



# NICA

NATIONAL INTERSCHOLASTIC CYCLING ASSOCIATION

## 2018 Highlights

# Greetings!

The year 2018 proved to be an incredibly rewarding and productive one for NICA. More than 18,000 student-athletes participated in our programs, thanks to the nearly 9,000 coaches and more than 10,000 volunteers who gave of their time and their expertise to make our events across the nation possible. Thank you!

In June, at our National Leaders Summit held in Bentonville, Arkansas, we launched NICA GRIT (Girls Riding Together), a program focused on engaging more girls and women as student-athletes, volunteers and coaches, we updated our Teen Trail Corps advocacy program to promote stewardship of the trails we ride, and we welcomed three new leagues (Florida, Indiana, and Montana). We also embarked on developing a five-year strategic plan.

The 2019-2023 NICA Strategic Plan was a culmination of months of thought and effort by dozens of committed staff, league directors, and volunteers. It is a plan which addresses the challenges facing NICA and leverages the many opportunities that our past success and future potential provide. We updated our vision, mission, and values and identified five critical areas of focus for 2019-2023, as follows:

- Create, sustain and strengthen NICA brand, programming, operations, and support services to deliver and maintain measurable value to NICA leagues;
- Diversify NICA programming to enable growth, reach new populations and meet student-athlete and coach needs and development goals;
- Diversify NICA's revenue stream (sponsorships, fundraising, and earned revenue);
- Expand organizational capacity to meet growth needs, market demands, competitive threats and stakeholder needs; and
- Develop and implement a robust and comprehensive marketing and branding strategy.

We cannot say enough how incredibly grateful we are for the support we receive from our sponsors, funders, volunteers, coaches, alumni, staff and communities. Each of you are helping us positively impact the lives of student-athletes, families, and communities across the nation. Thank you for your investment, commitment and passion for getting #morekidsonbikes.

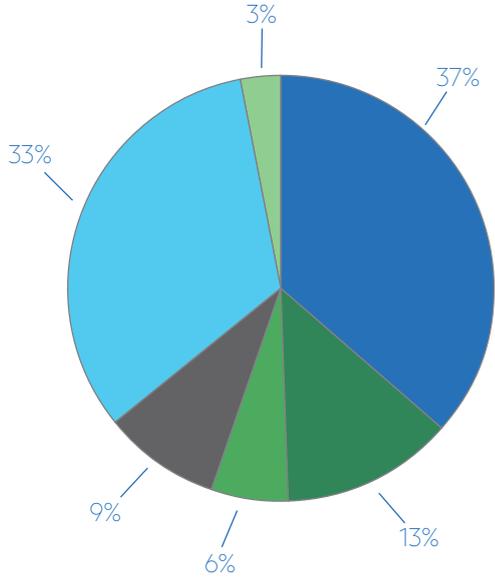


Sincerely,  
Susan Helm-Murtagh  
NICA Board Chair

# NICA Financials

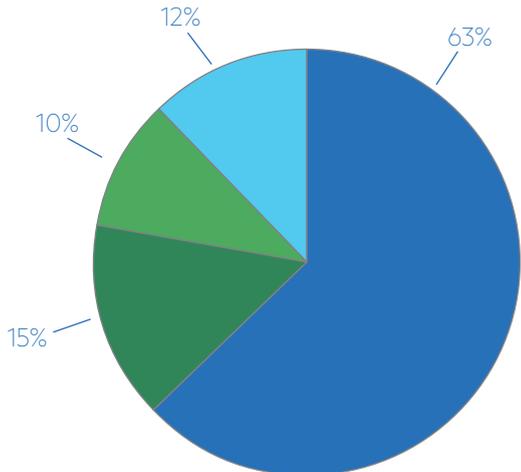
## Income

- Sponsorships
- Grants
- Individual Giving
- Memberships, League
- Memberships, Coach and Student-Athlete
- Other



## Expenses

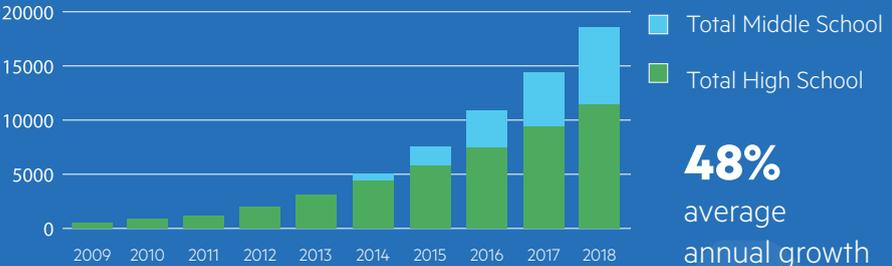
- NICA Programs
- Grants to Leagues
- Fundraising and Development
- Management and Administration



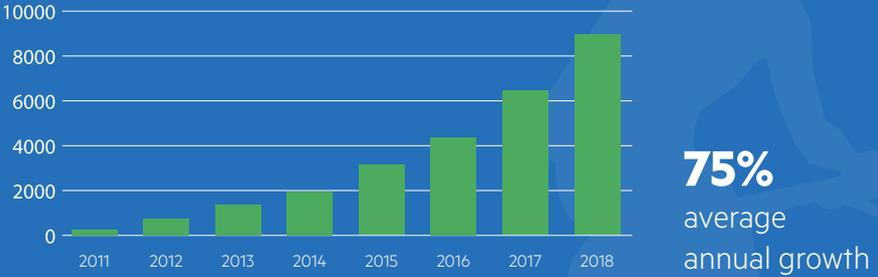


# Putting **#morekidsonbikes**

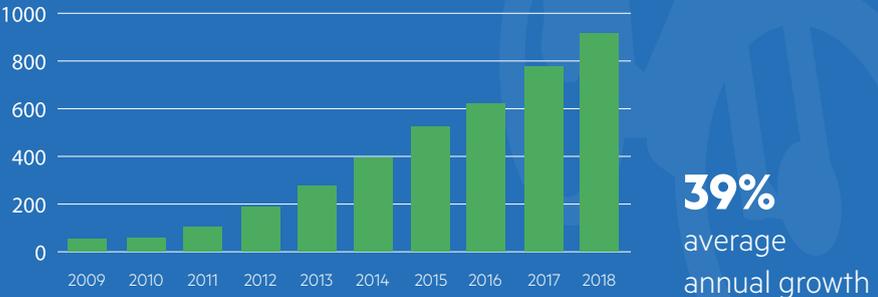
## NICA Student-Athlete Growth (2009-2018)



## NICA Coach Growth (2011-2018)



## NICA Team Growth (2009-2018)



# NICA Testimonials



## League Director

"As League Director, I'm really grateful for the opportunity NICA has given me to share my mountain bike passion with the folks of West Virginia! The league's inaugural year brought so many positive impacts to our community, and I look forward to watching the program grow!"

**Cassie Smith, West Virginia League Director**



## Student-Athletes

“The NICA program is amazing, spectacular, unbeatable and outstanding! Throughout our years of riding with NICA, we have become more confident in ourselves and our abilities.”

**Emma, Morgan and Erik Hurst**  
**Idaho Interscholastic Cycling League**

# NICA 2018 Sponsors

Lead Sponsor

**TREK**

Platinum Sponsors

**SHIMANO**

**CLIF**

Gold Sponsors

**GIRO**

*podiumwear*  
**POD**

**QBP**

**SPECIALIZED**  
FOUNDING NATIONAL SPONSOR

**SRAM**

Silver Sponsors

**CAMELBAK**

**YAKIMA**

**MAXXIS**

**REI**  
CO-OP

**GU**

**peopleforbikes**

Bronze Sponsors

**STRIKE**

**DeFeet**

**FEEDBACK**  
SPORTS

Foundation Supporters

Clif Bar Family Foundation, Walton Family Foundation

NICA Corporate Booster Club

100%, Bike Flights, Burley, Canyon, Club Ride Apparel, Dirt Rag, Epic Rides, Endura, Frog Bikes, Kali Protectives, Lezyne, Mint, Planet Bike, RoadID, Thule, Tifosi Optics, TIMBER Bell, TrainingPeaks

## Sustainers

Greg Banyai, David Bender, Tracey Bracco, Linda Brune, William Carslay, Ian S Cross, Kelsey Cummings, Ian Dewar, Lauren Duensing, Jim and Cathy Haagen-Smit, Jim Hasenauer, Paige Heath, Susan Helm-Murtagh, Matt Hoynem, Don Hunt, Donald and Elena Hunt, Noreen and Stewart Irving, Richard Ivry, Ashley Korenblat and Mark Sevenoff, Brent Gerald Lester, Timothy and Amy Louis, Lorri Lee Lown, Austin McInerney and Celeste McCartney, Gregory Moyer, Bryan R Muller, Will Northrop, Melissa Padilla, Jeremy Pomeroy, Muffy L Ritz, Jacob Seigel-Boettner, Dee Seymour, Martha Carrington Thompson, Bob Turner, Kristine E Urrutia, Thomas Welge, Nate Whitman, Brian J Zeilinger, Anonymous (x2)

## Individual Donors

Greg Merritt and Kirsten Anderson, Adam Arkin, Al and Cheri Baumann, Robert Beck, Brad Benyas, Bill Blackburn, Matthew Blanshan, Bill and Patty Bray, Bright Funds Foundation, Jim Chan, Dino and Barbara Ciarlo, Teerapong Duriyarattakarn, Ryle Faurot, William W Fisk, Abigail Gentner, Stephen Granata, Robert Aichele and Serap Gunduz, Cynthia Guy, Lucian Hand, Patrick Hannum, Grayson Hughes, Elizabeth Shea Hurley, Bonnie Kabel, Thomas E Kottke, Kelly Maher, Cynthia and John McAfee, Cheri Merrihew, Morgan Stanley, Jereme Noffke, Scott C Nydam, Alex Obriecht, John Paradine, George Pastorino, David Robert Pier, Michael Priest, Ken Jones and Rebecca Ratcliff, Eric Russell, Jason Seligman, Charlotte D Unger, Julia Violich, David Waisman, Whit Wheeler, Mary Wirganowicz, Amy Wolff, Ken and Jana Wolfgang

## 2018 NICA National Conference Sponsors

Clif Bar & Company, Headsweats, New Jersey Interscholastic Cycling League, New York Interscholastic Cycling League, Park Tool, Pennsylvania Interscholastic Cycling League, PeopleForBikes, Planet Bike, Podiumwear, Shred, Squirt, Trek, Visit Bentonville, Walton Family Foundation

## Matching Gifts and Corporate Donors

Accell Group, Adobe Echosign, Aetna, AmazonSmile, Autodesk, Benevity, Best Buy Corporate Giving, Blue Cross, BNY Mellon, Boeing Company, Bright Funds Foundation, crankbrothers, Fidelity, Fitzwater Family Charitable Fund, Haibike, Kenda Tires, Marshall & Bruce Company, MontGo LLC, CrankTank, National Christian Foundation California, Network for Good, Paragon Machine Works Inc, PayPal Giving Fund, Performance Bike, Raleigh Electric, Ritchey, Sock Guy, TASCO-MTB / Oso Brands, The Kelson Foundation, Thomasz LLC, Truist, UBS, United Way, Vanguard, Vanguard Charitable, Your Cause

## In-Kind Sponsors

Apt Digital, SevenDesigns, Western Spirit Cycling Adventures

## NICA Media Partners

Dirt Rag Magazine, Mountain Bike Action Magazine, VeloNews

## Educational and Nonprofit Partners

Fort Lewis College, IMBA, Lees-McRae College, Little Bellas, Positive Coach Alliance, Prescott College, Ripon College, TrueSport, University of Utah



# About NICA

Founded in 2009 as a 501(c)3 nonprofit, NICA develops interscholastic mountain biking programs for student-athletes and coaches across the United States. NICA provides leadership services and governance for local leagues to produce quality mountain bike events. NICA has served approximately 40,000 student-athletes. Currently, NICA has 25 state and regional leagues and over 9,000 volunteer coaches who are working annually with over 19,000 student-athletes from nearly 1,000 high schools and middle schools in the USA.

**Mission:** We build strong minds, bodies, character, and communities through cycling.

**Vision:** Every youth is empowered to be part of a thriving and engaged cycling community.

**Values:** **FUN** - NICA inspires friendship, joy, and adventure.

**INCLUSIVITY** - NICA believes everyone should be able to participate in our programs and feel welcomed, respected, and supported.

**EQUITY** - NICA is committed to fair treatment, equal access, opportunity, advancement, and elimination of barriers to encourage participation for all.

**RESPECT** - NICA expects consideration for all others, oneself, and the outdoors.

**COMMUNITY** - NICA unites diverse people, families, and communities through cycling by creating fun and welcoming experiences.

Pictured above: national staff, league directors, and coach supporters from around the country at the 2018 Annual Conference held in Bentonville, Arkansas.

Photo credit: [www.nationalmtb.org/photo-credit/](http://www.nationalmtb.org/photo-credit/)

## National Interscholastic Cycling Association

[www.nationalmtb.org](http://www.nationalmtb.org)

(510) 524-5464

[info@nationalmtb.org](mailto:info@nationalmtb.org)



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