



OVERVIEW

The past year can be summed up pretty well with one word: GROWTH!

It's been an exciting time at bike. Between July 2009 and June 2010 of 2009, we met **194 new members**, up from 86 in 2008!

Revenues from sales reflected this growth: **new part sales grossed \$3,776.18** while **used part sales brought in \$3600.88**. This income has enabled B!KE to continue to expand our tool collection, as this year saw the purchase of a variety of specialized tools that increase the usability of the



shop- in scope of repairs and in the number of possible simultaneous projects.

ONTARIO TRILLIUM FOUNDATION FUNDING

OTF GRANT MEANS A DIRECTOR FOR B!KE!

B!KE is proud to announce the recent endowment of a grant from the Ontario Trillium Foundation (OTF).

The grant, worth **\$48,800 over 2 years**, allows B!KE to hire a director and improve the organization's sustainability. Having a director will strengthen the organization, support the development and implementation of new programming, and increase our ability to promote the use of bicycles for transportation in the Peterborough community.

Since February, B!KE's director has been intensely going over all existing operations (and creating new ideas) to ensure the organization is running well.

The short tenure has been a productive one: we've implemented new accounting software and financial controls, overhauled the volunteer intake procedure, created a mural in the shop entrance, enhanced volunteer communication and roles, reorganized the shop space, increased the retail sales display,

created new documents for project bikes, enhanced member communication, installed an outdoor sign, created the home mechanic workshop series, and forged several new partnerships with community organizations.

Perhaps the most exciting aspect of receiving OTF funding is that it will allow the organization to move beyond the confines of the shop and out into the community.

Stay posted for our new grant-enabled programming and long-term projects!

OTHER FUNDING

B!KE has also been the grateful recipient of funding from other groups within the Peterborough community.

- In February of 2009, Sustainable Trent provided B!KE with \$350 to build new workstations, enabling us to serve more members simultaneously.
- In May of 2009, The City of Peterborough awarded B!KE a Community Project Grant worth \$1,000 to purchase new tools.
- The Third Space has provided us with in-kind donation of rent equal to \$4,800, giving access to an amazing space that would be unlikely without their support.
- Peterborough Green Up has been a constant source of in-kind managerial and financial support and invaluable mentors.



PUBLICITY HIGHLIGHTS

Publicity with B!KE has always been primarily “word of mouth”. However, nothing gets people talking like a piece in the local news media.

We have been fortunate to have appeared in virtually all of Peterborough’s primary media over the past year, including a feature article in **Peterborough Examiner** about our OTF grant.

Director Clifford McCarten explained the basics of bicycle maintenance to CHEX TV’s Theresa Kaszuba on a half hour feature piece on **NewsWatch at 5:30**.

B!KE received rave reviews in **Arthur**, the Peterborough and Trent University paper, in an article entitled “B!KE Community Bike Shop Gets on its Wheels”.

A notably effective bit of publicity was an article in **Peterborough This Week** calling for volunteers. This small piece resulted in dozens of online volunteer submissions and drop-in inquiries.

Similar positive effects were felt resulting from a glowing article in Peterborough Green Up’s Green It Up! column of the **Peterborough Examiner**.

B!KE has also been featured online, in the **Green**

Communities Canada Newsletter, Peterborough Green Up’s **ZeroFootprint** blog and [in]Justice, a locally produced e-zine.



EVENTS & OUTREACH

MAKING CONNECTIONS IN OUR COMMUNITY



Some of our best publicity comes from direct engagement with the people in our community. We are always up for the chance to meet new people face-to-face and show them what B!KE has to offer.

This past year we began connecting with youth of both elementary and high school age. Grades K to 6 learned how to

patch a flat tire at the **Edmison Heights EcoFair** and workshops with free safety checks were offered for kids bikes at the Camp Kawartha **Green-In-Motion Fundraiser**.

We also talked to students from a range of area high schools about the shop at our booth during the **Global Youth Day Conference**.

B!KE has long been involved with events at Trent University. This year we attended the OPIRG-run **DisOrientation Week**, bringing a portable workshop to meet students and offer them free safety checks. We also set up an info booth and ran a tutorial on how to fix a flat at Sustainable Trent’s **Early Earth Day Event**.

This was our first year of involvement with Fleming College, whose **Early Earth Day** activities we were also a part of. B!KE met with students and showed them how to safety check their bikes for the upcoming season.

Attending community events open to the general public is a great way to really push beyond our standard demographics. Offering free safety checks at the farmer’s market for **Car Free Day** was a fantastic way to support the spirit of the event and get in the public eye.

LCI TRAINING

EXPANDING PETERBOROUGH'S BIKE EDUCATION

In November of 2009, **Peterborough Moves** sent Clifford McCarten and Sarah Follett to New York City to be certified by the **League of American Bicyclists** as cycling instructors.

The intensive training weekend involved many peer-reviewed opportunities to develop good teaching skills; enabling communication of principles of traffic law, fundamental mechanics and good biking practices. The course covered practical, skill-building workshops. Participants set up parking lot drills designed to teach good bicycling technique and evasive maneuvering.

The course also featured group rides through Manhattan- a memorable experience for anyone used to Peterborough traffic!

The certification of instructors is integral to implementing a core element of BIKE's future

programming; the Cycling Skills group rides. These rides will provide an opportunity to ride confidently and comfortably for community members who are interested in riding, but feel unsure about how to interact with traffic.

This training also has made BIKE a local resource for bicycling skills, which can be featured in a variety of bike-related community events and activities.



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2009-2010 BOARD OF DIRECTORS

Donald Fraser (Chair), Lisa Vass (Treasurer), Fraser Smith (Secretary), Yolanda Jones, Jenn Feigin, Michael VanDerHerberg

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The Ontario Trillium Foundation, City of Peterborough, Peterborough Green Up, The Third Space, OPIRG, Peterborough City-County Health Unit, Sustainable Trent, Wild Rock Outfitters, Africycle, Page Design, Knox United Church, Charlotte Paint & Wallpaper... and all our volunteers and bicycle donors!

MISSION STATEMENT

BIKE: The Peterborough Community Bike Shop is a not-for-profit group which provides an accessible shop space in which to offer tools and guidance for the purpose of developing bicycle-related mechanical skills. We encourage self-reliance and confidence through education in bicycle maintenance. We support cycling in the Peterborough community by providing affordable and safe recycled bicycles. With the increased competency gained through hands on learning opportunities, we hope to encourage the use of bicycles as a viable form of transportation for the public at large.

