

## VISION | MISSION

At Velo Kids, our mission is simple: to get more kids on bikes! Promoting and cultivating healthy, active, outdoor lifestyles while teaching bike skills, safety and stewardship.

**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.



## 2024 IMPACT

Our impact **TRIPLED** in 2024, reaching well over **3,000** kids on bikes! 1,500 of these kids participated in programs consisting of 4+ bike rides with our trained coaches.



Urban & Mountain Bike Camps – **420** participants  
 Spring, Fall and Summer Clubs – **120** participants  
 Bike Schools – **1000** kindergarten-2nd graders  
 Mountain Bike Clubs with Community Partners - **75** participants

**845** kids borrowed bikes from the Bike Library & Shred Shed

**19** scholarships were provided

**32** quality bikes and helmets were gifted to others

**62** exceptional Velo Kids Coaches!

Trail Advocacy – Riley Trails Enhancements, City of Holland Bike Park and ODC Network Bike Parks

“We have really loved being part of all of the biking clubs. The coaches are wonderful. They teach while being positive and encouraging. My son truly loves this group and is sad when it is over. Please continue the things you are doing, they are truly great!”

– Velo Kids Parent



## NEW PROGRAMS



**Balance Bike School:** Velo Kids van traveled to 18 schools and provided 4-day balance bike programming. Impact: 1,000+ Kindergarten-2nd graders.

**Trailblazers:** Mountain bike club for kids ages 12-16.

**Little Rippers:** Balance Bike and Learn to Ride Program for kids ages 2-6. Impact: 331+ participants

**Slow Rolls:** Fun and social bike ride through our vibrant communities in Holland, Grand Haven, and Zeeland. Impact: 280 participants

## BIG Community Partners



**Outdoor Discovery Center** - Summer School Bike School, Bike Park development and implementation, teacher training  
*"We feel blessed to have a wonderful partner in Velo Kids that can help us connect kids to the outdoors, provide healthy experiences, and advance the physical, mental and social well-being of our community's children."*  
 - Travis Williams, Chief Executive Officer, ODC Network



**City of Holland and Holland Parks & Rec** - Future Downtown Bike Park development and Ice Park partnership



**West Ottawa Public Schools** - 4-day Bike School for all 1st grade students



Ottawa County Parks



**Ottawa County Parks**



**Michigan's Edge Mountain Biking Association**

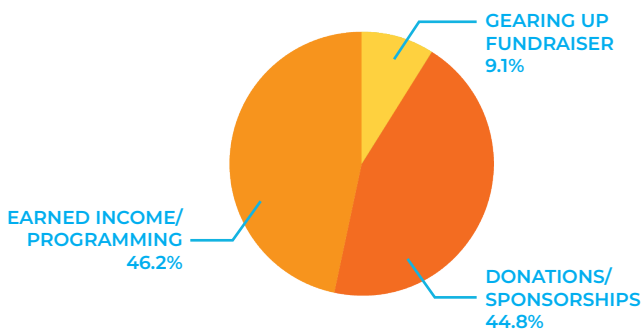
**Escape Ministries**

"After a 45-minute session of bike riding students were very focused on the next lesson in the classroom. Bodies able to be still, quieter..."  
 - West Ottawa Teacher

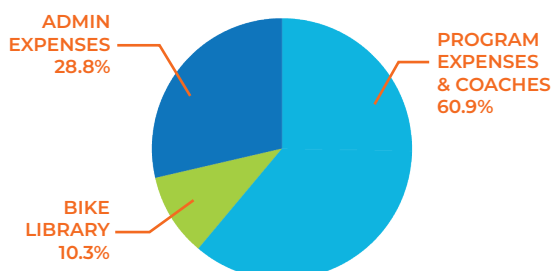


## 2024 FINANCIALS

### REVENUE



### EXPENSES



"Our son is not a 'joiner' and this is one activity he hands down ALWAYS wants to do. Your staff is positive, organized, and encouraging. I am so impressed with Urban Bike Camp and the distances the kids ride and the fun memories they make. Thank you!"  
 - Velo Kids Parent



# VELO KIDS

## IMPACT REPORT 2024