



NATIONAL
INTERSCHOLASTIC
CYCLING ASSOCIATION

ANNUAL REPORT

2023

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What's inside

Our year in numbers

Growth, trends, and feedback:

- **2023 participation data**
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Living our values

Our mission-driven work was guided by our core values in 2023.

Click a value to explore how...

- **Fun**
- **Inclusivity**
- **Equity**
- **Respect**
- **Community**

Looking ahead

We envision a unified youth mountain biking movement across the continent, and across the world. **Here's how we plan to lead it.**

Reinventing youth sports

When we reflect on the last year and the accomplishments across our organization, we can't help but recognize: **we are reinventing the way thousands of kids experience youth sports.**

NICA's approach is truly special: in a world where kids are experiencing mental health struggles at an unprecedented rate, we provide an outlet, not only for healthy physical activity, but a built-in community and support network of friends, coaches, and families. When most kids have to try out for a youth sports team as early as age ten, NICA offers space for everyone, with no tryouts, no bench, and an intentionally inclusive place to be themselves. And, we're continuing to engage entire families in our sport and our community: within our network of volunteer coaches, 75% are parents of student-athletes, and hundreds of these amazing adult volunteers are new or beginner riders finding a place for themselves among the mountain bike community.

The transformational work happening at NICA is a **direct** result of the dedication and energy of so many people: coaches, athletes, parents, volunteers, league staff and leadership, and our NICA partners and supporters like you. Our power lies firmly within our mutual commitment to create an inclusive community of lifelong athletes. We're meeting riders where they're at, listening to their goals, and helping them fall in love with biking, so they'll continue to find joy in riding for the rest of their lives.

In this report, you'll find stories of this impact as told through the lens of our NICA core values: **fun, inclusivity, equity, respect, and community** — which continue to guide *everything* we do at all levels of our organization.

Reflecting on the impact of the NICA community this past year has only strengthened our resolve to grow our positive influence. As we reflect on our accomplishments in 2023, we also look forward to our work to continue to lead a unified youth mountain biking movement.

We know the impact of NICA is special — and that's why we're making it our goal to **reach 100,000 youth in NICA programs by 2033.** An ambitious goal, certainly, but one that can be achieved through our collective efforts and continued elevation of our shared values.

Thank you for all that you do to support NICA and our shared mission to build strong minds, bodies, character, and communities through cycling.



Amanda Carey
AMANDA CAREY, PRESIDENT



Rob Burns
ROBERT BURNS, BOARD CHAIR



“Our power lies firmly within our mutual commitment to create an inclusive community of lifelong athletes. We’re meeting riders where they’re at, listening to their goals, and helping them fall in love with biking, so they’ll continue to find joy in riding for the rest of their lives.”

NICA by the **NUMBERS**

32

LEAGUES

962

TEAMS

14K

COACHES & RIDERS

24.6K

*25% OF OUR GOAL
TO GET 100K ON
BIKES BY 2033!*



**“The thing about
NICA, and riding
bikes in general, is
that there is a**

**PLACE FOR
EVERYONE”**

Ezrie Camp, Texas league alumna

Katie Sox (Oregon Interscholastic Cycling League)

Keeping the focus on **FUN**



Every year, kids spend over **1 million hours** at NICA team and league events. At the heart of these experiences is a focus on FUN, which we know is one of the *key reasons* why any kid chooses to participate in sports, and ultimately leads to a future as a **lifelong athlete**.

While many youth sports continue to focus heavily on competition and an “up or out” model, NICA’s **youth development approach** helps kids learn more than just mountain bike skills. In NICA programs, coaches are trained to guide athletes through adventure and reflection, and learning-by-doing paves a path of character development and fosters an enduring love of riding.

NICA was recognized as a **Project Play Champion in 2023** for our ongoing commitment to quality coach training and youth development. Together with our network of nearly 15,000 coaches, we’re reinventing youth sports for the better – and having fun along the way.

Katie Sox (Oregon Interscholastic Cycling League)



Launched in 2023, **The Trailhead** is a blog supporting NICA’s network of volunteer coaches. Featuring regular, updated content covering best-practices in youth development, mountain-bike specific games, resources, and tips, coaches can stay engaged with the greater NICA community at **THE TRAILHEAD**

Creating an **INCLUSIVE** community



GIRLS RIDING TOGETHER

143%

Growth in female student-athlete participation since the start of NICA's GRiT initiative to recruit and retain more girls and women in mountain biking.

Since the launch of GRiT in 2018, we've focused on intentionally inclusive efforts to welcome more women and girls into the world of cycling, creating more cyclists for life. We've seen steady growth of female participation across our leagues, with **five of our leagues surpassing 27% female coach and athlete participation.**

In 2023, NICA leagues and teams hosted hundreds of grassroots events engaging **over 2,000 girls and women.** These efforts have led to direct outcomes in increasing gender diversity, **with 9.5% growth in our female athlete population compared to 2022.**

Nikki Peterson (Nevada North Interscholastic Cycling League)



Studies show that girls who participate in sports have better mental health, confidence, and self-esteem. For Montana athlete Kimberley Roane, NICA shifted her middle school experience from tumultuous to transformational – a theme we see again and again throughout our leagues. Read more: [GROWTH THROUGH GRIT](#)



Increasing **EQVITY** in our sport...

657

Trek NICA Pathfinders scholarship recipients since 2021

\$1.4 million

Value of Trek NICA Pathfinders scholarships awarded since 2021

Launched in February 2021, the **Trek Pathfinders Scholarship** includes a bicycle, gear, and financial support for a rider of color to join their local NICA team.

According to the 2023 Pathfinders survey, **100% of the Pathfinders student-athletes felt that participation in NICA has had a positive influence** on their academics or school performance.

Korey Hopkins
(Maryland
Interscholastic
Cycling League)



What happens when you combine the power of NICA mountain bike programs with an organization that equips urban youth in Delaware with personal growth and leadership skills? Transformation on two wheels. Learn more about **URBAN PROMISE**

"This scholarship has helped me become a better athlete, made me more fit, and improved my overall well-being by having something I can do to help with stress and emotions."

Trek Pathfinders student-athlete



Service, stewardship, & RESPECT



56K

Teen Trail Corps service hours across the NICA community in 2023

8,249

Total coach and athlete TTC volunteers

The cumulative impact of NICA's Teen Trail Corps program continues to reshape the landscape of trails across the country, establishing strong ties between teams, the local community, and other trail users. An expanded focus on **advocacy** and continued **strong partnerships** with industry leaders IMBA and People for Bikes in 2023 has expanded the TTC movement even further, increasing access and establishing new trail systems across our leagues.



Imagine if every school had a system of mountain bike trails to complement its football fields and soccer stadiums. It's a reality for several of our Virginia NICA teams! Learn the lessons from the **SCHOOL OF SINGLETRACK**

Uniting the NICA COMMUNITY

In 2023 NICA had its first-ever **Eastern Regional Festival and Championship**, hosted at Fair Hill Natural Resources Management Area in Elkton, Maryland, from November 10-12. Orchestrated by eleven NICA leagues and sponsored by Trek, this landmark event united more than 2,500 participants, including riders, racers, parents, and volunteers, for a weekend filled with races, adventure rides, clinics, and a festive celebration of youth cycling.

We also launched the **NICA Alumni Network**, which creates an intentional space for NICA graduates to connect with one another and stay engaged with the cycling community.

“My friends, family and community grew exponentially because of NICA. If you think Disneyland is the happiest place on earth, I’d highly encourage you to attend a NICA event.”

Brad Thurgood, NICA Alumni & Utah League staff

Greta Garcia
(Pennsylvania
Interscholastic
Cycling League)



The NICA alumni network is reconnecting former athletes with the NICA community through league-hosted events, an online community space, and continued engagement with our NICA partners. Learn more and join: NICA ALUMNI NETWORK

Insights from our **community**

89%

of student-athletes agreed or strongly agreed that they developed increased respect for trails and the environment through NICA participation.

96%

percent of coaches strongly agreed that “my role as a coach is to teach kids more than just how to be a better bike rider.”

88%

of parents agreed or strongly agreed that their child's mental health improved through NICA participation.

97%

of parents agreed or strongly agreed that their child's physical fitness improved through NICA participation.

93%

of parents agreed or strongly agreed that their child's self-confidence improved through NICA participation.

Stories from our LEAGUES



Variant Cinema (Utah Interscholastic Cycling League)

NICA exists to support the on-the-ground programs, events, and stewardship of our leagues, teams, and coaches, happening across the country throughout the year. **Experience the magic of our community in these stories from across our leagues:**

- **Utah League 2023 Season Highlights**
- **No matter where you start: A Wisconsin coaches' story**
- **Riding beyond limits in Idaho: Cash Taylor's handcycle journey**
- **Intentionally inclusive: Phinneus McKenna rides against odds**
- **Tessa's story: From athlete to entrepreneur in Arkansas**
- **Seasons of GRiT from around NICA**
- **A community hub: how a bike shop in Missouri unites cyclists**
- **No matter why you ride: Madison Bess finds her place in NICA**



Welcome new LEAGUES

In 2023, our network of interscholastic cycling leagues welcomed two new members: **Mississippi** and **Golden State South**. From coast to coast, we're ensuring that youth have access to amazing mountain biking experiences, opening the door to a lifelong love of riding.



2023 FINANCIALS

\$10,057,923

Total revenue (accrual basis)

\$10,013,363

Expenses (accrual basis)



81% PROGRAMS

8% FUNDRAISING

11% MANAGEMENT/GENERAL

AUDITED FINANCIALS

12 months; year end December 2023

EXPENSES (ACCRUAL BASIS)

	12 MONTHS
Program Services	\$8,124,803
Management & General	\$1,058,644
Fundraising	\$829,916
TOTAL	\$10,013,363

NICA DONORS

INDIVIDUAL DONORS



NICA and its leagues are supported by the generosity of over 500 donors, contributing over 1300 unique gifts in 2023.

Without these contributions, our shared work to revolutionize youth sports by getting more kids on bike would not be possible. **Thank you!**

NATIONAL SUSTAINERS

Anonymous
Austin McNerny &
Celeste McCartney
Billy Fordree Jr.
Bree Van Oss
Brett Walters
Carla Rosal

Christopher Rowell
Chuck Bryan
Cynthia Kastner
Em Meier
Greg Banyai
Jack Liu
Jamie Morningstar

Jason Buckner
Jim & Cathy
Haagen-Smit
Jim Hasenauer
Kristine E. Urrutia
Kyler M. Wisenor
Levi Ulmer

Linda Brune
Lindsey Kriete
Muffy L Ritz
Nakin Mahapant
Nate Whitman
Olivia Nicholls

Richard Bennett
Samantha Hart
Susan Helm-Murtagh
Tom Senkevich
Tracey Bracco
W Jeff Price

BUSINESS & COMMUNITY SUPPORTERS

Access4Bikes Foundation
AmazonSmile
Backcountry
Bell Sports, Inc.
BikeFlights

City National Bank
Cycling Sports Group (CSG)
MacButch Construction
Outdoor Gear Lab LLC
People for Bikes

Silicon Valley
Community Foundation
Sock Guy
Socksmith Design, Inc.
Squirt USA, Inc.

United Way California
Capitol Region
United Way of the Bay Area
Vista Outdoor
Worldwide Cyclery

Looking **AHEAD**

**CONTINUED,
WORLD-CLASS
SUPPORT OF OUR
ACTIVE LEAGUES**

**CULTIVATE AND
GROW A UNIFIED
YOUTH MOUNTAIN
BIKE MOVEMENT**

**IMPACT THE LIVES
OF 100,000 YOUTH
THROUGH NICA
PROGRAMS BY 2033**





Our Partners

NICA Partners fuel our work to reinvent youth sports and engage families in a thriving cycling community, for life.

Our 2023 partners' commitment to NICA's mission directly impacted student-athletes, their families and communities across the nation.

For a complete partnership program and organizational summary with financial information and demographics, contact **Emily Green**, VP of Development.

LEAD PARTNERS

TREK **SRAM** **ROCKSHOX**

PLATINUM



SHIMANO

GOLD

podiumwear

SILVER

CANYON



GIRO

BRONZE



TERRY.

The Feed.

BOOSTER CLUB

YAKIMA

cannondale

FOUNDATION & GRANT PARTNERS



LIFETIME FOUNDATION



Kelson Foundation



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BOARD CHAIR



ERIC RUSSELL
VICE CHAIR



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**LISA
SHER**



**AUSTIN
MCINERNEY**

Current LEADERSHIP TEAM



AMANDA CAREY
PRESIDENT



LAUREN HAUGHEY
CHIEF FINANCIAL
OFFICER



CHRIS MILESKI
VP OF FIELD
OPERATIONS



EMILY GREEN
VP OF
DEVELOPMENT



NICA

NATIONAL
INTERSCHOLASTIC
CYCLING ASSOCIATION

EIN: 13-4234305
info@nationalmtb.org

2023 ANNUAL REPORT

21 ORINDA WAY, SUITE C-368
ORINDA, CA 94563

PHOTO & VIDEO CREDITS:

Katie Sox (Oregon Interscholastic Cycling League)

Greta Garcia, Aaron Puttcamp (Pennsylvania Interscholastic Cycling League)

Variant Cinema (Utah Interscholastic Cycling League)

Korey Hopkins (Maryland Interscholastic Cycling League)

Dylan Trigg (Missouri Interscholastic Cycling League)

Deborah Hage (North Carolina Interscholastic Cycling League)

Nikki Peterson (Nevada North Interscholastic Cycling League)

Ken Bennett (Arizona Interscholastic Cycling League)

Thank you to our league photographers and videographers!