

2025 ANNUAL REPORT

Be good.™

FOUNDATION



A NOTE FROM OUR EXECUTIVE DIRECTOR

Looking back on 2025, I'm filled with gratitude for everyone who makes the Be Good™ Foundation what it is. This year, your support didn't just keep us moving, it opened up new possibilities and reminded me, once again, how powerful a bike (and a caring community) can be. Together, we've connected people, broken down barriers, and sparked hope in places that need it most.

2025 brought real progress and some big steps forward. Our Girls' Mentorship Program wrapped up its second year, and the impact on those four young women was incredible. We also welcomed ten RPI Fellows, each with their own story and spark, making our community even more vibrant and inclusive. These moments are proof that when we come together with purpose, amazing things happen.

But honestly, this is just the beginning. The last couple of years have been about listening, learning, and laying the groundwork for what's next. Now, with fresh energy and a clear vision, our board and I are working on looking ahead to help Be Good™ grow in all the right ways. We're especially excited to expand the Girls' Mentorship Program—adding Bike Mechanic and Creative tracks alongside Ride/Race—so even more girls can find their place, their confidence, and their voice.

Looking ahead to 2026, I can't help but feel excited. We're ready to welcome more girls, more fellows, and more partners into this movement. Our goal is simple: make sure every young woman can see herself as a leader, a creator, and a force for good. And that EVERYONE has the opportunity to experience the healing power of the bike.

Thank you for believing in this vision and for riding alongside us. Your generosity, your passion, and your faith in what we can do together are truly the heart of Be Good™. The road ahead is bright, and I can't wait to see where we'll go together.

Be good.

Aerah Hardin



“Together, we are making lasting, impactful change.” *Ryan Fusch*

2025 HIGHLIGHTS

REBECCA'S PRIVATE IDAHO

In 2025, Be Good™ Foundation continued to advance our mission of empowerment, inclusion, and transformation through cycling. This year, Rebecca's Private Idaho reached a new milestone, raising \$100,000 to fuel our programs and amplify our impact.

Our Girls' Mentorship Program entered its second year, supporting four young women as they developed confidence, skills, and leadership both on and off the bike. Through mentorship, training, and immersive experiences at RPI, these girls forged lasting connections and discovered new possibilities within the cycling community.

We also welcomed ten RPI Fellows, each representing a unique facet of the cycling world. Their presence and participation reflected our commitment to diversity and the belief that every voice strengthens our movement. Fellows engaged in community-building, advocacy, and storytelling, inspiring others to join the journey.

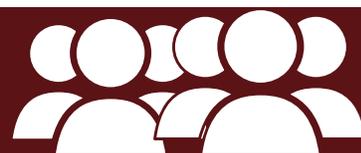
Throughout 2025, Be Good™ remained steadfast in breaking down barriers and creating opportunities for all. The stories of our grant recipients, fellows, and mentees are a testament to the power of community and the transformative potential of the bicycle. As we look ahead, we are energized by the momentum of this year and the promise of even greater impact in 2026.



4 GIRLS MENTORED



10 SCHOLARSHIPS GRANTED



GIRLS MENTORSHIP PROGRAM

The Girls Mentorship Program continued to grow as a cornerstone of Be Good™ Foundation's commitment to empowering the next generation of women in cycling. Four girls participated in our second year, each paired with experienced female mentors who provided guidance, encouragement, and real-world skills. Through a blend of virtual sessions, hands-on training, and the full VIP experience at Rebecca's Private Idaho, these young women built confidence, developed leadership, and found a sense of belonging within the cycling community.

Looking ahead to 2026, we are excited to expand the Girls' Mentorship Program into three distinct tracks: Ride/Race, Bike Mechanic, and Creative. This expansion will open new doors for girls and young women to explore their passions—whether on the bike, behind the scenes in technical roles, or through creative storytelling and media. By offering new pathways we aim to foster confidence, technical and creative skills, and leadership, while advancing gender equity in every corner of the cycling world.

Our vision is to build a vibrant, inclusive community where girls see women leading, creating, and thriving in all aspects of cycling. Through mentorship, teamwork, and shared purpose, we are not only shaping future athletes, mechanics, and creators—we are building pathways to opportunity and lasting change.



"I want to have more confidence in myself while riding and I want to ride with more girls."



"I really enjoyed last year. It was the highlight of my year. I think this is a great opportunity to help me build my biking skills."



"The terrain is more challenging than I'm used to, and I'd value the chance to ride with a mentor to help me reach my goals in riding a big race."



"I have recently started following some women gravel racers on social media and it's been a goal of mine to get out and ride parts of the routes they ride."

PROGRAM SPOTLIGHTS

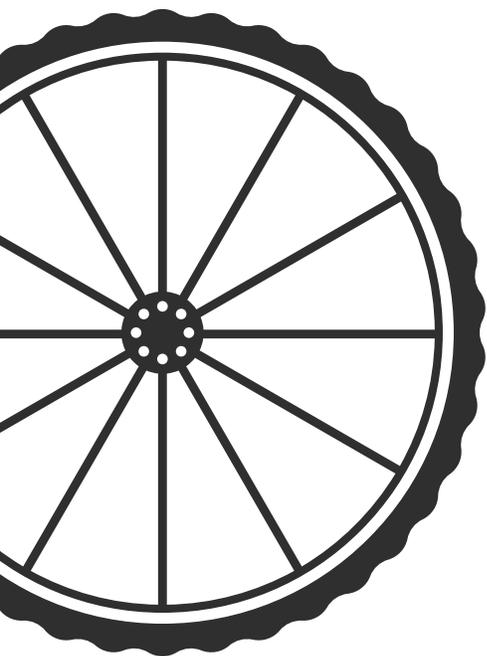
GRANTS PROGRAM

Just like a bicycle's hub and spokes, the Be Good Foundation fosters connections that encourage individuals, groups, and communities to experience the physical, mental, and social benefits of cycling. Our mission is to identify non-profit organizations that are strengthening communities through biking and to support their expanding influence.

\$55,000 GRANTED

RPI FELLOWSHIP PROGRAM

Our RPI Fellowship 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 and attend a world class event like RPI.



There are very few brown women, and hardly any Desi women, competing in gravel events such as RPI and I would be honored to represent them.

-Sheila Mahadevan

I'm not perfect, but I'm real. I've taken some hard roads—literally and figuratively—and cycling has helped me find strength, purpose, and community along the way.

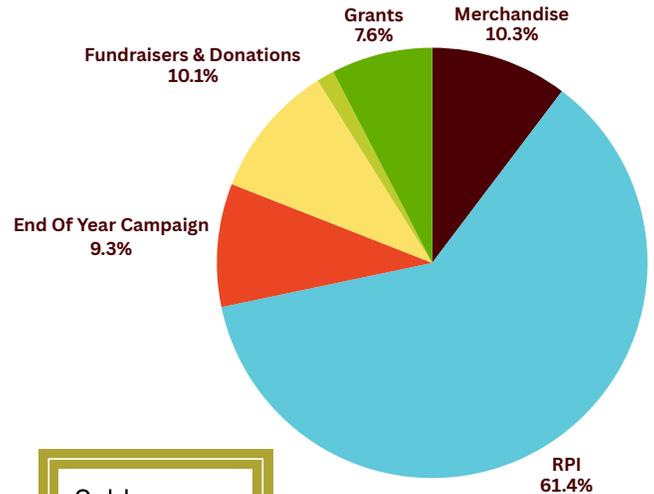
-Tavaghn Monts



FY25 Financial Summary

In 2025, over 60% of Be Good™ Foundation’s income came from Rebecca’s Private Idaho, highlighting the event’s vital role in our mission. Merchandise sales, year-end giving, and grassroots fundraisers contributed nearly 30%, showing strong community engagement throughout the year. Grants and interest income made up the remaining 10%, helping to stabilize our funding base.

As we look ahead, we are committed to further diversifying our revenue—especially through expanded grant partnerships and recurring giving—to ensure Be Good™ remains resilient and maximizes the impact of every donor’s support.



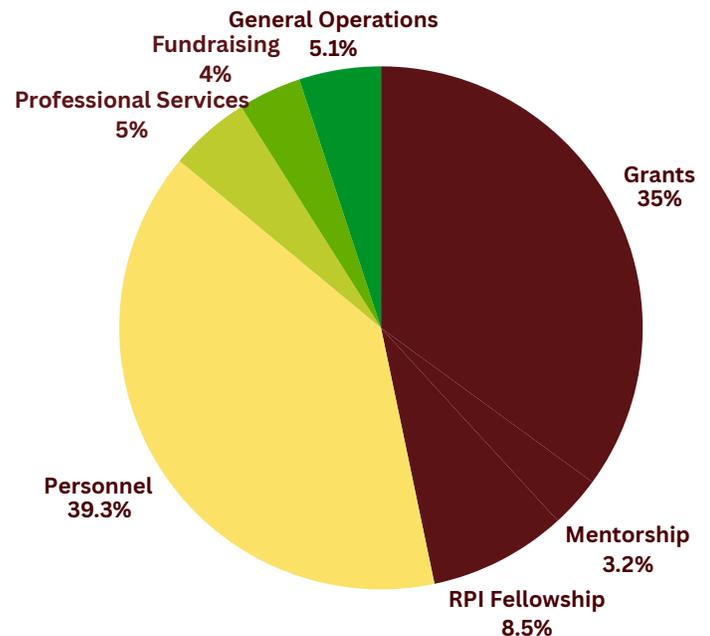
Where did our money go in 2025?

In 2025, Be Good™ Foundation remained committed to transparency and impact in how we used your generous support. Nearly half of our total spending—46.5%—went directly to our programs, including grants, the Girls’ Mentorship Program, and the RPI Fellowship.

We dedicated 39.5% of our budget to personnel, ensuring we have the skilled team needed to deliver programs, support participants, and manage our growing operations with care and professionalism.

The remaining 14% covered general operations—essential expenses like supplies, technology, and administrative services that keep the foundation running smoothly and allow us to plan for the future.

This balanced approach means your support is making a real difference on the ground, while also building the strong foundation we need to grow and sustain our mission for years to come.



Programs = 47%
Personnel = 39.5%
General Operations = 14%

Community & Donor Impact

The generosity of our donors was the driving force behind every milestone achieved in 2025. Your support directly funded the expansion of our Girls' Mentorship Program, providing resources for mentorship, training, and the full RPI experience for four young women. Donor contributions also made it possible to welcome ten RPI Fellows, ensuring representation from all communities of cycling and fostering a more inclusive event.

Through your gifts, we awarded grants to organizations advancing access, safety, and empowerment in cycling—amplifying our reach far beyond a single event. Operational support from donors allowed us to invest in strong infrastructure and effective program delivery, ensuring that every dollar made a tangible difference.

2025 RPI FELLOWSHIP RECIPIENTS

Kate Hwang
Patti Erneste
Tavaghn Monts
Alissa Schafer
Sheila Mahadevan

Mick Donahue
Wayne Francis
Jessica Gonzalez
Li King
Deanna De Son

2025 GRANT RECIPIENTS

Disabled Veteran Empowerment Network (DVEN)

LoveYourBrain

Warpaint Outdoors

Vamos Outdoors Project

Friends of FoCo Fondo

Idaho BaseCamp, Inc.

Melanin Base Miles, INC.

Squamish Adaptive Mountain Biking Association

All Bikes Welcome

Boise Bicycle Project

Wood River Trails Coalition

MAG (Mines Advisory Group) US

Fat Bike Wood River Valley

PAST GRANT RECIPIENTS



LOCAL

- **WOOD RIVER TRAILS COALITION**
- **THE SAWTOOTH SOCIETY**
- **IDAHO INTERSCHOLASTIC LEAGUE**
- **WOOD RIVER LAND TRUST**
- **3WHEEL THERAPY**
- **MT ALPHA CYCLING**
- **LUCKY TO RIDE**
- **THE PEDAL FACTORY**
- **BIKES TOGETHER**
- **CHEROKEE HISTORICAL ASSOCIATION**
- **F3 INC. / PRIME ABILITY**

- **SOLDIERS ON SINGLE TRACK**
- **NORCAL INTERSCHOLASTIC LEAGUE**
- **MO WILSON MEMORIAL FUND**
- **GRAVEL CYCLING HALL OF FAME**
- **MARIN MUSEUM OF CYCLING**
- **THE CONSERVATION ALLIANCE**
- **OUTDOOR ALLIANCE**
- **LATINAS EN BICI**
- **ADVENTURE FOR ALL FUNDS**
- **PEOPLE FOR BIKES**
- **NICA**
- **LEAGUE OF AMERICAN BICYCLIST**
- **RIDE FOR RACIAL JUSTICE**
- **THE PEDAL FACTORY**
- **GROW CYCLING FOUNDATION**
- **SHE IS FOCUSED**
- **HIGHER GROUND USA, INC.**
- **NATIONAL ABILITY CENTER**
- **ARIZONA TRAIL ASSOCIATION**
- **ADVENTURE FOR ALL**



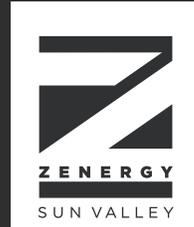
GLOBAL

- **MINES ADVISORY GROUP**
- **WORLD BICYCLE RELIEF**
- **BARTALI YOUTH IN MOVEMENT**

FRIENDS OF THE FOUNDATION



STEVE CANNON
PHOTOGRAPHY



FIT ME SV



POC

REVELSHINE



SKIDA



CANYON RANCH



ONEJA NEGRA™

RIPTON

FRIENDS OF THE FOUNDATION

We're endlessly grateful for the friends, partners, and supporters who make our work possible. Every ride, every donation helps us break down barriers and empower more communities through the bike.

HOW YOU CAN BE INVOLVED

SPONSOR THE GIRLS MENTORSHIP PROGRAM: We're looking for partners to help us expand the Girls' Mentorship Program in 2026. Interested in making a bigger impact? Learn about sponsorship opportunities!

EMAIL BE GOOD TO LEARN MORE

WEAR YOUR SUPPORT: Check out our **Be Good™ merchandise shop** and help spread the word—every purchase fuels our mission.

PARTNER WITH US: Whether you're an individual, a business, or a community group, we'd love to team up to create positive change through cycling. There are lots of ways you can partner:

- Host a fundraising ride
- Host a Blood Road Screening
- Have Rebecca speak to your organization.

Contact to us at **begood@rebeccarusch.com** with collaborative ideas, or to further your support! Your support—big or small—makes all the difference. Thank you for being a friend of 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

Alexa Wilhelm, Creative & Social Media

Michelle Orquiola, Admin Assistant

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