
2023 ANNUAL REPORT

Be good.™

FOUNDATION



A NOTE FROM OUR EXECUTIVE DIRECTOR

Enriching communities using the bicycle as a catalyst for healing, empowerment, and evolution.

My journey began in 2019, the same year Be Good™ Foundation was officially born. I was graciously selected to participate in the MTBLAO trip to Laos that year. Encountering the stark reality of the unexploded ordnance on the Ho Chi Minh Trail ignited a fire within me. That trip planted a seed of passion and growth in me that I couldn't ignore. Following that passion, I soon left the community I had built in Arkansas and moved to Idaho to oversee operations and finances for the Rusch entities, continuing to volunteer my time with Be Good assuring its growth was fully supported by our other businesses.

Those seeds planted in 2019 truly began to blossom this past year. In 2023, the Be Good Foundation displayed that growth through adding 7 new board members, doubling the size of our scholarship program, and with myself taking on the full time role of Executive Director. It is not just a position for me; it's a commitment to a deep seated, life altering passion. I am thrilled about the possibilities and the chance to expand our impact. Be Good is more than an organization, it's a community of passionate individuals dedicated to changing lives through the power of the bicycle.

My deepest gratitude goes to our supporters, board members, volunteers and partners who are the backbone of our success. Your dedication is the driving force behind our achievements, and I am excited to collaborate with each one of you as we write the next chapter of our journey.

I am thrilled to continue leading growth and program expansion in 2024. The journey ahead is exhilarating, and I am honored to lead the Be Good Foundation towards an impactful future. But first, let's celebrate all our accomplishments of 2023!

Be good.

Aeriah Hardin



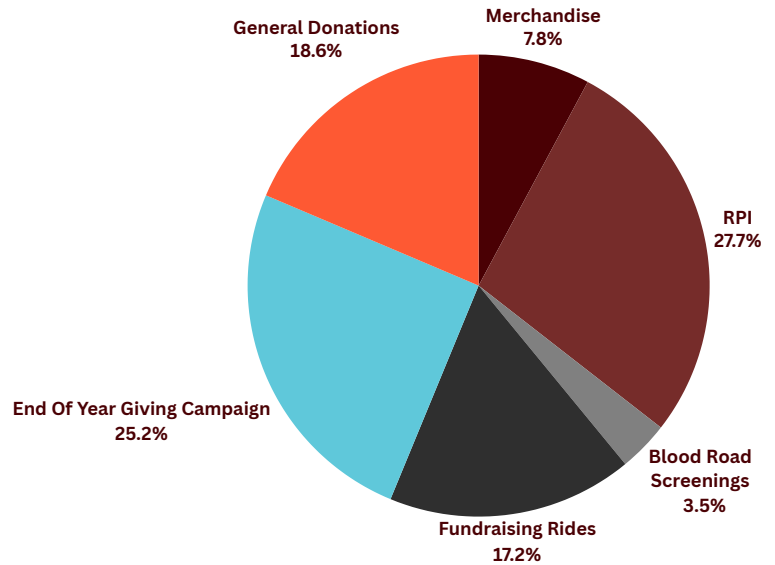
“Together we are making lasting impactful change.”

Rusch

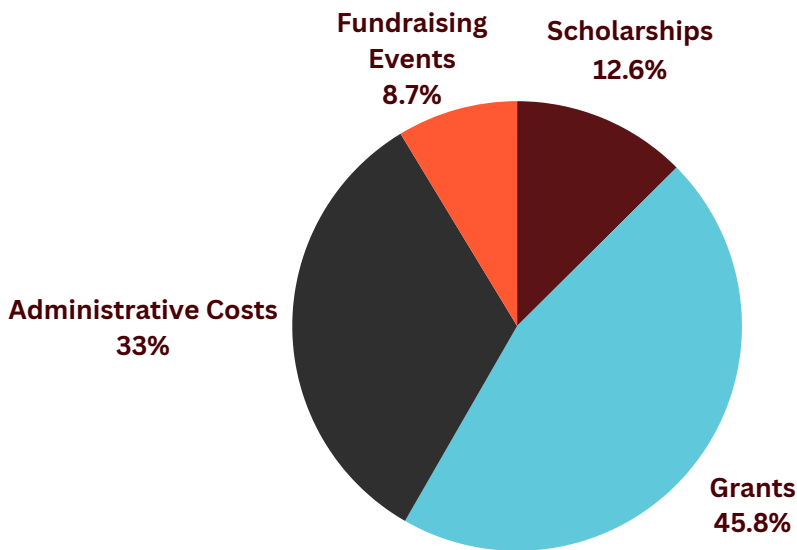
FY23 Financial Summary

In 2023, we focused on diversifying our fundraising efforts to expand events throughout the year. We added multiple fundraising rides and brought back Blood Road Screenings to our fundraising efforts. We also put more focus on our End of Year Campaign where we raised 25% of our yearly income.

Historically 50% of our fundraising came from one event, Rebecca's Private Idaho. We are excited to see events and funds becoming more evenly disbursed throughout the year.



Where did our money go in 2023?



- With the second year of our scholarship program, we increased our scholarship giving over 21% compared to 2022 and were able to award 17 scholarships.
- We also increased our grant making by 25% in 2023 compared to 2022 with a 50% increase on supporting our local support here in Idaho.
- We decreased our Administrative costs by 19% streamlining much of our admin work with innovative online tools saving time and staffing expense.



FUNDRAISING EVENTS

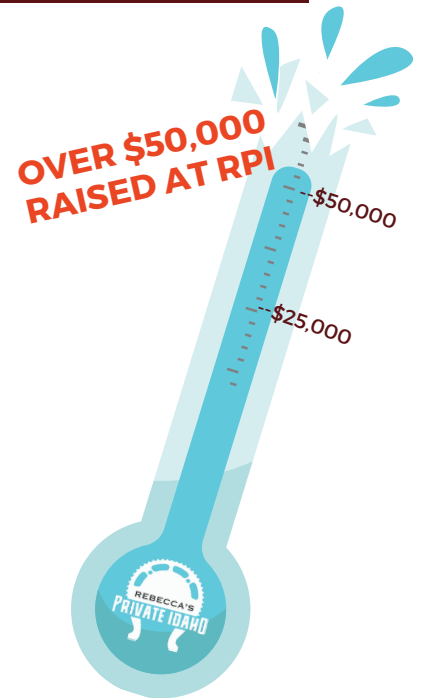
REBECCA'S PRIVATE IDAHO

Our largest and most celebrated fundraising event of the year.

The Be Good Foundation Scholarship Program expanded our commitment, awarding 6 scholarships covering registration, travel, lodging, coaching, and a VIP experience. Our diverse recipients included individuals from BIPOC, para-cyclists, military, and LGBTQIA+ communities.

In a groundbreaking move, the Be Good Foundation hosted its inaugural inclusivity film screening event, showcasing films from Giant Bicycles and Adventure for All. These films emphasized the representation of cyclists within the LGBTQIA+ community and riders with intellectual exceptionalities.

Be Good remains dedicated to breaking down barriers, fostering inclusivity in the cycling community. We eagerly anticipate further growth and involvement at RPI in 2024!



Be Good strives to open doors and remove obstacles so that all can experience and be welcomed into the community of cycling. We look forward to continuing and expanding our involvement and efforts at RPI in 2024!

FUNDRAISING EVENTS

GRAVITUDE RIDES

The highlight of 2023 was the introduction of Be Good's "Gravitude" fundraising rides. Coined by Rebecca during her 2022 Gravel Hall of Fame speech, "Gravitude" symbolizes the essence of gravel riding. We transformed this into purposeful rides that raise funds for expanding bike accessibility.

In 2023, we raised over \$18,000, fully supporting our Scholarship Program. Our aim for 2024 is to double these efforts, organizing more grassroots 'Gravitude' rides led by Be Good friends and supporters throughout the year.

**A HUGE THANK YOU TO THOSE THAT HOSTED
BE GOOD FUNDRAISING RIDES IN 2023!**



Jay Petervary

Brian Charette

Yuri Hauswald

The Sea Otter Classic Gravitude Crew (photo above)
Friends of Pete Beers in Washington, DC - #wsgfabr



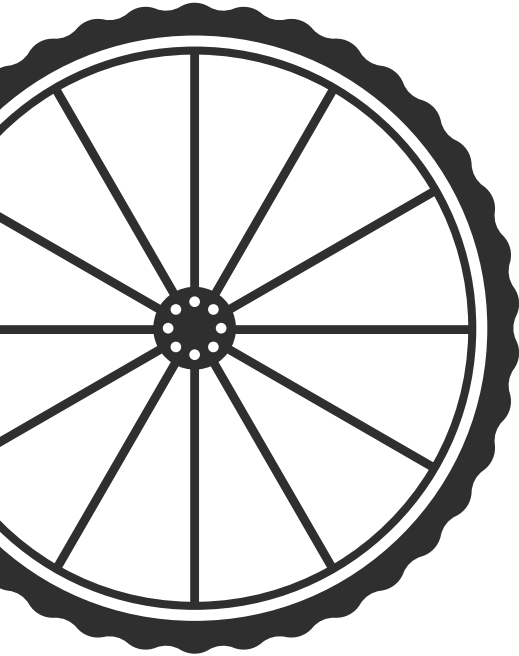
BLOOD ROAD SCREENINGS

In 2023, Blood Road continued its impact on awareness of UXO in Laos from the Vietnam War era. Be Good co-hosted community screenings with like-minded nonprofits, building community and connection with new supporters.

The film is now part of several university curricula, raising awareness in higher education about the Vietnam War's impact.

Be Good is thrilled to see our founder's story reaching students, cyclists, and military groups. Any group can host with Be Good's support—email begood@rebeccarusch.com to learn how.

SCHOLARSHIP & GRANT PROGRAMS



Similar to a bicycle hub & spokes, Be Good Foundation facilitates connections further mobilizing individuals, groups, and communities to connect with the physical, mental, and social benefits of cycling. We work to find those non-profit organizations that are building community through the bikes and support their growing impact.



Our scholarship program extends beyond financial aid. It forms a community of recipients united by a common purpose. We offer mentorship, comprehensive support for their pursuits, and, most of all, amplify their personal stories, encouraging and inspiring others to embrace cycling.



\$61,000 GRANTED



ORGANIZATIONS SUPPORTED

15



13

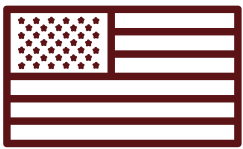
SCHOLARSHIPS AWARDED

CURRENT & PAST GRANT RECIPIENTS



LOCAL

- [WOOD RIVER TRAILS COALITION](#)
- [THE SAWTOOTH SOCIETY](#)
- [IDAHO INTERSCHOLASTIC LEAGUE](#)
- [WOOD RIVER LAND TRUST](#)



NATIONAL

- [SOLDIERS ON SINGLETRACK](#)
- [NORCAL INTERSCHOLASTIC LEAGUE](#)
- [MO WILSON MEMORIAL FUND](#)
- [GRAVEL CYCLING HALL OF FAME](#)
- [MARIN MUSEUM OF CYCLING](#)
- [THE CONSERVATION ALLIANCE](#)
- [LATINAS EN BICI](#)
- [ADVENTURE FOR ALL FUND](#)
- [PEOPLE FOR BIKES](#)
- [NICA](#)
- [LEAGUE OF AMERICAN BICYCLISTS](#)
- [RIDE FOR RACIAL JUSTICE](#)
- [THE PEDAL FACTORY](#)
- [GROW CYCLING FOUNDATION](#)
- [SHE IS FOCUSED](#)



GLOBAL

- [MINES ADVISORY GROUP](#)
- [WORLD BICYCLE RELIEF](#)
- [BARTALI YOUTH IN MOVEMENT](#)

FRIENDS OF THE FOUNDATION



GIANT

Liv

BASECAMP



BONA
FURTUNA

ENE



SMITH



reVelaTe Designs

MAXXIS®

OUR VISION & GOALS FOR 2024

Healing. Empowerment. Evolution.

Looking forward in 2024, I envision our foundation playing a more significant role in building communities and empowering individuals. Our areas of focus for 2024 are:

- Growing our scholarship program with an emphasis on creating community and mentorship within the program. Our goal in 2024 is to award 20 scholarships.
- Expanding our Blood Road Screenings & Fundraising Ride opportunities to more communities.
- Growing our corporate sponsorship program increasing our reach, awareness, and impact.
- Launching our Be Good Ambassador program supporting and empowering others to share the mission and impact in their own communities

With your continued support, we look forward to creating an impactful legacy that resonates for years to come. Thank you for joining us on this journey to create more opportunities for everyone to experience the healing power of the bike.



Cheers!
Doesn't it
feel good to
Be Good?!

ACKNOWLEDGEMENTS

WE THANK YOU FOR YOUR CONTINUED SUPPORT IN OUR EFFORTS TO ENRICH COMMUNITIES USING THE BICYCLE AS A CATALYST FOR HEALING, EMPOWERMENT, AND EVOLUTION.

Board of Directors:

Rebecca Rusch, Founder & President

Todd Stockbauer, Treasurer

Austin McInerny, Director & Former ED

Sharon Bannister, Director

Thomas Brown, Director

Taneika Duhaney, Director

Susannah Dy, Director

John Martin, Director

Craig Milliron, Director

John Perenchio, Director

Staff: Aerah Hardin, Executive Director

CONTACT

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