picture in front of you isn't preliminary. It's final. That's what transparency looks like to us, and it's what you deserve.

Trail Rangers may be the headline, but it's far from the only story worth telling. TeamMTB kept growing strong. Girls Ride opened new doors for female riders across the state. And hundreds of coaches gave their evenings, weekends, and know-how to make sure every single student-athlete felt supported, encouraged, and genuinely inspired.

None of this happens without you. Whether you are a parent, a coach, donor, sponsor or a member of the community who just believes in what we're building — you're the reason kids across Georgia are out there discovering what they're capable of.

Thank you for believing in our mission.

Kenny Griffin
Executive Director
kenny@georgiacycling.org

MORE THAN A RIDE.

Mountain biking may be what brings young people to Georgia Cycling, but it isn't why we exist.

Every practice, every trail ride, and every event is designed to help students build confidence, develop resilience, create lasting friendships, and discover what they're capable of accomplishing. The bicycle is simply the tool. The real destination is helping young people become healthier, stronger, and more confident—on the trail and in life.

We believe the greatest lessons aren't found at the finish line. They're found when a student conquers a climb they once thought impossible, encourages a teammate who is struggling, or discovers that perseverance often matters more than talent. Those moments shape character, build self-belief, and create skills that extend far beyond mountain biking.

Whether a child joins us through Trail Rangers or TeamMTB, every experience is intentionally designed to help young people grow as athletes, leaders, and individuals. While every ride looks different, the impact we're working toward is always the same.

Each ride and every adventure is intentionally designed to help student-athletes...



BUILD CONFIDENCE

Every challenge an athlete overcomes on the trail teaches them that they are capable of more than they imagined.



BUILD COMMUNITY

Riders encourage one another, coaches become mentors, and families discover a welcoming community built around respect.



BUILD LIFELONG LOVE OF THE OUTDOORS

We aim to inspire healthy, active lifestyles that continue long after students graduate.

MORE THAN A COACH.

Youth sports are built on volunteers who generously give their time. At Georgia Cycling, we believe those volunteers can become something even greater. With the right training, support, and encouragement, they become mentors, role models, and trusted leaders who shape young lives both on and off the trail.

That's why every Georgia Cycling coach receives comprehensive training that extends far beyond mountain biking. Our licensing program equips volunteers with the knowledge and confidence to create safe, positive, and meaningful experiences for young people. From risk management and emergency preparedness to youth development and effective communication, we prepare coaches to do much more than lead a ride.

We teach them how to encourage a student who lacks confidence, support a rider through challenges, recognize teachable moments, and build an environment where every young person feels welcome and valued.

Because when coaches become more than instructors, students become more than athletes.

Our coach culture built on safety, mentorship, inclusion, and personal growth.



SAFETY & RISK MANAGEMENT

Coaches learn to create safe riding environments through training in risk management, emergency preparedness, and rider well-being.



COACHING WITH PURPOSE

Positive coaching techniques help volunteers create inclusive, encouraging experiences where every student-athlete feels supported.



YOUTH DEVELOPMENT

Coaches learn proven youth development principles that help students grow into confident, resilient young leaders.





THE JOURNEY STARTS EARLIER

In 2014, Georgia Cycling set out to transform the lives of young people through mountain biking. It started with 101 high school student-athletes and a simple belief: the lessons learned on the trail extend far beyond the bike.

One year later, that vision grew as middle school riders joined the program, opening the door to even more young people across Georgia. Together, those programs built one of the nation's premier youth mountain bike leagues while proving that mountain biking could change lives.

But one question remained.

What if we could bring the benefits of this sport to kids even earlier?



THE TRAIL RANGERS PROGRAM HAS BEEN
MADE POSSIBLE BY GRANTS FROM

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Families watched older siblings thrive in TeamMTB while younger brothers and sisters waited years for their opportunity to ride with a team of their own. Those elementary school years are some of the most formative in a child's life. They are the years when healthy habits begin, confidence takes root, and a love of the outdoors often becomes a lifelong passion. If mountain biking could have such a profound impact on middle and high school students, imagine the lifelong impact if that journey began even earlier.

Originally created for students in grades 3 through 5, Trail Rangers introduced elementary-aged children to mountain biking years before middle school, giving them a place to explore local trails, develop new skills, build friendships, and experience the excitement of riding together. More importantly, it became the first step in a continuous pathway that would ultimately allow young people to grow through Georgia Cycling from childhood through high school.

Georgia families responded in a way few could have imagined.

During its inaugural season, **Trail Rangers welcomed 241 riders across 18 community-based teams**—more than *double* the number of high school student-athletes who launched Georgia Cycling in 2014.

In our second season, the number of Rangers grew to **464 Trail Rangers**, almost double the number from our first year.

For an organization built one rider at a

time, the significance of that milestone was impossible to overlook. In just one season, Trail Rangers had already become one of the most impactful initiatives in Georgia Cycling's history. The program's success wasn't measured only by participation numbers. It was measured every week in communities across Georgia, where local Trail Rangers teams gathered to ride, learn, laugh, and grow together.

Each program followed a structured curriculum developed specifically for elementary-aged students. Weekly lesson plans combined riding skills with age-appropriate games, challenges, and activities that introduced fundamental mountain biking techniques in a fun, encouraging environment. Lessons emphasized exploration, creativity, teamwork, and personal achievement rather than competition or performance.

That structured approach also made Trail Rangers remarkably accessible for local communities. Rather than asking volunteers to build a youth program from scratch, Georgia Cycling provided coaches with complete lesson plans, activity guides, and resources, allowing local leaders to focus on building relationships with students and families while delivering consistent, high-quality experiences.

At the heart of every lesson was a philosophy known as **Challenge by Choice**.

Rather than asking every rider to use the same metric for success, the Trail Rangers encouraged each child to challenge themselves at a level that felt both achievable and rewarding.

Our coaches guided Rangers to help develop their own personal growth goals.

Every achievement mattered because every child began their journey from a different place. Rangers discovered that progress wasn't about keeping up with someone else—it was about discovering what they were capable of accomplishing.

They learned that challenges were opportunities, mistakes were part of learning, and perseverance often mattered as much as natural ability.

Trail Rangers was powered by **an incredible team of 157 volunteer coaches in our first year and 222 in our second.** These are individuals who believed in investing in young people. Each coach completed Georgia Cycling's comprehensive licensing program before riding with Rangers, preparing them to create environments where children felt safe, encouraged, included, and supported.

That investment produced one of the most remarkable statistics: **1 Coach for Every 1.5 Rangers.** Few youth sports programs can offer that level of individual attention.

Our coaches were supported by a team of **32 student mentors in year one and 102 in our second year.** That's more than triple year-to-year growth! These TeamMTB student-athletes serve as mentors to our elementary





school participants. A Ranger got support while the mentor gained leadership experience.

Throughout the season, riders and their families came together for four statewide Expedition Days. These events gave Rangers the opportunity to explore new trail systems, participate in games and skill-building activities, complete challenges, and celebrate everything they had accomplished throughout the season.

Like the weekly program, Rangers participated at Expedition Days at their own pace, choosing activities that matched their interests and comfort level without the

pressure of forced competition.

Just as important, Expedition Days connected families from across Georgia. Riders discovered they were part of something much larger than their local team, while parents and coaches built relationships that strengthened the statewide Trail Rangers community.

The Trail Rangers program was never intended to be a standalone experience. It was designed to become the first step in a continuous youth development journey. **67% of 5th grade Trail Rangers decided to continue their journey by registering for TeamMTB**, providing early evidence that the vision will

become a reality.

In October 2025, Georgia Cycling announced that Trail Rangers would expand to include 2nd graders, creating a continuous pathway that now serves young people from 2nd through 12th grade.

The initial excitement of our inaugural year clearly built demand that fueled our second year growth. As we look ahead to year three, we will begin targeted outreach to widen the impact of this program.

OUR LEGACY
PROGRAM
POSTS A STRONG
PERFORMANCE
IN 2025 AS THE
TRAIL RANGERS
PROGRAM FUELS
ITS FUTURE



THE TEAMMTB LEGACY

While 2025 marked the launch of Trail Rangers, our legacy program, TeamMTB, continued to demonstrate why it remains the foundation of Georgia Cycling.

More than a decade after introducing youth mountain biking to Georgia, the program delivered another year of steady growth while continuing to provide exceptional

experiences for middle and high school student-athletes.

TeamMTB welcomed **1,226 student-athletes in 2025, representing nearly a 10 percent increase over the previous season.** Participation on race weekends also reached a new milestone, with 84 percent of registered athletes competing during the season. Those numbers reflect more

than growth; they demonstrate a community of young people who are actively engaged, developing confidence, and embracing the challenges that make mountain biking such a powerful youth development tool.

That experience was made possible by a **record 774 volunteer coaches**, creating an extraordinary ratio of approximately one coach for



every 1.6 student-athletes. Few youth sports programs can match that level of mentorship and support.

Our Girls Ride outreach initiative continues to create more opportunities for girls to discover mountain biking while strengthening female leadership throughout TeamMTB. In 2025, the program reached an all-time high of 178 female coaches. These coaches provide young women

with visible role models while helping young men see female leadership as a natural and valued part of the sport. The result is a stronger and richer experience for every student-athlete.

The 2025 Race Series brought riders, families, and communities together at five venues across Georgia, with events hosted in Milledgeville, Jackson, Acworth, Cleveland, and Kingston. Each race weekend celebrated far more than

competition. They showcased teamwork, perseverance, sportsmanship, and the vibrant community that has become the hallmark of TeamMTB.

As Trail Rangers introduced a new generation of young riders to mountain biking, TeamMTB stands ready to welcome them when the time comes.

Fiscal Health

2025 Income Statement

REVENUE

Programs	\$597,277	(43%)
Grants	\$313,769	(22%)
Donations & Sponsorships	\$230,448	(17%)
In-Kind Donations	\$198,318	(14%)
Merchandise & Other	\$55,077	(4%)
Total Revenue	\$1,394,889	(100%)

EXPENSES

Program Services	\$983,969	(75%)
General and Administrative Expenses (G&A)	\$332,079	(25%)
Total Expenses	\$1,316,048	(100%)

CHANGE IN NET ASSETS

\$78,841

2025 Balance Sheet

ASSETS

Cash & Investments	\$612,682
Prepaid Taxes	\$600
Property & Equipment	\$43,062
Total Assets	\$656,344

LIABILITIES

Current Liabilities	\$2,713
Notes Payable	\$0
Total Liabilities	\$2,713

NET ASSETS

Without Donor Restrictions	\$428,536
With Donor Restrictions	\$225,095
Total Net Assets	\$653,631

TOTAL LIABILITIES AND NET ASSETS \$656,344



Thanks to our Donors

As a 501(c)3 nonprofit, we rely on community support to fuel our programs. These generous donors enable us to make a difference in the lives of Georgia's youth.

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