



**evergreen**  
MOUNTAIN BIKE ALLIANCE



**ANNUAL REPORT**  
2020



## RISING TO THE CHALLENGE

This may be the hardest annual report introduction I will ever write. How do we reflect back on a year with so much hurt, isolation, loss, restriction, sickness, tragedy, and social injustice? How do we reflect back on the stress that 2020 presented to our team, our families, our members, sponsors, and our trail partners?

2020 was my hardest year at Evergreen and one of the most difficult years in my life and career, trying to keep our team, our work and our finances going, and in dealing with personal isolation from family, friends, colleagues, and community mountain bike rides. In stark contrast to the freedom we experience while riding bikes, 2020 was a year of restriction.

Yet, with the challenges thrown at us all, a lot of good came out of 2020 too. We learned that we, as mountain bikers, can move mountains when it comes to dealing with punches from left field, and still getting things done. We learned that we can count on each other to step up when it matters and that our community is indeed EPIC. And we all realized how important access to trails, public lands, open space and nature is to our health and our physical and mental well-being. Your donations and support showed this, and with the help of a PPP loan, we emerged financially stable and in good spirits.

Our finances and program results look different for the year, but while we missed your hugs, smiling faces, and encouragement at in-person events, there's plenty to celebrate on what we accomplished together. An amazing amount of work got done, and the continued growth of new and well-maintained trails are proof that your membership and support are paying dividends in our mountain bike adventures and play time!

Halfway into 2021 I'm optimistic and ever-more grateful to be on this ride with you all. Read and breathe the heart-felt, socially distanced, positively warm and grateful THANK YOU hugs that our team and our board send to all of you for your unwavering support.

Because of your dedication to our sport and our trails, Washington is well on its way to becoming the best place to ride.

Ride on, in good health and in good spirits.

**Yvonne Kraus**  
Executive Director

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# MAKING WASHINGTON THE BEST PLACE TO RIDE



**WITHOUT  
ADVOCACY,  
THERE ARE  
NO TRAILS**

*Trails need a voice. They need a constant backing from passionate recreationists to keep them open, accessible, maintained, and funded.*

*Luckily, we're pretty good at that. With community support, **our 2020 advocacy work** was widespread across our state's lands.*

## In summary, 2020 Advocacy efforts included:

- Supported efforts to **"Keep Beacon Public"** and avoid loss of trail access in Spokane.
- Supported the new **Chewelah Land Trust** in their quest to conserve land and create a new community trail network.
- Participated in **advocacy meetings with USFS** staff to advance the Packwood Trails Project and raise funds for environmental reviews.
- Financially supported the Mountains to Sound Greenway's **Towns to Teanaway** project.
- Assisted DNR staff with planning and maps for new trails at **Virginia Ridge, Winthrop**.
- Assisted USFS staff with planning and maps for more trails and infrastructure at **No2 Canyon in Wenatchee**.
- Sponsored promotional video and participated in **Recreate Responsibly Coalition**.
- **Collaborated with DNR** to help fund a new climbing trail at the Yacolt Burn and implement an e-bike pilot and survey at North Mountain.
- Began conversations to **expand the Southwest chapter to Camas and White Salmon**.
- Collaborated with DNR and Mountains to Sound Greenway to further the EvergreenWay Trail vision: **single track from Sammamish to Snoqualmie Pass**.
- **Advocacy alerts for SR 18** community meetings and public comment period.
- Supported the City of Seattle in final submittal needs for the **Cheasty Mountain bike Pilot trail** approved within the city limits.
- Drafted the **2025 strategic plan**, for community review and launch in 2021.
- Engaged 27 Evergreen staff, board members and supporters in legislator meetings to support recreation funding in partnership with the Washington Wildlife and Recreation Coalition's **Legislative Day**.
- Established and engaged a **Diversity, Equity, and Inclusion Committee** to diversify membership and be more welcoming to underserved communities, youth, tribes, people with disabilities, and our BIPOC friends.
- Engaged in many, many **advocacy and recreation planning meetings** and letter writing efforts, including : Savor Snoqualmie, Reiter Forest, 410 Corridor, Middle Fork, Wild Olympics, SR18, Community & State Forest plans, DOI and Forest Service rulings on e-bike access, and more.....

**Thank you for lending us your voice. Your trail future depends on it.**





"I love this area and I love mountain biking! Through both good and challenging times, mountain biking provides me with some of the most beautiful and joyous moments of my life."

*Elaine Irons  
Evergreen Member*



Due to the Covid-19 pandemic we were unable to host our usual community building events and group rides beginning March 2020. We pivoted to virtual gatherings and individual and family and/or pod challenges. We created an online "Ride Local Challenge," which had over 1,200 participants, and a new Dirty Dozen Challenge to ride 12 special Evergreen trails, which was completed by one very dedicated rider! Our annual Take a Kid Mountain Biking Day became an online family scavenger hunt with over 300 registered teams across Washington State.



While most events and all group rides were cancelled, our virtual events still helped build community and grow the next generation of mountain bike leaders, teachers, volunteers, and trail stewards. We feel confident that our ongoing community building efforts continued to help build skill and confidence in youth, increase diversity in our sport, foster conservation ethic and sustainable behavior amongst our community members, and encourage healthy lifestyles.

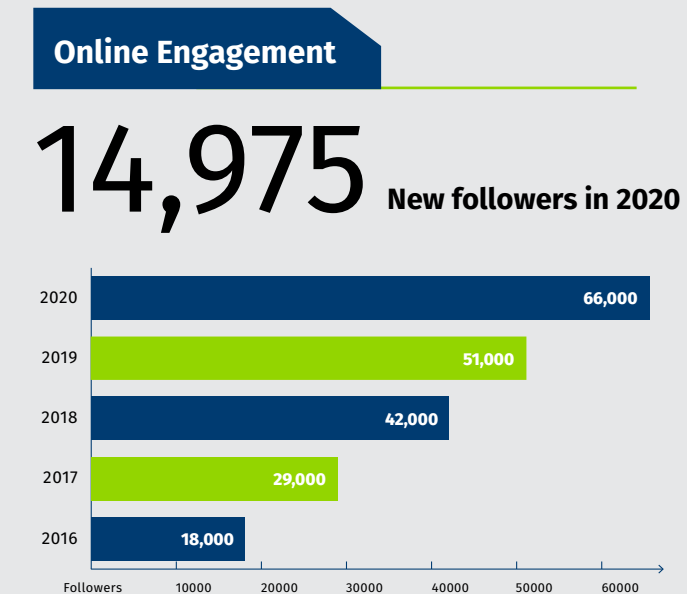
## COVID-19 LATEST

"Ripping down a trail and thinking of nothing but the current moment is a feeling that I only get from biking and it has been one of only a few things that I think I can directly attribute my happiness too. It's been a strange year for a recent college graduate, essential worker, and BIPOC community member such as myself, but if it wasn't for bikes and the trails we have around here, I certainly wouldn't wake up every day with a smile on my face."

*Daton Nestlebush  
Evergreen Member*



**8** Chapters    **5** Community Events    **26** Group Rides    **1,500** Participants    **27** Event Attendees



## IN 2020:

Evergreen's total trail construction work encompassed **55 miles** across Washington State. We opened **40.1 miles of new trails**, many of them directly **#RiderPowered** by Give Big donations.

## NEW TRAIL PLANNING AND CONSTRUCTION PROJECTS STARTED IN 2020:

We continued construction of trails at Snoqualmie Summit and started new trail projects at the Yacolt Burn State Forest, Mt. Spokane State Park, and Tiger Mountain State Forest, all of which are expected to complete and open in 2021. Design and permitting work started for several projects, including trail system additions to Dockton Forest and Olallie State Park, and new trails at Cheasty Greenspace in Seattle, Port Gamble Forest Heritage Park, and Tehaleh. This will total to more than 40 miles of new trail construction projects that will be completed between 2021-2023.

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## TRAILWORK THROUGH THE PANDEMIC

Evergreen organizes and coordinates volunteer trail maintenance work parties to maintain and improve trails, and to address trails that have been damaged by weather and/or use. In 2020, this program effort was much reduced due to COVID-19 restrictions. However, Evergreen quickly put in place Covid protocols for work parties and was able to host:

# 313

**Work Parties took place in:**

- National Forests
- State Parks
- DNR Forests
- County & City Parks

# 2,923

Volunteers

# 13,370

Trail Volunteer Hours

# 650

Miles of Trail

Evergreen had a leading role in the **Recreate Responsibly Coalition** to develop statewide protocol recommendations for volunteer events during the COVID-19 pandemic.

**Statewide trail maintenance work locations included:**

- East Tiger Mountain State Forest
- Raging River State Forest
- Naneum Ridge
- Yacolt Burn State Forest
- Duthie Hill Mountain Bike Park
- Black Diamond Open Space
- Squilchuck
- Ollalie
- Mt Spokane and Moran State Parks
- Beacon Hill Park
- Hwy 410 Corridor
- Swan Creek Park
- Port Gamble County Park
- Roslyn Forest
- Japanese Gulch
- I-5 Colonnade Park
- Mica Peak
- North SeaTac Park
- Mount Baker-Snoqualmie National Forest
- Okanagon-Wenatchee National Forest
- Colville National Forest
- Gifford Pinchot National Forest



## VOLUNTEER IMPACT 2020



# Total Volunteer Hours 15,650

# 13,370

hours of trailwork...



# 640

hours of education...

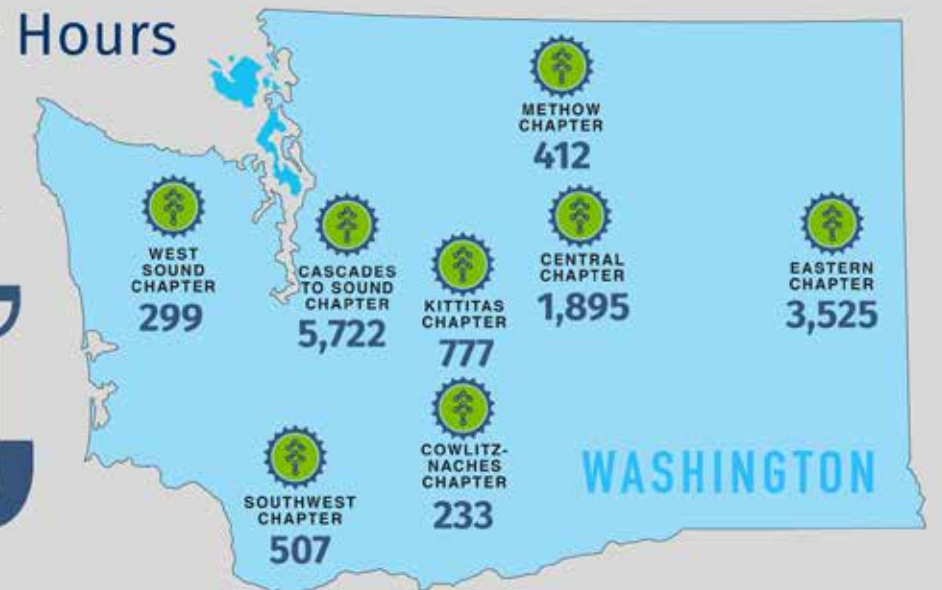
# 200

hours at events...



# 1,440

hours from board members...





## INSTRUCTOR APPRECIATION



“... I was truly impressed with the level of effort and enthusiasm the instructors had for teaching – it was a great experience and the reason I am looking to sign up again”

*Anonymous Rider  
Evergreen Member*

“Yesterday was the best day of Jacob’s life! He could not stop talking about it. It was the first class he’s ever had.”

*Anonymous Rider  
Evergreen Member*

## EDUCATION: Do it for the Kids!

We experienced huge demand for mountain bike education services, with an average fill rate of almost 100% across all classes, and waitlists of youth and adults who were eager to join our programs. Despite reduced class sizes and many restrictions, we were still able to deliver group rides, classes, and clinics for mountain cyclists of all ages and skill levels.

745 students enrolled in our classes and clinics, which is near to normal volume, despite the COVID-19 restrictions. 259 youth enrolled in our modified version of our annual summer “dirt camps.” Our train-the-trainer program for instructors and ride leaders included almost 50 instructors statewide. We accomplished this after rescheduling and restructuring our education offerings, moving them to smaller groups, and focusing efforts to later in the year after safe procedures had been developed.

Our Cranksisters Women’s program was placed on hold for the majority of the year due to COVID-19 restrictions and most group rides were cancelled. In previous years, group rides amounted to over 200/year and engaged more than a thousand riders.

Our rides and clinics serve a diverse audience including youth, beginners, women, and advanced riders, and Evergreen membership is not required to participate.

This unusual year gave space for program improvements and partnership building. We used 2020 to improve our education curriculum and instructor training protocols. We increased our collaboration with outdoor recreation partner

organizations, particularly Outdoors for All, as we jointly participated in BICP Level 1 Adaptive MTB Instructor training.

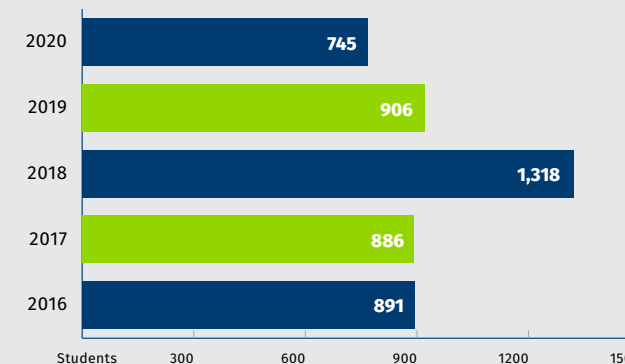
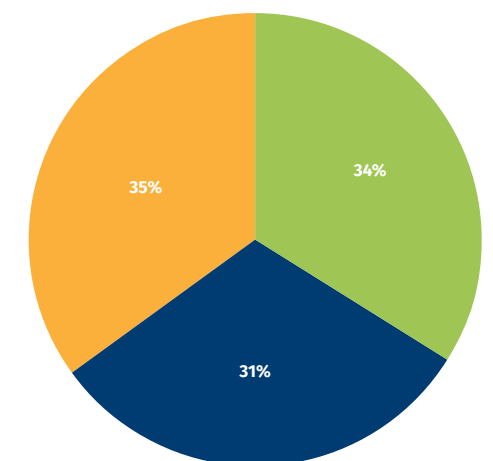
Together, we successfully offered and taught a class that included students on both standard and modified/adaptive mountain bikes. Partnerships were also established with low-income schools in Wenatchee, the Muckleshoot Tribal School in Auburn, foster- and incarcerated youth, and other community partners in effort to improve equity in access to the sport of mountain biking.



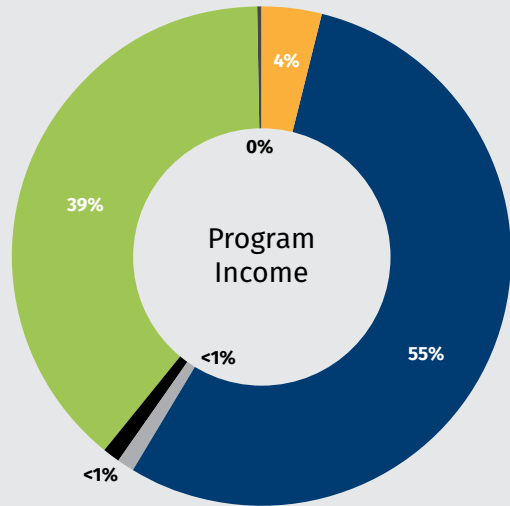
### Education Impact 2020 TOTAL STUDENTS:

Men	254
Women	232
Dirt Camp Youth	259

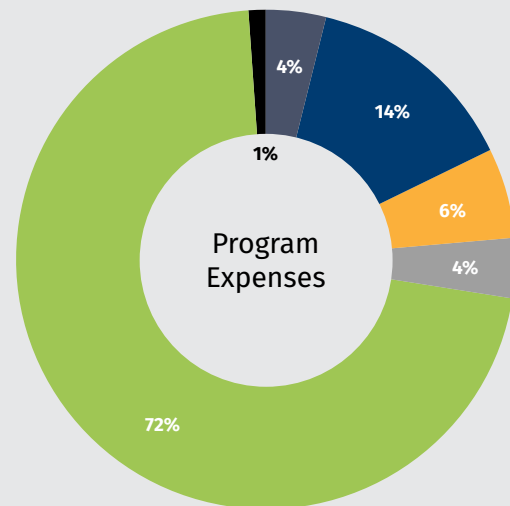
**745**



## 2020 Financial Highlights



Education	\$76,433
Fundraising & Membership	\$987,375
Other	\$3,863
Special Events	\$2,000
Trail Contracts	\$702,667
Volunteers	\$0
Advocacy	\$0
MarComm	\$0
<b>TOTAL</b>	<b>\$1,772,338</b>



Professional Services	\$64,643
Operating & Programs	\$248,746
Travel & Meetings	\$108,491
Other	\$71,040
Payroll	\$1,286,749
Taxes B&O	\$7,301
<b>TOTAL</b>	<b>\$1,786,971</b>

### REVENUE

Contributions and Grants	\$1,411,063
Program Service Revenue	\$363,411
Investment Income	\$1,538
Other	\$(11,420)

**TOTAL REVENUE** **\$1,746,592**

### EXPENSES

Program Expenses	\$1,460,593
Management and General	\$275,637
Fundraising and Membership	\$56,741

**TOTAL EXPENSES** **\$1,792,971**

**NET INCOME** **\$(28,379)**

Assets	\$1,001,244
Liabilities	\$260,345

**NET ASSETS (EOY)** **\$740,899**

**THANK YOU** to each and every donor!

*Your giving spirit makes a difference as we work to build more trails for you to ride!*



**Andy Rigel**  
President



**Peter Sherill**  
Vice President



**Tyler Forman**  
VP / S Cascades Region



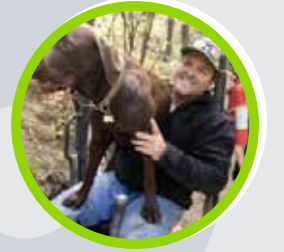
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Treasurer



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**Chris Conley**  
NE Region



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**Jesse Cunningham**  
S Cascades Region



**Jon Phelps**  
Olympic Region



**Matt Slaney**  
Olympic Region



**Tony Hickok**  
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**Joe Brown**  
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**Josef Hoffman**  
Pinchot Region



**Will Stone**  
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