



P1 / EXECUTIVE SUMMARY

Two Wheel View celebrates sustainability, growth and results in 2013.



P2 / BIKE CLUB

The name has changed but the success and popularity of the program have not!



P3 / EXPEDITIONS

In 2014 we look forward to more Badlands to Banff, more bikers and more adventure!



P4 / THANK YOU!

A letter from our Board Chair, and many, many reasons to give thanks.

annual REPORT



05.2014

2013 IN REVIEW



Bikes and kids are a natural fit. I remember the sense of freedom I had as a kid riding my bike exploring the trails along the creek behind my house and racing home after school with neighborhood friends. Years later as an adult, I travelled the world by bicycle, learning and discovering about the world and myself. The bicycle gave me the freedom to go places and learn new things. I have learned at the very basic level how to use tools, fix a flat tire and adjust my gears. At a life-skill level, I have learned how to communicate and work with others, feel successful at what I do, and treat people fairly and respectfully.

The bicycle is the tool Two Wheel View (TWV) uses to teach these skills to youth. The sense of adventure, experience and passion of the board, staff and volunteers of TWV are what is “changing kids’ lives from the seat of a bike” here in Calgary and other communities today.

Building on the achievements of the past year, TWV is moving forward from a position of strength and organizational capital that has been built over the past 14 years. In the past year TWV has made solid progress in our three strategic initiatives: sustainability, growth and results. We have increased program areas to new communities, schools, and youth-serving organizations; increased fulltime staff from two to five; increased marketing, communications and social media initiatives; and diversified our funding streams to include social enterprise and multi-year funding commitments.

In this 2013 annual report you will read a sampling of how TWV uses evidence-based practices to deliver high quality programs serving youth over multiple developmental years. Two Wheel View is a “cycle of success” that begins in local neighborhoods and extends to communities abroad.

I am excited about the course Two Wheel View is charting. I invite you to “Join the Ride”!

Rick McFerrin
Executive Director / Founder
Two Wheel View

bike club 2013

Bike Club uses the bicycle as a tool to build self-esteem as well as bike mechanic capabilities in youth ages 11-17. Each week participants in this free after school program receive a healthy snack, play games, discuss daily topics (community, leadership and self-esteem) and learn bicycle maintenance (fixing tires, gear adjustments, brakes, etc.).

“ I really enjoyed this. I have never done this before and it was really cool to learn about bikes. I enjoyed hanging out with new people and I really appreciate the time you took to come here and teach us.”

BIKE CLUB PARTICIPANT



ACCOMPLISHMENTS

- Over 150 bicycles earned.
- Operating in 17 Calgary communities.
- Funding provided in part by City of Calgary FCSS to help build self-esteem and valuable skills in young people.
- Participated in the development of Calgary After School's Social-Emotional Learning Training for after-school program providers.
- Developed partnerships with City of Calgary Recreation, Calgary Public Library and the Autism and Aspergers Friendship Society.
- Expanded our program to include two Bike Club programs for home school students during the daytime hours.
- Presented to 100 students on bike safety at Calgary Safety Expo
- Helmets and locks donated by Mosaic Energy and Red Rock Camps.
- Bikes were donated by community members and partners such as the Okotoks RCMP and Bicycles for Humanity- Calgary Chapter.
- Provided support for groups in Florida and Argentina to start their own Bike Club programs based on the TWV model.

FUTURE GOALS *In 2014 we will:*

- Launch a curriculum-connected program that will teach Grade 4 students about the science of simple machines using bicycles.
- Support 175 youth in earning bicycles.
- Provide support for the development of a Bike Club in another Alberta community.
- Ensure all our programs are filled to capacity.
- Develop a bike camp program to deliver programs over the summer months.



expeditions 2013

TWV offers adventurous and educational travel experiences for youth 14-17 years old, for school and community groups, families and individuals. TWV cycling expeditions involve one to two weeks in Argentina, Norway, Quebec or western Canada. On these trips, participants become attuned to local culture, assume new levels of personal responsibility and gain – literally- the experience of a lifetime!



“ Two Wheel View has taken bicycles and turned them into tools for youth empowerment. I am so grateful for the opportunity to ride the Argentina 2013 youth expedition and inspired by the innovative work Two Wheel View is doing.”

YOUTH EXPEDITION PARTICIPANT

ACCOMPLISHMENTS

- 35 participants
- Organized trips in Argentina, Quebec, Alberta and Minnesota.
- Developed strategic partnerships with the High School for Recording Arts in St. Paul, MN, Camp Mishawaka and the Duke of Edinburgh Award program.
- Hired new staff members.

FUTURE GOALS *In 2014 we will:*

- Coordinate three international trips including an all-ages trip in Norway and an adult fundraising ride in Argentina.
- Double our Badlands to Banff offering and provide customized 3-5 day trips in the Calgary vicinity.
- Explore a new route in Quebec, adding adventure to our existing Montreal to Quebec City expedition.
- Provide a joint Bike Club/Expedition program for the First Nations Community of Morley.

more highlights

- Expansion of our staff team to include two part time TWV-Trips Coordinators and one Environmental Education Coordinator.
- Our new program van, which arrived in early 2013, has been an invaluable resource for getting our staff to programs safely and coordinating large bike donation pick-ups.
- Our Board of Directors grew by six members and all nine members have been working hard to develop and deliver upon our strategic plan.
- Our Vehicle for Change Fundraiser introduced more groups and individuals to Two Wheel View and how we are changing kids' lives from the seat of a bike.



from the board chair

It is an honour to be Chairman of Two Wheel View and to be associated with an organization that has been positively impacting youth for some 14 years.

Two Wheel View's mission is to educate young people on the environment and local culture of areas in North America and abroad through participation in educational bicycle programs and expeditions. This mission is one that is genuinely scalable and we are pleased to report on our successes and growth throughout 2013.

We have continued to grow and improve the organization and are very encouraged by the response from our stakeholders, funders and the community at large. Our 2012 initiatives were well received and we are pleased to report that 2013 was a transformative year throughout the organization; we added board members, ran more programs, ran more trips and committed to an organization wide adoption of key performance indicators to ensure an effective and quantifiable future.


This growth and the commitment to continued growth inevitably leads to the challenge of financial sustainability. 2013 was an improved year from a balance sheet perspective yet to continue to satisfy the demand for our services we will require further capital and human resources.

To that end 2014 promises to be an exciting year as we undertake new funding initiatives and add programs and infrastructure. The initiatives of 2013 will serve as a foundation for our growth and future success.

I would like to thank all of the volunteers, staff and my fellow board members for their unwavering commitment to the organization. Without your time and effort we would not be in the position we are and I am truly grateful for all that you do.

Should you be interested in becoming involved with Two Wheel View as a donor or volunteer I would be delighted to hear from you.

Kind Regards,



Geoffrey Cain, Chair



PARTNERS ALBERTA BIKE SWAP, AUTISM AND ASPERGERS FRIENDSHIP SOCIETY, BIKES FOR HUMANITY - CALGARY CHAPTER, BRIDGES SOCIAL DEVELOPMENT, CALGARY CYCLE, ROAD, PURE CYCLE, CALGARY AFTER SCHOOL, CALGARY PUBLIC LIBRARY, CITY OF CALGARY RECREATION, CALGARY YOUTH JUSTICE SOCIETY, CALGARY FAMILY SERVICES, CALGARY CATHOLIC IMMIGRATION SOCIETY, CALGARY GIRLS SCHOOL - BELAIR CAMPUS, CARDEL PLACE, CALGARY BOARD OF EDUCATION-HOME SCHOOL PROGRAM, CALGARY CENTRE FOR GALOBAI CITIZENSHIP, CAMP MISHAWAKA, COMMUNITYWISE, DUKE OF EDINBURGH AWARDS PROGRAM, GOOD LIFE COMMUNITY BIKE SHOP, HIGH SCHOOL FOR RECORDING ARTS MINNESOTA, OUR LADY OF EVERGREENS SCHOOL, DON BOSCO SCHOOL, ALEXANDRA CENTRE SOCIETY, PARKLAND COMMUNITY ASSOCIATION, RCMP DRUMHELLER AND OKOTOKS, SIR WILFRID LAURIER SCHOOL, SUNALTA COMMUNITY CENTRE, MORLEY COMMUNITY SCHOOL, TRIPS FOR KIDS - NATIONAL

DONORS ALBERTA COMMUNITY SPIRITS PROGRAM, AMEC AMERICAS LIMITED, APEX PARTNERS, CALGARY CO-OP, COMMUNITY NATURAL FOODS, ECO CANADA, FCSS, MOSAIC ENERGY, OLYMPIA CHARITABLE FOUNDATION, RED ROCK CAMPS, ROYAL BANK OF CANADA, SEVGEN CONSULTING, SOCIAL VENTURE PARTNERS, STRACHAN HARTLEY LEGACY FOUNDATION, SUNCOR ENERGY FOUNDATION, THE CITY OF CALGARY - FCSS, BOARD OF DIRECTORS TWV, WEST CANADIAN DIGITAL IMAGING, ANONYMOUS AND INDIVIDUAL DONORS.