



OUTRIDE

2023 Impact Report



OUTRIDE



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LETTER FROM THE FOUNDER

Dear Outride Community,

As we look back on another incredible year at Outride, I'm filled with gratitude for the meaningful impact we've been able to create together.

For me, cycling has always been more than a hobby, and more than just my career – it is my passion, my escape, and my source of resilience. On the bike, I found a sense of calm amidst my ADHD, and it became a powerful tool for me to channel my energy and find clarity. And I know I'm not the only one. Study after study reveals that cycling lights up our brain -- boosting our cognitive function, enhancing our focus, and improving mood and wellbeing. And the benefits of cycling extend far beyond the school years. It's a lifelong journey that continues to enrich and enhance well-being into old age. Outride's work is a testament to these findings, and the impact and reach of this work continues to grow each year.

Outride programs are now in over 350 schools across the United States and Canada, providing access to cycling education and riding during the school day to over 50,000 students annually. At the core of this work is our network of passionate educators and community advocates. This past summer, I got to meet many of these amazing individuals right here in Morgan Hill. From our conversations, it became clear just how excited they were to share this opportunity with their students. For many of their students, this may be the first time they experience the freedom, mobility, and mental release that comes with riding a bike. And in today's fast-paced world, finding such moments of calm is more crucial than ever.

As we reflect on Outride's accomplishments, I thank the collective efforts of our community – the students, parents, teachers, ambassadors, supporters, and partners who believe in the power of pedaling for change. I remain dedicated to supporting Outride's programs and to amplifying the message of the social, emotional, and cognitive benefits that riding a bike provides. I also recognize that there's still more to do, and I'd like to extend a heartfelt call to the entire cycling industry and beyond. While Specialized remains a committed founding partner to Outride, the impact we aspire to create extends well beyond the boundaries of any single brand. I urge you all to join us in this important mission and ensure that the transformative power of cycling reaches us all. Together, we are empowering lives and lighting up minds, creating a ripple effect that extends far beyond the act of riding a bike.

Thank you for being an integral part of the Outride community.

Mike Sinyard
Co-founder and Board Chair, Outride



ABOUT OUTRIDE

MISSION

Outride provides research, cycling programs, and funding to empower all people to experience the social, emotional, and cognitive benefits of cycling.



RESEARCH



We collaborate with universities, schools, and community organizations to understand the impact cycling has on how we think, feel, and behave.

OUTRIDE FUND



We provide community nonprofits with unrestricted grants to promote the positive benefits of cycling and increase the accessibility, interest, and participation in cycling.



RIDING FOR FOCUS



Our middle school program promotes cycling as an outlet to support the social, emotional, and cognitive health of students. The schools are provided all the necessary equipment and a curriculum to get the kids riding.



2023 BY THE NUMBERS

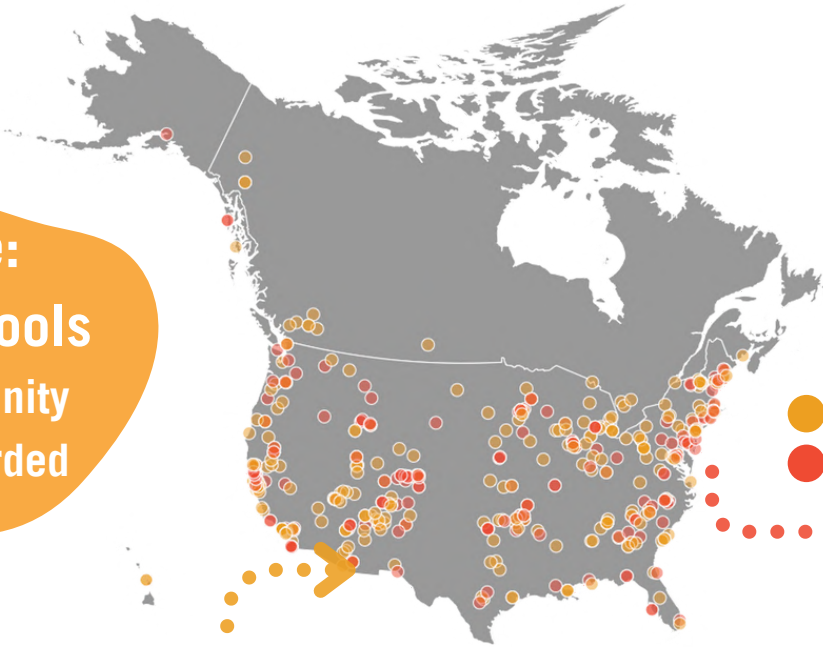
The Movement

The Outride community is more than 50K strong across the USA and Canada. Our partners, champions, and grantees are committed to empowering everyone to experience the power of cycling.

50,000

YOUTH IMPACTED

To date:
350+ Schools
212 Community
Grants Awarded



● Riding for Focus
● Outride Fund

53

Riding For Focus Schools
Onboarded

\$350K

Outride Fund Grants
Awarded

60+

Media Articles

2000+

Bikes Granted

39

Cycling Nonprofits Supported

300+

Outride Summit Attendees

80%+

R4F Schools serving students
from low-income backgrounds

100+

Teachers Trained

2

Peer-Reviewed Research
Partner Publications

PEDALING COMMUNITIES FORWARD

In 2023, **The Outride Fund** transformed to increase accessibility by eliminating the matching requirement for awarded grantees. The demand for grants also surged, resulting in nearly 500 grant applications across two cycles. In 2023, **39** grants were awarded to organizations nationwide, bringing the total count to **212** grants since 2019, amounting to nearly \$2 million. We take pride in supporting remarkable organizations such as **Evergreen Mountain Bike Alliance** in Washington, which focuses on empowering youth riders with disabilities, and **Star Track Cycling** in Queens, NYC, a grant recipient dedicated to advancing youth development through track cycling, among hundreds of others. Additionally, we maintain our steadfast partnership with various organizations within the Navajo Nation. **Anticipate more grant distributions in 2024!**

In 2023...
39 Grants
\$350,000

Youth Cycling on the Navajo Nation

Outride is proud to support several organizations on the Navajo Nation, providing more than a dozen cycling programs for youth. Since 2018, with a coalition of key partners like Silver Stallion Bicycle and Coffee Works in Gallup, NM, community health promotion and public health professionals, and the Catena Foundation, Outride has supported 13 Riding For Focus schools on the Navajo Nation, including 2 new sites in 2023. Silver Stallion and other organizations were also recipients of Outride grants to bolster their efforts in creating a youth cycling ecosystem across the expansive lands spanning parts of New Mexico, Utah, and Arizona.



Supporting Adaptive Cycling

In 2023, the Outride Fund extended its support to 5 adaptive cycling programs across the country, empowering organizations to acquire essential equipment and offer invaluable community assistance to individuals with physical and intellectual disabilities. These programs have made a significant impact, fostering a sense of belonging and well-being among participants. Learn about all of our grantees by scanning the QR code! Here are a couple of highlights:



TETON ADAPTIVE TETON VILLAGE, WY



“Teton Adaptive is committed to bringing opportunities and programs to life that are unforgettable for people with disabilities, their families, and friends, who are living in or visiting the Greater Teton Area. Without our invitation, equipment, and trained staff, many people would miss the opportunity to explore this wonderful place we call home. Having an opportunity to be outside in the mountain air and ride trails alongside Teton views is a refreshing alternative to inside life, as many people with disabilities are isolated from community events, especially in the outdoors.” - Teton Adaptive Staff

THE CYCLE MOVEMENT Denver Metro, Colorado

Each summer, Cycle Movement brings a unique adaptive cycling program, called iCan Bike, to the Denver metro area that teaches people who have intellectual, developmental, and physical disabilities to ride two-wheeled bicycles. Cycle Movement is a 100% volunteer organization that employs the use of upwards of 100 volunteers during the week-long camp to act as spotters to protect the well-being of the riders as well as act as motivators and coaches.



HELPING YOUTH LEARN TO OUTRIDE

Riding for Focus continues to be our flagship offering, a demonstration of our research and a cherished component of P.E. classes and community offerings around the country. This year we supported an additional **50+ schools** in bringing the program to their communities, supplying each with a fleet of Specialized mountain bikes--suitable for all environments and terrain--helmets, curriculum, and training. That's several thousand additional youth, primarily those from low-income backgrounds, with access to cycling in their school and community. Since 2014, Riding for Focus has been brought into **350+ schools** across the United States and Canada.

In 2023...
53 Grants
2000+ bikes
and helmets

TRAUMA-INFORMED EDUCATION

The Academy of Visual and Performing Arts opened in August 2023 and, as part of their physical and social-emotional curriculum, the school includes the Riding for Focus program. The school's work was covered in an article by the *Fort Worth Report* (see QR Code). Taushena Wesley supports the R4F program as the school's primary Champion and encourages her students to journal what they will Outride prior to elevating their heart rates through cycling. Student responses included stress, family issues, negative body image and insecurities, among other trials they may be facing. Ms. Wesley added that once students hop on their bikes it is clear that the weight of words that were written on paper moments before are lifted.



PRAISE FOR RIDING FOR FOCUS

From the Students:

Top 3 Things Students Like about R4F

1. It's fun!
2. Riding with friends and classmates
3. Being outside during the school day

8 out of 10

students report feeling more confident riding their bike after R4F



“Feeling free and going fast and experiencing all of the total AWESOMENESS of it.”

From the Champions:



99%

agree students are more confident riding after R4F

92%

see an increase in students asking about bicycling opportunities outside of school

100%

agree students learn the importance of bicycling safety after R4F

83%

say R4F has increased student attendance and engagement in class

“What do my students outride? Stress, ADHD, homework, bullying, divorce, gossip, loneliness, grades, anxiety, relationships, depression, lack of confidence are just some of the answers my students gave. They are reminded of these daily as they get their helmets on and their bikes ready to ride. It is a small reminder of why this program is so important. It helps remind myself, as a teacher, what I am providing for them. It reminds them that for the next hour they get to go out riding and be whomever they want to be.”

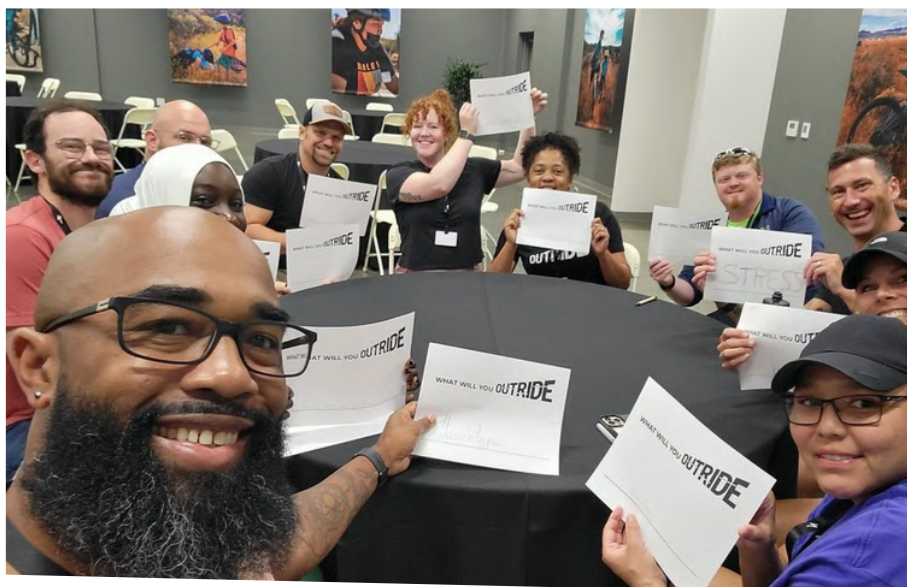
-John Glodek, R4F Champion, Maryland

THANK YOU TO OUR CHAMPIONS!

In 2023, we returned to in-person training for Riding For Focus, the first gathering of Champions since 2019. We thank all of our incredible Champions for the excitement and passion they share with their students each day.



More than 50 educators gathered at the Specialized Headquarters in Morgan Hill, California for two days of learning and community building as they prepared to implement the program in their communities across the country.



RIDING A BIKE IMPACTS HOW WE THINK, FEEL, AND BEHAVE

Research is foundational to our work at Outride. We collaborate with universities, schools, and organizations to advance research on the effects of cycling on our wellbeing and translate this work into cycling programming. In 2023, we collaborated several institutions including Stanford University, University of Wyoming, University of Georgia, and Loma Linda University.



Getting the Word Out

We prioritize sharing our research with the public. In 2023, we provided workshops and presentations at a number of conferences and events, were featured on NPR, and hosted our annual Outride Summit which congregated over 300 enthusiastic attendees. We look forward to deepening our understanding of cycling's potential to support social, emotional, and cognitive well-being across the lifespan in 2024, and to sharing the findings with all of you!

PUBLISHED RESEARCH HIGHLIGHTS

Want to read more? Scan the QR codes to access the research articles.

Stanford University

Dr. Stephanie Van Riper and Dr. Allan Reiss

This study examined what was happening in the brains of teenagers with and without ADHD *during* cycling using a technology called functional near infrared spectroscopy (fNIRS). They found that cycling exercise may modulate neural activity in the brain – for example, increasing activity in areas that tend to be under-activated in individuals with ADHD. This supports broader research that demonstrates the impact of physical activity, like cycling, on executive function.



Loma Linda University

Fletcher Dementyev and Dr. Sean Wilson

Research carried out in collaboration with researchers at Loma Linda University (LLU) examined the effects of R4F school cycling programs on the mental wellbeing of middle schoolers. The study revealed a positive association between cycling and mental well-being, while highlighting the role other factors play in shaping mental health outcomes.



OUTRIDE IN THE MEDIA

From coverage of local school programs getting started across the country, to national coverage of our research collaborations on NPR, to Netflix viewers across the world, it was an exciting year for Outride! Here are some of the media highlights from this year.

Outride Highlights

National Public Radio (NPR): [Bike riding in middle school may boost mental health, study finds](#)

Bicycling Magazine: [A New Study Shows When Kids Ride Bikes Together, Something Incredible Happens](#)

KTVU: [Outride Featured on KTVU](#)

Cycling Tips: [Outride research shows cycling's benefits are more than physical](#)



[See the full list of articles here!](#)

School Program Highlights

[Grant Program Brings Bikes to Franklin's Middle School](#)

[Bike shop gives back by building bicycles for kids in Kamloops](#)

[Warm Springs Middle School receives bike grant to add cycling to academic & focus efforts](#)

[South Bend Bike Garage brings bicycles to Navarre Middle School](#)

[Baldwin High receives grant from Outride Organization](#)

[Fort Worth charter school focuses on trauma-informed curriculum.](#)

Did you catch us in the Tour de France and on Netflix?

Did you spot the mesmerizing Outride wheel on the BORA Hansgrohe and Soudal-Quick Step time trial bikes during the Tour de France? Or perhaps you caught a glimpse on the Netflix special *Tour de France: Unchained!* We thank the teams, athletes, and Specialized Bicycle Components for their support of Outride and for amplifying our mission all around the world.





THE FUTURE OF CYCLING

Outride is grateful for the incredible support and dedication from our community of Champions, partners, supporters, ambassadors and organizations who have a shared interest in increasing equitable access to the social, emotional, and cognitive benefits of cycling for youth.

Looking forward, we plan to continue to grow our reach and support the same quality programs, providing standards-based curriculum and high-quality equipment to more schools and organizations. To support this work, we are continuing to streamline the grant application process and building out a robust support system for our current school and community Champions – ideas made possible by valuable feedback from our community partners. We will also continue to build on the body of evidence demonstrating the transformative power of cycling, and have exciting plans to better understand how cycling benefits the brain across the lifespan, from youth to aging adults, and the power the bike has to support our wellbeing, no matter your age.

We want to thank you all for your continued support and invite you to join us on our 2024 journey. Be sure to sign up for our newsletter and follow us to stay connected and to learn about ways to get involved!

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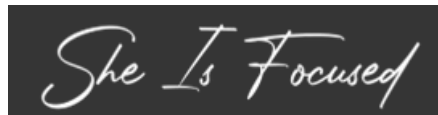
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THANK YOU TO OUR PARTNERS, SUPPORTERS, AND COLLABORATORS



Mandula Family
Foundation



And to all of our generous
individual donors!

WHAT WILL YOU **OUTRIDE**

TOGETHER, WE CAN OUTRIDE ANYTHING



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