



ANNUAL REPORT 2021

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



Be Good Foundation

2021 YEAR END REVIEW



Dear Friends of the Be Good Foundation -

We did it! We made it through yet another year full of unprecedented moments. While we all might be a little bruised here and there - we find we are also a bit wiser, calmer, and very present to the challenges before us. We remain steadfast in the knowledge that what keeps us healthy and focused are **nature, human connection, and movement**. None of these can be mimicked in the digital world and all three are paramount to our work at the Be Good Foundation.

The Be Good mission remains the same: **to enrich communities by using the bicycle as a catalyst for healing, empowerment, and evolution**. We are thrilled to report we remain successful in those efforts locally, nationally, and globally. Through these efforts we find new ways to help people experience and steward nature and public lands, connect with others, and physically move - all of which are improving and even saving lives.

Internationally, we continue to support our first beneficiary - [Mines Advisory Group](#) in the safe removal of Vietnam War era bombs. In 2021, [MAG removed its 300,000th bomb from Laos](#) and the group continues to hit milestones in a number of efforts around the globe. We also supported [World Bicycle Relief](#) as they work to provide bikes to those in need in Africa and Colombia.

Nationally, we are especially proud to have supported a number of organizations and individuals helping to both make cycling both safer and more accessible to all and to protect and restore public lands. Beneficiaries included [People for Bikes](#), [National Interscholastic Cycling Association](#), MTB Equity Coalition, [Conservation Alliance](#), [Protect Our Winters](#) and many more.

Finally, Idaho will always be home to Be Good. Through the trails and people, we are continually educated and encouraged to push harder. You'll see a number of conservation and trail groups ensuring Idaho remains accessible and pristine.

As we turn our compass needle to 2022, we are forever grateful for Rebecca's father's words to **Be Good** and how this mantra guides us toward other truths. We are so thankful you're along for the ride!

Be Good,

A black ink signature of Rebecca Rusch, written in a fluid, cursive style.

Rebecca Rusch, Founder & President

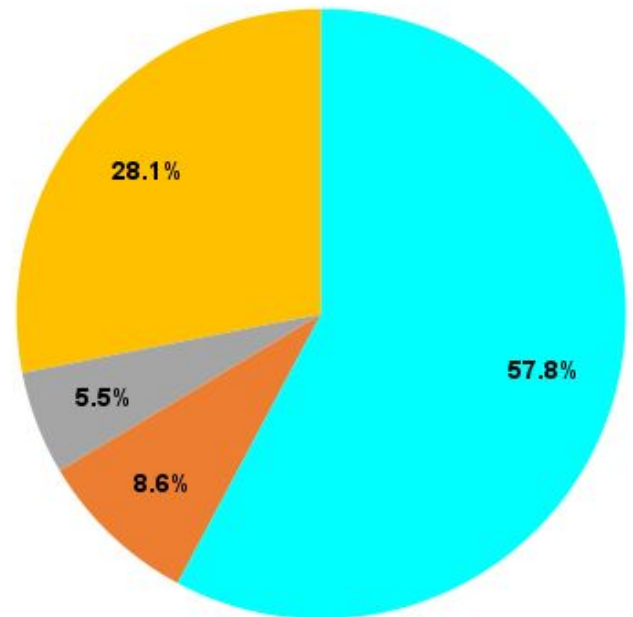
A blue ink signature of Austin McNerny, written in a stylized, cursive style.

Austin McNerny, Executive Director

2021 Financial Summary

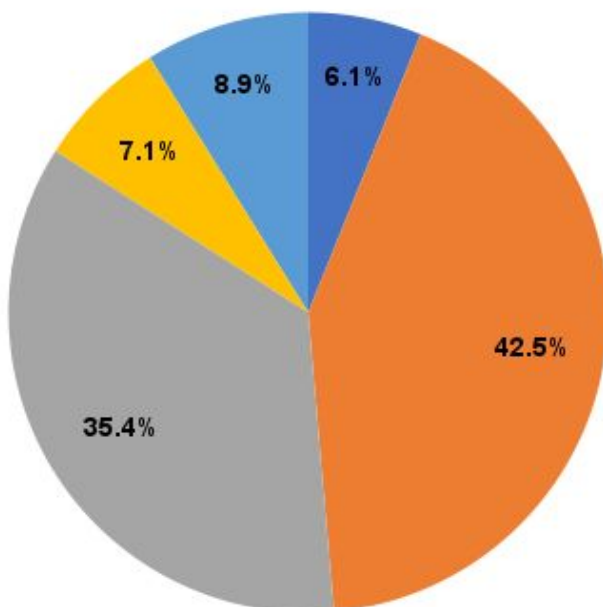
Expenses

Expense	Amount
Grantee Support	\$ 176,146
Events	\$ 26,236
Merchandise	\$ 16,726
Administration	\$ 85,612
Total	\$ 304,720



22% increase in expenses from 2020; due to increased staffing, office rental, assorted operational and fundraising expenses.

Income



Income	Amount
Donations	\$ 17,316
Rebecca's Private Idaho	\$ 120,000
Giddy-Up Challenge	\$ 100,000
Merchandise	\$ 20,059
End-of-Year Campaign	\$ 25,000
Total	\$ 282,375

3% gross increase in income from 2020 with significant growth in merchandise sales!

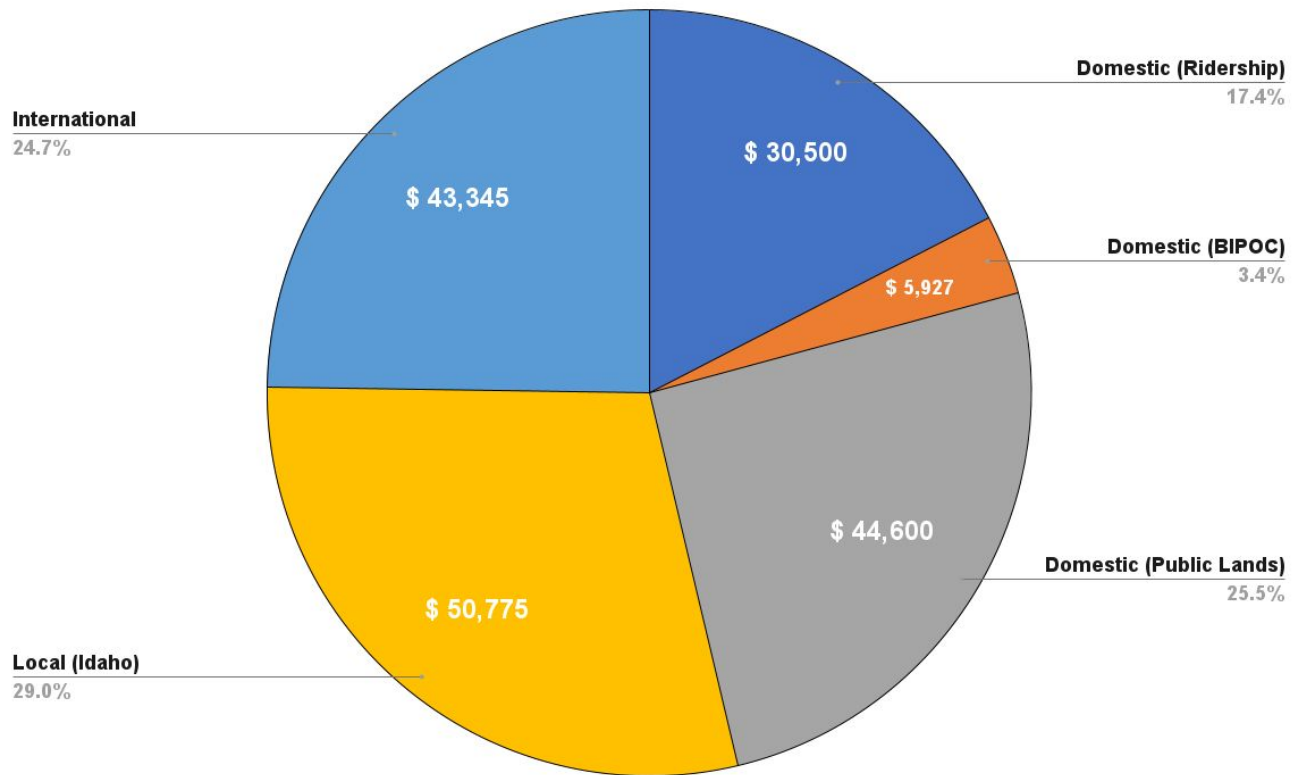
Net Assets Heading into 2022: \$58,000

Be Good Foundation is honored to have earned GuideStar's Gold Seal of Transparency for nonprofit accounting practices and to be a 1% for the Planet nonprofit member.



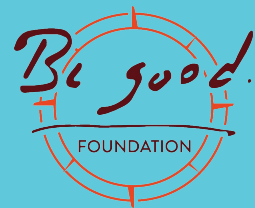
BENEFICIARIES

In total, \$176,146 was provided to twenty-six (26) separate entities working on a wide range of issues across the globe. Support to United States based organizations is further broken down to identify beneficiaries within the State of Idaho, in which the Be Good Foundation is based, and to distinguish between support for efforts focused on growing bicycle ridership, increasing the diversity of outdoor enthusiasts and advocating for the protection and stewardship of public lands.



Local Idaho Efforts (29% of total support):

- [Idaho Interscholastic Cycling Association](#) (Ridership): \$15,000 to support a new Student Leadership Council Program which will involve a student-athlete from each team becoming a representative for their peers and a voice to the League when it comes to strategic planning, rule changes, etc. In addition, these students will be invited to an annual summit to receive leadership training, network, and ride.
- [Wood River Land Trust](#) (Public Lands): \$12,300 to increase access to wild spaces for all members of the Wood River Valley community as well as restoring the places that make this Valley special. Specific projects to be undertaken include: design and installation of signs, wayfinding points, maps, parking areas with trash/dog waste stations along the Hailey Greenway; installation of an ADA accessible boardwalk and wildlife viewing area at the Simons/Bauer Preserve; installing beaver dam structures on Croy Canyon; and completion of restoration efforts on the Big Wood River in the Howard Preserve.
- [Wood River Trails Coalition](#) (Public Lands): \$21,000 to deploy a 90% female Ketchum Ranger District Trails Crew and the production of a "The Day in the Life of a Trail Crew Member" video. This video will be instrumental in the Coalition's desire to push public education regarding what work and efforts are undertaken to allow visitors to the US Forest Service managed lands to enjoy and play in the spaces in our backyard.
- [Assorted Wood River Schools and Youth Programs](#) (Ridership): \$2,475 in total spread across [Hemingway Elementary School](#), [The Community School](#) and the [Sun Valley Ski Education Foundation](#) to support their collective efforts.



International Efforts (25% of total support):

- [World Bicycle Relief](#): \$15,000 in grants used to purchase and distribute bikes across Africa and Colombia in order to transition female students back to school and to ensure that women will be able to provide their families with economic and food security.
- [Mines Advisory Group](#): \$16,045 grant to assist a brand-new emergency response team in Khammouane province, where the team can respond to reports of explosives found in the community. Since beginning this life-saving work in 2021, the team has found close to 150 explosive items per month, for a total of 600 items found and destroyed in 2020. This work has kept more than 2,800 people safe from the legacy of explosives in Laos.
- [Protect Our Winters](#): \$12,300 to support efforts underway in Canada, France, Austria, Norway, Finland, Sweden, Switzerland, Germany, United Kingdom, New Zealand, Australia, and Japan to oppose major energy extraction development, reduce methane emissions, support the expansion of the renewable energy industry, and advance electric vehicle and public transportation opportunities.

Domestic Efforts (46% of total support):

- [Conservation Alliance \(Public Lands\)](#): \$12,300 to supplement grants to be awarded to organizations supported by the Conservation Alliance to assist with strategic advocacy efforts aimed at bringing the business voice to bear on conservation.
- [Outdoor Alliance \(Public Lands\)](#): \$20,000 to support the Outdoor Alliance's staff develop and pursue innovative and equitable public land policy that ensures that all Americans have meaningful access to enjoyable, quality outdoor experiences. Contribution was used as a matching challenge during the Outdoor Alliance's end-of-year campaign.
- [Public Lands Solutions \(Public Lands\)](#): \$12,300 to allow Public Land Solutions to work directly with communities in transition as they rebuild their economies from unsustainable revenue sources including oil, gas, coal, and mining to quality of life via outdoor access and recreation.
- [National Interscholastic Cycling Association \(Ridership\)](#): \$15,000 to assist with a range of activities including trail stewardship and advocacy, adventure skills development and efforts aimed at increasing the diversity of participants.
- [People for Bikes \(Ridership\)](#): \$15,000 to support efforts to create a safer, better biking experience for every type of rider and— cycling infrastructure for transportation— funding construction of bike lanes, trails and dedicated spaces like bike parks.
- [US Military Endurance Sports \(Ridership\)](#): \$500 to aid in bringing a small number of their members to Sun Valley to participate in Rebecca's Private Idaho.
- [Filmed by Bike: Black, Indigenous and People of Color Filmmaker Grant \(BIPOC\)](#): \$1,000 to support Black, Indigenous and All People of Color in telling their bicycle stories.
- [MTB Equity Coaches Coalition \(BIPOC\)](#): \$207 to assist with training for eighty (80) coaches from across USA, Canada and Mexico in diversity, equity and inclusion matters and \$4,720 spread across nine mountain bike skills coaches to assist with their outreach and training of BIPOC cyclists and coaches. Coaching programs across North America that received support included: Access 4Bikes, Ladies AllRide - MTB Skills Camps, National Center For Youth Development, Betties360 (Elaine Bothe), Colour the Trails, Native Ride, Indigenous Life Sports Academy, Culture Seed and PRIDE.

DIGITAL MEDIA / SOCIAL MEDIA EXPOSURE

People, place, and purpose are the elements of being good. It is this blend that allows us to connect with our audience in authentic, meaningful ways providing guidance and resources that apply on and off the bike. What truly makes us stand out is engagement and impressions - our community is very involved - liking, commenting and sharing our posts.

- **Follower Growth: 21.5% Increase**
- **Total Reach for 2021: 117,000**
- **Total Impressions for 2021: 138,000**



FACEBOOK

544 Total Followers
36% Growth in 2021
2021 Engagement: 2.3k
2021 Reach: 54k
2021 Impressions: 60k

2021 Top Posts



GUC Reg is Open!

20.6k Reach
30.2k Impressions
175 Interactions



INSTAGRAM

1.4k Total Followers
17% Growth for 2021
2021 Reach: 63k
2021 Impressions: 78k



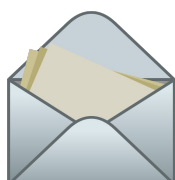
We Did It \$100k for RPI!

883 Reach
976 Impressions
160 Interactions



LINKEDIN

334 Total Followers
Maintaining Growth from 2020



NEWSLETTER

3.9k Total Subscribers
30% Growth Since 2020



Work Hard Play Hard BGF Party

753 Reach
919 Impressions
113 Interactions

SUPPORTING PARTNERS & CONTRIBUTORS

Liv



MiiR

SRAM

velocio



Red Bull



ReveLAtE Designs



BIKEFLIGHTS



ARTICLE 22



limelight
HOTEL • KETCHUM



UTB

MAXXIS

Chamois
Butt'r

SMITH

BASECAMP

REVELSHINE

GARMIN

Kroger



EVERESTING



2022 VISION & GOALS

With another year living in a rapidly changing global pandemic passing, we continue to be thankful for all the front-line medical workers who are fighting valiantly to save those who have become ill because of Covid. We are also extremely appreciative of our growing number of supporters who contributed to our efforts and to those who joined us in person to ride Rebecca's Private Idaho and to those who rode and ran remotely during our Giddy Up Challenge event! As a result of our collective efforts, we have strengthened the Be Good Foundation and expanded our ability to serve individuals and organizations working to improve themselves and the communities in which they live.

This year, our emphasis will be to continue to nurture our existing partnerships and deepen our relationships with donors with the goal of increasing our total charitable giving. We also intend to diversify and strengthen our Board of Directors to help guide our future efforts. Lastly, we are excited to host a fabulous party in Sun Valley, Idaho in early September to celebrate the 10th anniversary of Rebecca's Private Idaho and to bring attention to our efforts to diversify cycling events!

Please consider joining us again this year as we continue to use the bicycle as a vehicle for change; a catalyst for healing, empowerment and evolution. Together we can do so much more!

Doesn't it feel good to... *Be good.*





Be Good™ Foundation
PO Box 7241
Ketchum, Idaho 83340



@BeGoodFoundation

BOARD MEMBERS, STAFF & CONTACT INFO

Rebecca Rusch: President / Founder
Jeff Shupe: Treasurer
Matthew Weatherley-White: Member
John Perenchio: Member
Thom Brown: Member
Cliffton Wyles: Member
Decker Rolph: Advisor

Austin McInerny, Executive Director
Bailey Christiansen, Operations Coord.

Austin@RebeccaRusch.com
BeGood@RebeccaRusch.com

Thank you!



EIN: 83-1471464

www.rebeccarusch.com/be-good-foundation