

**Bicycle Federation
of Wisconsin
2002
Annual Report**



August 2003

2002 BFW Work Program Summary

Annual Appeal-Major Donor

Request for additional donations, big income generator
Products: Annual Appeal mailing and follow up phone calls
Funding Source: Self funding from member contributions
Budgeted Income: \$21,000.00
Income: \$20,841.81
Expenses: \$19,226.15

Bike to Work Week – Madison

Annual bike commuting promotional program
Products: Events in Madison to promote bicycle commuting
Funding Source: support from WisDOT, WisDNR, and solicited private business donations
Budgeted Income: \$14,600.00
Income: \$12,865.00
Expenses: \$12,681.73

Dane County Bicycle Education Grant

3 year grant aimed at bicycle safety education for adults, middle school kids, and motorists
Products: Outreach to university, middle school bike clubs, educational materials
Funding Source: Contract with Dane County (supported by Transportation Enhancement funding)
Budgeted Income: \$71,000
Income: \$61,048.16
Expenses: \$60,373.50

Direct Mail

Completion of processing for Direct Mail membership solicitation sent in Fall 2001
Products: Processing new memberships
Funding Source: Self funding from member contributions
Budgeted Income: N/A
Income: \$3,798.00
Expenses: N/A

Event Booklet

Outreach to Members and Nonmembers
Products: 15,000 copies of booklet
Funding Source: Advertising in booklet
Budgeted Income: \$17,600
Income: \$15,587.25
Expenses: \$15,298.46

Expos

Outreach at bicycling events
Products: Tables at bicycling events
Funding Source: Promotional Sales and general funding through membership dues
Budgeted Income: \$4,200
Income: \$2,064.36
Expenses: \$1,156.33

League Cycling Instructor Training

Training for bicycle safety educators
Products: One training in Madison in August
Funding Source: Grant from Wisconsin Council on Disabilities and Registration Fees
Budgeted Income: \$0
Income: \$5,755.00
Expenses: \$2,924.65

Newsletter-Wisconsin Bicyclist

Outreach to Members
Products: Quarterly Newsletter
Funding Source: General funding through membership dues
Budgeted Income: \$1,000.00
Income: \$1,200.00
Expenses: \$3,936.00

NHTSA Grant Employer Program-Madison

Employer bicycle commute and family cycling/motorist education program
Products: None in 2002, classes planned for 2003, toolkit developed for 2004
Funding Source: Grant with National Highway Traffic Safety Administration
Budgeted Income: \$0
Income: \$4,453.95
Expenses: \$3,778.35

Northwoods Tour

Fundraiser and member/non-member outreach event
Products: Participation in Tour
Funding Sources: Donation from Tour organizers and pledges from participants
Budgeted Income: \$4,450.00
Income: \$4,955
Expenses: \$1,890.82

Renewals

Process for member renewals
Products: Bimonthly renewal letters
Funding Source: Self funding from member contributions
Budgeted Income: \$15,000
Income: \$31,059.04
Expenses: \$13,212.04

Safe Routes to School-Madison

Middle school biking program
Products: Month-long promotion at two Madison middle schools
Funding Source: Donation from Trek Corporation
Budgeted Income: \$0
Income: \$20,000.00
Expenses: \$12,229.96

State Bicycle Conference/National Bicycle Education Leaders Conference-Madison

State and National Conference
Products: Conference
Funding Source: Grant from WisDOT and League of American Bicyclists
Budgeted Income: \$13,500.00
Income: \$9,000.00
Expenses: \$5,312.80

Milwaukee Programs (A through C):

Budgeted Income: \$63,600.00

Income: \$48,655.00

Expenses: \$52,176.93

A. Bikefest – Milwaukee

Bike to Work Week in Milwaukee, a month long celebration

Products: Events in Milwaukee to promote bicycle commuting

Funding Source: support from WisDOT, WisDNR, and solicited private business donations

B. Bike Publicity Plan – Milwaukee

Contract with City of Milwaukee to create a bicycle promotion plan for the City of Milwaukee

Products: Bicycle Website page, Television Public Service Announcement, Publicity Plan

Funding Source: Contract with City of Milwaukee

C. Bike Commute Program – Milwaukee

Partnership with We Energies to promote bike commuting amongst employees.

Products: Support for We Energies programs, commuter contest, commuting education and promotion programs

Funding Source: Sponsorship by We Energies

2002 BFW Staff

Chief Administrative personnel:

Executive Director through May 2002: Jeanne Hoffman

Interim Executive Director through May through August 2002: Chuck Strawser

Executive Director August through December 2002: Marjorie Ward

Madison Program Manager: Robbie Webber

Milwaukee Program Manager: Dave Schlabowske

Bookkeeper: Sig Midelfort

Other Staff:

Office Clerk/Project Coordinator: Ali Dwyer

Student Intern: Pao Chee Thao

2002 BFW Board of Directors

Scott Arbit (Jan-Dec) 8431 N. Indian Ck. Pkwy, Milwaukee, WI 53217	Rita Nygren (Jan-Nov) 226 Koster St. Madison, WI 53713
Matthew Birnbaum (Jan-Dec) 1129 Oak St., Oshkosh, WI 54901	Arthur Ross (Jan-Dec) 411 Sidney St., Madison, WI 53703-1723
Tim Buege (June-Dec) 10341 Flagstone Drive Cedarburg, WI 53012	Mary Rouse (Jan-Dec) 1934 Rowley Avenue, Madison, WI 53726
Bob Downs (Nov-Dec) 2402 Vondron Rd. Madison, WI 53718	Eric Schramm(Nov-Dec) P.O. Box 3142 Madison, WI 53704
Peter Flucke (Jan-Dec) 1144 Hawthorn Rd., Green Bay, WI 54313-5812	Richard Schwinn (Jan-Dec) 816 W. Bakke Ave., Waterford, WI 53185
Carolyn Ingram (Nov-Dec) 25 W. Main St. Platteville, WI 53818-3126	Butch Siegel (Jan-Dec) 210 S. Franklin St, Waupaca, WI 54981-1511
Chris Kegel (Jan-Dec) 5722 S. 108th Street, Hales Corners, WI 53130	Christie Terkelson (June-Dec)
Chris Liegel (Jan-Nov) 2501 E. Menlo Blvd.Shorewood, WI 53211	Becky Yakes (Jan-Dec) 3629 S. 84th St., Milwaukee, WI 53228-1503

**2002 BFW
Profit and Loss Budget Versus Actual**

2002 BFW Contribution Sources

December 31, 2002
BFW Balance Sheet

2002 BFW Audit