



Adventure
Cycling
Association

Impact Report

.....
2024

**TRANSFORMING CURIOSITY INTO
CONFIDENCE, MILES INTO COMMUNITY**

Dear fellow adventure cyclists,



IN MY FIRST YEAR AS BOARD

CHAIR, I've spent time reflecting on our mission.

At its core, adventure cycling is about more than covering distance. It's about challenging ourselves, sharing the journey with our fellow travelers, and finding unexpected delight in what we encounter. Cycling is the means, but adventure is the goal.

In 2026, Adventure Cycling will celebrate its 50th anniversary. A longtime supporter who rode Bikecentennial recently told me: "I had just accepted a job as an elementary school teacher in 1976. With little notice, I left to ride across the country, and that experience changed everything. Today, I still ride regularly — not because of the miles, but because I want to pass on the spirit of adventure cycling to the next generations." That sentiment speaks for all of us.

Since then, the nature of bicycle adventure has evolved. Today, we serve pavement riders, gravel cyclists, and singletrack explorers. We offer digital and paper navigation tools, deliver inspiring stories through social media and print, and host educational programs and tours that build skill and confidence. Together, these elements form our unique model: Inspiration, Routes, Experiences.

This breadth also brings complexity. We've spent the past year simplifying operations and aligning costs. This year we'll use our unique model to plan 50th Anniversary events that help get more people on more adventures. We're excited to celebrate with all of you in new and meaningful ways.

In 2026, legendary cyclists Lael Wilcox and Ryan Van Duzer will ride two epic Adventure Cycling routes. Along the way, we'll host community drop-in rides — hourly, daily, or even weeklong opportunities to join the ride. We'll also host a meet-up in Tucson: a multi-day, all-abilities gathering, combining camping, community, and rides. More to come, thanks to our volunteers and supporters.

As we approach this milestone year, we'll work tirelessly to pass on the spirit of Adventure Cycling to future generations. Thank you for your continued support.

See you wherever you ride,

John McDermott
Board President



I'M WRITING WITH GRATITUDE

— for our members, staff, and community who continue to show up, ride far, and believe in the work we do.

My belief started in the sweltering heat of Brazil, pedaling a beat-up bike toward the coast. When we first started, a stranger had looked at my gear and said, "You'll never make it." If he'd had said, "it will be tough, but you'll make it," he would have been 100% accurate. That trip, complete with melted thermometers and hard-to-find camping, introduced me to something deeper than adventure: a sense of connection and resolve that only bike travel had given me. That's the spark we try to pass on.

In 2024, we took a major step forward in how riders access our routes. Our new partnership with Ride with GPS puts decades of our mapping expertise right into your phone, Garmin, or other device: all 52,848 miles of our routes with offline, turn-by-turn navigation, field notes, and rider conditions. As one member put it:

"You ACA folks make the best maps. Having them on RWGPS makes them even easier to use. It's a great upgrade."

We also launched new membership levels, guided hundreds of riders nationwide, and laid the foundation for our 50th anniversary in 2026. Special thanks to Jenn Hammelman for an incredible 25 years of service and Jen O'Dell for four years of leadership, and to the donors and staff who helped us continue our mission despite inflation and tech transitions.

As interim Executive Director, it's been a privilege to support this work. Adventure Cycling continues to exist in its 49th year because of the people behind it and the riders who care about where and how we travel. Thank you for believing in the power of bike travel and for riding with us into what's next.

Tailwinds,
Nicki Bailey
Interim Executive Director

Our Mission & Vision

We believe that adventure, whether small or large, can change us. To live a life of discovery, we must unplug, break from our routines, feel the wind on our brows, and welcome opportunities to feel awe and wonder. The bike — no matter the kind — is the way to get you there.

For nearly 50 years, we've been opening the door to adventure for thousands of people. For the next 50, we plan to inspire and empower thousands more to ride through it. In our beginnings, Adventure Cycling was one cross-country route and a group of scrappy young cyclists gathering others to ride across the U.S. Then, as momentum grew, our founders recognized the strength of this adventurous community, using that power and passion to create thousands of miles of routes, a robust Experiences program, advocacy for safer riding conditions nation-wide, and an award-winning magazine full of inspiration and resources.

Our mission remains strong: to inspire, empower, and connect people to travel by bike.

CHARLES THOMAS

Our Impact

Routes

- 4,545 miles in 40 Short Routes
- 52,848 miles in the Adventure Cycling Route Network
- 23,187 miles of the U.S. Bicycle Route Network
- 12,000 cyclists using our routes
- Most popular routes:
 - Great Divide Mountain Bike Route
 - TransAmerica Bicycle Trail
 - Pacific Coast Route

Membership

- 23,577 Total Members
- 1,438 New Members

Discovery

- 14 organizations received Adventure Grants
- 497 individuals served through Adventure Grants
- \$20,050 in Adventure Grants awarded
- 24 riders learned new skills in Adventure Rides
- 3 Adventure Ride workshops held in 3 regions
- 8 Adventure Council members in 7 different states in the Rocky Mountain West

Experiences

- 497 tour participants
- 3 new tour leaders
- 51 Guided Tours

“I never thought of myself as someone who could do this — pack up a bike and camp. But the workshop made it feel possible. Now I’m planning my second trip!”
— Adventure Rides Participant, Denver

Discovery Programs

To measure impact across our Discovery Programs, participants completed pre- and post-program surveys using a 1–5 scale, where 1 indicated low knowledge, confidence, or motivation, and 5 indicated a high level. The surveys assessed key areas such as technical bike travel skills, trip planning confidence, awareness of Adventure Cycling, and desire to continue traveling by bike.

Adventure Rides Participant Growth

- Technical skills, such as on-bike handling, road safety, camping, and route planning, rose from an average rating of **2.4 to 4.0**.
- Confidence in planning own bike adventures saw an equally strong increase, jumping from **1.8 to 3.6**.
- Awareness of Adventure Cycling as a resource and supportive organization more than doubled, increasing from **2.0 to 5.0**.
- Motivation to continue traveling by bike climbed from **3.6 to 4.5**, with 90% of riders expressing a greater desire to keep exploring by bike after the workshop.

Adventure Grants Participant Growth

- Technical skills, such as road safety, camping, and route planning, increased from **2.4 to 4.0**.
- Confidence in planning and undertaking bike adventures rose from **1.8 to 4.0**, with over 96% of riders reporting improvement.

“Thanks to this opportunity, we reached folks who never imagined themselves on a bike tour — let alone camping overnight. It was a game changer.”
— Partner Organization Feedback

“This was the most supported I’ve ever felt doing anything outdoors.”
— Adventure Grants Participant



Impact Stories

Routes Program

Routes advanced Adventure Cycling's mission by making bike travel more accessible and convenient in 2024. We expanded our Short Routes collection to over 40 curated rides across the country—each designed to offer a rewarding bike travel experience that's short, inexpensive, and doable for beginners. These approachable, quick-getaway routes are helping more people take that first step into adventure.



"I just wouldn't have ridden without the maps. Now that I've had that initial successful ride, I've planned 5 other bike trips in new areas for friends...."

— Anonymous, Cyclist Survey

One of the most exciting developments this year was our groundbreaking partnership with the East Coast Greenway Alliance. Together, we created new Short Routes that highlight segments of the Greenway, blending bike travel and everyday active transportation. This collaboration sets a powerful precedent for how mission-aligned organizations can work together to amplify reach, impact, and community engagement.

We also brought our route offerings to the forefront of the digital navigation landscape through a major partnership with Ride with GPS. All Adventure Cycling routes are now available on the RWGPS platform, offering riders an easy-to-use, GPS-enabled navigation experience. These digital routes mirror the same trusted information found on our print maps, now in a format that integrates seamlessly with how members plan and ride.

Each of these efforts—growing our route network, modeling collaborative partnerships, and modernizing access—represents a bold step forward in making bike travel more achievable for more people. We're proud to be building a more connected and rider-friendly future.

"Folks have been asking me how the trip went. Brutal, I respond, and it often was. The weather was terrible, the climbs steep and disheartening at times, and the gravel challenging. Then I tell them that the best part was the people; the people were terrific. And you were. Thank you to each and every one for a tour I'll never forget and remember very fondly."

— Bess W., 2025 TransVirginia Gravel Tour

Experiences Program

In 2024, 497 riders joined us on guided adventures across the continent, each one rooted in Adventure Cycling's belief that "it's the riders' trip, not ours." This is the secret sauce of our tours. Unlike typical commercial trips, our tours are structured around shared experiences. Whether it's carrying your own gear, cooking together, or sharing map duties, the trip becomes a shared endeavor. This participatory model fosters deep connections among riders and a sense of accomplishment that comes from self-sufficiency.

As one participant put it, "I found Adventure Cycling ... at a time when life was losing its luster and I was beginning to question what community meant. Every bike path and trail were beginning to blend into an indistinguishable blur. But then, by happenstance, I was brought into the fold of Adventure Cycling where the cycling and tours are great, but the people involved are even better."



Each one of our tours staff and leaders makes community happen. In 2024, for the first time, we hired a Tour Leader Manager, Jillian Millkey, to assist our 80-120 seasonal leaders. Jillian's leadership has strengthened our relationships with tour leaders, improved our hiring and training processes, deepened our focus on risk management, and elevated the overall experience for hundreds of participants.

At its best, a bike tour becomes more than a ride. It grows into a temporary village, moving under its own power. This year, our leaders helped transform 51 bike tours into shared experiences and fast friendships.

"Leading for Adventure Cycling is so valuable because I am reminded that individuals who tend to become part of Adventure Cycling are essentially more open-minded and desire to connect with others in a more humanistic manner in a day and age where it's so easy to isolate."

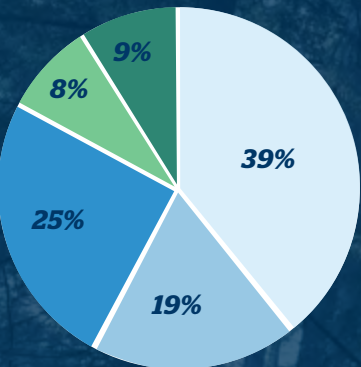
— Louis Hernandez, Tour Leader

"The maps gave me enough information to confidently bike more than 7,000 miles, including across the country on the Northern Tier Route and following the TransAmerica Route across the western United States to Kansas."

— Anonymous, Cyclist Survey

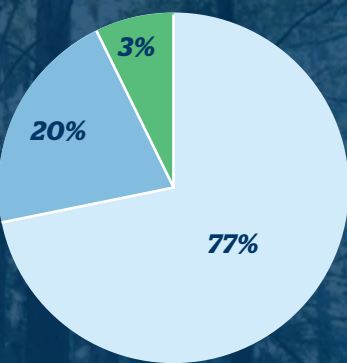


FY 2024 FINANCIALS



REVENUE

- 39% Tours
- 19% Donations
- 25% Membership
- 8% Merchandise
- 9% Other



EXPENSES

- 77% Program
- 20% Management
- 3% Fundraising

Total Revenue **\$5,016,252** • Total Expenses **\$5,526,280**

IT'S ALL THANKS TO YOU

Each supporter, each cyclist — whether corporate, Legacy Society, donor, board member, or staff — is crucial to achieving our mission of inspiring, empowering, and connecting people to bicycle travel. We are incredibly grateful to those who believed in the transformative power of bike travel and gave to Adventure Cycling.



Corporate Sponsors

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- John Scibek
- Michael Seeber

- Steven Snyder
- Fran Stagg
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- Mary Jane Watson
- Susan Wenberg
- Wally Werner
- Jo Williams
- Fillmore & Sharon Wood
- Timothy Yoder
- Nick Zeller
- + 138 Anonymous

Staff and Board

The names listed here represent both current and former staff and board members who contributed to our successes during FY24 (January 1, 2024 – Dec. 31, 2024).

- Edifon Adiakpan
- Nicki Bailey
- David Barth
- Sam Bockius
- Brian Bonham
- Josh Bowden
- Maxton Caplanides
- Richard Darne
- Michelle Estrella
- Amy Fealko
- Jake Flaherty
- Mike Floyd
- Haydin Grotz
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- Lauren Hudgins
- Nicholas Hunt
- Bryce Johnston
- Joseff LaRichie
- Kayla Lopez
- Ally Mabry
- Michael Mccollough

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- Miranda Navarro
- Jennifer O'Dell
- Will Parker
- Reed Sallans
- Max Siebert
- Crystal Tafoya
- Nathan Taylor
- Kym Verhovshek
- Amy Wally
- Sean Weddell
- Carolyne Whelan
- Emma Wimmer
- Ellie Zachary
- Jessica Zephyrs

Board of Directors

- Ricky Albores
- Joyce Casey
- Flavia Chen
- Scott Edwards
- Daniel Kanter
- Noel Kegel
- Elizabeth Kiker
- John McDermott
- Jenny Park
- Maria Elena Price
- Audrey Snyder Welsh
- Lael Wilcox

Looking at 2025 Priorities

Expanding the Adventure Cycling Network

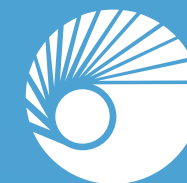
2025 MARKS A PIVOTAL YEAR for route development as Adventure Cycling focuses on creating three significant new additions to its renowned network. The organization is developing a new 3,000+ mile gravel route spanning from the Mississippi River to the Pacific Ocean, representing an epic adventure worthy of the upcoming 50th anniversary milestone. Alongside this epic route, two new loop routes are in development, providing cyclists with additional options for regional exploration and multi-day adventures. A major technological advancement this year involves launching all digital routes on the Ride with GPS platform, building on Adventure Cycling's partnership with Ride with GPS to offer riders a new and enhanced way to navigate Adventure Cycling routes, making the entire network more accessible to modern cyclists who rely on GPS navigation.

Strategic Focus and Anniversary Preparations

IN A STRATEGIC MOVE to strengthen core programming, Adventure Cycling is pausing its pilot program initiatives to concentrate resources on the organization's foundational strengths: route development, guided tours, and advocacy partnerships. This focused approach allows for a polished slate of guided tours while revamping advocacy partnerships to better serve the cycling community's evolving needs. Central to 2025's planning efforts is preparation for the organization's momentous 50th anniversary celebration in 2026. This milestone year represents not only a celebration of Adventure Cycling's legacy since its founding during the 1976 Bicentennial but also a launching pad for the next chapter of bicycle adventure and advocacy.

*"The endless work
Adventure Cycling
does for the cycling
community is amazing.
I'm proud to be a
member of your
organization and having
access to the resources
you make available is
priceless. Thank you."*

— C.C. | Sesser, Illinois



Adventure
Cycling
Association

Adventure Cycling is a nonprofit organization that helps people travel by bike—for an overnight, a weekend, a week, or a month — by giving them the skills, knowledge, and confidence for a lifetime of adventure. Our mission is to inspire, empower and connect people to travel by bike.

Investing in Future Adventures

As we celebrate five decades of transformative impact, we invite you to help us build an even stronger foundation. By becoming a monthly donor, you join a dedicated community of supporters who provide the steady, reliable funding that allows us to plan, respond quickly to emerging needs, and maximize every dollar's impact. Your recurring gift — whether \$25, \$50, or any amount that feels right for you — creates a dependable stream of support that amplifies your generosity throughout the year while making budgeting easier for you. This milestone anniversary marks not just where we've been, but where your sustained partnership can take us next.

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www.adventurecycling.org



Become a monthly donor today

<https://support.adventurecycling.org/donate/>