

PEDAL IT FORWARD

Life is Better on a Bike



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1GNITE

**WALTON FAMILY
FOUNDATION**



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Justin Tubb, President
Pedal It Forward, NWA

Dear Justin and Members of the Board,

I would like to thank you for the time your team spent recently in our 1GNITE session. We are very excited about your organization and the impact you have in your community. The generosity of your time and expertise to help others is admirable and the passion you all have for cycling is clearly felt. Congratulations on your successes!

To review the session deliverables included in this package you will find the following:

1. 1GNITE Canvas – visual depiction of the session whiteboard notes
2. 1GNITE Action Plan – detailed review of each of the initiatives that were discussed in the session organized into sections and responsible party. We have left the due dates blank as this is something only your team can determine based on allocated time and resources.
3. Appendix of Materials from the Session
 - a. Photos of the session
 - b. Photos of the actual whiteboard notes
 - c. Rough draft copy of the typed notes we took while in session

We truly appreciate the time to get to know you and the organization better and look forward to assisting you with any future projects!

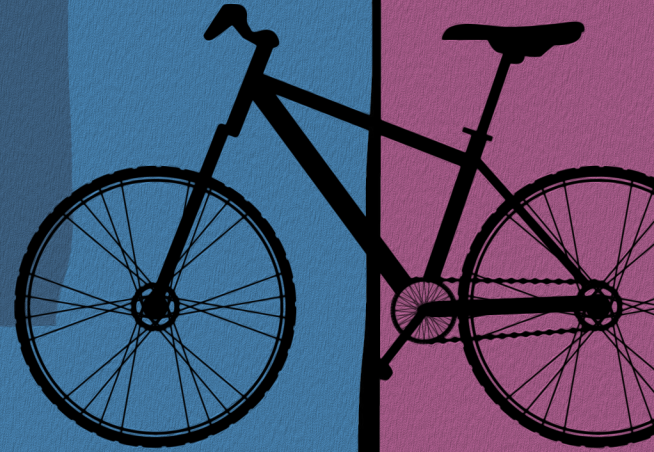
Sincerely,

Brian Dick
President and CEO

A handwritten signature in black ink, appearing to be "BD" or similar initials, written in a cursive style.

Vision

To put as many people on bikes as possible.



Purpose

Building the foundation for future bike enthusiasts through grass roots programs

Get as many people on bikes as possible regardless of age, background or ethnicity

Support the community

Be the source of supply for bikes to everyone

Bikes as a transportation source not just recreation

Provide safe, quality, operating bikes

Service an approximate 1.5 hour radius of Bentonville

Source for school programs and intramural bike programs

Source of bikes for those who cant afford them

Create a family, community, and group experience through sharing the experience of biking

Provide a compliant non profit organization to the community

Establish a model organization for others to replicate in other communities

Fitness and health improvement

A way to reward students or citizens for performance, community service or other good deeds with a bike

Providing volunteers a impactful opportunity to give back to the community and truly impact others

Values

Family and Community

- Freedom
- Respect
- Transformational
- Pride
- 2nd Chance
- Fun
- Transparent
- Independence
- Inspire
- Journey
- Inclusive/agnostic

- Opportunity
- Responsibility
- Long-term Connection
- Family
- Environmental impact
- Passion
- Escape
- Warm
- Quality
- Safety
- No barriers

PEDAL IT FORWARD ACTION PLAN

OPERATIONS, PROCESSES AND PROCEDURES

FINANCIAL AND ACCOUNTING

FACILITY AND LOCATION

DONATIONS (BIKES AND PARTS)

VOLUNTEER GROWTH AND DEVELOPMENT

DONATIONS AND FUND RAISING

WALMART DONATION PLAN ENHANCEMENTS

RESEARCH PROJECTS



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OPERATIONS, PROCESSES AND PROCEDURES

Description	Responsible Party	Resources Needed	Due Date	Completion Date
Develop comprehensive written training program for all bike reconditioning volunteers/staff	PIF Board	Board, Volunteers, Interns		
Research Project - Limit Bike Quality from donation sources?	PIF Board	Board, Volunteers, Interns		
Develop grading criteria for Bikes (i.e. A, B, C, D)	PIF Board	Board, Volunteers, Interns		
Develop a minimum standard with checklist for bike reconditioning	PIF Board	Board, Volunteers, Interns		
Research project – hiring a full time paid position to manage the facility	PIF Board	Board, Volunteers, Interns		
Develop a recruitment plan for reconditioning volunteers – include strategy for fire, police, EMT, vo tech and local groups	PIF Board	Board, Volunteers, Interns		
Develop inventory management system	PIF Board	Board, Volunteers, Interns		
Develop and post a return policy	PIF Board	Board, Volunteers, Interns		
Develop and implement a legal release form for all donated bikes	PIF Board	Board, Volunteers, Interns		
Research partnership with local vo tech or school program for mechanically minded volunteers to earn credits and experience	PIF Board	Board, Volunteers, Interns		
Develop work order system to track incoming and outgoing products. Create a delivery tracking system.	PIF Board	Board, Volunteers, Interns		
Research compliance with current 501(3)(c) status	PIF Board	Board, Volunteers, Interns		
Create a donation form and tracking system for citizens to document their donation for tax purposes	PIF Board	Board, Volunteers, Interns		
Create roles and responsibilities with job descriptions and organization structure	PIF Board	Board, Volunteers, Interns		



Financial and Accounting

Description	Responsible Party	Resources Needed	Due Date	Completion Date
Complete an operational cost study to determine actual costs	PIF Board	Board		
Complete a review of cost of reconditioning vs purchasing new discounted bikes	PIF Board	Board		



FACILITIES AND LOCATIONS

Description	Responsible Party	Resources Needed	Due Date	Completion Date
Assess current location vs moving closer to population density	PIF Board	Board		
Assess size vs program goals. Is it aligned with the organizations goals for the future	PIF Board	Board		
Research other organizations to assess proper layout, size, amenities, and structure	PIF Board	Board		
Assess adding smaller satellite sites or having one large site	PIF Board	Board		



DONATIONS (BIKES AND PARTS)

Description	Responsible Party	Resources Needed	Due Date	Completion Date
Develop a plan to contact manufacturers to better understand opportunities	PIF Board	Board, Volunteers, Interns		
Develop a plan to contact bike retailers to better understand opportunities	PIF Board	Board, Volunteers, Interns		
Develop a plan to communicate to the public on how to donate bikes	PIF Board	Board, Volunteers, Interns		
Research solutions to buy parts wholesale vs retail due to not having a storefront	PIF Board	Board, Volunteers, Interns		
Research option for doing store based collection with volunteers vs DC	PIF Board	Board, Volunteers, Interns		
Research partnerships with Goodwill, Salvation Army, churches, etc.	PIF Board	Board, Volunteers, Interns		
Research waste management options – partner with recycling centers and cities for drop off options	PIF Board	Board, Volunteers, Interns		
Research partnership with cities for community drop off day	PIF Board	Board, Volunteers, Interns		



VOLUNTEER GROWTH AND DEVELOPMENT

Description	Responsible Party	Resources Needed	Due Date	Completion Date
Establish partnerships with local Fire, Police and EMTs	PIF Board	Board, Volunteers, Interns		
Research possible work release program with local correctional facilities	PIF Board	Board, Volunteers, Interns		
Research partnership with Vo Tech and High Schools	PIF Board	Board, Volunteers, Interns		
Research partnership with local corporations whose employees need community service hours	PIF Board	Board, Volunteers, Interns		
Research partnership with local churches, Masons, Shriners, etc.	PIF Board	Board, Volunteers, Interns		



DONATIONS AND FUND RAISING

Description	Responsible Party	Resources Needed	Due Date	Completion Date
Partnership with the Walton Foundation	PIF Board	Board, Volunteers, Interns		
Partnership with Walmart and other local corporations	PIF Board	Board, Volunteers, Interns		
Establish an annual charity gala/event	PIF Board	Board, Volunteers, Interns		
Auction/resale of specialty bikes or collector bikes	PIF Board	Board, Volunteers, Interns		
Establish a storefront for bikes	PIF Board	Board, Volunteers, Interns		
Sell data from reconditioning to manufacturers (long term goal)	PIF Board	Board, Volunteers, Interns		
Establish a managed scrap steel program with negotiated rates and tracking	PIF Board	Board, Volunteers, Interns		
Create merchandise shop online and for local events	PIF Board	Board, Volunteers, Outside consultant		
City donations	PIF Board	Board, Volunteers, Interns		
Grants (state/local)	PIF Board	Board, Volunteers, Interns		
Give forward model (Tom's Shoes) buy a bike at Phat Tire and give a bike to a kid	PIF Board	Board, Volunteers, Interns		
Local/National Celebrity endorsement and promotion program	PIF Board	Board, Volunteers, Interns		



WALMART DONATION PLAN ENHANCEMENTS

Description	Responsible Party	Resources Needed	Due Date	Completion Date
Research value of scrap steel vs donation value to present to WM leadership on why they should give them to PIF for free	PIF Board	Board, Volunteers, Interns		
Identify a broader reach program so that <u>all</u> bikes can be donated ¹ , which would provide the DC with a single source of bikes. ¹ <i>Currently less than 5% of returned bikes are collected</i>	PIF Board	Board, Volunteers, Interns		
Establish a program where the DC "grades" bikes so the organization only manages bikes that fit within its quality guidelines	PIF Board	Board, Volunteers, Interns		



RESEARCH PROJECTS

Description	Responsible Party	Resources Needed	Due Date	Completion Date
Case Study Creation – create heartwarming stories of the impact your bikes have had from examples to answer the question why? Donate, volunteer, etc.	PIF Board	Board, Volunteers, Interns, University		
Community Impact Study – the goal to answer 1 Bike = X for things like environmental impact, job creation, transportation, health, social well being	PIF Board	Board, Volunteers, Outside Consultant, Interns, University		
Best Practice Study – research other bike donation charities across the US to find best practices, models for success, and stats to create goals.	PIF Board	Board, Volunteers, Outside Consultant, Interns, University		
National Pedal It Forward Organization – create a blanket organization like Feeding America that helps centralize the charities under one set of guidance, values and programs.	PIF Board	Board, outside consultant, interns		



APPENDIX IGNITE SESSION

Presentation	A
Discussion Boards (Photos)	B
Discussion Boards (Notes)	C



Appendix A | 1GNITE SESSION PRESENTATION



PEDAL IT FORWARD

So every kid can have a bike



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GETTING 1GNITED

1 BRAND IDENTITY

PURPOSE
VISION
VALUES

2 METHODOLOGY

INITIATIVES
SUCCESS METRICS

3 IMPLEMENTATION

RESOURCES
ACTION PLAN



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DELIVERABLES

IGNITE

CANVAS



IGNITE

WALTON FAMILY
FOUNDATION

Walmart



DELIVERABLES

IGNITE

TRAIL MAP

IGNITE

WALTON FAMILY
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Walmart



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[Start Pedaling](#) | [Find A Bike](#) | [Make A Donation](#) | [Show Your Support](#) | [Share Your Story](#) | [Your Contribution](#) | [Biking Stuff](#) | [Shop Online](#)



Shauna | Dallas, TX



Jason | Heber Springs, AR



Maggie | Detroit, MI



Marcus | Tempe, AZ

C O R P O R A T E S P O N S O R S



**GET
YOUR
GEAR
ON**



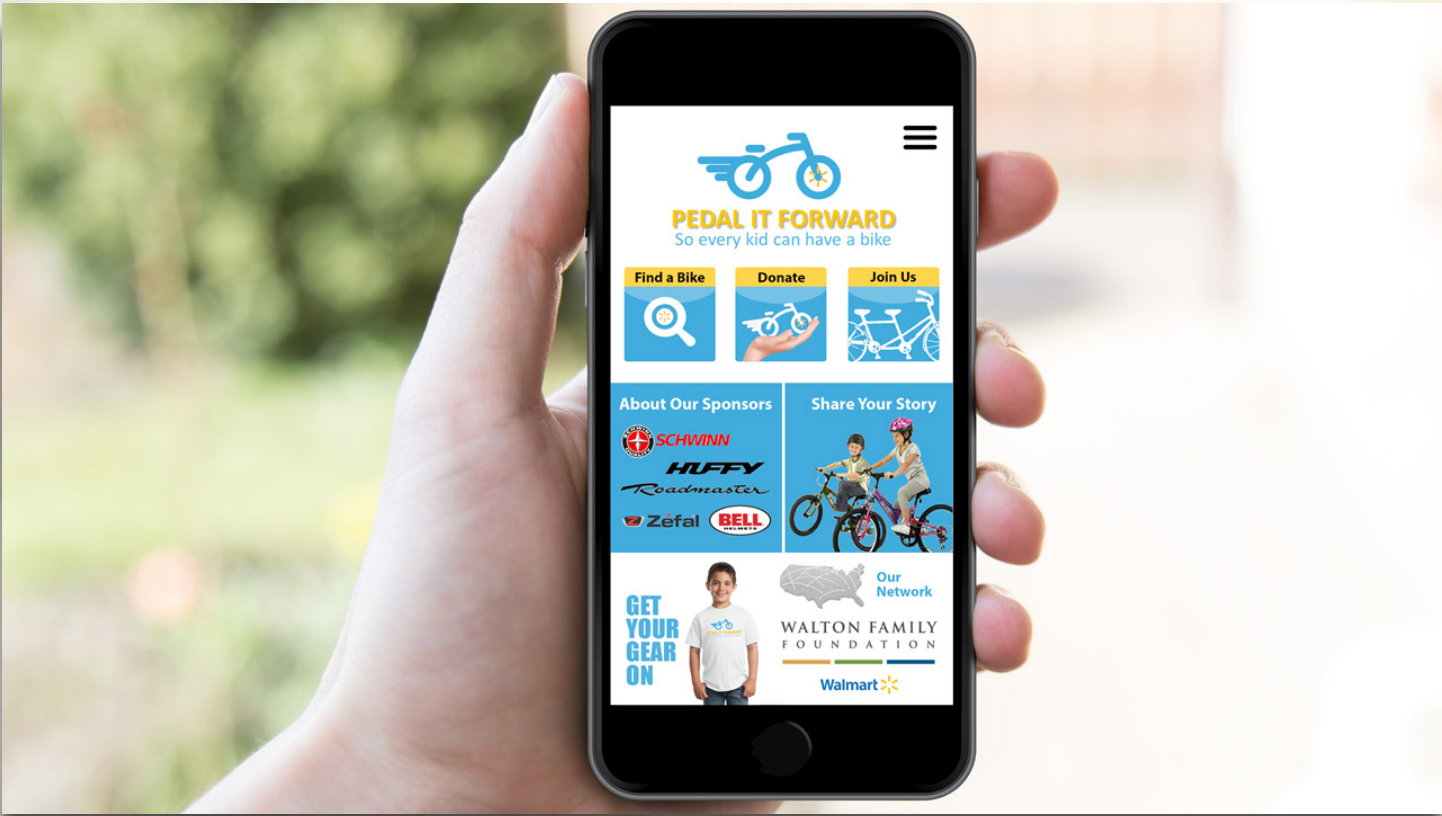
Our Rapidly Growing Network



Donor Spotlight

34,149

Happy Kids



Thank You!



PEDAL IT FORWARD
So every kid can have a bike

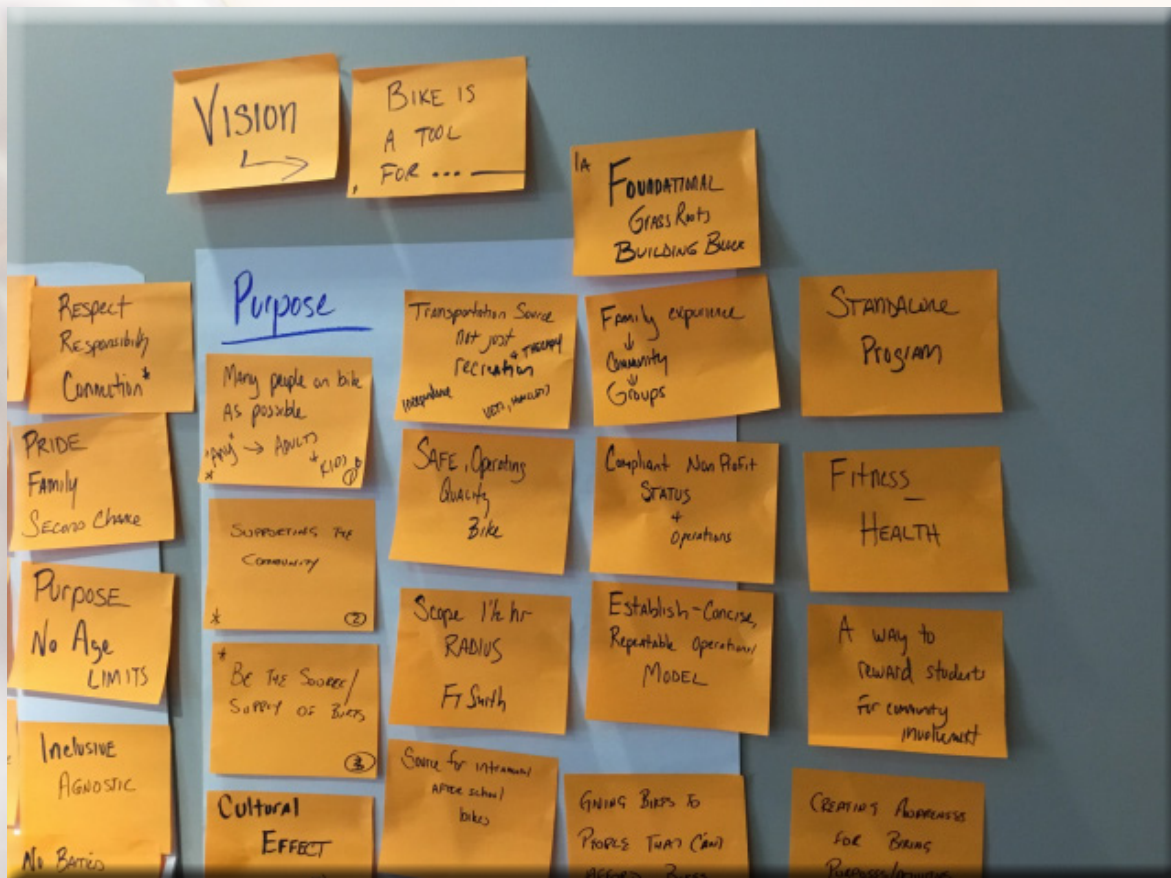


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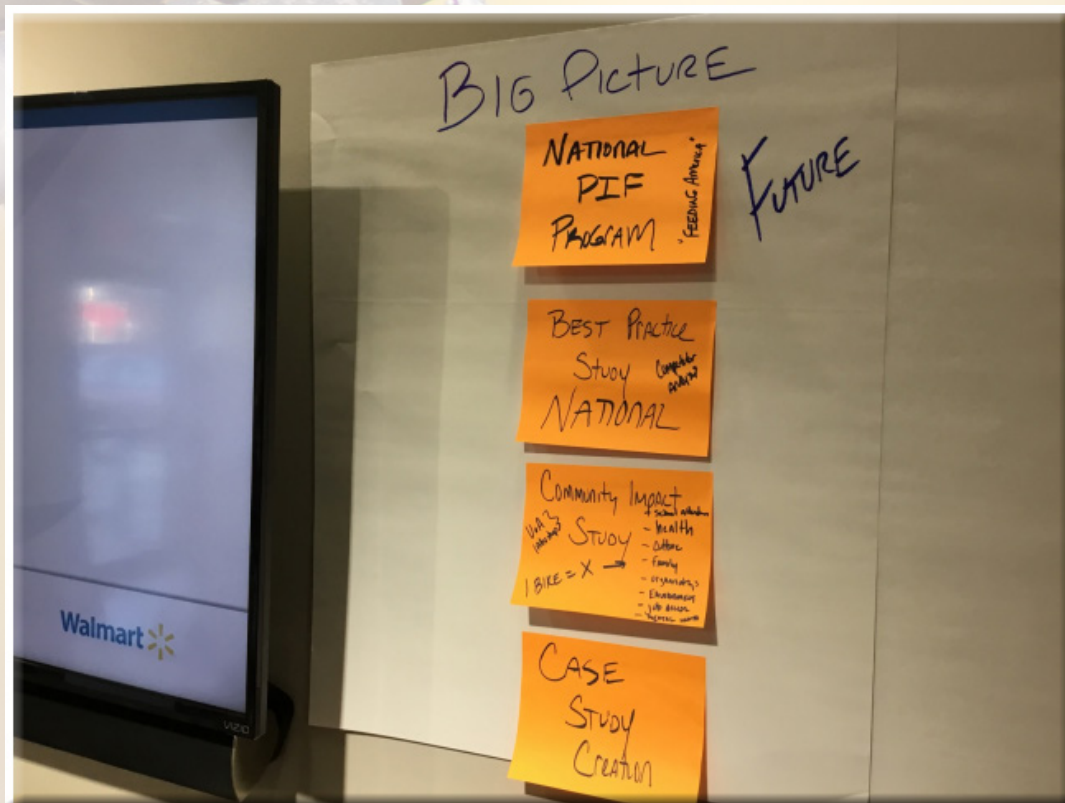
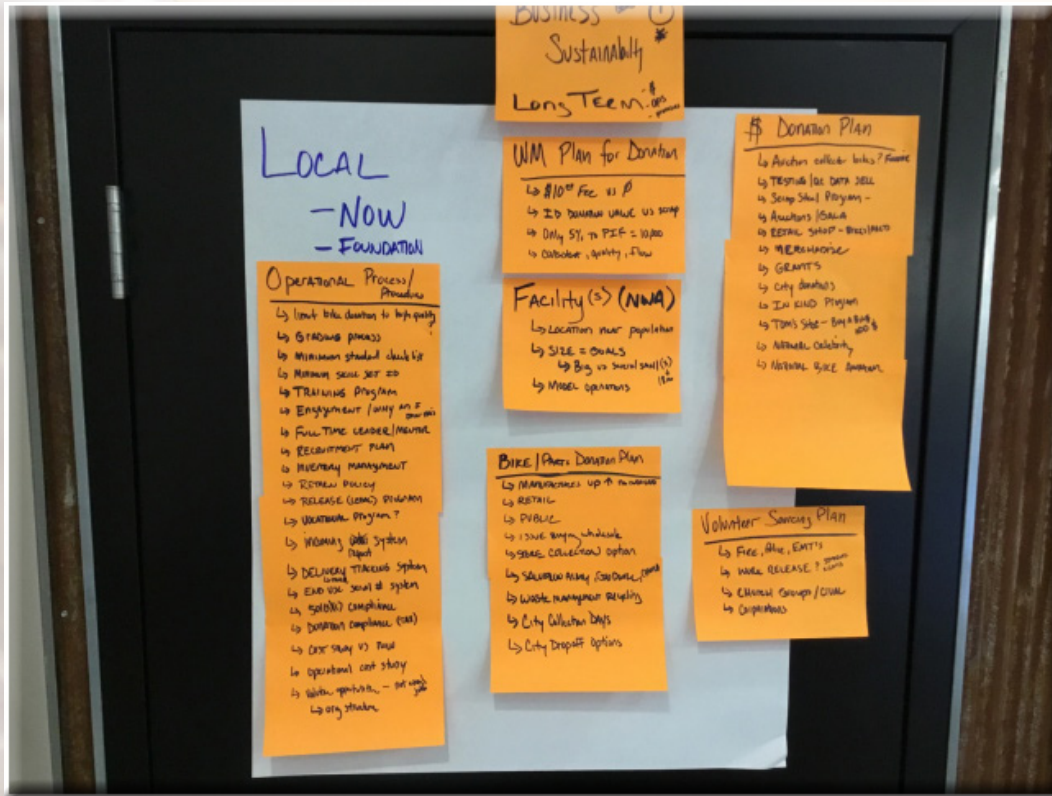


Appendix B | Discussion Board (Photos)





Appendix B | Discussion Board (Photos)





Appendix C | Discussion Boards (Notes)

Vision: Establish a precise, repeatable and sustainable operations model

Purpose: To put as many people on bikes as possible

- Supporting the community
- Be the source/supply of bikes
- Cultural effect
- Transportation source (not just recreation)
- Safe quality bike
- Current scope: 1.5 hr radius
- Source for intermural/after school bikes
- Foundational/grass roots building block
- Family > community > groups
- Compliant, non-profit operations
- Establish precise, repeatable operational model
- Giving people bikes that couldn't get them otherwise
- Stand-alone program
- Fitness-Health
- A way to reward students for attendance/community involvement
- Creating awareness for biking purposes and activities (promote biking from every angle)

Values: Family and community

- Freedom
- Opportunity
- Respect
- Responsibility
- Transformational
- Long-term
- Connection
- Pride
- Family
- 2nd Chance
- Environmental impact
- Fun
- Passion
- Transparent
- Escape
- Independence
- Warm
- Inspire
- Quality
- Journey
- Safety
- Inclusive/agnostic
- No barriers or preferences



Appendix C | Discussion Boards (Notes)

Business Sustainability/Long-Term

- WM plan for donation
- \$10.00 fee vs 0
- ID donation value vs scrap
- Only 5% to PIF = 10,000 bikes
- Consistent, quality, flow

Facility(s) NWA

- Location near population
- Size = goals
- Big versus several small (3 > 18 mo)
- Model operations

Bike/Parts Donation Plan

- Mfgs up – no z
- Retail
- Public
- Issue buy wholesale
- Store collection option
- Salvation Army, Goodwill, etc
- Waste Mgmt recycling
- City collection days
- City dropoff options

\$ Donation Plan

- Auction collector bikes
- Testing/QC Data Sell
- Scrap steel program
- Auctions/gala
- Retail shop – Bikes
- Merchandise
- Grants
- City donations
- In-kind programs
- Tom's shoe – buy one give one
- National celebrity
- National bike awareness

Volunteer Sourcing Plan

- Fire, police, EMTs
- Work release
- Church groups/civil
- Corporations



Appendix C | Discussion Boards (Notes)

Operational Process Procedure

- Limit bike to donations to high quality
- Grading process
- Minimum skill set ID
- Training program
- Engagement / Why am I doing this>
- Full-time leader/mentor
- Recruitment plan
- Inventory management
- Return policy
- Release (legal) program
- Vocational program
- Incoming report system
- Delivery tracking system
- End-use serial # system
- 501 (3) c compliance (tax)
- Cost Study vs New
- Operational cost study
- Volunteer opportunity (not enough jobs)
- Org structure

Big Picture

- National program (like Feeding America)
- Best Practice Study (National)
- Community Impact Study
- Value to VA
- 1 bike equals:
 - School attendance
 - Health
 - Culture
 - Family
 - Organizations
 - Education
 - Crime rate
 - Job-rate, retention
 - Mental health

Case Study



10 REASONS HOPPING ON YOUR BIKE IS THE BEST THING EVER

Source: *The Guardian*

1

Cycling is freedom

2

Traveling by bike is actually pretty quick

3

It makes you fit

4

It makes you feel better

5

It saves you money

6

You can get back to nature

7

It's an adventure

8

You can stop and take in your surroundings

9

It's good for the environment

10

It's fun



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