



HAPPY, HEALTHY, CONFIDENT KIDS

VELO KIDS

2023 ANNUAL REPORT





1,000+ KIDS ON BIKES IN 2023

OUR VISION

Happy, healthy, confident kids.

OUR MISSION

Getting kids on bikes. Promoting and cultivating healthy, active, outdoor lifestyles while teaching bike skills, safety and stewardship.

OUR VALUES

- Accessibility
- Adventure
- Community
- Diversity
- Fun
- Health
- Safety





BIKE CAMPS

Velo Kids Bike Camps are adventure-based week-long camp that teaches youth ages 4-14 bike safety, skills, and confidence through many Urban Camp and Mountain Bike Camp adventures. Camps filled quickly resulting in adding sessions and groups.

Bike Camp Stats:

- 340 kids participated in Bike Camp (80% increase from 2022)
- New in 2023 Bike Camp for Littles, ages 4-6
- 8 weeks of camp
- 9 scholarships were awarded



"This summer was our first summer doing Velo Kids Bike Camps. Our son has ADHD so we are always looking for activities to keep him busy. The bike camps were perfect to keep him engaged and physically active! He came home happy and tired out, a win win!"
- Velo Kids mom



COMMUNITY RIDES

We believe in fostering community, diversity and health. Velo Kids Community Rides are free bike events for kids ages 2-10, teaching bike safety and skills. Our goal is to get kids outside and excited to ride their bikes!

2023 Community Ride Stats:

- 4 Community Rides (2 in Holland and 2 in Grand Haven)
- 130 families attended
- 35 coaches and volunteers
- 10+ kids learned to bike at a Community Ride
- Community Rides continue to be FREE for all
- Velo Kids Bike Library was at all rides, with bikes and helmets for kids to borrow during the ride





JUNIOR VELO ADVENTURE BIKE CLUB



Building active and engaged kids through biking! Junior Velo Adventure Bike Club riders met weekly throughout the summer to improve their skills and fitness with fun and challenging trail rides at local trails.



Junior Velo Stats:

- 81 riders
- 5 different trails
- 4 scholarships were awarded



HAVE FUN
MAKE FRIENDS
BUILD CONFIDENCE
FIND ADVENTURE



OUTREACH RIDES



In 2023 we expanded our Community Outreach Rides, making bikes accessible to more than 300 kids.

By collaborating with the ARC Project, the Boys & Girls Club, Ottawa County Juvenile Court Summer Programs and Tri-Cities YMCA, ACTS Holland, and United in Christ Ministries we were able to **ride with more than 300!**

Bikes and helmets were provided for all riders thanks to the Velo Kids Bike Library!





OUTREACH RIDE COMMENTS



"We look forward to riding with Velo Kids every summer. Most of the kids involved in our program have never ridden a mountain bike in the woods. Velo Kids provides amazing coaches, great bikes, and an opportunity to have an experience that they probably never would otherwise."

-Michael Gregory
Group Lead
20th Judicial Circuit Court





VELO KIDS BIKE LIBRARIES

The Velo Kids Shred Shed is a shed of bikes, helmets, tools, bike curriculum and equipment at Riley Trails. Bikes and helmets can be checked out during all Velo Kids Outreach Rides, Community Rides and other rides, breaking down a key barrier for kids who might otherwise be unable to participate. The Velo Kids Trailer is a second Bike Library, full of equipment that we utilize at offsite locations. Getting more kids on bikes!

Shred Shed and Bike Library Stats:

- 300+ kids utilized bikes from the Shred Shed and the Bike Library Trailer in 2023
- The Bike Library Trailer was utilized at over 30 events this summer, including Community Rides, Bike Camps, Junior Velo rides, the Holland Kids Triathlon, Bike Bash, the Water Festival with the Outdoor Discovery Center, Learn-to-Bike events, Grand Haven Public Schools and more!





BIKE BASH

Bike Bash was an end-of-summer bike celebration for the entire family. Including a family bike ride, bike games and biketastic activities.

Bike Bash Stats:

- 180 kids participated
- Kids ages 2-14
- 40 volunteers and coaches
- An incredibly fun day on bikes!





THANK YOU COACHES AND VOLUNTEERS!

Coaches and Volunteers were properly screened and trained, including: background checks, safety, process and procedure training, Sensitivity Training with the Children's Advocacy Center and First Aid Training.

COACHES AND VOLUNTEERS - 62 COACHES IN 2023

Lauren Aprill
 Jason Bailey
 Adam Berghuis
 Emily Bierma
 Heather Boswell
 Aidan Brinks
 Marisa Brinks
 Victoria Carpenter
 Brody Crandall
 Cory Dams
 Gavin Dannenberg
 Hayden Dannenberg
 Chris DenHerder*
 Nico DiLaura
 Tony DiLaura
 Lyla Dowling

Aaron Dowling*
 Crystal Falik
 Katie Finedell
 James Fleming
 David Fleming*
 Sam Geenen
 Travis Gibbs*
 Brad Haveman-Gould
 Abby Harris*
 Martin Harris*
 Natalie Hirdes*
 Jacob Hook
 Jen Jones
 Josh Knap
 Nate Koster*
 Will Kramer

Jill Landman
 Hannah Landman
 Gavin Lubbers
 David Mann
 Steven Marshall
 Matt Metzger
 Rocco Mularoni
 Ian Petruska
 Scott Przystas
 Phil Rozema*
 Cameron Rynsberger
 Ryan Smith
 Nathan Steen
 Josh Stowie
 Greg Straw
 Mark Strikwerda*

Shaina Strikwerda*
 Wyatt Taylor-Denooyer
 Russ Tiles
 Isaac Trowbridge
 Meghan Trowbridge
 Ryan Vos
 Kirk Walter
 Josh Watson
 Josh Westhouse
 Aaron Westhouse*
 Jenny White
 Macen White
 Craig Yoas
 Zeke Zwiep

*Board Members





COMMUNITY PARTNERS

We are thankful for our incredible community partners who see the need for encouraging kids to get outside and be active!

- ACT Ministries
- ARC Project
- Boys & Girls Club
- City of Holland Parks and Recreation
- Eighth Day Farm
- Escape Ministries
- Grand Haven Public Schools
- Holland Police Department
- Michigan's Edge Mountain Bike Association
- Ottawa County Parks Department
- Ottawa County Juvenile Court
- Outdoor Discovery Center
- Tri Cities YMCA
- United in Christ Ministries
- Vivela Latino Cycling Team
- Windmill Island Gardens





2023 SPONSORS

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— WEST MICHIGAN —
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Quality Door
 Steve's Bees
 Trail.Club
 Wild Bill's

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 Holland Foot & Ankle

Kin Coffee
 Lakewood Construction
 Ottawa County Parks
 Veldrijden LLC
 Windmill Island Gardens

JUNIOR VELO SPONSORS

Ancoeur Wellness
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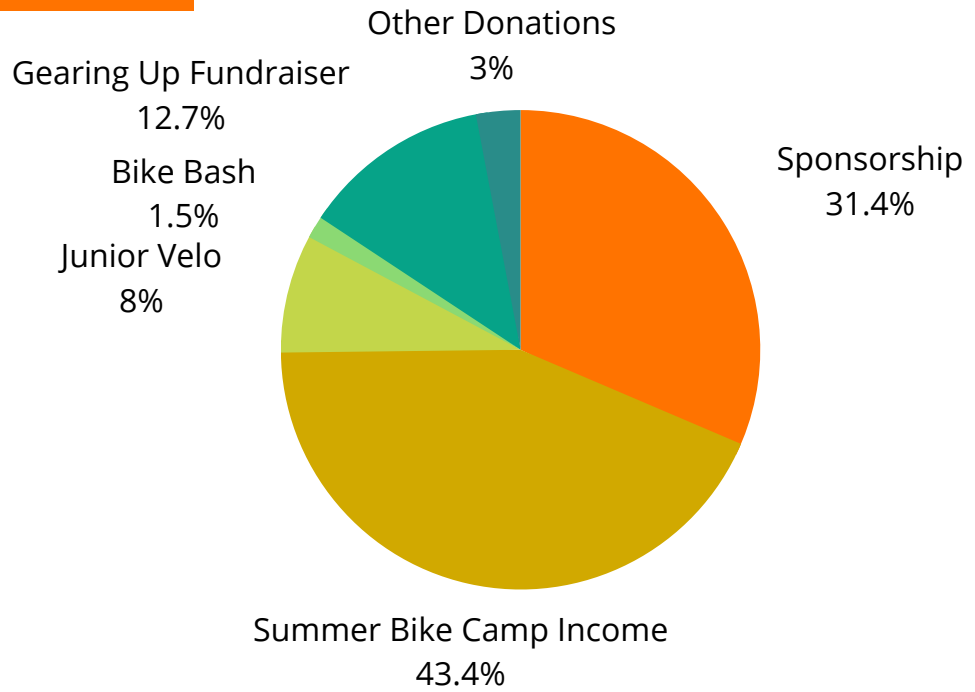
Michigan's Edge Mountain Bike Association
 Primal

Because of you, we've been able to empower the young and get more kids on bikes! Because of you, we have begun the work to promote and cultivate healthy, active, outdoor lifestyles within our community. Thank you!

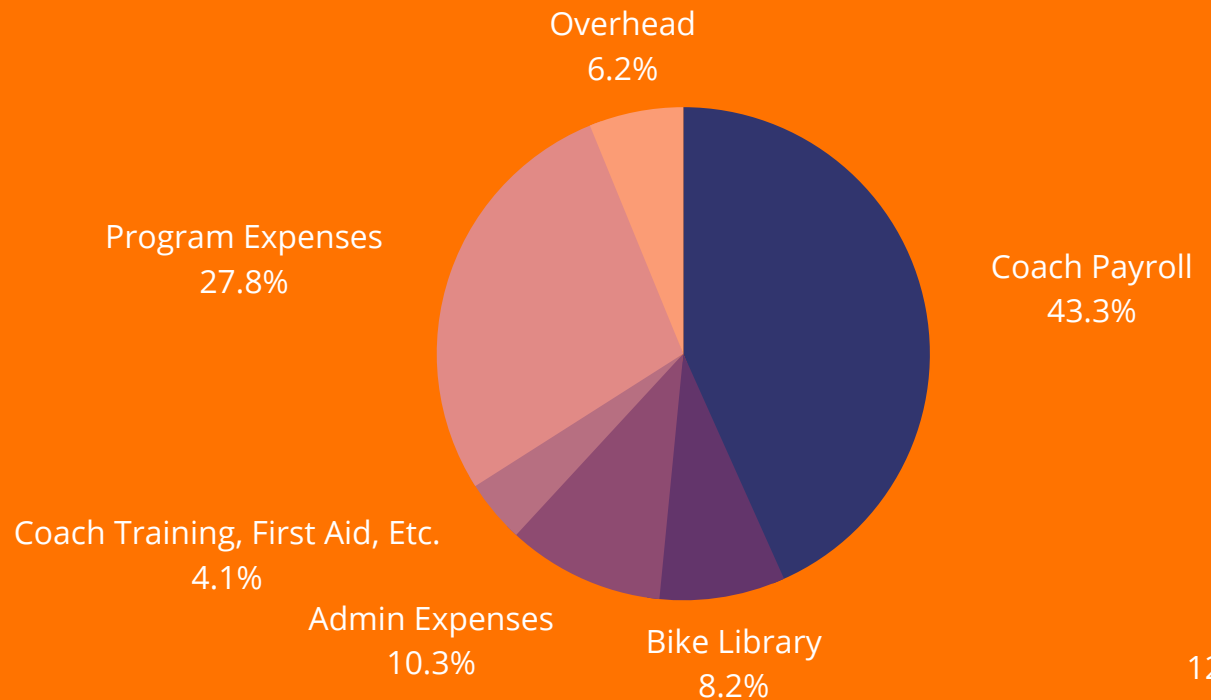


2023 FINANCIALS

REVENUE



EXPENSES







LET'S GET MORE KIDS ON BIKES!

VELO KIDS





HELLO@VELO-KIDS.ORG

WWW.VELO-KIDS.ORG