



Strength in numbers

2008 / 2009
Annual Report

toronto
cyclists
union




Message from the Board

Message from the Executive Director



Having been involved in the Toronto Cyclists Union since its conception in September of 2007, I am fully aware of just how much we have accomplished in one short year since our official launch on May 20, 2008. I am grateful and honoured to have been selected as our organisation's first Executive Director and to be serving all of you, our members, in this leadership role. However, were it not for the vision and courage of our founder Dave Meslin, the leadership and dedication of our first volunteer team of coordinators Rick Conroy, Craig Barnes, Heather McDonald and myself, our founding board of directors, core volunteer team, and early supporters, we would not have the solid foundation on which to continue growing this important, and increasingly powerful, organisation. We have done remarkably well in our first year of operations and I am extremely optimistic moving forward that we will only get better thanks to the strength of the cycling community, and the passion and commitment of those who have chosen to get involved in helping to make ours a world-class cycling city. Thank you for your contributions and ongoing support of your cycling advocacy organisation, the Toronto Cyclists Union.

 Sincerely, **Yvonne Bambrick**

We're delighted to share the highlights of the past year in our first Annual Report. **With a membership of over 700 we're proud of being on our way to realizing a Toronto where cycling is accessible, legitimate, fun and safe.** This year saw many positive changes for cyclists in Toronto and the Toronto Cyclists Union was a consistent voice behind these changes. You, our members and dedicated volunteers, made this happen. But, there is still much work to be done — the Toronto Cyclists Union membership must continue growing in order to sustain this strong and vibrant voice now working toward the safe streets and a healthy city ideal. *Join the Toronto Cyclists Union today! Renew your membership today! Tell your friends about the Toronto Cyclists Union today!*



Strategic Directions

On November 2, 2008 key stakeholders were invited to inform a Strategic Plan for the coming year. Seven key directions for our first year were identified during the planning process as well as discrete target actions that helped to focus our activities. We have made great strides in the areas of governance, advocacy, partnership development and community engagement.

Over the past year we have

- Hired an Executive Director to work full time for cycling issues
- Partnered with the City to offer a standing-room only, exceptionally well received 1st annual Toronto Bike Awards
- Partnered with the Transportation department on the West End Bikeways strategy that engaged local citizens to propose cycling improvements to a portion of the city that was overlooked in the bike plan — set for implementation in 2009–10
- Worked with local groups and City Councillors to ensure implementation of the bike plan and specific wins on Annette Street and the first steps on Jarvis Street
- Developed a Valet Bike Parking service for events
- Established ourselves as the positive and authoritative voice for cyclists in local media, with over 100 media hits to date
- Begun to catalyze ward based cycling advocacy teams to work with their City Councillors to raise the profile of cycling, and the local needs of cyclists
- Received over \$40,000 in grant money from the Toronto Community Foundation and LiveGreen Toronto to develop printed materials to encourage cycling for Toronto newcomers in partnership with Culturelink





What we need to do

In the next few months and continuing throughout the year, we will focus intensely on our financial stability and in turn membership accrual. In the next few months, our focus will be to renew past members and to greatly expand our membership across the city. We will strengthen our relationships with partners such as the **Toronto Coalition for Active Transportation** (TCAT) and will continue to cultivate and learn from partners such as the **Alliance for Biking and Walking**, who facilitated a workshop for us in March that focused on effective cycling advocacy campaigns.



Spreading the word

We are grateful for the support of key volunteers who tirelessly maintain our website, write and distribute the **Ring and Post**, our electronic newsletter and provide leadership to embrace new means of keeping members and the general public informed. Volunteers also maintain our **Facebook** and **Twitter** groups.



Communities in action

- A pilot project to retrofit a couple of on-street car parking spaces in **Ward 20** to additional bike parking capacity — the success of this pilot will spread to busy cycling destinations all over Toronto
- A series of downloadable materials will be available soon:
 - Safe Riding
 - Commuter Tips
 - Cycling & the Law
 - Sharing the Road
 - Cycling With Your Family
- A lobby for a safe cyclist crossing at the 401
- Consideration of cyclists' needs in all current and upcoming Transit City Environmental Assessments
- Our **Newcomer Cycling Outreach** poster campaign and the **Toronto Cycling Handbook** through our partnership with CultureLink.net
- Continued engagement and encouragement of cyclists in all Toronto neighbourhoods to speak about cycling infrastructure improvements in their communities

assets

current assets

bank accounts:	
alterna savings operating account	30,619.71
alterna savings share account	15.00
paypal merchant account	264.96
total bank accounts	30,899.67
total current assets	30,899.67
total assets	30,899.67

liabilities & equity

equity:	
net income (operating surplus)	30,899.67
total equity	30,899.67
total liabilities & equity	30,899.67

Toronto Cyclists Union income statement for the year ended 12/31/08

income

donations	143.89
fundraising events	6,886.30
grants	9,882.15
interest	15.76

memberships

(\$24) basic memberships	7,608.00
(\$60) friend memberships	4,680.00
(\$120) sustainer memberships	3,240.00
(\$200) charter memberships	4,400.00
(\$500) lifetime memberships	8,500.00
total memberships	28,428.00
valet parking services	1,200.00

total income 46,556.10 +

expenses

administration

credit card processing fees	1,180.95
grant processing fees	425.00
industry memberships	138.64
legal & government compliance	274.95
management consulting	1,000.00
office supplies	655.19
rent	1,991.25
telephone	128.13
total administration	5,794.11

marketing

banners, buttons & t-shirts	1,647.07
dandyhorse magazine development	1,700.00
e-mail list management	452.33
internet domain names	133.33
membership mailouts	192.55
outreach & trade shows	151.47
printing & photocopying	1,764.81
web site development	3,072.09
total marketing	9,113.65

meetings & events

food	406.17
venue rental	342.50
total meetings & events	748.67

total expenses 15,656.43 —

net income (operating surplus) 30,899.67 +

financial statements are unaudited

today,

Tell your friends about the Toronto Cyclists Union today!

Join the Toronto Cyclists Union today!

Renew your membership today!

bikeunion.to