

OFFICIAL

BIKE RIDE

BICAS  
BICYCLES  
RECYCLING & EDUCATION CENTER

WELCOME TO BICAS  
Sorry WE ARE



BIKE RIDE

*As we emerge from the claws of winter's chill, we can take heart in the unifying aura that the darkness makes visible. Each of us — friends, community, denizens of this slice of earth — are united by the maudlin call of reflection. We cast our gaze yonder from the dimmest season of the Earth's orbital dance as we launch through the new year.*

*Resolve, passion, and gratitude pave the cobblestones of BICAS' bikepath — behind us, incandescent slabs are engraven with many developments of 2023 — ahead, the billowing mortar of potential fortells our hopes for the year to come. As for our mission, we can only remain resolved as we pedal down this road, honored by the community we're empowered to serve.*

*In 2023, we redesigned our website with mobile accessibility in mind, relaunched online shops for bikes and art pieces, and began new partnerships to expand the spheres of our work in all our communities. Our new sustainership program has given our donors another way to support us, empowering our likewise-growing outreach initiatives, to get bikes into more hands. Your numbers, as you utilize our programs, saw a significant rise in 2023! Excited for the road ahead, we rocket through cyberspace, celestial space, and the community space we're proud to share in our shop.*

*We are humbled by your support. Here at the corner of 7th and Ventura, this organic thicket of life, our ecosystem of perpetual growth that unite bicycles and humanity, the Tucson's fresh air is fragrant with a warmth that outshines any winter.*

*As we write to you all — the beating heart of Tucson — we feel your love. It is your generosity, through your donations, through your time, through your presence, which enables, fortifies, propels our mission of fostering sustainable transportation for all!*

*Side by side, hand in hand, halfway out of the dark, we extend our heartfelt gratitude for your unwavering support in 2023. As we stand on the threshold of 2024, we can only eagerly anticipate the opportunity to continue to give back, to grow, and to thrive alongside you all.*

*Happy 2024, our friends! Wherever you ride, safe journeys to you all.*

*Love, Peace, & Bicycle Grease,*

**The BICAS Collective**

**BICAS (Bicycle Inter-Community Art & Salvage) is a worker self-directed nonprofit 501(c)(3) bicycle center located just north of downtown Tucson.**





## **Our Mission**

**Through advocacy and bicycle salvage, our mission is to participate in affordable bicycle transportation, education, and creative recycling with our greater Tucson community.**

# Our Shop

NESTLED AT the corner of 7th and Ventura, defined visually with vibrant murals and sculpture, our shop is an microcosm of Tucson life. We uphold our committment for our shop as a community space, where people can rest on the couch by the foosball table or beneath the ramada outside the gate, a space apart from the beating sun. It remains center underground creativity; an atmosphere designed for growth, learning, creativity, and confidence-building in bicycle mechanics.

In our journey of exponential recovery from the heart of the pandemic, users of Community Tools, Work Trade, and Community Service all saw drastic increases in 2023. More than twice as many people earned bikes as in 2022! During our open hours, 3-5 knowledgeable mechanics stand ready to assist our community, in Community Tools, Work Trade, and Community Service, from 11 AM to 6 PM on Tuesday through Sunday.

## Best of Tucson

In 2023, our shop was voted **#1 Best Biking Group/Community**, and **Reader Recommended: Best Bike Shop in Best of Tucson 2023!** We are honored to be included in Tucson Weekly's tabulation of our of community consensus.



## Staff Development

As bicycle technology continues to evolve, we prioritize keeping up-to-date in order to optimally serve our community. Our staff trainings enable us to assist our community with whatever repairs are needed to keep put them safely back on the road. In 2023, staff participated in **8** advanced mechanics trainings. Additionally, we also held our Annual Frame-Up competition, where staff built bikes in a single day! All bikes underwent our rigorous quality and safety checking process.



### Work Trade

Accessibility of BICAS programs is ensured through our Work Trade program, which provides all individuals, regardless of income or ability, an avenue to earn BICAS shop credit in order to repair their bicycle, purchase used parts, or earn a bike, all while developing their skills and helping with useful shop tasks. We are proud to have worked with **585** work trade users this year, including **89** youth participants, across **1758** sessions.

### Community Tools

The core of our mission, BICAS strives to empower the confidence and skill in our community to fix their own bikes, promoting reliable and accessible transportation. Priced on a sliding scale, our mechanics tailor hands-off instruction to each individual's mechanical skill and comfort level. In 2023, **1329** members of our community, including **58** youth, utilized the BICAS tools and bike stands to repair their bikes, over the span of **2652** sessions. All the tools needed for repairs are available in our space.

### Our Bikes

The recycled bicycles we sell in our shop come in three tiers of refurbishment by the skilled hands of our mechanics: as-is bikes, ready-to-ride, and floor bikes — a triad which ranges from as-donated to as-new. In 2023, **103** people earned bikes through the use of our work trade program, including **7** youth. In 2023, **1121** bikes were purchased, including **1064** as-is bikes, which are fully purchacable through work trade credit.

# Outreach

AN INSTRUMENTAL mode of reaching our community, Outreach is our primary branch of interface with the public; crucial in getting bikes into our people's hands.

2023 saw an increase in our tabling presence, led by our passionate Volunteer & Outreach Coordinator Yaya, and by Joselyn, dedicated committee member who took the role in upon Yaya's departure in November, in a seamless transfer of communication for our community.

Our perpetual endeavors to expand our the work we're able to do for the populations we serve was held forefront this year, to which in no small part accordingly, we have seen increased numbers of individuals utilizing all of our programs in 2023! We continually pursue avenues to spread awareness of our services and nurture those preexisting relationships.



## Tabling

An effective means of community interface, tabling promotes information accessibility, whether at neighborhood block parties or open streets events. In 2023, BICAS tabled at **10** community events, where we offered information about our services and signups to our newsletter, as well as an opportunity to spin our prize wheel! Depending on the event, you could also find us with our obstacle course, our blender bike, or other interactive games for our community! September saw the introduction of **\$10** shop credit slips as a prizes on the wheel! **10** of these credit slips have since been used in the shop to purchase used bikes and parts.

## La Posada Bike Drive

At the La Posada Bike Drive in February, BICAS attained around **80** donated bikes! These bikes went into our regular programs, becoming as-is bikes, floor bikes, class bikes, youth bikes, or being recycled for parts to be used by and for our community, for bikes and for art.





## Cyclovia

For our **9th** year, BICAS had a presence at both Spring and Fall Cyclovias, which regularly sees more than **40,000** participants. Cobalt was the color of the cloudless sky during both iterations in 2023, the biannual car-free event organized by Living Streets Alliance to create open streets! We sold art and merch — offered spins on a prize wheel in exchange for signing up for our newsletter — and of course, had rides through our obstacle course! Our dedicated mechanics were on standby for emergency repairs, and everyone loved trying out our blender bike! At Fall Cyclovia, the BICAS table was able to be part of a Cyclovia scavenger hunt, where Cyclovia-goers would come fill out a spot on their sheets!

## Our Partnerships

Our outreach partnerships with fellow organizations are crucial to networking within the community to reach populations who would not otherwise be aware of our services. In 2023, we partnered with:

Living Streets Alliance  
Ellie Towne Community Center  
Barrio Restoration  
Watershed Management Group  
Sugar Hill Neighborhood  
Department of Transportation (City of Tucson)  
La Posada (Green Valley)  
Catalina Council Boy Scouts of America  
Tucson Indian Center

## Group Rides

In 2023, BICAS Outreach partnered with **2** organizations specifically to lead group rides. We were honored to partner with Living Streets Alliance for a ride to the Art Mart at Dark, and with Watershed Management Group for their bike tour portion of their Home Tour!

## Blender Bike

What joy in this world which compares to the taste of a smoothie created by the torque of your own pedaling? In our tabling presence in 2023, the blender bike has been a massive hit. A stationary bike that directs the momentum of the pedaller into a blender, individuals are invited to blend their own smoothie, and taste the frozen fruit of their labor! The blender bike remains available for rent, though we reserve the use of it for our special events!

# Our Volunteers

FROM OUTREACH, to bikes, to art, to all the facets of our mission of transportation accessibility, our work could not be effective on the level we maintain without the generous work of our volunteers. We value the relationships we cultivate with our volunteers, and are humbled with gratitude for all that they helped us accomplish in 2023! So much of this would not be possible without their tireless support, instrumental in our initiatives all year long!

We extend a most heartfelt thank you to all our volunteers. Your dedication keeps BICAS thriving year after year, and we constantly find ourselves moved by the meaningful work you do with us in our community. We eagerly anticipate continuing this incredible journey together throughout 2024.

## Volunteer Orientations

Our productive Volunteer Flying Day in October, where volunteers gathered to help post flyers to promote awareness of our services, became the harbinger for our now-monthly Volunteer Orientations. October's Flying Day had **3** volunteers in attendance. The first Volunteer Orientation in November saw **3** volunteers in attendance, and the second Orientation in December had **9** incredible volunteers, without whom the Art Auction could not have been such a success. These orientations make volunteering accessible and approachable, forming a solid cornerstone to deepen our relationship with our volunteers.





## Community Service and Shop Volunteers

BICAS continues to provide verified community service and volunteering hours during our open hours. In 2023, **148** individuals, including **61** youth, across **525** sessions, earned community service credit for court-ordered cases and school volunteer programs. These volunteers worked **1406** total hours in the shop. With nearly twice as many Community Service users as in 2022, our largest increase has been in youth!

## Cyclovia Volunteers

From the blender bike to our merch table, from the obstacle course to crafts, we brought a plethora of activities to Cyclovia — all this could not have been managed without the tireless aid of our volunteers! At Fall Cyclovia, we had **2** volunteers. At Spring Cyclovia, we had **4** volunteers, including one soon-to-be board member. Our volunteers spoke with **438** people who came by!

## Art Auction Volunteers

Our largest annual fundraiser ran smoothly thanks to the immense work of our volunteers. Throughout the auction week, **9** volunteers helped paint podiums, set up art, take it down, and work many moving parts at the event! These volunteers worked **43** hours, saving us **\$813** labor cost, which we have then been able to funnel back into our community-focused programs.

## Volunteer Drop-In

From January through August 2023, we held our biweekly Volunteer Drop-Ins, where volunteers gathered to embark on projects around the shop! These volunteers worked **42** hours in total, being a crucial part of our continual process to get bikes into the hands of those that need them most.

## Obstacle Course Revamp

2023 saw a complete creative revamp of our popular obstacle course, painted for a new theme by volunteers together with staff. The components of our Mario obstacle course, constructed of wood and bicycle tires, were painted over with illustrations of flowering cactuses, echoing the warmth of the Sonoran around us. This undertaking was much appreciated by all those who rode the course, whether on their own bikes or one of our **9** unique welded mutant bikes! Our Desert Spring obstacle course debuted at Spring Cyclovia.



# Fundraising

WHERE OUR volunteers make it possible to serve our community at top efficacy, our donors keep the lights on and our staff paid, empowering us to continue and grow the work we do in the community. As a 501(c)(3) nonprofit, we rely on the generosity of donors to fulfill our mission to the community. All of our refurbished bicycles are donated bikes, overhauled by our skilled mechanics. All of our welded art is crafted from donated bike parts.

Under the guiding hand of our Development Coordinator Kristen, 2023 saw the dawning of numerous fundraising initiatives, including the introduction of our Sustainer Program. We extend immense gratitude for the donors who keep us running! By your donations, and your recognition of the vitality of the work BICAS does, you empower us to continue to grow in all we are able to achieve!



Beer for Bikes

In August, we partnered with Dragoon Brewing Company to host a celebratory fundraising event benefiting BICAS and the community members we serve. Each donation of **\$25** or higher received an event t-shirt, a BICAS sticker, \$10 in BICAS Credit, and 1 Dragoon Pint. During this event, participants had the opportunity to win an abundance of prizes donated by Sauce Pizza & Wine, Jason's Deli, Exo Roast, Batch, Portillo's, Fox Restaurants, The Downtown Tucson Partnership, Antigone's Books, Pop Cycle, Loft Cinema and The Tucson Clay Co-op. The event was deliciously catered by Bailey's Artisan Pizza. We also sold our unique welded art, locally designed merchandise, and decorative jewelry.



## Sustainer Program

In 2023, BICAS initiated the BICAS Sustainer Program. This program allows members of the community to give back knowing their support directly impacts beloved community members in **4** key areas: Youth Cycling & Education, Adult Education, Art Access, and Cycling & Repair access for those in need. Thus far, the program has **7** participants who generously give back every month. These participants provide scholarships for youth and adult education, funds ongoing bike builds in order to give community members bicycle access, support our weekly art corner and our daily community tools program.

Thank you to our 2023 Sustainers!

Marc Schamlzel  
Susan Richmond  
Summer Franks  
Landon Swanson  
Kristin McRay  
Matt Harmon  
Dylan Murphy

## Our Grants

As a 501(c)(3) nonprofit, we are upheld and empowered by grants by our community, state, and fellow organizations. We are grateful for their recognition of the work we do towards sustainable transportation in our community!

Alan Harris Foundation — Education, **\$1700**

Walter Family Charitable Fund — General Operating, **\$2000**

The Sundt Foundation — **\$2,500**

Community Foundation for Southern Arizona, LGBTQ+ Alliance Fund — WTF, **\$10,000**

The Stonewall Foundation- Education — **\$1000**

American Rescue Plan Act — **\$250,000**

Stranahan Foundation — Shop, **\$35,000**

New Belgium Brewing Company — WTF, **\$2,500**



## Glow in the Dark Night Ride

In April, BICAS hosted our first Glow in the Dark Night Ride! **31** cyclists gathered at BICAS, excited to decorate their bikes in luminous gear and accessories to illuminate themselves on the ride. The ride was led by BICAS Staff to Rio Vista Natural Resources Park, where they did activities such as playing balloon darts, creating glow-in-the-dark paintings, and entering our scavenger hunt. The event was catered by Underdogs Hot Dogs, who sold a selection of meat and vegan hot dogs, snacks, and drinks.

# Art

AESTHETIC, STRUCTURAL, and endlessly inspiring — art flows like lifeblood through every corner of our shop. A tenant of our founding, we recognize art as a vital element of our mission, fostering community revitalization and promoting individual well-being alike. Central to our work is the advocacy for a social and environmental reimagining through the creation of upcycled bicycle art.

The subtle taste of steel, carried by fresh air, shapes a calm and inspiring center for our art area. Shaped by the unswerving passion of our Art Coordinator Tony, Art saw many developments in 2023. The shift of online sale to BigCartel gave us more control over fees, allowing us to make our unique pieces available at more accessible rates. In the shop, organized crates and drawers which house fenders, derailleurs, spokes, and more, stand opposite our eclectic assortment of crafting materials. Discarded parts, no longer fit for bicycle use, find new purpose at BICAS.

## Art Parts

As we salvage useful parts before recycling a bike, we also stock aesthetic pieces, no longer serviceable for mechanics but perfect for art. Available to the public by donation, our art parts are crucial to our commitment to the transformative ripple effect of art in our community, enhancing all our lives.

## Art Corner

Our weekly crafting hours deconstruct barriers to the arts. In addition to bicycle parts that are no longer serviceable for utility but ideal for art, community members who drop by have full access to our array of beads, wire, sewing materials, markers, and other crafting materials to create art alongside staff. In 2023, **114** people attended our weekly Art Corners, with the highest attendance in March. Art Corner cultivates a quiet creative space where we can all be inspired by one another!



## MOCA Tucson Partnership

In 2023, we coordinated with the Museum of Contemporary Art Tucson to donate salvaged art material for an art installation titled Sonoran Quipu. This installation was artist Cecilia Vicuna's modern interpretation of the ancient Andean communication device known as a quipu, and spanned the entirety of the main hall, prominently featuring materials sourced from BICAS.



## New Merch

In 2023, BICAS Art was awarded an apparel sponsorship from Forward Printing, and received embroidered BICAS cycling caps! We had **2** new batches of original BICAS merch — before the Art Mart at Dark and before the Annual Art Auction. Art Mart at Dark introduced BICAS cycling caps, fanny packs, and **5** new large vinyl stickers — each a historical BICAS design newly colorized and revitalized. The Art Auction order saw **3** reformatted designs and **3** all-new designs: printed on zip hoodies, bandanas, kids shirts, tee shirts, tank tops, and stickers, bringing us more diversity of apparel than ever before. All apparel is locally screenprinted, and all welded art is handcrafted by artists on staff and within our community.

## Pop Cycle Partnership

In 2023, we partnered with Pop Cycle Shop for merch sale! Since August, our welded wall hooks have been additionally for sale at their shop.

BICAS Art vended at **7** arts and culture events in Tucson:

Third Thursdays at MOCA  
#thisistucson artisan market  
Spring Cyclovia  
Dragoon Brewery Art Market  
Made in Tucson Art Market  
Fall Cyclovia  
Dragoon Brewery Winter Art Market

## Art Mart


In 2023, we had our first Art Mart at Dark! This enchanting summer night variant of our regular Spring Art Mart celebrated our BICAS Anniversary, and is set to become a regular addition to each year, having brought in around **200** people! Our art markets allow us to support our artist community in Tucson. Spring Art Mart saw **20** vendors, who sold art of a diversity of mediums; we also collaborated with Word of Mouth Print Space who held live screenprinting of posters and shirts! The Fall Art Mart had **19** of vendors, and **200** community members. With live music, a gelato truck, and a wide variety of art, it was an wonderful celebration. We were honored to collaborate yet again with Living Streets Alliance to host a group ride to BICAS for the occasion.



# Art Auction

ON DECEMBER 8TH, our 26th Annual Art Auction arrived — drenched in a faerie glow, bathed in the dusk's low light from 5 PM to 9 PM on consecutive weekend nights. Hosted for the first time at Splinter Collective, the outdoor space was alight with pinpricks of light upon twine, and gas lanterns that towered like ancient saguaros above crowds who swelled in surrealist enthusiasm to observe the artwork. We are humbled by the donations from so many of Tucson's finest working artists who support of our mission of transportation for all.


The annual culmination of our Art program, this event is our largest fundraiser of the year; a magnificent celebration we share with our community. Between bidding, merch, a prize wheel, food, a crafting table, and live music, the mood was so warm against evening's chill! Our second Art Auction since the pandemic's harshest tribulations, this year saw us fast approaching pre-pandemic numbers, united together with our gracious community.



## Bidding

It is the generous donations of local artists that not only makes our Art Auction a visually delightful experience, but possible at all. **121** unique pieces were donated by local artists in support of our mission. **132** people placed bids on the art, likewise supporting our programs.





### Catering

We are grateful for Dragoon Brewing Co and Beyond Bread, whose donated beer and bread enhanced a festive and delightful mood. We were also excited to work with local food trucks La Cocina Food truck and Amelia & Hugos Kitchen, as well as The Kava Den, who all vended at our event.

### Live Entertainment

Live bands and spoken word lit hearts in a symphony of vibrations. With Feral Ghoul Poet, Cherry Avenue, Dactyls, Paul Opencenensky Project, and Hannah and the Fauna as our live entertainment, nowhere shone as brightly as did the stage that night, beneath in the artful glow of lights on the precipice of the the Sonoran winter.

# Education

AT THE FOREFRONT of our mission lies our steadfast determination to equip our community with all the tools needed to empower them to maintain their own bikes, catalyzing a sustainable cycle of reliable transportation that outlasts our active participation.

For individuals who benefit most from more generalized and structured classes can be found in our daily shop programs, this manifests in our Education programming, organized by our dilligent Ed Coordinator Oma. The classes we offer empower our community to utilize new skills in the care and repair of their own bikes. These public classes are made available throughout the year.

## Our Classes

We continue to offer regular classes for our community! In 2023, our Basic Maintenance class — where participants learn how to patch a flat, bicycle terminology, and introductory drivetrain and brake adjusting — and Build-a-Bike class — where students revive bikes that have been donated to BICAS by taking apart its systems and putting them back together — remain our most timelessly popular. Together with our more niche classes — Wheel Building, Gear Clinic, and Brake Clinic — we served **110** students collectively in 2023!

## Build-a-Bike

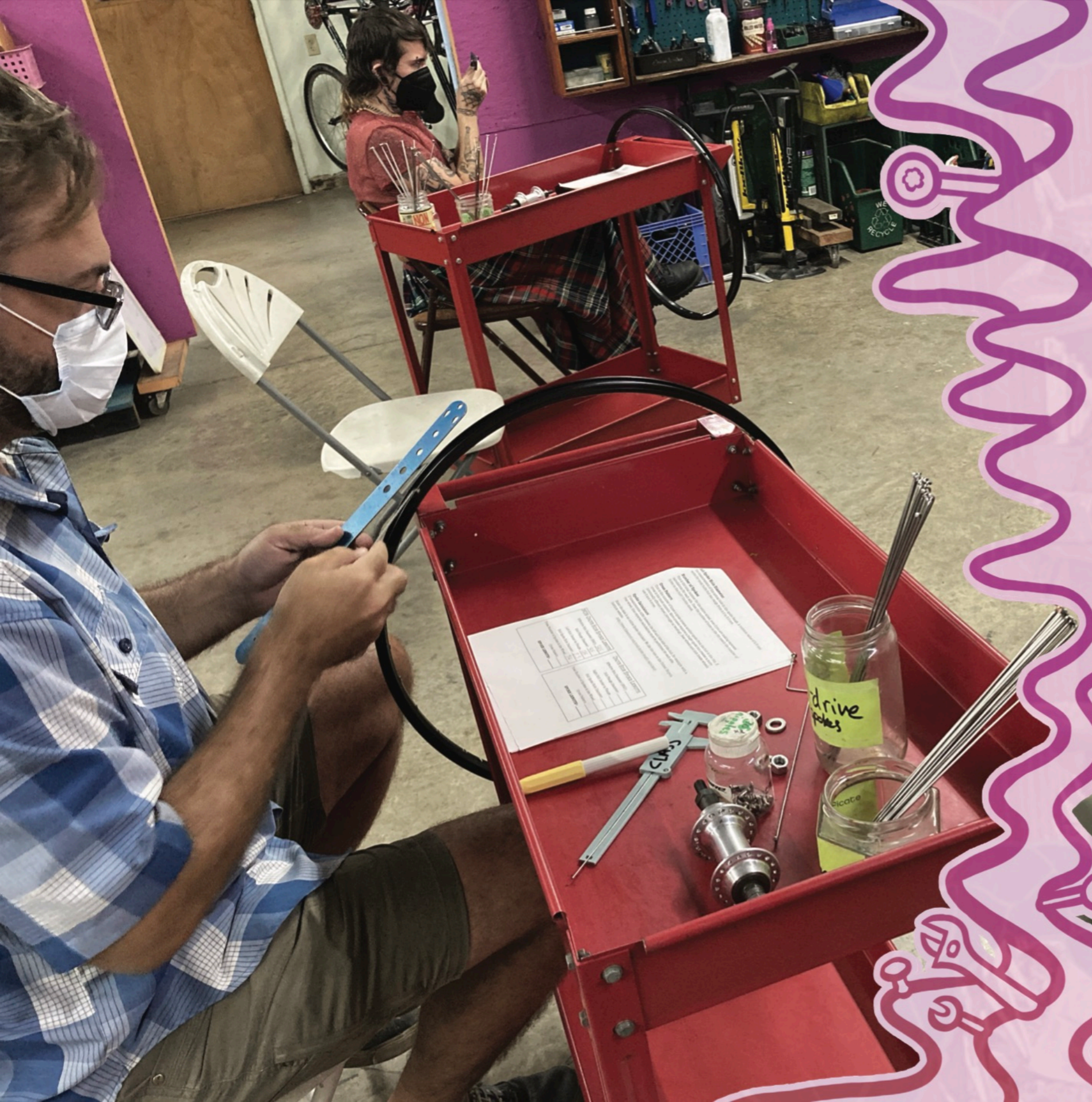
Our most extensive course remains our Build-a-Bike class — where over **5** sessions, students learn how to properly disassemble, clean, and completely rebuild a bicycle. This complete exploration of bike anatomy — from rebuilding bearing systems, to replacing cables and housing for brakes and shifters, to installing chains, to properly adjusting derailleurs — is designed to provide an in-depth understanding that will empower students in a wide variety of repairs. In 2023, **18** students went through our Build-a-Bike courses. One of these was our first ever WTF Build-a-Bike, which builds an empowering space to for women, trans people, and femmes of all genders to learn mechanics.

## Basic Maintenance

In 2023, our highest-demand — and most frequently offered — class remained our **3**-hour Basic Maintenance course. Designed to educate students on the basic maintenance both of bicycles in general and their own bicycle specifically, this course empowers students to be able to care for their bikes and prolong their bicycle life, promoting independence in the face of many of the most common problems encountered on the road. In 2023, **65** students were enrolled in our Basic Maintenance courses.







## Specialized classes

In addition to the more generalized Basic Maintenance and Build-a-Bike, we continually strive to meet the needs and interests of our community through more specialized mechanics classes. These include our Brake Clinic and Gear Clinic, wherein participants learn and develop their understanding of the maintenance of some of the most difficult parts of the bicycle. In 2023, we held **5** Brake Clinics and **11** Gear Clinics. Our Modern Mountain Bike Maintenance & Technology class, now in its second year, teaches the owners of modern mountain bikes to understand their individual bicycle — exploring technologies such as tubeless tires, disc brakes, and 1x drivetrains. We taught **13** Modern Mountain Bike classes in 2023. Our most advanced class, Wheel Building, was offered **3** times in 2023, where students constructed a well-trued wheel from scratch.



# Youth

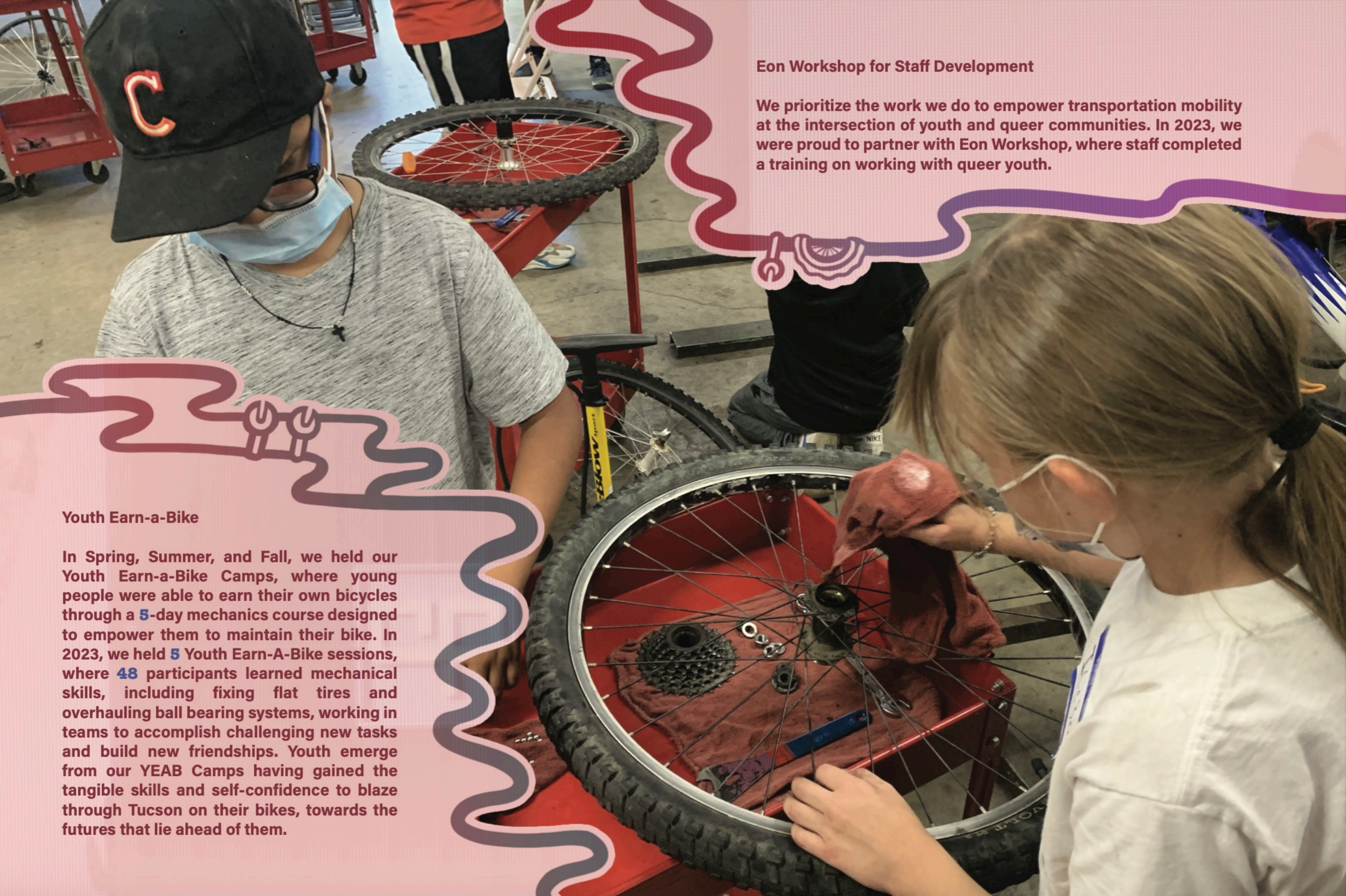
**YOUTH REMAIN** a key demographic in combatting the inequity of transportation accesibility, with young people often lacking access other to means to commute. We are excited to see the numbers of youth who utilize our shop programs continued to increase in 2023 compared to the previous year, and we regognize the continued need for specialized programs for young people, as orchestrated by our skillful Youth Coordinator Benji, whose specialty in frame painting furthers fun and creative self-expression in youth programs.

We are committed to continue to promote autonomy, development, and agency for young people, empowering their mechanical skills in a safe and relaxed environment, and to provide spaces where they can cultivate community with other youth.



## Frame Painting

In 2023, we held monthly Youth Drop-Ins, where young people engaged in a variety of community-building projects. No such project stood more preeminently than frame painting! Not only does painting bicycle frames provide a unique and valuable skill in the world of mechanics, but the artistic atmosphere promotes creative self-expression that enriches and gives reprieve amidst the stressful path of youth. In turn, participants' work furthers the continuation of our programs, as many of their painted frames have been used in refurbished bikes in our shop.



### Eon Workshop for Staff Development

We prioritize the work we do to empower transportation mobility at the intersection of youth and queer communities. In 2023, we were proud to partner with Eon Workshop, where staff completed a training on working with queer youth.

### Youth Earn-a-Bike

In Spring, Summer, and Fall, we held our Youth Earn-a-Bike Camps, where young people were able to earn their own bicycles through a 5-day mechanics course designed to empower them to maintain their bike. In 2023, we held 5 Youth Earn-A-Bike sessions, where 48 participants learned mechanical skills, including fixing flat tires and overhauling ball bearing systems, working in teams to accomplish challenging new tasks and build new friendships. Youth emerge from our YEAB Camps having gained the tangible skills and self-confidence to blaze through Tucson on their bikes, towards the futures that lie ahead of them.

# WTF

CORE TO TRANSPORTATION accessibility is the active cultivation of spaces to counter the systematic tradition of aggressive exclusion of marginalized genders from mechanical spaces. Our Women/Trans\*/Femme programming, passionately fostered by our WTF Coordinator Lee, curates these empowering spaces for women, transgender people, and femmes of all genders.

Transportation accessibility is a crucial tenant of safety, and we are proud of our programs in place to establish and nurture spaces that grow community, confidence, and mechanical skills for women, trans people, and femmes of all genders in Tucson. This year saw increased focus on LGBTQIA-focused events, and increased numbers, compared to last year, of people who attended all our WTF programs.

## Women/Trans\*/Femme Workshop

Beneath the ambient embrace of music and community warmth, our weekly WTF (Women/Trans\*/Femme) Workshop is held **4** hours each Monday, to counteract the gender barriers that discourage full participation in many technical communities. All our shop services are available, including Community Tools, Work Trade, Community Service, and shopping for bikes and parts, with the goal to deepen mechanical confidence amongst WTF-identifying people throughout the week. **424** people attended our WTF Workshops in 2023.

## Zine Library

February saw the introduction of our zine library, organized and painted wonderfully by WTF staff member Jed. Featuring donated zines, zines from the Tucson Zine Fest, and contributions from Cyclista Zine — anyone who walks into the shop throughout the week can browse our colorful selection of WTF zines.

## Classes

Led by WTF-identifying instructors, our WTF classes provide a structured context in which to learn mechanics skills amongst fellow WTF students. 2023 saw our first full WTF Build-a-Bike Class, in addition to the continuation of our our WTF Basic Maintenance classes. We had had **7** students in our WTF Build-a-Bike Class, and **6** students in our WTF Basic Maintenance classes in 2023, fully overhauling bicycles and learning introductory maintenance respectively. WTF classes are held on Mondays, concurrent with our workshop.



## Valid USA

Beginning in November, we embarked on our collaboration with Valid USA to put free gender-affirming apparel in the hands of trans youth under 24. Every second Monday, we host Valid USA in our classroom, with giveaways of gender-affirming apparel and free raffles on more expensive items. Together, we held **2** such giveaways in 2023, and we look forwards to continuing this partnership through 2024!

## Radical Adventure Riders

We are proud to have been part of introducing a Tucson Chapter of RAR! Our WTF committee members worked with community members outside of BICAS to form the Tucson Chapter, which hosted **3** rides for women, trans, and gender expansive riders in 2023. These rides include a **30+** mile round-trip to Sabino Canyon in August and a dirt jump skill-building ride in October.

## Trans Day of Remembrance

For our **2nd** year in a row, BICAS WTF participated in Kindred Connections' Trans Day of Remembrance event, coming together in love and reverence to honor stolen trans lives through the communal creation of a Community Altar.

## New Collaborations in 2023:

In 2023, BICAS WTF built new partnerships with **3** organizations:

Valid USA  
Kindred Connections  
Radical Adventure Riders

## Monthly Ride

On the last Monday of the month, our WTF group rides follow our workshop — each resource in tandem the other. These **5-10** mile group rides take a chill pace, accessible for all fitness levels. In 2023, we had **157** people at **10** monthly rides and other WTF events. Not only is this a substantial increase from the previous year — we have also seen an increase in our regular riders from month to month. The ride with the most attendees was the Pride Ride on June 26th, with **33** riders.

## Collaborative Rides

Through our collaborations with Kindred Connections and Radical Adventure Riders, we've been able to expand our WTF-led group ride offerings throughout the year and to strengthen local connections, particularly with queer community. In February, BICAS WTF had an additional presence at the Stop Cop City solidarity ride hosted by BCC Tucson.



# BICAS Online

INFORMATION ACCESSIBILITY is vital to effective outreach, and our online presence remains intrinsic to every aspect of our work. We value our dialogue with our community, and prioritize putting the information they're looking for (and even bikes!) into their hands when they are unable to make it to the shop. We remain steadfast in our mission to serve the Tucson community.

2023 saw several crucial digital steps for BICAS. We redesigned our website, launched our shops on eBay and BigCartel, and ended the year by moving our registration intake forms to a more streamlined platform for our users. As we continue forwards in all avenues, it is crucial that our online access grows alongside us and our community.

## Website

In July, our website saw a long-awaited overhaul. For the first time, our it is fully responsive to the width of the browser or device on which it is viewed. With a maximum width of **1170 px**, and a top menu that transforms to a hamburger menu as it decreases, our online presence is finally primed to navigate via desktop, tablet, or mobile. This aspect has never been more crucial, with only **39%** of bicas.org visitors in 2023 using desktop computers, leaving **58%** mobile visitors and **3%** tablet visitors.

Our website sees, on average, **1915** visitors per month. The most common referral (not including search engines) is our linktree, followed by reddit and local news website #thisistucson. **93%** of our site visitors are new to the site, with **7%** returning visitors.

One feature to easily aid our community in finding what they're looking for is through the introduction of the news carousel in a place of prominence on our homepage. A dark rainbow gradient is the backdrop to our latest updates — upcoming events, articles, and artist features slide across the page. Beneath it is a smaller, scrollable carousel, presenting each of our programs to swiftly direct community members to the program they're looking for. Photo carousels appear now throughout the website, showcasing photography of the work we do at BICAS.

Each aspect of our website is designed for accessibility. On each page, a breadcrumb leads the user from home, to the parent page, to the page being viewed, to easily find their way around the site. With our logo finally as our site icon, identifiable in browser tabs and bookmark bars, our community can easily resume their BICAS journey at any



time. Now with SEO, we also are improving how we appear in search results, improving searchability and thereby awareness of our services. Our most visited web page is Bikes, followed by Refurbished Bicycles — a sure sign that our digital avenues are utilized for transportation accesibility.

In congruence with our newly launched online shops, the website is one of many ways we continually strive to provide our communities with obtainable information. Our cyberspace push is certainly expanding our reach, with our website having visitors from **10** different countries since our upgrade in July!

### Newsletter

Delivered to **2957** contacts, the monthly newsletter keeps our community informed of opportunities and events. In 2023, our email open rate was **40%**, which is a **23%** increase from the previous year. Our best performing newsletter was June's newsletter, which brought back the monthly Artist Feature, and promoted our Summer Youth Earn-A-Bike Camps. Our most clicked link was our full feature of local ceramic artist Olivia Fuller in October's newsletter, with **115** clicks.

### Media Kit

Among the year's online upgrades was our Media Kit, an essential tool when working with partners and press. This outlines our logos and stylistic guidelines, as well as recent photography from the work we've done in this year. This development helps increase recognition and trust as we continue to collaborate with other organizations, to get more bikes in the hands of more people!

### Social Media

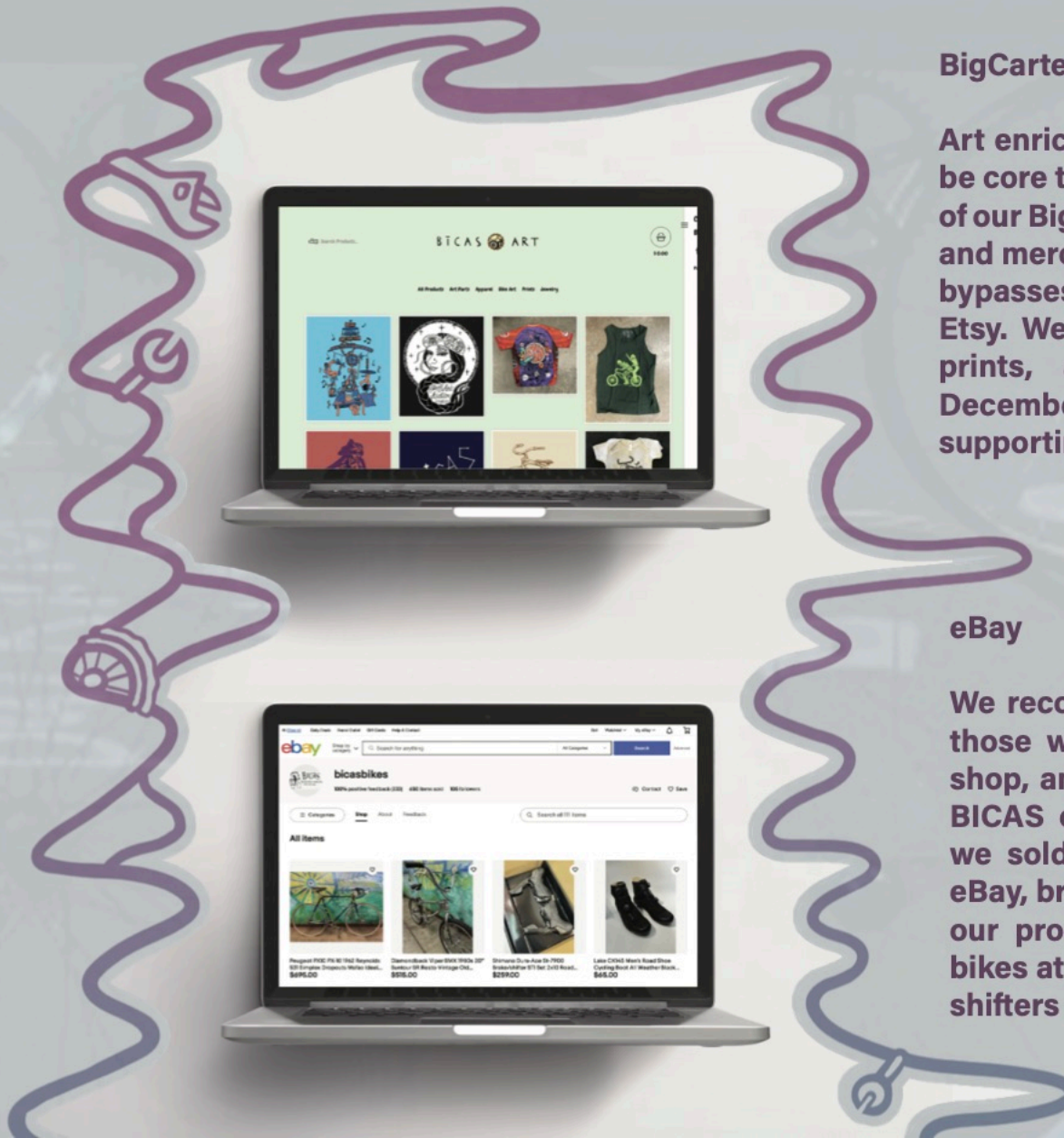
For many, social media is the primary source for local news and information. Across our main accounts — @bicastucson on Instagram and BICAS Tucson on Facebook — 2023 brought a huge increase in the number of people exposed to ours. Our Facebook and Instagram saw a **50%** and **40%** increase respectively. In addition to our monthly class roundups, 2023 saw us begin to promote individual classes through Instagram stories at @bicastucson. In the summer, we had **7** Bike of the Week posts, featuring photos and staff interviews about bikes for sale. We made **92** posts to our grid and **324** posts on our story, which is a **188%** and **55%** increase respectively from the year prior. More in-depth updates on our programs can be found at @bicasart, @bicas\_wtf, and @bicasyouth.

### BigCartel

Art enriches communities, and will always be core to our mission. Through the launch of our BigCartel shop, we are able to sell art and merch on a customizable platform that bypasses the fees of our previous platform Etsy. We sell art parts, apparel, bike art, prints, and jewelry. From August to December, we made **\$626** on BigCartel, supporting our community art programs.

### eBay

We recognize the value of online sale for those who cannot easily make it to our shop, and this year saw a relaunch of the BICAS eBay. From August to December, we sold bikes and parts online through eBay, bringing in **\$18,021** net revenue for our programs. Our biggest sellers were bikes at **\$6,000** — cranksets at **\$2,150** — shifters at **\$1,600** — and hubs at **\$1,500**.



# Financial Report

## SUPPORT & REVENUE

In-Kind Donations — \$258,349  
 Other Donations — \$61,446  
 ARPA & Govt Grants — \$272,486  
 Other Grants — \$52,000  
 Education, Youth, & WTF — \$21,091  
 Shop — \$48,432  
 Art — \$8,974  
 Interest — \$232

**TOTAL SUPPORT & REVENUE**  
**\$723,010**

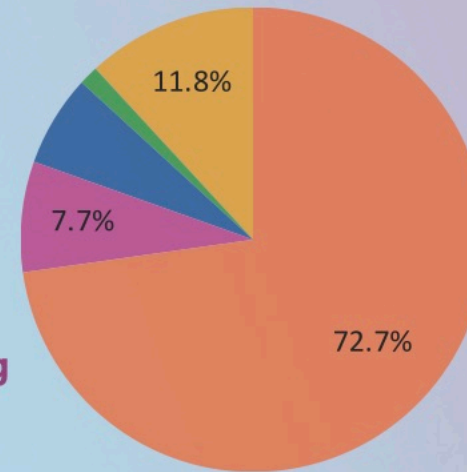
## EXPENSES

Shop — \$386,490  
 Education & Youth — \$42,152  
 Outreach & WTF — \$54,390  
 Art & Auction — \$44,848  
 Admin & Fundraising — \$83,791

**TOTAL EXPENSES**  
**\$611,671**

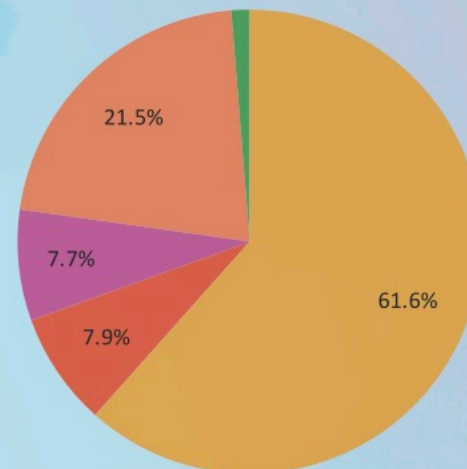
## BICAS Expenses

- Shop
- Education & Youth
- Outreach & WTF
- Art & Auction
- Admin & Fundraising



## BICAS Income

- In-Kind Donations
- Other Donations
- Education
- Shop
- Art





# Our Collective

## *Our Staff*

**Adam Frumhoff**

**Asha Greyeyes**

**Benji Rouse**

**Clel Howard**

**Jaden Salama**

**Jed Dardano**

**Jesus Urbina**

**Joselyn Aguilar**

**Kristen Lindgren**

**Lee Urias**

**Linus Kaye**

**Oma Thwing**

**Teresa Blakeslee**

**Tony Zepeda**

**Tyler McCullough**

## *Our Board*

**Brittney Trang**

**Cynthia Duncan**

**Matt Harmon**



**Our deepest gratitude goes to our former Volunteer Coordinator Yaya Prado, to whom we wish the best in all future endeavors!**

# Thank you!

## Our Sustainers:

Marc Schamlzel  
Susan Richmond  
Summer Franks  
Landon Swanson  
Kristin McRay  
Matt Harmon

## Top Donors:

Adam Bliven  
Joshua Willaims  
Todd Brown  
Keeley Hurley  
Joshua Williams  
Greg Yares  
Taylor Leischman  
Paul & Karen Osika-Rainford  
The Allstate Foundation  
Tucson Federal Credit Union  
Gives  
Epic Rides  
Fidelity Charitable Donor Advised  
Funds

## Art Auction Donors:

Joy Wilson

John Benedict  
John Benedict  
Sarah Jansen  
Paul Nosa  
Michelle Schloss  
Antonio Zepeda  
David Ross  
Steev Hise  
Lance Wilson  
Tyler McCullough  
Gretta Siegel  
Laurie Marie  
Karen Metcalf  
Jacqueline Major  
Tanya Rich  
Teresa Blakeslee  
Stacy Spurgeon Shoults  
Adam Frumhoff  
Colleen Conlin  
David Grant  
Silke Mildenberger  
Joseph Roe  
Colin Holmes  
Monera McClaren  
Dalia Prado  
David Ross  
Fin Dante  
Jasmine  
Alison Barrett  
Oma Thwing  
Car Arteaga

Susie Speelman  
Troy Neiman  
Jed Dardano  
Kristin McRay  
Mary Ellen Beaurain  
Greg Yares  
Jason Marstall  
Sir Tang  
Monique Laraway  
Gavin Troy  
Madison Daniels  
Karen Metcalf  
Asha Greyeyes  
Joselyn Aguilar  
Jesus Calderon  
Peter Borowski  
Chuck Kowalski  
Numerous anonymous artists

## Our Sponsors:

Dragoon Brewing Company  
Blick Art Materials

## Our Grants:

Alan Harris Foundation-  
Education, \$1700  
Walter Family Charitable Fund-  
General Operating, \$2000  
The Sundt Foundation- \$2,500  
Community Foundation for  
Southern Arizona, LGBTQ+  
Alliance Fund- WTF, \$10,000  
The Stonewall Foundation-

Education, \$1000  
American Rescue Plan Act-  
\$250,000  
Stranahan Foundation- Shop,  
\$35,000  
New Belgium Brewing Company-  
WTF, \$2,500

## Thanks To:

Female Storytellers  
Presta Coffee Roasters  
Dragoon Brewing Company  
Blick Art Materials  
Buffalo Exchange

## Special Thanks To:

McNamara family for contributions  
in memory of Shawn McNamara  
The Forbers Family in memory  
Colin Forbes

A massive thank you to  
everyone who has  
volunteered with us, donated  
to us, come into our shop,  
enjoyed our events, or  
participated in our programs!  
Your presence keeps us  
going, and your support is  
what enables us to continue  
to give back.