

VISION | MISSION

At Velo Kids, our mission is to promote and cultivate active, outdoor lifestyles by teaching bike skills, safety, and trail stewardship. Our vision is simple: a community of happy, healthy, and confident kids empowered by the freedom and joy of cycling.

Vision: Happy, healthy, confident kids.

Values: Accessibility, adventure, community, safety, fun, diversity and health.

Velo Kids is dedicated to promoting cycling, which has proven benefits for children's social, emotional, physical, and cognitive well-being. Riding bikes helps reduce stress, anxiety, and screen time while boosting confidence, mood, and focus. By getting kids on bikes, Velo Kids fosters healthier lifestyles and stronger communities.



2025 IMPACT

3,500 kids on bikes in 2025!

Total hours we biked with kids 14,003!

Kids biked nearly 20,000 miles at Velo Kids programming in 2025!



508 kids - Bike Camps (Urban & Mountain Bike Camps)

120 kids - Spring, Fall and Summer Clubs

1,200 Kindergarten-2nd graders - Bike School

280 kids - Bike Clubs with Community Partners

800+ kids - Borrowed bikes from the Downtown Bike Library & Shred Shed

34 scholarships were provided

62 exceptional Velo Kids Coaches!

"Velo teaches kids the foundational skills of riding a bike while bringing joy to the learning process! As a parent and principal, I have been so thankful for the Velo Kids program and positive influence. I encourage schools to strongly consider bringing this program to their students to grow important skills and foster their independence!"

-Audra Bolhuis, Principal West Ottawa Public Schools



BIKE SCHOOL



Balance Bike School - Impact: 1,200+ Kindergarten-2nd graders.



Grand Haven
Area Public Schools



Innocademy



SAUGATUCK
PUBLIC SCHOOLS



BIG Community Partners



"We LOVE that our five year old has the opportunity to bike with peers with knowledgeable, fun coaches. He loves to bike, and learning from peers has been something we can't provide on our own but has accelerated his biking skills tremendously. He is so confident on a bike, it's amazing to see. We did urban bike camp for littles, and bikes & bugs, and our camper proclaimed to LOVE urban bike camp best. He'd ride around town shouting "woo-hoo!" in pure joy. He shared with us places he went, and even showed us (since we live near downtown). Overall, it was a priceless experience for our child, and our family who loves bikes and wants to bike together." - Velo Kids Parent



I work with students on the autism spectrum at West Ottawa. During Bike School, I witnessed a moment of pure joy when one of my nonverbal students smiled—something I rarely see in the classroom. The way Velo Kids has engaged with the community is truly remarkable, and the impact you are making is improving lives. - West Ottawa Teacher



2025 FINANCIALS

REVENUE

PROGRAM
INCOME
52%

CONTRIBUTIONS
& FUNDRAISER
48%

EXPENSES

BIKE
LIBRARY
15%

PEOPLE
COSTS
51%

PROGRAM
COSTS
32%

VELO KIDS

IMPACT REPORT 2025