

ANNUAL 2024 REPORT



NICA

NATIONAL
INTERSCHOLASTIC
CYCLING ASSOCIATION

PHOTO: NEW MEXICO INTERSCHOLASTIC CYCLING LEAGUE

A NICA MILESTONE

In 2024, NICA reached a significant milestone:
100,000 participants since our start in 2009.

That's 100,000 kids on bikes, exploring trails, achieving greatness, and transforming lives through community. This achievement wouldn't have been possible without the nearly 50,000 coaches, countless volunteers, parents, NICA partners, league staff, leadership, and supporters like you. It takes a full, dedicated community to create NICA experiences that help youth grow and thrive.

We're excited to have reached this milestone and to see the impact of NICA programs on so many individuals and communities. We're already looking ahead to the next 100,000.

The need for NICA is more urgent than ever. Kids deserve a sports experience that meets them where they are: a place where everyone can participate, and youth can find both a lifelong sport and a lifelong community. They need programs like NICA that resist an increasingly screen-based world and embrace a real, vibrant world where bikes help them discover their own strength and character, boost both their mental and physical health, and help them find belonging.

We're incredibly proud of reaching 100,000 participants. While hard numbers drive us to reach even higher, we're also taking time to reflect and appreciate the unquantifiable moments that make NICA so special: the start line fist-bump between competitors, the hug of a parent at the finish line, the joy of an athlete finally tackling a trail they never thought possible. These moments add up and change the world.

We are excited to share our 2024 Annual Report: a document that captures the steps we've taken together as a community within the past year to continue to change the world by getting more kids on bikes.

With gratitude for the past and excitement for the future,



Amanda Carey
AMANDA CAREY
PRESIDENT



Rob
ROBERT BURNS
BOARD CHAIR

**We have a bold goal
to change the lives of**

**100,000 kids
per year by 2034
through NICA programs**

*In 2024, NICA took
significant steps toward
that goal. Together we...*

Launched a **new league** in Oklahoma and intensified support for kids in California with our Golden State South league.

Brought together 158 mountain bike coaches, league staff, partners, and advocates at our bi-annual **conference** to learn, engage, and strategize the growth of a unified youth mountain bike movement.

Hosted our second-ever **Regional event** for eastern leagues, with nearly 2,800 attendees and 785 racers, making it the largest-ever youth mountain bike event on the East coast.

Announced pilot programming to include kids in grades 2-5, addressing the growing demand for youth development and character-building environments like NICA for **younger age groups**.

Sunset at NICA's second Eastern Regional Event.
Photo by Aaron Puttcamp

NICA

2024

BY THE NUMBERS

32

LEAGUES

1K

TEAMS

15K

COACHES

25.3K

25% OF OUR
2034 GOAL!

RIDERS



Finish-line family hugs in North Carolina.
Photo by Deb Hage

NICA



A YEAR OF STORIES



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. Explore the links below to experience the **magic of the NICA community through stories and videos from across our leagues:**

- **The NICA Effect:** How 2.9 miles of trail transformed a community
- **My confidence has soared since joining NICA** - Utah's racing highlight video
- **Finding courage and community:** Kimberly's story
- **Riding beyond limits:** Cash Taylor's journey racing a hand-cycle in Idaho
- **School of singletrack:** The rise of on-campus trails in Charlottesville, Virginia
- **An Arizona community that cares:** Broden's story
- **Shred for your head:** Idaho's student-led mental health campaign
- **Moms just wanna have fun(damentals):** Welcoming all parents to ride in Tennessee

CLICK TO
WATCH

BETTER TOGETHER



NICA's network grew in 2024, adding Oklahoma as the newest league joining the youth mountain bike movement.

Every year, kids across our community spend over **1 million hours** at local team practices and state and regional league events. NICA's national headquarters provides governance, programs structure and support for leagues to deliver at the state and regional level. In turn, leagues directly provide essential local infrastructure, services, world-class events, and leadership for 1,055 teams across the country... and counting.



NICA's national network grew to include a new Oklahoma league in 2024, bringing an existing, strong cycling community into the unified youth mountain bike movement.
Photo courtesy Oklahoma Interscholastic Cycling League

NICA

Being **part of NICA** gives the Wisconsin Interscholastic Cycling League the strength of a **NATIONAL ORGANIZATION** with the heart of a **LOCAL COMMUNITY**.

We benefit from world-class coach education and a proven curriculum that supports both coaches and student-athletes. NICA's administrative tools (registration systems, financial processes, and operational resources) allow us to focus on what matters most: **getting more kids on bikes**.

And the unified brand and identity elevate our events and communications.

Our league is connected to something much bigger than ourselves.

— Renee Griswold, Wisconsin NICA League Director



NICA and its 32 leagues support a strong and unified mountain bike movement rooted in our core values of fun, inclusivity, equity, respect, and community.
Photo courtesy Wisconsin Interscholastic Cycling League

NICA

CONTINUED GROWTH FOR *girls*



In spring 2024, we announced a partnership with cross-country mountain bike World Champion and NICA alumna Kate Courtney's SheSends Foundation. Through a collaborative grassroots grantmaking program, we bolstered NICA's GRiT (Girls Riding Together) initiative. The inaugural year of grants empowered leagues and teams nationwide to get more girls and women involved in mountain biking. The result? **Over 160 unique events to recruit, retain, and empower girls and women across NICA.**

Across the organization, GRiT momentum is strong, with 24.2% female student-athletes and 25.7% female coaches, nearly a full percentage point of growth since 2023. Especially promising? Our increase in female coach participation: adult representation is a significant factor for young athlete participation.

If she can see it, she can be it!



A CULTURE OF STEWARDSHIP



In 2024, through NICA's Teen Trail Corps (TTC) program, student-athletes and coaches logged a jaw-dropping **61,224 hours of trail work** across the country: a 20.2% increase from 2023! In the Mississippi league's inaugural season, 88 student-athletes and 53 coaches registered an incredible 1,194 hours of trail work. On the west coast, NorCal's San Ramon Valley MTB Team's advocacy efforts contributed to three trails near Mt. Diablo being reclassified as multi-use, bicycle-friendly paths.

NICA's continued partnership with IMBA and People for Bikes also paved the way for an **Advocacy and Action Toolkit**, empowering student-athletes to make their voices heard to improve trail access. TTC's impact is evident: **88% of 2024 student-athletes reported a greater respect for trails and the environment.** NICA has also made strides in recognizing the contributions of these young trail leaders, with 50% of leagues establishing methods to honor student leaders in TTC.



North Carolina athletes have embraced TTC on a league-wide scale, giving back to the trails where they ride and race.

Photo by Deb Hage

NICA

UNITING YOUTH MTB THROUGH REGIONALS



In November, 11 leagues, 21 local and national partners, and over 2,300 participants and supporters gathered to connect, ride, explore, and soak up time together as a community during NICA's second Eastern Regional festival at Fair Hill near Elkton, Maryland. Inter-league friendships were made, and connections across the community strengthened. NICA's vision for the future includes a series of events to **unify youth mountain bikers** across the entire nation: an area where NICA is uniquely positioned for success as the largest network of youth mountain bike programs in the country. Up next: Central Regionals will join the event series in fall 2025!



NICA's second-ever 2024 Regional event at Fair Hill Natural Resource Area in Maryland drew riders and from across the Eastern U.S. to race, ride, and connect.
Photo by Aaron Puttcamp

NICA

EXPLORING NEW HORIZONS

NICA believes that the need to support kids' physical and mental well-being has never been greater. As data suggests that fewer kids are riding bikes during childhood, NICA is looking to reverse this trend with new ways to reach more families and inspire the next generation of riders.

In 2024, we launched **NICA Discovery**—a multi-year project to develop a high-quality, inclusive, and accessible cycling program for elementary-aged kids in grades 2–5. This new program will continue our work to reimagine what youth sports can be: fun, empowering, and welcoming to every child.

And we're not stopping there: we're also exploring opportunities to share NICA's mission **internationally**, because the joy of riding knows no borders.



A growing demand for youth development programs for younger age groups sparked NICA's expansion into Elementary-level programming.
Photo by Adam Haynes

NICA



It truly feels like a
COMMUNITY.

Teams are at the finish line cheering for all athletes not just their team. I love watching the growth the kids have both on the bike and building long lasting friendships with teammates they may not have otherwise met.

— NICA Parent

A PLACE FOR EVERYONE TO **RiDE**

With the support of a three-year grant from the Life Time Foundation, NICA doubled down on its **community outreach** efforts to increase diversity and equity within its programs and the greater mountain bike community.

2024 included strategic exploration and case studies to better understand what's *currently* working in these areas throughout NICA's existing, thriving programs like GRiT and our Trek Pathfinders Scholarship; and in our leagues and teams with diverse ridership. During this process, NICA identified ways to replicate these achievements across its network.

The **Trek Pathfinders Scholarship** program continued to thrive in 2024, with over 900 scholarships awarded since 2021. The impact of these awards extend beyond the trails, too: 95% of the parents of scholarship recipients reported positive impacts on their athlete's academics and school performance.



2024 FINANCIALS

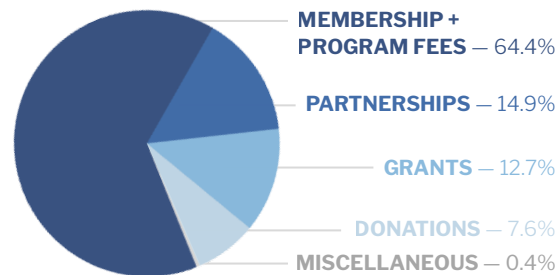
NICA's consolidated audited financials include the financial position and activities of 31 leagues and the national headquarters, for the year ending December 2024.

TOTAL REVENUE

\$11,210,426

REVENUES & SUPPORT

- \$7,215,250 — Membership & Program Fees:** Annual coach and student-athlete registration and fees help fund core NICA programming.
- \$848,520 — Partnerships:** Cash and in-kind contributions from corporations and businesses who support our mission.
- \$1,426,344 — Grants:** Grants from community and national foundations support programming and initiatives such as GRiT and TTC, and increase access to programming for underrepresented populations.
- \$1,675,571 — Donations:** Individual and business donors provide grassroots support to leagues and nationwide operations.
- \$44,741 — Miscellaneous:** Interest & other revenue.

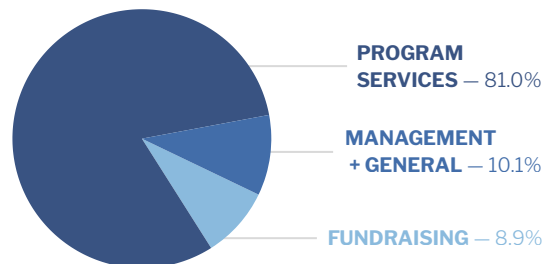


TOTAL EXPENSES

\$10,651,513

EXPENSES

- \$8,632,992 — Program Services:** Directly changing the lives of student-athletes through coach and league support, events, insurance, and scholarships.
- \$1,070,994 — Management & General:** What makes it all tick behind the scenes including curriculum and program development, accounting services, banking fees, and operations.
- \$947,527 — Fundraising:** The horsepower behind development efforts including marketing, communications, outreach and technology.





I can't put NICA into words easily...but the community we have built within the team and with other teams, with riding challenging, gnarly trails as our common bond, has been

TRANSFORMATIVE

for myself and my family in all aspects of life: physical, emotional, social, and spiritual.

— NICA Parent

Athletes after a Maryland Interscholastic Cycling League event
Photo by Korey Hopkins

NICA DONORS

NICA's programming thrives because of the generosity of donors at every level of our organization. From our earliest days, that support has been nothing short of remarkable—and 2024 was no different. This year set **new records for generosity**, from the national organization to leagues and teams across the country. Parents, grandparents, friends, business owners, foundations, and corporations all gave generously, demonstrating their belief in NICA's mission. In 2024, nearly 1000 individuals donors gave to national headquarters, a league, or both!

On behalf of the entire NICA community, I want to express my deepest gratitude to each individual, foundation, sponsor, and partner who supported our programs this year. You can be proud of the work we are doing together to change lives. Every gift means more kids can experience the

JOY, CONFIDENCE, & CONNECTION

that come from riding a bike with a community of friends. **Thank you for being a part of it.**

— Amanda Carey, NICA President





The most important
experience from
NICA has been building

FRIENDSHIPS

...I love riding my bike but
having friends at practice
and races makes it
even more fun!

— NICA Athlete

Smiles and the adventure of
riding bikes with friends.
Photo courtesy Mississippi
Interscholastic Cycling League

2024 NATIONAL SUSTAINERS

NICA's Sustainers have pledged to support program operations nationwide through recurring monthly and annual gifts. We thank these Sustainers for their steadfast support.

Amy Kohler
Alison Kane
Austin McInerney and
Celeste McCartney
Billy Fordree Jr.
Brett Walters
Carla Rosal
Christopher Rowell
Chuck Bryan
Cynthia Kastner
Em Meier
Jack Liu

Jamie Morningstar
Jason Buckner
Jim and Cathy Haagen-Smit
Jim Hasenauer
Jim Wedge
Kyler M. Wisenor
Linda Brune
Lindsey Kriete
Muffy L Ritz
Mahinda Jayakody
Nakin Mahapant
Olivia Nicholls

Richard Bennett
Samantha Hart
Stephen Cole
Susan Helm-Murtagh
Tom Senkevich
Tracey Bracco



YOU'RE INVITED
TO JOIN OUR
COMMUNITY
OF SUPPORTERS!
SCAN OR CLICK HERE

NICA

2024 NICA PARTNERS

Thank you to NICA's partners and grant/foundation supporters that fuel our work to reinvent youth sports and engage families in a thriving cycling community. Our 2024 partners' commitment to NICA's mission directly impacted student-athletes, their families and communities across the nation.

LEAD PARTNERS

TREK

SRAM®

ROCKSHOX

PLATINUM



SHIMANO

STRATEGIC



CORPORATE

CANYON



TERRY

mongoose

The Feed.



YAKIMA

COMMUNITY



FOUNDATION & GRANT SUPPORTERS



For a complete partnership program and organizational summary with financial information and demographics, contact [Kate Punderson](#), VP of Development.

NICA

2024 LEADERSHIP

BOARD OF DIRECTORS



ROBERT BURNS
BOARD CHAIR



ERIC RUSSELL
VICE CHAIR



TIMOTHY P. ROGERS
TREASURER



LINDSEY KRIETE
SECRETARY



**LEIGH
KEATTS**



**KRISTEN
DIEFFENBACH**



**VANESSA
HAUSWALD**



**MIKE
KUHN**



**IMELDA
MARCH**



**JIM
WEDGE**



**SANDER
RIGNEY**



**TRACY
PARADISE**



**LISA
SHER**



**AUSTIN
MCINERNEY**

CURRENT LEADERSHIP TEAM



AMANDA CAREY
PRESIDENT



LAUREN HAUGHEY
CHIEF FINANCIAL
OFFICER



MELISSA DAVIES
VP OF PROGRAMS



KATE PUNDERSON
VP OF DEVELOPMENT

This season has been completely life-changing.

Not only have I improved both my mental and physical health, I have made amazing relationships with my coaches and teammates. The community on our team is one of the most positive and exciting things I've ever experienced.

The coaches go out of their way to include everyone and make them feel welcome, and we all cheer each other on during practices and races. I'd say that this NICA season has definitely been one of the

**BEST EXPERIENCES
OF MY LIFE**

— NICA Athlete

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NICA

NATIONAL
INTERSCHOLASTIC
CYCLING ASSOCIATION

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