

# BCYC

BICYCLE COALITION YOUTH CYCLING



A PROGRAM OF





**PROGRAM MANAGER**

Malaku Mekonnen

**PROGRAM COORDINATOR**

Tamia Santiago

**TEAM SPONSORS**

Acrow Bridge

Capital One

Cannondale

QCW Cycling

Main Line Health

Anthony & Sylvan Pools

Vie13 Kustom Apparel

Saint-Gobain

Envision Strategies

SRAM

**CONTACT THE BICYCLE COALITION**

1500 Walnut Street

Philadelphia, PA 19122

(215) - BICYCLE

[malaku@bicyclecoalition.org](mailto:malaku@bicyclecoalition.org)

[kristin@bicyclecoalition.org](mailto:kristin@bicyclecoalition.org)



## **Malaku Mekonnen**

BCYC Program Manager

### ***Allow me to introduce BCYC***

*one of the most dynamic and impressive programs in the Philadelphia area. Not only does this program provide an opportunity for youth around the city to participate in the wonderful sport of cycling, but it gives an alternative outlet for many to express themselves and discover things about their community, city and even themselves.*

*As you read on, you'll learn more about the ins and outs of BCYC, and hear firsthand from amazing representatives of the wonderful youth who participate in the Bicycle Coalition Youth Cycling program. During the unpredictable past few seasons, **BCYC served 125 students from 6 schools and had 5 All Star teams.** These youth work hard to achieve their personal goals and form strong bonds with each other and their coaches through the sport of cycling.*

*All that come in contact with BCYC and really know about the program know that it is much more than just riding bikes uphill, downhill or fast. It is about these connections, bonds and relationships that are fostered and made strong. **Our youth love the program and riding bikes because they are loved and treated like family.** That is the dynamic that makes BCYC special.*



# who we are

## YOUTH ATHLETES

What BCYC is all about—our superstar youth athletes bring their skills and experiences together to motivate each other's growth as cyclists, leaders, advocates and friends.



125+ athletes

## BCYC COACHES

Our coaches train and mentor youth to be better cyclists, athletes, and leaders in their communities. Coaches lead practices and support their teams at races, rides and events.



20+ coaches

## ALUMNI

Since 2014, over 750 youth have graduated from BCYC. Alumni stay connected to the program by becoming coaches, college mentors, and paid employees of BCYC and the Bicycle Coalition.



750+ alumni

# we are BCYC



**9+ partner sites**



**5 All Star teams**



**10+ sponsors**

## PARTNER SITES

BCYC High School teams are housed at our partner and school sites all around the city. Practices run smoothly thanks to the help of site support staff.

## ALL STAR TEAMS

Youth graduate from their High School teams and become All Stars. Our five All Star team disciplines are road, mountain bike, cyclocross, tour & triathlon.

## TEAM SPONSORS

Our sponsors allow BCYC to provide completely cost-free bikes, kit, coaching, race registration, snacks, academic support and leadership development to our youth athletes.





# what we do

***Bicycle Coalition Youth Cycling works with youth ages 12-18 across Philadelphia in building healthy habits, leadership, and independence through the sport of cycling.***

We **build entry-level to advanced competitive cycling skills** with our teams through progressive program tiers. All of our programming is 100% free to all youth athletes in Philly.

We facilitate youth athletes' movement through these tiers that **bring increasing levels of accomplishment and responsibility.**

Through the Youth Advisory Council, we **connect athletes' love of their sport to local and national movements for safe streets and racial equity in cycling.** YAC drives the current and future direction of BCYC.

We **embrace pillars of positive youth development through sport to inspire and nurture the growth of the whole athlete** - emotional well-being, academic success, civic participation, career planning and beyond.

We **provide college scholarships** to graduating BCYC seniors, **connections to academic, career and cycling mentors,** and **employment opportunities** as junior coaches with BCYC or with the Bicycle Coalition.

## POSITIVE YOUTH DEVELOPMENT THROUGH SPORT

**90%**  
of youth

say "BCYC has helped me develop positive relationships with adults, including my coaches and mentors"

**85%**  
of youth

demonstrate improved discipline by agreeing: "I make decisions that help me be a better person"

**81%**  
of All Stars

report that they feel better about their future after participating in BCYC

**82%**

of High School team athletes state that they "can learn and do things I didn't think I could do before"

## PROGRAM STATS

**125**

youth athletes rode for our Core and All Star teams in 2021

**82%**

retention rate across seasons (2018-2020)

**19**

youth athletes received college scholarships

**100%**

of All Stars have graduated high school since 2014





# where we ride



## in the city

← Road team on the Manayunk Bridge

BCYC School teams focus on riding safely and effectively as a group all around the city.



## on the Circuit

← BCYC Sojourn on the GAP Trail

The BCYC Tour team spends a lot of time on the Circuit Trails and other trails outside the region. Their big event is the annual Sojourn, a multi-day bikepacking trip planned and led by youth and coaches.



## in the woods

← Escape Granoague mtb race

Our mountain bike and cyclocross teams practice on the singletrack of Belmont Plateau and in Wissahickon Park, plus they compete in races around the region like the Mid-Atlantic Super Series.





## at triathlons

← BCYC Duathlon champions

The Triathlon team athletes take their training to the next level with running and swimming practices. Youth compete in triathlons & duathlons hosted by BCYC supporter DelMoSports.



## in the region

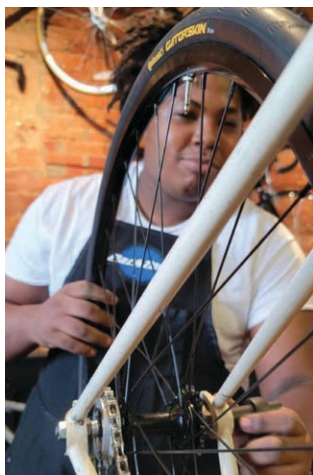
← Bucks County Bridges ride

You can find BCYC athletes and coaches riding all around the Greater Philadelphia region.

In the fall, youth and coaches travel to Bucks County for the Covered Bridges Ride, a full day adventure hosted by BCYC supporter Central Bucks Bicycle Club.

For many High School team athletes, the Covered Bridges ride is their longest of the season, an exciting milestone that they work hard to prepare for.

# words from our athletes



## Noah Faust

*BCYC Athlete of the Year 2021*

BCYC has helped me express myself more and give me the freedom that I did not know I needed. I got to view different parts of the city that I wasn't familiar with, and I even was able to broaden my horizons by riding outside of the city and enjoying all of the scenic views. I'd like to thank my teammates and coaches for trusting me and giving me such an amazing opportunity to be a part of BCYC. Developing, winning and growing with you all—thank you so much.



## Sasha Catledge

*Athlete of the Year 2020*

My team has helped me with my communication, getting out of my comfort zone and meeting new people. I'm proud of being a Youth Advisory Committee Member and I'm proud of getting stronger. When I ride my bike, it's my happy place.



## Jahiem Williams

*Athlete of the Year 2019*

BCYC has helped me in ways I can't put to words—from building character and skills to helping me in college. BCYC has given me more opportunities than I would have had with any other program. I'd say thank you a lot & love y'all forever.



## Nia Pressley

*BCYC Tour Team Athlete*

BCYC made me stronger. As a college student I'm still involved with the program because it impacted my life. At CCP I've caught a lot of kids' eyes about BCYC and how it's teaching young ones to ride safely on the streets of Philadelphia.



**Devin Liles**

*2020 Scholarship Recipient*

I am very grateful for the times I had with y'all and I thank y'all for the skills that I've been taught. BCYC is a great experience that I will always keep in mind!



**Maurice Jones**

*BCYC Tri Team Athlete*

My first year on the team I podiumed at Tri AC. What stood out to me was when I was running and I was slowing down, there were people there to help push and motivate me. I have to give thanks to my team for making this happen.



**Mya Miller**

*2018 Scholarship Recipient*

I always knew I wanted to go to college, but before BCYC, the thought of college terrified me. Now at Franklin & Marshall, everyone knows my name and they get super excited to see me on campus. I have BCYC to thank for that.

## **The Education Center at Sedgley Porter House**

*by Jayden Alexander, BCYC Athlete at SLA Beeber*

The Education Center is important to me because it makes me commit to biking more. I can come here every day after school, learn more about bike repair, relax and help out. I really feel like I belong when I am here. The Education Center has helped me have more of an open mindset. I am used to looking at a small picture, and finding cycling and coming to Sedgley almost every day after school, I've found something different, and it just shows you a bigger picture of things.





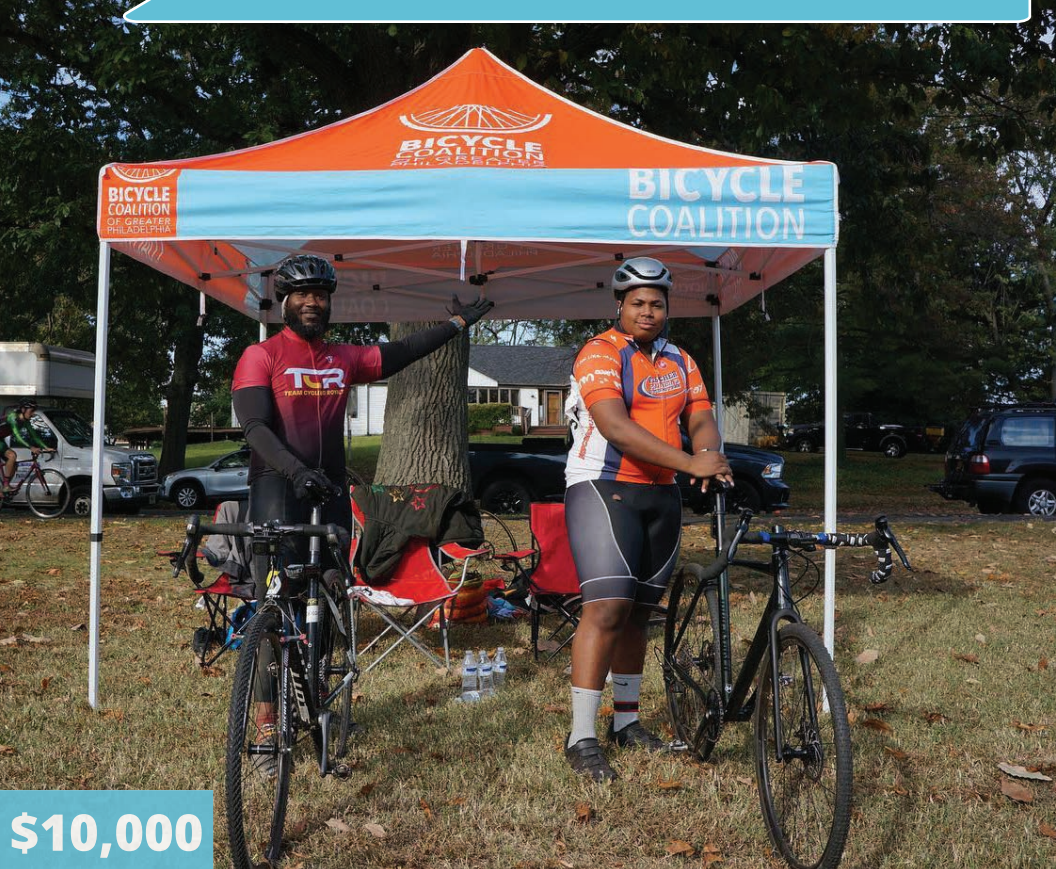
## BCYC scholarship fund

In 2017, Jerry & Julie Jacobs and the Bicycle Coalition launched a scholarship fund for Bicycle Coalition Youth Cycling program graduates. This post-high school financial aid strengthens the path forward for our student athletes.

**\$250K has been raised over the past five years for scholarships,** enabling 19 youth to receive four-year scholarships and 4 BCYC alumni to receive stipends for assisting the program through coaching or program work.

At our most recent Annual Gala & Awards Dinner, we met our goal of raising another \$25k in scholarship funds. This \$25K will meet the financial needs of another cohort of BCYC seniors who will be graduating and heading into their bright futures next year.

# BECOME A BCYC TEAM SPONSOR!



**\$10,000**

## All Star team sponsorship

Select one of our youth All Star Teams to support—**road, tour, mountain bike, cyclocross, or triathlon**—and receive Title Sponsor privileges for this team:

- A **signed team photo or jersey** from your sponsored team
- **Title Sponsor banner** made to be hung at each All Star Team event
- **2 virtual or in-person activations** with your sponsored team! Examples include a guest speaking opportunity, a team visit to your company, a group ride with your team, a volunteer event for your staff, etc.
- **Monthly updates on your team** during their race season





## School Team Sponsor

Select one of our **High School teams** to support during their cycling season. You'll receive all Supporting Sponsor benefits, plus:

### SILVER SPONSOR BENEFITS

- **A signed team photo or jersey** from your sponsored team
- **1 virtual or in-person activation** with your sponsored team
- Open invitation to **host a community engagement booth** at any BCYC event



## Supporting Sponsor

### SUPPORTING SPONSOR BENEFITS

- Your **company logo on team jerseys**
- **Recognition in the Bicycle Coalition's Annual Report** and BCYC Wrap Up Report
- **Recognition on the Bicycle Coalition website** as a key supporting partner of our High School program
- **Social media shoutouts** on Youth Cycling and Bicycle Coalition channels
- **Personalized updates** from the BCYC program





## *Paceline Sponsor*

Become a **Paceline sponsor** of our **Annual Gala & Awards Dinner!**

At this fundraiser for the Bicycle Coalition and BCYC, we honor changemakers in cycling including the BCYC Athlete of the Year.

### **PACELINE SPONSOR BENEFITS**

- **4 Tickets** to the Bicycle Coalition's Annual Gala & Awards Dinner
- **Paceline sponsorship recognition** in all Gala promotion & at the event



## *Champion Sponsor*

A **Champion sponsorship** of our **Annual Gala & Awards Dinner** also supports the BCYC program.

### **CHAMPION SPONSOR BENEFITS**

- **2 Tickets** to the Bicycle Coalition's Annual Gala & Awards Dinner
- **Champion sponsorship recognition** in all Gala promotion & at the event



*thanks for being on our team*



## BCYC SPONSORS

**ACROW**  
BRIDGE

**cannondale**

**Capital One**

**QCW**  
PHILADELPHIA

  
**SAINT-GOBAIN**

 **Main Line Health**

**ANTHONY  
& SYLVAN**  
**POOLS**  
BUILT FOR LIFE®

  
ENVISION  
STRATEGIES

**SRAM**

FOLLOW US ON SOCIAL MEDIA @BICYCLECOALITIONYOUTHCYCLING