

Bikes for Kids Wisconsin  
2025-26 Annual Report



# CYCLES OF OPPORTUNITY





## OUR MISSION

Bikes for Kids Wisconsin's mission is to increase the use of bicycle-based transportation for underserved communities through access, low-cost repairs, and education. Through our work, we support mobility, health, economic opportunity, and community-building.

## OUR VISION

We're a community making bicycling accessible, sustainable, equitable, and affordable for everyday transportation; where human-powered transportation is a right that does not need to be earned and is prioritized to better residents' lives physically, emotionally, and economically.

*"Biking is free activity we can do as a family, thanks to Bikes For Kids."*



Mom with twin boys at the Bike Giveaway event



Photo by Kevin Anderson

## OUR VALUES

We acknowledge that the bicycle industry has excluded diverse communities and are working to dismantle the systemic barriers—economic, racial, and geographic, that prevent equitable access to bicycles and mobility. We believe transportation is a right that does not need to be earned, because we know transportation is a key determinant in health.

We are working to change the culture around how people view bicycles. While many see bikes as a recreational choice and a fun toy for kids, for the people we serve, they are much more—they are lifelines for employment, education, and economic empowerment.

Using bikes for transportation reduces our reliance on automobiles, increases disposable income, and promotes better health and healthier communities.

Bikes provide access to opportunities for those facing financial and transportation challenges; they are **Cycles of Opportunity**.



***“My bike is my livelihood.  
It means accessing food,  
income, and community.”***



## A LETTER FROM OUR EXECUTIVE DIRECTOR

What a year! Because of you, we saw profound impact and recognition like never before. Demand for our services keeps growing; roughly 5,000 people passed through our doors this year. We're entering our second phase of growth and it's an exciting time at Bikes for Kids.

Our flagship Bike Giveaway Program continues to thrive. We've now distributed nearly 16,000 bikes since our first giveaway in 2017. But access is only the first step. Our Bike Mechanics Youth Education program teaches people to repair their bikes, and we've now graduated 56 youth through partnerships with Madison Metropolitan and Nekoosa School Districts. Picture the after-school energy: 12 students arriving hungry and ready to learn to build bikes. They're fed then start building bikes out of a box. Each week, they progress working towards the goal of building a rideable bike at the end of the program. Each class is topped off with students choosing their dream bike off the sales floor and enjoying a group ride.

In June 2026, we launched a mentoring program, the Guided Rides Summer Series to close the nurture gap for students with no older siblings or family members who ride. Partnering with Vera Court Neighborhood Center, we're helping youth build the confidence and skills to navigate their community independently; some have already told us they want to enter a bike race someday.

We also launched Meals on 2 Wheels in 2026, delivering groceries by e-cargo bike from The River Food Pantry to households that can't get there on their own. Bikes solve social problems and this is proof that efficient, healthy transportation can change lives.





Our volunteer community grew to 260 active volunteers with 33 corporate teams hosted, helping us refurbish bikes. Together, they contributed a record 3,850 hours this year. Valued at \$12/hour, that's more than \$40,800 in volunteer support!

2026 marked our third year selling used bikes and offering public repair service. This earned-revenue stream grew 63% this year, giving us reliable funding to sustain the Bike Giveaway Program, a costly effort given rising prices. We're doing this at a scale no one else in Wisconsin has ever done before, we don't intend to stop!

We also grew our team, welcoming Colin Droster in January 2026 and Linda Camillo in August 2026 as part-time staff. Serving 5,000 people a year with just three people was not sustainable so we invested in the capacity to keep showing up for our community.



With deep gratitude for your understanding of the importance of transportation,

A stylized, handwritten signature in black ink that reads 'Kristie'.

**Kristie GoForth**  
**Executive Director**



## PROGRAMS

**All of our programs are community informed through surveys and conversations with constituents. Our programs are designed to fill critical gaps that are not being met elsewhere in the community.**

### FOR YOUTH

#### **Bike Mechanics Youth Education Program (STEM)**

Bike Mechanics, an after school, program began in 2023. The program offers hands-on workforce development for middle school youth, set in the real-world environment of a busy bike shop. Students learn to build and repair bicycles, developing practical skills that could open a door into the bike industry. Since the program began, 56 youth have graduated with entry level knowledge of bike mechanics, gaining a marketable trade skill. Beyond the technical training, the program gives young people a chance to build confidence and work with their hands. Each student receives a set of tools upon graduating, becoming a resource to their friends, families, and neighbors when it comes to bike repair. Through this program, we are growing and diversifying the future workforce for Madison's robust bike industry.



#### **Pedals & Pixels**

Pedals & Pixels is a summer workshop for middle school girls, offered in partnership with Black Girl Magic, that blends creative writing, photography, and biking to explore the power of freedom, mobility and creativity. Participants use both bikes and cameras as tools for creative expression and self-discovery, connecting physical independence with the chance to develop their own voice. The program comes together in a gallery night, where participants' photographs are displayed for the community to see and learn about their summer adventures.





## Guided Rides Summer Series

Guided Rides is a summer mentoring program for youth ages 11 to 16 in underserved Madison neighborhoods. Many participants are first-generation bike owners without a family member or trusted adult who rides, so the program pairs them with consistent adult mentors on group rides throughout the summer. Along the way, riders build the skills and confidence to navigate their community safely. Each ride includes a stop at a local destination where participants are given a small amount of money to manage on their own, deciding what to buy, counting change, and handling the transaction on their own. It's a small moment, but it's a chance to practice everyday financial literacy. Guided Rides is designed to continue the mentoring relationship well beyond the moment a young person receives their bike.

## Bike Giveaway Program

Our first Bike Giveaway took place in spring of 2017, and the program has evolved significantly since then. What began as an effort serving children in Madison now reaches people of all ages across Wisconsin.

From 2017 to 2026, we have distributed almost 16,000 refurbished bicycles to people facing transportation barriers, including 2,518 in 2024 alone. For many recipients, it is their first bike, and with it comes a new kind of freedom: a way to get to school, to work, and through their community. By refurbishing donated bicycles that might otherwise have gone to waste, we turn them into real opportunities for mobility and independence.



## FOR ADULTS

### Bikes for Work

Bikes for Work serves high school students, adults and workers facing transportation barriers to employment. For many participants, a bike is what makes employment possible. Applications are handled through our Bike Giveaway program.

### Meals on 2 Wheels

Meals on 2 Wheels connects homebound neighbors with healthy food from our first year partner, The River Food Pantry, delivered by e-cargo bike from May through October. Each household receives a delivery twice a month, and across the program we deliver over 160 pounds of food each week, nearly emission free. The program eliminates transportation as a barrier to food access for people who cannot easily get to a pantry on their own. Every delivery is made by a volunteer delivery rider.



### The Big Breakdown

The Big Breakdown gives bikes that have outlived their useful life a second purpose as parts. Volunteers join us to break them down, salvaging components that fill our parts bins and reduce our operational costs. Together with our Community Bike Disposal Services, this work has diverted almost half a million pounds of material from area landfills.





## FOR COMMUNITY

### Community Bike Disposal Services

Some bikes reach the end of their useful life and we make sure those bikes are sustainably recycled rather than sent to a landfill. Together with the Big Breakdown, this work has diverted almost half a million pounds of material from area landfills. We ask for a \$20 donation per bike to cover the time it takes to process bikes that have outlived their usefulness, and the program is funded entirely through individual giving.

### Used Bike Sales and Repairs for the Public

We sell shop-quality bikes that have been fully tuned and priced low to keep bicycle-based transportation accessible. Buying a bike from us supports people who cannot afford to purchase one, and hiring our professionals helps sustain our operations. Our rates and turnaround times are hard to beat.

### Bike Donations

Every bike we give away starts as a donation from someone like you. Refurbishing a quality bike rather than manufacturing a new one keeps usable material in circulation. Since 2017 our Bike Giveaway Program has prevented 7-9 million lbs of CO2 emissions. If you have a bike you no longer ride, it can become someone else's way to get to work, to school, or

across town. Bikes should be gathering miles, not dust.

### Bike Fleet Services

We provide fleets of bikes, along with maintenance and repair services, for corporations, large organizations, and community centers at low cost, with repairs done onsite or offsite. To learn more, call us at (608)405-0385.



## DEMOGRAPHICS

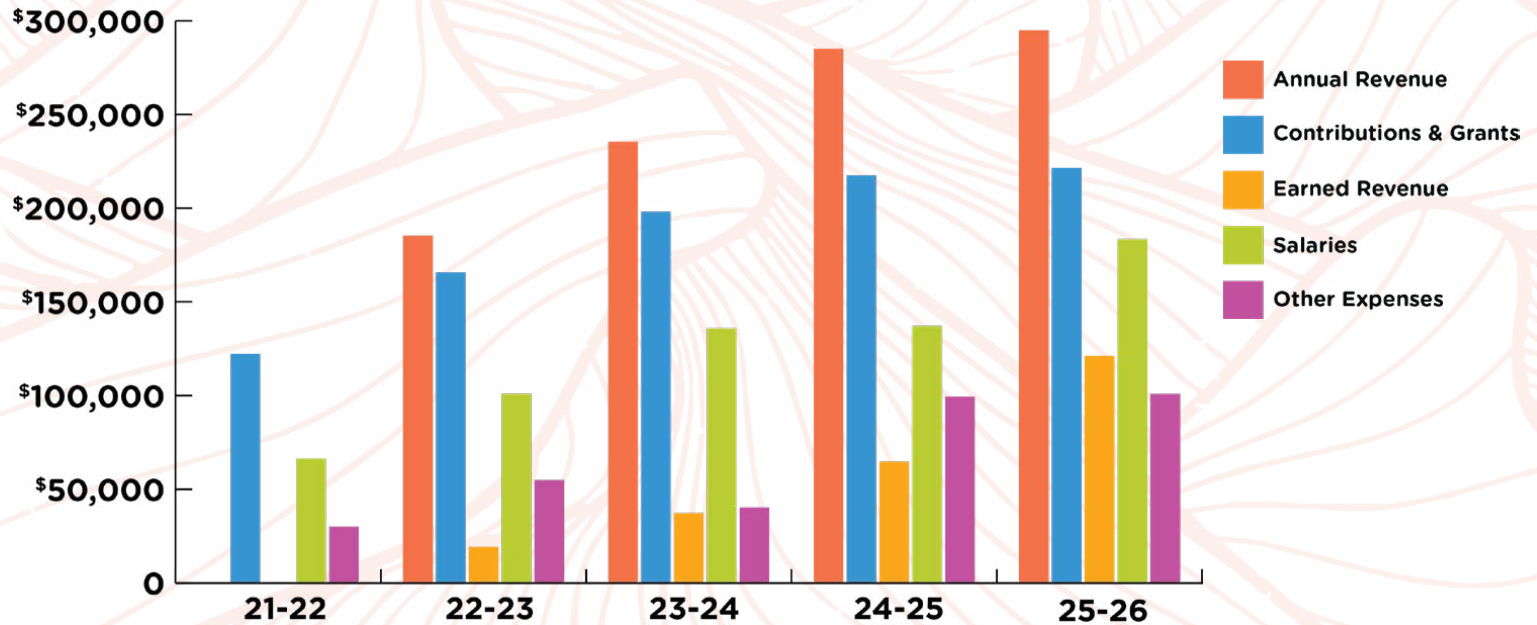
### 2025-26 INDIVIDUALS SERVED

Through our Bike Giveaway Program, we serve on average 92-96% people of color each year. Our bike recipients are selected through a collaborative process where 501c3 nonprofits, schools and tribal entities select our bike recipients ensuring that bikes go to those most in need.

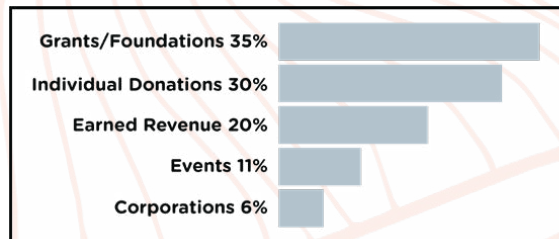




## HISTORICAL FINANCIAL OVERVIEW



## ANNUAL FUNDRAISING MIX



## OUR PROGRAM PARTNERS

6:8 Inc.  
100 Black Men of Madison  
Active Learning Connection  
Active Youth Wisconsin  
African Center for Community Development  
Alexander Middle School – Nekoosa  
Allied Drive/Dunns Marsh Neighborhood Assn  
Avenues to Community  
Badger Prairie Needs Network  
Badger Rock Middle School – Madison  
Badger Rock Neighborhood Center  
Bad River Family Foundations  
Bayview Foundation  
BiciClub Latino de Madison  
Big Brothers Big Sisters of Dane County  
Black Girl Magic  
Blackhawk Middle School – Madison  
Boys & Girls Club of Dane County  
Boys & Girls Club of Greater Milwaukee  
Bridge Lakepoint Waunona Neighborhood Center  
Building Bridges at Catholic Charities  
Centro Hispano  
Central Heights Middle School – Sun Prairie  
Chavez Elementary School  
City of Menasha  
City of Sun Prairie  
Common Wealth Development  
Country View Elementary School – Verona  
Crestwood Elementary School – Madison  
Dane County Corrections  
Dane County Human Services  
Dane County Youth Justice & Prevention  
DeForest Area School District  
East High School – Madison  
East Side Lutheran School  
Elvehjem Elementary School – Madison  
Elver Park Neighborhood Center  
Embrace Women's Shelter – Rusk County  
Emerson Elementary School – Madison  
Family Stabilization Program  
Forward Service Corporation/Aberg Job Center  
Friends of Fitchburg Parks & Natural Areas  
GiGi's Playhouse of Madison  
Gillespie Middle School – Madison  
Goodman Community Center  
Great Lakes Inter-Tribal Council (GLITC)  
Greater Wisconsin Adult Family Homes  
Habitat for Humanity – Wausau  
Harmony Apartments – Madison  
Hawthorne Elementary School – Madison  
Hmong Language & Culture Program  
Ho-Chunk Nation  
Indian Mound Middle School – McFarland  
Jamestown Neighborhood Association  
James C. Wright Middle School – Madison  
James Madison Memorial High School – Madison  
James Madison Memorial Latino Group  
Jewish Social Services  
John Muir Elementary School – Madison  
Just Dane  
Kennedy Elementary School – Madison  
Kennedy Heights Community Center  
Kennedy Heights Neighborhood Association  
KinderReady – Children's Wisconsin  
Lafollette High School – Madison  
Lapham Elementary School – Madison



Latino Academy of Workforce Development  
Latino Health Council  
Latino Nation – Verona High School Club  
Leopold Community School – Madison  
Lincoln Elementary School – Madison  
Literacy Network  
Logan’s Heart and Smiles  
Lussier Community Education Center  
MacCanon Brown Homeless Sanctuary–Milwaukee  
Madison East-Side Community Center  
Madison Police Dept.–Community Resources  
Madison Sports & Community Recreation (MSCR)  
Mamie’s Backyard Garden  
Marshall High School  
Memorial High School – Madison  
Menasha School District  
Mendota Elementary School – Madison  
Midvale Elementary School – Madison  
Middleton-Cross Plains High School  
Monona Grove School District  
Monroe Morning Optimists  
Mount Horeb School District  
Nekoosa Public School District  
Nuestro Mundo Community School  
Omega School  
One Big Tent  
One City Schools  
Oneida Nation  
Oregon School District  
Packer Townhouses & Community Center  
Padres e Hijos en Acción  
Porchlight  
Reach Dane – Head Start

Reach Wisconsin  
RISE Wisconsin  
Rooted  
Santa’s Without Chimneys  
Schenk Elementary School – Madison  
Sandburg Elementary School – Madison  
Sherman Middle School – Madison  
Simpson Street Free Press  
St. Croix Home Visiting Program  
Stoner Prairie Elementary School – Verona  
Stoughton Resettlement Assistance Program  
Sun Prairie East High School  
The Refugee Welcome Network  
The River Food Pantry  
The Road Home – Dane County  
The Sunshine Place  
The Welcome Network  
Theresa Terrace Neighborhood Center  
UNIDOS Against Domestic Violence  
University of Wisconsin–La Crosse  
Vera Court Neighborhood Center  
Village of Poynette  
Waisman Early Childhood Program  
Westside Christian School  
Whitehorse Middle School – Madison  
YWCA Madison

## 2025-26 VOLUNTEER ENGAGEMENT

### Corporate Teams

6AM Marketing  
American Family Ins.-Stokes & Assoc.  
Audacy  
BlueScope  
Catalent Biologics  
CUES  
Dane County Social Workers  
Downtown Madison Inc  
Epic  
Exact Sciences  
Findorff  
Huffman Keel Partners  
KL Engineering  
LaFollette School of Public Affairs  
Lerdahl  
Madison Circle Co-op  
Madison Investments  
Madison Police Department  
Madison West Kiwanis Club  
Miron Construction  
Moxy Madison Downtown  
NeuWave Medical  
Promega Corporation  
Public Health Madison  
Rotary Club Downtown Madison  
Rotary Club South Madison  
Spherion Staffing  
TASC  
Thermo Fisher  
Trek  
TruStage  
US Bank  
US Air Force 115th

### Individuals With 100+ Hours

Jane Scott  
Herb Haubrich  
Jerry Lehman  
Art Masshardt  
Jim Barnhill  
Ed Walker  
Steven Ralser  
Chuck Kreimendahl  
Paul Kleemann  
Aaron Brower  
Dave Flanagan  
Bryan Sowatzke  
Ryan Huelsemann  
Joesph Tevaarwerk  
David Sullivan

### Individuals With 50+ Hours

Paul Haskew  
Phil Andersen  
Craig Doolittle  
Jake Bohme  
Mary Mussey  
Mark Riordan  
Freddie Astrada  
Brent Lillesand  
Ken Quinn  
Linda Camillo  
Meg Holler  
Greg Graff  
Joe Werwie  
Dave Ringoen  
Betsy Kelly

Steve Ringwood  
Mark Tusler  
Keith Kunugi  
Karl Lettner  
Rob Stroud



## STAFF, BOARD MEMBERS & COMMITTEES

### Staff

Kristie GoForth - Executive Director  
Ryan Harvey - Operations Manager  
Ben Andrews - Programs & Volunteer Coordinator  
Colin Droster - Communications Coordinator  
Linda Camillo - Director of Community Relations

### Board of Directors

Vacant - Board Chair  
Gene Sarmiento - Vice Chair  
Chauncey Hunker - Treasurer  
Brian McNurlen - Secretary  
Awais Khaleel  
Nicole Schram  
Jeremy Moser  
Cynthia Hurtado  
Shivaraj Bhandare  
Susan Sowatzke

### Event Committee

David Sullivan  
Titus Langlois  
Megan Holler  
Kai Dela Cruz  
Linda Camillo - Staff  
Ben Andrews - Staff  
Kristie GoForth - Staff



### SPACE Committee

The Site Planning & Asset Capacity Evaluation (SPACE) Committee is charged with assisting Bikes for Kids WI with its search for its forever home. The Committee began its work in February 2026 with a scheduled completion set for November or December.

Aaron Brower, Former Vice Chancellor UW-Madison  
Jeremy Moser, Creative Director - Board Rep  
Tom Casson, VP of Sales, Schwinn  
Howard Erlanger, Retired, UW Law School  
Christopher Porter, Porter Construction Management  
Mike Ivey, Retired Journalist  
Kristie GoForth - Staff  
Ryan Harvey - Staff

## 2025-26 IMPACT

### Bike Giveaway Program

- 39 organizations served
- 1,516 bikes distributed
- 14 counties served
- 21,369 pounds of metal recycled
- 3,852 volunteer hours contributed

### 2017-2026 Impact

- Bikes Distributed: 15,978
- Organizations Served: 298
- 480,000 lbs of waste diverted from landfills
- \$3,595,050 community investment in labor & parts

### 2023-2026 Impact

- 56 students graduated through Bike Mechanics

### 2026 Impact

- 45 students enrolled in Guided Rides
- 1,760 lbs of food delivered through Meals on 2 Wheels

## 2025-26 Counties Served



## Awards & Recognitions





## 2025-26 SPONSORS



Urban Land Interests



MADISON ROTARY  
FOUNDATION



FRIENDS OF  
MILITARY RIDGE  
TRAIL





**BIKES for KIDS**

**WISCONSIN**

*making transportation accessible for all*

**MAILING ADDRESS**

**PO BOX 6594, MADISON, WI 53716**

**BIKE CENTER ADDRESS**

**354 COYIER LANE, MADISON, WI 53713**

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