



2024 IMPACT REPORT





A WORD FROM OUR EXECUTIVE DIRECTOR, TOM SHANNON

As we cycle into 2025, I am honored to join the Phoenix Bikes family and continue building on the incredible work that has defined this organization over the past 18 years.

Our Earn-a-Bike program continues to transform lives, equipping youth with technical skills and confidence while providing access to bikes they can call their own. The program's impact is evident in our graduates' diverse achievements—from successful careers in skilled trades and regional bike shops to prestigious NASA internships and the pursuit of STEM degrees. As these outcomes demonstrate, we've grown into a comprehensive youth development organization.

We have chosen three key areas to build upon our legacy in 2025:

- 1. Enhanced Community Integration:** We are creating structured pathways for community organizations to partner with us, defining clear volunteer opportunities, and increasing predictability for engagement throughout our programs.
- 2. Class-Based Programming:** We are developing additional educational offerings to provide consistent learning experiences and strengthening partnerships with local youth organizations to expand our impact within underserved communities.
- 3. Career Pathway Development:** We are formalizing our commitment to youth empowerment through a clear pathway from Earn-a-Bike to internships and career readiness. This structure prepares participants for thriving careers in skilled trades, creative industries, and STEM fields.

We invite you to join us in this exciting new chapter. Your support, whether as a volunteer, donor, or community partner, is essential as we continue to make a difference in young people's lives.

And remember, it is always a good day for a bike ride!

2024 BY THE NUMBERS

354

Youth Engaged

7,800+

Hours Spent by Youth in Our Programs



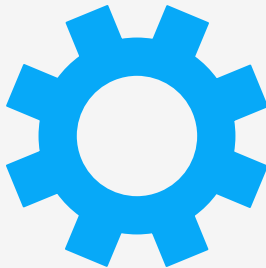
8 INTERNS TRAINED

140 EARN-A-BIKES EARNED

35 YOUTH RIDES ORGANIZED

97 GIVE-A-BIKES DONATED

13 RACES COMPLETED



657 REPAIRS COMPLETED AND 444 REFURBISHED BIKES SOLD

2024 HIGHLIGHTS

Attended Youth Bike Summit



We took 10 students to Youth Bike Summit in Allentown, PA! Our youth met and learned from bike-loving peers, our shop staff led a workshop on Shop Internships, and one of our students, Dimitri, spoke about youth leadership in biking on the opening panel.

Grew our Amazing Staff



We hired our first-ever Assistant Shop Manager (Emma), a third Youth Instructor (Mohommad), and our new Executive Director (Tom).

Pedaled with Team Phoenix



We engaged 15 students—the most ever!—in Team Phoenix, our junior race team, during our summer mountain biking season.

2024 HIGHLIGHTS

Hired 8 Paid High School Interns



We hired and trained 8 paid interns—a Phoenix record! Our shop interns learned the sales and service side of running a full-service bike shop, and our program interns learned how to teach hands-on bike mechanics to other youth as junior instructors.

Revamped our Bike Clubs



In addition to our year-round drop-in Earn-a-Bike program, we ran bike clubs offsite (at local schools) in the spring and fall and onsite in the summer.

Traveled to Philly Bike Expo



Our shop team traveled to Philly Bike Expo, where they attended training workshops and swapped ideas with bike shop staff from across the nation.

LOOKING AHEAD



2024 was a year of growth and change, and we're proud of everything you enabled us to accomplish. Here are some of the big goals we're excited about making happen in 2025!

1 Add class-based (in addition to drop-in) Earn-a-Bike sessions in our shop.



2 Hire a Spanish-speaking youth instructor.



3 Grow our base of active volunteers by revitalizing consistent opportunities.



4 Expand shop capacity to increase sales and offer more services.





THANK YOU!

It's because of your support that we were able to create life-changing experiences for our students. Thank you for helping us make an impact on local youth in 2024!



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