



CYCLING BC

## iRide Schools and Community Program

### 2015 Annual Report



#### WHY IRIDE?

Cycling BC's goal is to provide all young people in BC with physical literacy through a positive cycling experience and to help create a pathway from the playground to the highest level of the sport they wish to pursue.

To make that vision a reality, iRide introduces students aged 6-16 to cycling with a FUN and FREE experience during in-school events.

*"iRide is the best teaching biking thing in the world," Wyatt, Grade 3, Mt. Lehman Elementary.*

#### HOW DOES IT WORK?

iRide provides everything needed for a safe, fun and memorable learning session. Our coaches include National Champions, professional riders and recreational cyclists who have both a strong passion for youth cycling and the ability to engage and create memorable learning experiences for young people.

Equipped with youth bicycles, helmets and stunts, coaches provide all participants the opportunity to develop their skills in a friendly, group dynamic and build connections with classmates and the community.

#### WHAT DOES IRIDE LOOK LIKE?

In-school programs are 3 days long with a total of 4-6 classes (120-175 students) participating in 3 x 1hr coaching sessions. Each class works with 2 iRide coaches, accompanied by their teacher, on or near school grounds and builds from safety skills, to bicycle handling and finally games and events over the 3 day program.

The iRide program increases knowledge about bike safety and allows children to practice smart decision-making skills. Most of all, the iRide program inspires children and youth to develop their riding skills.

# iRide 2015: Building our brand

## Achievements

Over the past 12 months, Cycling BC's iRide program has achieved its annual goals of building brand awareness and successfully engaging new communities. A total of 10,000 students were coached in 2015, from communities ranging from Fernie to Victoria, Vancouver to Smithers and Comox to Kelowna.

Of the 116 coaching programs, events ranged from our four-day in-school program, to half-day field trips and a pilot five-week after-school program. iRide visited 87 schools and provided 23 additional schools with field trip experiences to indoor cycling facilities in the Lower Mainland. A pilot after-school program also took place in Lynn Valley with great success; 80 students participated and an additional 120 students were placed on a wait-list.

Community engagement beyond school grounds also increased with 5 free community iRide events at large racing events and the certification of 125 new community coaches across the province. Integration with local clubs and riding groups was not a major priority in 2015 although some cross-over took place at these community events, providing club coaches an opportunity to meet iRide students and introduce them to their respective clubs. Integration with clubs is the 2<sup>nd</sup> primary goal of the iRide program and now in 2016 we are ready to pursue that initiative.

## Finances

iRide's 2015 funding was primarily sourced from donations including a large majority of our \$140,000 annual budget from Cycling BC's Evening of Champions gala event. Other sources of income included one corporate partnership of \$25,000 as well as a partnership with two regional Gran Fondo events totalling an additional \$10,000 dollars. Nominal income was also collected from schools participating in field trips events, effectively covering 40% of their event cost.

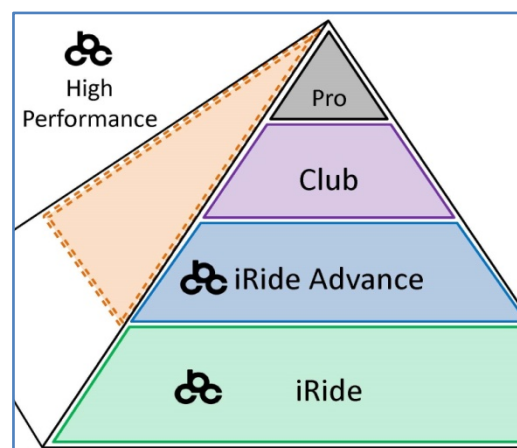
iRide's event costs total approximately \$10 / student for in-school programs (\$12 / student including administration) and \$15 / student for additional events including field trips, community events and after-school programs. As a result, iRide provided free programs to over 9500 students in BC and heavily-subsidized programs for 500 students on school field trips.

## Vision

iRide's functions to 1) introduce students to cycling (iRide) and 2) provide a development pathway to the club system (iRide Advance).

After our successful 2015 campaign, this year's goals are focused upon building after-school programs in youth club catchment areas. These programs are designed to increase skills and fitness such that participated will be prepared to join local clubs.

In-School programs will also be modified and offered to schools that wish to agree to a 3 year partnership. This partnership will see that schools are offered our 3-day in-school program for FREE in the 1<sup>st</sup> year but cover the total program costs over subsequent annual visits.



## Contact:

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## Media:

Videos: [In-School](#); [After-School](#); [Indoor Field Trip](#)  
Web: [Website](#); [Facebook](#); [Twitter](#);