



# ANNUAL REPORT 2020

**Enriching communities using the bicycle as a catalyst for healing, empowerment and evolution.**



# BE GOOD™ FOUNDATION

## 2020 YEAR IN REVIEW

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<b>FOUNDER'S NOTE</b>	<b>3</b>
<b>EXECUTIVE DIRECTOR'S NOTE</b>	<b>4</b>
<b>2020 FINANCIALS</b>	<b>5</b>
<b>PARTNER COLLABORATIONS</b>	<b>6</b>
<b>MERCHANDISE</b>	<b>7</b>
<b>EVENTS</b>	<b>8 - 9</b>
<b>BENEFICIARIES</b>	<b>10 - 12</b>
<b>2021 VISION</b>	<b>13</b>
<b>CONTACTS</b>	<b>14</b>



## A NOTE FROM REBECCA

Healing, empowerment, evolution. These are core elements in the Be Good Foundation mission statement. I chose these words when I launched the Foundation because they represent some of the most impactful gifts that the bicycle has given me. I knew that these elements could be brought to communities worldwide with focused intention and many hours of sweat equity, on and off the bike.



As the world continues to be challenged and changed during this pandemic and global crisis, the importance of being good is amplified. As we approach our two year anniversary, the Foundation is evolving to provide relevant and bigger contributions worldwide. In 2020, we responded to the crisis and launched a new fundraising event, expanded the format of our existing signature event and targeted areas of high need such as Covid-19 relief and equity in the outdoors. There is so much we've done as a young organization and you can celebrate our achievements as you review this 2020 report. There is also so much more that I am energized to do. I am an endurance athlete and you can be assured that this is just the beginning of the Be Good journey.

**Thank you** for taking this trail blazing ride with me!

*Be good.* *Rebecca Fresh*

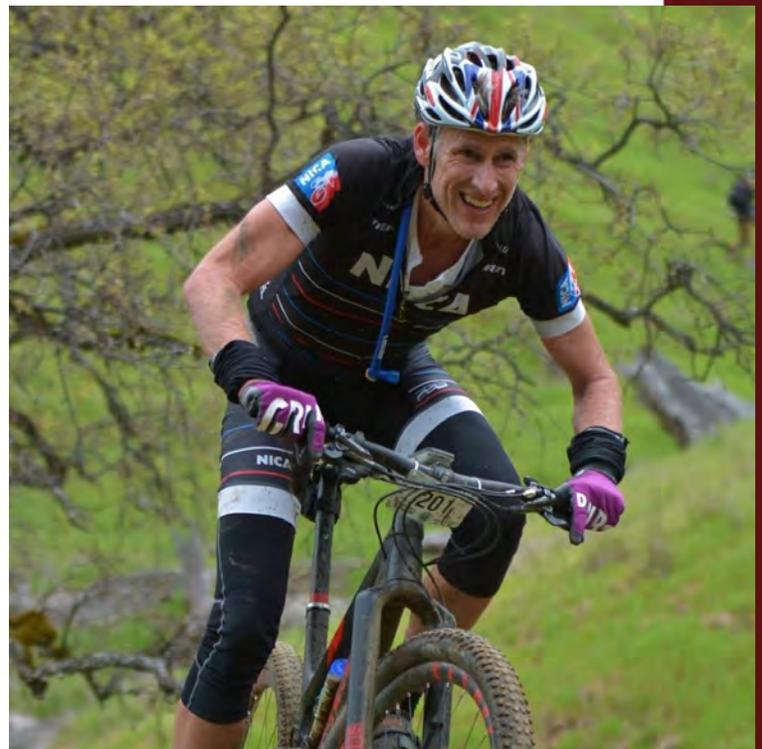
# A NOTE FROM YOUR EXECUTIVE DIRECTOR

## AUSTIN MCINERNEY

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Hardly a day passes during which I am not engaged with cycling in some way. Whether commuting, exploring, reading about, racing, or advocating, bikes have and continue to play a central role in defining who I am. Now, thanks to the Be Good Foundation, I am able to draw on my varied life experiences to help share the power of cycling to create opportunities for outdoor exploration, personal discovery and humanitarian service at local, national and global levels.

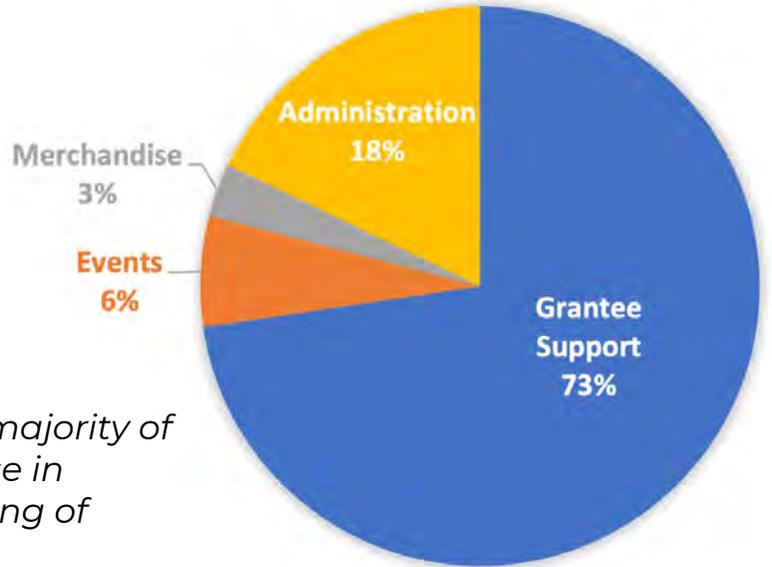
I am excited to work with Rebecca and the rest of the Foundation's Board of Directors and amazing community of volunteers, partners and contributors to strengthen and expand our internal capacity and fundraising efforts in order to do more good in diverse communities both domestically and abroad. With a strong mission and passionate supporters, the Be Good Foundation is ready to grow and expand our efforts to help those who desire to live with purpose, explore with passion, and create lasting change. Thanks for joining us for the ride!



# FY2020 FINANCIALS

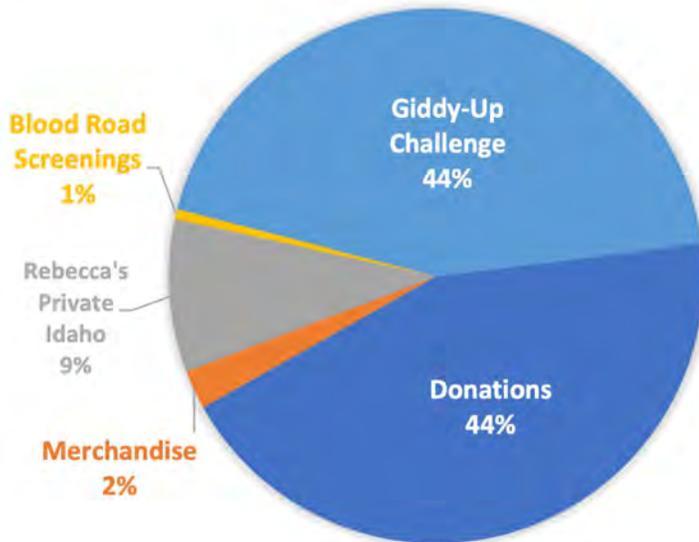
## Expenses

Expense	Amount
Grantee Support	\$181,644
Events	\$15,999
Merchandise	\$7,692
Administration	\$44,659
<b>Total</b>	<b>\$249,994</b>



375% increase in expenses from 2019; majority of which was the result of a 306% increase in charitable granting from 2019 and hiring of Executive Director.

## Income



Income	Amount
Donations	\$119,912
Giddy-Up Challenge	\$120,669
Rebecca's Private Idaho	\$25,233
Merchandise	\$6,465
Blood Road Screenings	\$1,660
<b>Total</b>	<b>\$273,939</b>

149% increase in income from 2019!

Be Good Foundation is honored to have earned GuideStar's Silver Seal of Transparency for nonprofit accounting practices



## PARTNER COLLABORATIONS

# MiiR

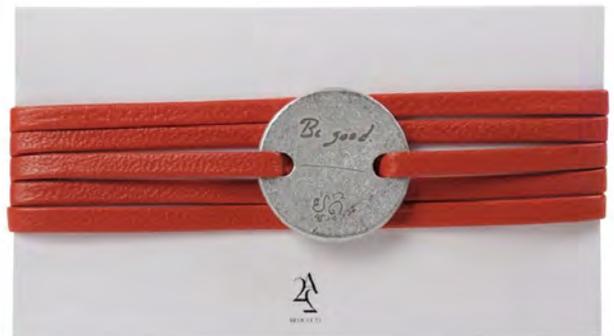
In 2020 MiiR joined us again as the presenting partner of Rebecca's Private Idaho. They awarded Be Good with a \$7,500 donation, \$2,000 in co-branded drinkware, and provided all RPI finishers branded cups. These items are available for purchase and can be found on our online shop and at our special events. Proceeds from their Be Good products benefit the Foundation. Check-out items:

[shop.rebeccarusch.com](http://shop.rebeccarusch.com)

## ARTICLE 22

Our longest running collaboration involves local Laotian artisans transforming bombs into unique, beautiful and meaningful jewelry by taking metal from bombs and war debris and creating wearable art.

The Foundation received \$5,380 in 2020 from sales of Article 22 Be Good collection pieces. \$5 from each piece sold went directly to Mines Advisory Group to assist their demining efforts in Laos.



# MERCHANDISE

With nearly 40 items available for purchase from our online store, we increased our product line in 2020 to include jerseys made by Velocio, neck gaiters and riding socks! Be Good Foundation branded items continue to be our highest selling products.

In 2020, we made \$6,465 from merchandise sales.

All products can be purchased online at:

[shop.rebeccarusch.com](https://shop.rebeccarusch.com)



*Look Good, Feel Good  
& Be Good!*



## EVENTS

# Giddy Up Challenge

Rebecca was struck by the dramatic shifts in her personal experiences as a result of Covid-19. Training for upcoming events was at a standstill, the enthusiasm for the next challenge wasn't there, and the uncertainty of when the world would come together again to ride was completely unknown.

The **#GiddyUpChallenge** was born out of necessity, a way to rally the global community to support Covid relief, an opportunity to safely train and get back into the outdoors again, and to #giddyupforgood.

When the dust settled on this historic weekend, an Everesting World Record had been broken by Katie Hall, 890 participants from around the world rode and ran safely alone, and **\$120,000 was raised for the Be Good Foundation!**

Watch highlight video  
[HERE](#)



## EVENTS

# Rebecca's Private Idaho 2020

Rebecca's Private Idaho (RPI) was reimagined for 2020!

This innovative hybrid event format included unprecedented access to Rebecca's network of human performance experts to educate riders and empower them prepare, plan and execute their bodies, minds and equipment for their own RPI Challenge adventure and future rides.

The RPI Challenge also delivered as a Be Good Foundation Fundraising Event! This year, we focused on supporting Diversity, Equity and Inclusion in the cycling community.

In 2020, Rebecca's Private Idaho participant's related fundraising efforts contributed significantly to the Be Good Foundation's ability increase charitable giving from 2019 levels!

Watch the RPI highlight video [HERE](#)



# BENEFICIARIES

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Charitable giving in 2020 was divided across efforts spanning the entire planet with twenty-two (22) separate entities receiving support. Due to the COVID pandemic, the single largest recipient of support was the Center for Disease Control to help with their emergency response efforts. The remainder of our giving focused on organizations and individuals who work in a variety of ways to improve lives and strengthen communities. In total, \$181,644 was granted in the following ways:

- 39% International Efforts
- 28% Domestic Covid-19 Response
- 19% Domestic Bike Access
- 14% Diversity, Equity, Inclusion

## ***INTERNATIONAL EFFORTS***



**Mines Advisory Group:** \$35,360 grant to assist a brand-new emergency response team in Khammouane province, where the team can respond to reports of explosives found in the community. Since beginning this life-saving work in September, the team has found close to 150 explosive items per month, for a total of 600 items found and destroyed in 2020. This work has kept more than 2,800 people safe from the legacy of explosives in Laos.

**World Bicycle Relief:** \$35,000 in grants used to purchase and distribute bikes across Africa in order to transition female students back to school and to ensure that women will be able to provide their families with economic and food security.



## ***DOMESTIC EFFORTS***



**CDC Foundation Emergency Response Fund (COVID):** \$50,000 to support a wide variety of critical response needs, such as support for state and local health departments, including surge staffing hires; disproportionately impacted populations; communications campaigns; purchases of personal protective equipment for first responders; investments to address health equity issues related to COVID; and much more.

## DOMESTIC EFFORTS CONTINUED



**peopleforbikes**

**People for Bikes** (Bike Access): \$35,000 to support efforts to create a safer, better biking experience for every type of rider in America. Funded projects included new bike lanes, trails and dedicated spaces like bike parks.

**GROW Cycling Foundation** (BIPOC): \$10,000 to promote education, access, and opportunities that advance diversity and inclusion in cycling. Specifically, funds will be used to empower existing programs working to tear down the barriers to entry in cycling for marginalized communities and help create new avenues for inclusive community building and career development in the cycling industry.



**Filmed by Bike** Black, Indigenous and People of Color Filmmaker Grant (BIPOC): \$1,000 to support Black, Indigenous and All People of Color in telling their bicycle stories.

**League of American Bicyclists** (Bike Access/BIPOC): \$10,000 to create an Equity Scholarship Program to increase the accessibility of educational seminars by all people who bike. Through the program, the League will offer approximately 40 full scholarships over the next year to people of color passionate about teaching bike education courses in underserved communities.



**National Interscholastic Cycling Association** (BIPOC): \$1,500 as a matching grant to assist with their efforts to raise scholarship funds to cover participation costs of under-represented adolescents and to assist with development of diversity, equity and inclusion training for coaches.

## DOMESTIC EFFORTS CONTINUED

**Bikepacking Roots** (BIPOC): \$390 to support the BIPOC Bike Adventure Grant program. Bikepacking Roots is the only 501(c)(3) non-profit organization (EIN 81-2622394) dedicated to supporting and advancing bikepacking, growing a diverse bikepacking community, advocating for the conservation of the landscapes and public lands through which we ride, and creating professional routes.



**Bahati Foundation** (BIPOC): \$390 to assist with work towards uplifting and empowering inner city youth.

**MTB Equity Coaches Coalition** (BIPOC): \$3,300 to cover intensive training for eighty (80) coaches from across USA, Canada and Mexico in diversity, equity and inclusion matters and \$10,000 spread across eight mountain bike skills coaches to assist with their outreach and training of BIPOC cyclists and coaches. Coaching programs across North America that received support included: Radical Roots MTB Instruction, Ladies AllRide - MTB Skills Camps, National Center For Youth Development, Betties360 (Elaine Bothe), CLT Bike Camp, Triangle Bike Works, Bike Instructor Certification Program, Shanta Harsa/Cleveland Area MTB Association, Washington Student Cycling League, and Women in the Mountains.



## LOCAL EFFORTS

**Idaho Interscholastic Cycling Association** (BIPOC): \$500 to assist with outreach and engagement efforts leading to more diversity in middle and high school student participation.



# 2021 VISION

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As we go to print on this 2020 summary, we are especially thankful for all the medical front-line workers who are fighting valiantly to curb the spread of Covid. We are also extremely thankful and encouraged by our community's engagement and generosity in 2020! During our generation's most challenging global health crisis, we have collectively come together to be good in many ways and, in doing so, have proven that by rallying around a purpose, we can overcome seemingly impossible obstacles.

Whether the challenge is learning to cope with sheltering-in-place, loss of employment, removing unexploded ordnance, addressing social and political unrest, or any number of dilemmas this past year has thrown at us, the Be Good Foundation has strengthened its network and impact to help others.

Looking forward, we will build new partnerships while nurturing our existing relationships with the goal of increasing our total charitable giving. We also intend to expand and strengthen our Board of Directors to help guide our future efforts. Lastly, we also hope to be able to return to an in-person Rebecca's Private Idaho to allow our community to come together to celebrate one another!

Please consider joining us again this year as we continue to use the bicycle as a vehicle for change; a catalyst for healing, empowerment and evolution. Together we can do so much more, enriching communities from Idaho to Africa and beyond.

*Doesn't it feel good to...*

*Be good.™*





## BOARD MEMBERS, STAFF & CONTACT INFO

Rebecca Rusch: President / Founder  
Jeff Shupe: Treasurer  
Matthew Weatherley-White: Member  
John Perenchio: Member  
Decker Rolph: Advisor

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@BeGoodFoundation  
#BeGood

*Thank you!*



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[www.rebeccarusch.com/be-good-foundation](http://www.rebeccarusch.com/be-good-foundation)