

2017 Wrap Up

Fostering healthy habits, independence and leadership  
in Philadelphia youth, one ride at a time.

2007  
to  
2013

## Cadence Cycling Foundation

“When Jay Snider and I founded Cadence Cycling Foundation, we felt that future Olympians or World Champions were walking around Philadelphia, but they may not know the sport of cycling existed, let alone have the opportunity to pursue it. After the program’s first year, we better understood the needs and challenges facing our athletes. We shifted our mission from one that focuses on finding future champions to one uses the bicycle as a tool to teach life skills and develop leaders.”

—**Ryan Oelkers**, program co-founder



2013  
to  
2017

## Cadence Youth Cycling

*The Bicycle Coalition of Greater Philadelphia merged with Cadence Cycling Foundation in October 2013, renaming the program slightly to Cadence Youth Cycling.*

“It’s fitting that the Bicycle Coalition began to manage the effort Ryan and I began. This program is part of a growing tradition in Philadelphia: youth development powered through private sports foundations. It’s about building life skills and character through the medium of sports. For cyclists, the entire city and region is our playground and it’s free! The Bicycle Coalition works hard every hard every single day to make that playground bigger and safer.”

—**Jay Snider**, program co-founder



OCT  
2017

## Bicycle Coalition Youth Cycling

“I have been on the All Star Team since my first season. The addition of non-competitive cycling teams was great for me because I like to bike for fun, but am not as excited to race. Through the Youth Advisory Committee, my teammates and I have more chances to share and present our ideas to staff. For example, I was part of the team that chose the new program name: Bicycle Coalition Youth Cycling. One area of growth I really like is tutoring and homework help; instead of just expecting youth to do well in school, now BCYC helps us excel on and off the bike.”

—**Mya Miller**, Senior at Mastery Pickett High School,  
Youth Advisory Committee member



2017  
to  
2020

## Bicycle Coalition Youth Cycling Growth

*In 2017, over 100 youth participated across 6 Core Team sites. By 2020, BCYC will operate 12 Core Cycling Teams impacting 150 youth per year, and an All Star Team engaging 50 youth year round.*

“My initial interest in BCYC was supporting the most competitive cyclists on the Race Team. It is equally as important to invest in the Core Teams, which provide youth an introduction to cycling, allowing them to find their niche on the All Star Team—be that with distance riding, road racing, or cyclocross. While the bike is the tool, it is really not about the bike. It’s about the combination of a healthy lifestyle, academic success, and being successful in a career and ultimately in life. That’s why I’ve chosen to invest in this program’s expansion and provide post-high school opportunities.”

—**Jerry Jacobs**, Founder of the BCYC Scholarship Fund,  
Race Team Master Coach, Mentor, and BCYC supporter.



# 2017 PROGRAM HIGHLIGHTS

**At the enthusiastic insistence of our youth athletes and leaders, 2017 brought more robust and diverse cycling opportunities than ever before.**



- ▶ 103 youth participated across 6 spring Core Teams and 40 of those youth progressed to the All Star Team, earning the privilege to bring their bicycles home and participate in year-round cycling opportunities.
- ▶ 22 youth participated in the third annual Sojourn, a multi-day bicycle touring and camping excursion; this year the team rode 200 miles exploring the South Jersey Pine Barrens.
- ▶ Under the direction of our Youth Advisory Committee, we went “off-road”, launching a new Cyclocross Team, which expands our fall season programming and boasts the highest attendance rate of any team in the program’s history.
- ▶ In preparation for a Fall 2018 Mountain Bike Team launch, four of our coaches earned their PA Interscholastic Mountain Bike League licenses.
- ▶ We reignited our summer Core Team program with a team of 12 youth at Neighborhood Bike Works. By 2020 there will be three summer Core Teams.



**Supporting our youth athletes “beyond the bicycle” has always been at the heart of our mission. Cycling is a powerful tool to engage youth and connect them to opportunities and resources that will grow them into confident, resilient, and independent adults.**

**Academic support expansion:** Mentored by caring adult tutors, our athletes continue to create healthy habits for themselves out of the saddle. We expanded our academic advising program to include weekly homework help hours at Capital One Cafe. These sessions provide a fun and supportive environment, available free for BCYC All Stars.



**Youth Bike Summit:** We embraced our leadership and independence values in many ways this year. BCYC athletes had a larger and more impactful presence at this year’s Youth Bike Summit in Arlington Virginia. Eight youth leaders joined BCYC staff and coaches for a weekend of learning, exploring, and networking. Three BCYC youth presented to an eager and diverse audience on two topics: The youth-led creation and launch the new 2017 Cyclocross Team, and the revision and youth governance of the Tour Team, including the 4-day Sojourn. Our youth were so impacted by the weekend’s rich experiences, three of them wrote an article about the Youth Bike Summit that was published in *Bicycle Times Magazine!*

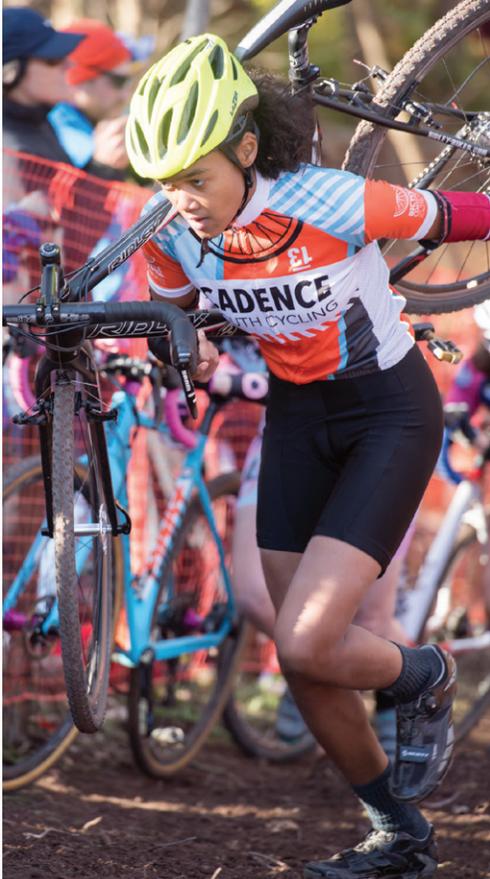




## Sam Cowans 2008 – 2011

Growing up, Sam Cowans watched the pro bike race in Manayunk and he could always envision himself cycling. During Sam’s 10th grade year at Mastery Shoemaker, he joined the cycling team. A natural leader, he was the first team member gutsy enough to put on the cycling kit. Sam recalls learning how to clip in, being motivated to race Cat 5, and the strong sense of camaraderie on his team. Sam went on to attend Bucknell University and rode on their cycling team all four years. His racing bike, a Fuji that was gifted to him by one of his high school cycling coaches, was a strong reminder of his cycling family back in Philly. Upon graduating Bucknell with a major in economics and minor in fine arts, Sam paid it forward by donating one of his bicycles to the Bucknell team. Today, Sam is back in Philly, rides his bike every day to get around, and plans to continue racing. After working for Apple for two years, Sam is now building his own enterprise to engage youth in artistic projects to unlock their potential.

*“I want to show young people that you can unlock peace; it is a matter of learning how to block out what is going on around you. I want to show that there is something to be gained from the artistic process. The inner journey you go through when creating a piece of art is very similar to the inner calm you can find riding a bike.”*



## Tamia Santiago 2014 – 2017

After her first cycling season in 2014, Tamia Santiago reflected in a piece she wrote for the Bicycle Coalition’s Blog:

*“Little did I know that I was focusing on all the wrong things. I was focusing on strengthening my body, but the main muscle that I needed to strengthen was my mind. I needed tolerance and discipline. Once I got that, everything fell in line. The gear I was wearing made me feel like a pro; it made me feel prepared for anything.”*

Indeed, Tamia’s tenacity, combined with the perseverance, confidence, and identity she gained through cycling, has prepared her for a bright future. As she stated in her college admittance essay, “My bike is not an object but a tool to a better me and a better future. This tool took me beyond the perspective of my neighborhood and even the scope of my city.” Tamia was her high school’s valedictorian and received a full ride to Drexel University where she is now a freshman majoring in computer science. An activist at heart, Tamia chose this major to one day help people by implementing innovation and jobs into Philadelphia’s historically underinvested communities. Tamia often remarks how Bicycle Coalition Youth Cycling has positively impacted her fitness, self-esteem, and integrity. She calls herself a “BCYC success story”—and we could not agree more.

## Devante Bivins 2014 – Present

Before joining the cycling team during his 8th grade year in 2014, Devante Bivins spent most of his time at home, drawing and watching TV. When he found out about the cycling program through his friend Patrick, he was interested right away, even though he did not consider himself an athlete. “Being part of the team was hard at first. I was small and not very athletic,” remarks Devante. At his first race, however, he surprised himself with a 3rd place podium finish! That summer Devante made the All Star team, which earned him the privilege to bring his bicycle home. He was inspired by fellow teammates looking like pros in their paceline and decided to try out for the Race Team, BCYC’s most competitive team. Coach Justin (BCYC alumni) would soon see a drive in Devante and invited him onto the Race Team.

Devante admits he was not satisfied with his first Race Team season. “My very first race outside of the program was the Arsenal Crit. I got dead last.” Instead of these results defeating him, he used them as his motivation to train harder, be more diligent, and get faster.

*“I didn’t want to just be beating other BCYC youth, I wanted to beat other youth, and even adults in the Cat 4 and 5 races. I developed some pre race rituals to help focus, like closing my eyes to take a deep breath. During one memorable race, I lost my concentration and drive and found myself at the very back of the pack. I said to myself “not this time”, and found the right moment to charge to the front. I heard my coach’s voice whispering tactics in my mind, and I had my strongest race that day, finishing 17th in a field sprint in the adult men’s Cat 4-5 race.”*



Devante is a natural leader and BCYC has given him the places to develop this ability. He is now Race Team captain, a role that did not always exist, but was created for Devante to develop his leadership. He was also voted the Race Team MVP for his stellar job at holding the other athletes accountable to consistent attendance, sportsmanship, and perseverance. Devante is a co-founder of BCYC’s Cyclocross Team, a team that did not exist before his leadership made it so. He and a group of teammates used their initiative and persuasion to propose the creation of a CX team to staff. Once the idea took off, Devante remained devoted to the launch of the team, participating in planning meetings and continuing leading through his excellent attendance and laudable race accomplishments.

In 2017 Devante was nominated and selected by his peers for a highly competitive position on our Youth Advisory Committee (YAC). Through his role on YAC he has traveled to Washington DC to participate in Lobbying for safe streets and bicycle access, presented at the National Youth Bike Summit, and even given a speech as an honored leader at the 2017 BCGP fundraising gala. Devante will graduate high school in 2019, but before then he wants to become an athlete that others coming into BCYC can look up to.

*“I think it’s important to be a role model for my younger peers. I want to do enough to impact them in a good way and encourage them how Coach Justin (BCYC Alumni) did me. I want to come back as a coach, helping youth set goals and accomplish them. I imagine being the head of the Race Team, since that’s the team I grew up on.”*

After graduating high school, Devante plans to go directly to college to pursue his interest in business and art. Outside of cycling he is an accomplished artist; one of his pieces was actually sold in the Philadelphia Museum of Art gift store. He likes the idea of a business degree, however, so that he can explore the possibility of opening a bike shop or develop another career in the bicycle industry.



## Bicycle Coalition Youth Cycling Scholarship Fund

Bicycle Coalition Youth Cycling has always been focused on preparing youth for life beyond high school. The launch of a college scholarship granting program builds upon our commitment to BCYC athletes academic success. Jerome Jacobs, a friend, masters coach, and major contributor to the program, gave a lead gift to start the scholarship fund. Recipients are chosen through an application process that considers merit, commitment to remaining involved with BCYC, and financial need. In 2017, four BCYC high school graduates received \$5,000 and \$10,000 scholarships to cover the gaps in their financial aid packages. Athletes chosen for these scholarships commit to remaining involved with BCYC over the next four years, are assigned a one-on-one college mentor, and receive employment opportunities with the Bicycle Coalition. 2017 recipients went on to attend Drexel University, The Community College of Philadelphia, Trinity College, and Clarion University.

## Founding Members of the BCYC Scholarship Fund\*

### Initiated by Jerome & Julie Jacobs

Alexa Adams  
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\*The deadline for making a founding member gift is March 30, 2018.

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A special thank you to the current owners of Cadence Cycling & Multisport, Brady Gibney, Dave King, Mark D'Avino, and their staff for providing indoor training space, a gear donation drop spot, and promoting awareness of BCYC.

## Financial Support (September 1, 2016 – August 31, 2017\*)

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