

Vehicle for Change:

The Case for Support - TWO WHEEL VIEW

2011-2015

celebrating
TEN YEARS
2001-2011



twowheelview.org

mission

TO PROVIDE leadership, environmental and cultural exchange programs to young people through their participation in bicycle education and expedition programs. TWV programs focus on connecting with local communities and the natural environment, learning about other cultures and encouraging healthy and active lifestyles - from the seat of a bike.

vision

CHANGING KIDS' LIVES FROM THE SEAT OF A BIKE in which...

- youth develop into productive members of our community;
- youth develop environmental understanding and stewardship;
- youth create positive change in their lives' and communities' for the future.



values

- Respect
- Inclusiveness
- Adventure
- Empowerment
- Challenge
- Environmental Stewardship
- Community
- Ethical Conduct

principles

- Provide equal access for all youth.
- Apply a global perspective to everything we do.
- Think creatively when developing programming.
- Encourage empowerment and discussion at every level of the organization.
- Maintain high ethical standards and fiscal responsibility.



Goal 1: Become leaders in youth development programming.



Goal 2: Become leaders in youth cycling expeditions.



Goal 3: Strengthen organizational capacity for long term success.

“instilling a two wheel view of the world...”

Rick and Tanya McFerrin

twowheelview.org

changing kids' lives



Rick and Tanya McFerrin

FOUNDERS OF TWO WHEEL VIEW

Rick and Tanya turned their passion for cycling into a charitable organization called TWO WHEEL VIEW in 2000 after taking a two-year around-the-world cycling adventure. The experience opened their eyes and changed their view about a lot of things.

Lifetime adventurers and avid bikers, the draw of learning by doing has proven inextinguishable. They were both bitten by the bicycling bug when they toured through New Zealand in 1993. Soon thereafter, they set their sights on an around-the-world bike tour. Rick recounts stories of hiding from the Khmer Rouge in Cambodia, getting caught in a monsoon in Belize, and biking through summits of the Andes. From 1998 through 2000, Rick and Tanya traveled around the world by bicycle to realize a shared dream. They pedaled over 24,000km through 43 countries. In 2010 they returned from a 14 month, 14,000km bike trip from Calgary to Mexico City and back with their three boys that were 4, 6, and 8 years old.

Their experiences and perspectives on the world, as seen from the seat of a bike, created the basis for TWO WHEEL VIEW. The passion and vision of TWO WHEEL VIEW is captured in their personal connection to community and global environments and their continued efforts to provide opportunities for young people.



The McFerrin family: Rick, Sampson, Tarn, Tanya and Markos (14 month bike trip Calgary / Mexico)

"I learned that the hardest things are the things you're going to enjoy the most."

Yobana, age 14

twowheelview.org

the impact



High-quality, out-of-school programs have long been identified by researchers as important for the positive development of youth. TWO WHEEL VIEW programs support youth in the critical hours outside of school when young people are less likely to be supervised and have the potential for making poor decisions that can result in accident, injury or crime.

TWV programs increase youth resiliency and lessen risk factors of students through cognitive development, social competence, and emotional and physical wellbeing; thus increasing their likelihood of future success.

RESULTS

Resiliency Initiatives of Calgary provides assessment, training and consultation services to TWO WHEEL VIEW. It has developed a resiliency assessment and evaluation protocol that provides a statistically sound and research-based approach to understanding the impact of TWO WHEEL VIEW.

Data collected from students who participate in TWO WHEEL VIEW programs indicate that youth have higher self-esteem, interact better with friends, stay in school and avoid risky behaviours.



"I'm thinking to myself, I can't do it, I can't; and then I am like, yes, yes I can!"

Cassie, age 15

"Our 5-year plan for changing kids' lives."



twowheelview.org

vehicle for change

2011-2015 Organizational Budget:
\$3.5 Million



TWO WHEEL VIEW (TWV) is a charitable organization that provides leadership, environmental and cultural exchange programs to young people through their participation in bicycle education and expedition programs. In the past decade TWV has helped more than 1,500 young people develop leadership skills, gain confidence and self esteem, and learn life skills that will help them transition into positive adulthood.

JOIN THE RIDE: THE FIVE YEAR PLAN

Over the next 5-years, TWO WHEEL VIEW will raise \$3.5 million to serve more than 3,000 youth through high impact after school programs, community education and expedition programs.

Goal 1: BECOME LEADERS IN YOUTH DEVELOPMENT PROGRAMMING

- TWV will serve 2,000 youth in 25 new program locations in Calgary. 5-year budget: \$1.2 million
- TWV will serve 1,000 youth and community leaders in 50 Community Education Programs: 5-year Budget: \$500,000

Goal 2: BECOME LEADERS IN YOUTH CYCLING EXPEDITIONS

- TWV will lead 35 expeditions for 350 youth in Canada, USA, Argentina, Norway, and Mexico. 5-Year Budget: \$1.5 million.
- Engage host communities in program development and cultural exchange.

Goal 3: STRENGTHEN ORGANIZATIONAL CAPACITY FOR LONG TERM SUCCESS

- Develop local and national partnerships to extend TWV reach.
- Raise TWV profile in Calgary, nationally and abroad: 5 -year Budget \$300,000



"I like working with tools and getting my hands dirty."

Emily, age 14

Goal 1: Become leaders in youth development programming.

twowheelview.org

after school programs



2011-2015 Program Budget:
\$1.2 Million

EARN-A-BIKE

Earn-a-bike program is a hands-on way to teach kids basic mechanical and employment skills. This program builds confidence and teaches them life long skills. Students learn bicycle repair during scheduled sessions and drop-in hours, then swap hours of community repair for their own recycled bicycle. In this hands-on environment, students explore a new world of learning outside of school. They give back to the community by repairing used bikes for others, and accumulating Earn-a-Bike credits at the same time. For many of the students, Earn-a-Bike is the only way they can afford to get a bike. Others spend their time keeping their own bike in good repair.

SUCCESS FACTORS

- Programs operate in neighbourhoods with indicated need.
- Programs are accessible and require little transport for youth to attend.
- Programs are free.
- Programs are organized, noncompetitive, recreational and educational.
- Programs are relevant and fun for teens.

COMMUNITY PARTNERSHIPS

City of Calgary, FCCS, Calgary Housing Authority, YMCA and others.



THE 5-YEAR PLAN

TWO WHEEL VIEW will serve 2,000 students in 25 new program locations over the next 5 years.

5-year Budget: \$1.2 Million

"If I can do that I can do anything."

Aaron, age 16

Goal 1: Become leaders in youth development programming.

twowheelview.org

community education

2011-2015 Program Budget:
\$500,000



COMMUNITY EDUCATION PROGRAMS

TWO WHEEL VIEW extends its reach to hundreds of Calgarians and dozens of communities per year through the Community Education Program, using bikes to

- Support youth development in high needs areas,
- Encourage healthy, active and sustainable living,
- Bring people together and strengthen communities.

Programs are diverse and tailored to the needs of each community

- Short-term bike mechanics courses for youth leaders.
- "Bike Repair Blowout" events for the entire community.
- Bike maintenance and safety fairs.
- Bike giveaway days to high needs areas.
- Intergenerational programming (senior facilitators).
- School-based programs.

COMMUNITY PARTNERS

TWO WHEEL VIEW responds to emerging needs of communities by collaborating with the City of Calgary, community leaders, housing officers, schools, parents, social workers, and youth serving groups to support local youth with empowering bike programming centered around maintenance, safety, and experiential education.



THE 5-YEAR PLAN

TWO WHEEL VIEW will serve 1,000 youth and community leaders in 50 Community Education Programs over the next 5 years.

5-year Budget: \$500,000

"This trip is just opening more doors for my future."

Simon, Calgary Alberta

Goal 2: Become leaders in youth cycling expeditions.

twowheelview.org

expedition programs



2011-2015 Program Budget:
\$1.5 Million

Imagine spending a few weeks riding a bike through a remote region of Argentina or Norway or many other extraordinary places that TWV founders, Rick and Tanya McFerrin, discovered on roads less travelled - experiencing outdoor adventure, exploring foreign cultures, expanding your mind.

TWO WHEEL VIEW offers a grass-roots approach to bicycle expedition programs that allow students to take part in daily trip planning, engage with local communities, participate in service-learning projects and raise their level of environmental and social awareness. Participants gain strength, confidence, and perspective as they create memories that will last a lifetime.

CANADA YOUTH EXCHANGES / REGIONAL EXPEDITIONS

TWO WHEEL VIEW youth exchanges and regional expeditions provide youth an opportunity to explore Canada and destinations closer to home, meet new friends, and get involved in community projects – from the seat of a bike.

INTERNATIONAL EXPEDITIONS

TWO WHEEL VIEW operates in a select handful of countries and maintains strong relationships in these areas. International students and adult leaders join our expedition programs to offer cultural exchange experiences. Students are involved in service learning projects to make a positive impact in host communities. Students come from a variety of backgrounds and bring with them a mix of skills and experiences. TWV offers financial assistance, fundraising support and volunteer opportunities for students who would not otherwise be able to participate.



THE 5-YEAR PLAN

TWO WHEEL VIEW will lead 35 expeditions for 350 youth over the next 5 years in Canada, USA, Argentina, Norway and Mexico.

5-year Budget: \$1.5 Million

"... there are no words to describe how fun it was."

Beaumont, Grade 11 – Bowness High School

Goal 3: Strengthen organizational capacity for long term success.

twowheelview.org

building excellence



2011-2015 Program Budget:
\$300,000

TWO WHEEL VIEW is at an exciting stage. With significant impact and much positive feedback over the past ten years, TWV is poised to move beyond seasonal outcomes towards long term, capacity building success.

TWV believes that success occurs not only through high impact programs but through organizational structure, board members, staff, partnerships and volunteers.

5-YEAR OBJECTIVES TO STRENGTHEN ORGANIZATIONAL CAPACITY

- Identify and recruit new board members to extend the reach of TWV.
- Develop a higher profile in Calgary, nationally and abroad.
- Establish important community linkages and partnerships.
- Become a strong platform agency (hub) to support related organizations.
- Provide meaningful career opportunities to staff and volunteers.
- Develop communication and fundraising capacity.

A MESSAGE FROM THE FOUNDER

"We challenge young people to do something different, we teach them about the world we live, the social and environmental challenges we face, and we hope that our involvement will make a difference in their life and community."

Rick McFerrin



"If I can do that, I can do anything!"

Faith, age 17

“changing kids' lives
from the seat of a bike.”

twowheelview.org

contact us



REGISTERED CHARITY

TWV is a registered charity and is operated exclusively for charitable and educational purposes. TWV has a broad range of support from schools, youth groups, local and national organizations, corporations, and individuals.

TWO WHEEL VIEW is supported through individual and corporate donations, foundation and government grants, volunteers and in-kind support. Contact us to discuss ways that you can get involved.

TWO WHEEL VIEW - CALGARY

Registered Canadian Charity number 81886 9547 RR0001
#321 - 223 - 12th Ave SW - Calgary, Alberta T2R 0G9 - CANADA
telephone: (403) 870-7433

TWO WHEEL VIEW - USA

Registered 501(c)(3) nonprofit organization number 41-1995390
9658 Gander Lane - Minnetrista, Minnesota 55375 - USA
telephone: (866) 858-2453

general email: info@twowheelview.org

website: www.twowheelview.org



BOARD OF DIRECTORS

Geoff Cain - Calgary, Alberta. Investment banker with Stonecap Securities. Active in CCIAC and Calgary Stampede, CAPL, and AIPN. MBA and Master of Law.

Jane MacKimmie-Skeans - Calgary, Alberta. Active in non-profit sector and community investment. Founder and Director of Bolivia Kids.

Shauna Cox - Cochrane, Alberta. Bow Valley College Regional Stewardship Operations Analyst.

Kevin Byrnes - St. Paul, Minnesota. Wells Fargo, Regional Banking Compliance Risk Management; American Bar Association; Minnesota Bar Association.

Matthew Swanson - St. Paul, Minnesota. Professional Contractor, Community Volunteer.

Joe Johnson - Venice, California. - Owner, Tavana Media.