



Education



Advocacy



Community



2024
ANNUAL REPORT

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Land Acknowledgment Statement

Bike Winnipeg has the privilege of riding on the roads and pathways of Treaty No. 1 Territory, along the Red, Assiniboine, Seine, and LaSalle Rivers. Our work takes place on the original lands and waters of the Anishinaabeg, Ininiwak/Nehethowuk, Anisininew, Dakota Oyate, and Dënësuliné Peoples, as well as on the homeland of the Red River Métis Nation.

We recognize our part in the Treaty relationship and are committed to working toward mobility and environmental justice for all, on land transformed by colonialism. We commit to collaborating with Indigenous communities in the spirit of Truth and Reconciliation.

As we gather in Treaty 1 Territory it is important to recognize and honour Treaty 3, in particular Shoal Lake 40 First Nation and Iskatewizaagegan #39 Independent First Nation, the source of Winnipeg's clean drinking water. It is also important to recognize and honour the First Nations of Treaties 1, 3, and 5, the Land where Winnipeg sources its hydroelectric power.

Our Mission

Bike Winnipeg engages with citizens, community organizations, and governments to create a healthy, sustainable, and equitable city where year-round cycling is accessible to all. We work towards a Winnipeg that embraces everyday cycling through our outreach, education, and advocacy.

Our Vision

We envision a Winnipeg where cycling is equitable and accessible for everyone, every road is safe for children and grandparents to ride, planning a route is as simple as knowing where you want to go, and doing the weekly grocery shop by bicycle isn't just possible, it's preferable!

Executive Summary

Key Achievements:

- Advanced Winnipeg's cycling network through **Local Bike Groups**, influencing the city's draft Pedestrian & Cycling Strategies.
- Expanded infrastructure: **Keewatin Pathway extension**, **protected bike lanes** (River & Stradbrook), and **greenway developments**.
- Strengthened advocacy with **11 city delegations** (e.g., Wellington Cr safety) and **10+ stakeholder groups**.
- Grew communications reach (**1,500+ newsletter subscribers**, **8,000+ social followers**) and volunteer base (**450+ hours on rides/valet**).
- Launched **Coffee Outside** to boost community engagement.

Focus Areas for 2025:

- Finalize **all five Local Bike Groups**.
- Combat bike theft via **secure parking**.
- Push for approval/implementation of city cycling strategies.



Thank You:

To volunteers, members, and leaders like **Julia Schroeder** (outgoing Outreach Chair) for driving impact.

2024 Directors and Staff

Board of Directors

Co-Chair: Benjamin Meek

Co-Chair: Corey Dyck

Treasurer: Luke Lorentz

Secretary: Patty Wiens

Directors:

Jaya Beange

Robyn Dyck

Patrick Krawek

Adam Johnston

Ian McCausland

Leslie Parisien

Zack Rempel

Julia Schroeder

Staff Members

Executive Director: Mark Cohoe

Bicycle Parking Coordinator: Manpreet Singh Gill

Committee Leadership

Finance Committee: Luke Lorentz (Chair)

Advocacy Committee: Ian Walker (Chair)

Fundraising Committee: Robyn Dyck (Chair)

Outreach And Education Committee: Julia Schroeder (Chair)

Measurement, Audit, and Compliance Working Group: Corey Dyck (Chair)

Message from the Board Chairs

Dear Bike Winnipeg Members,

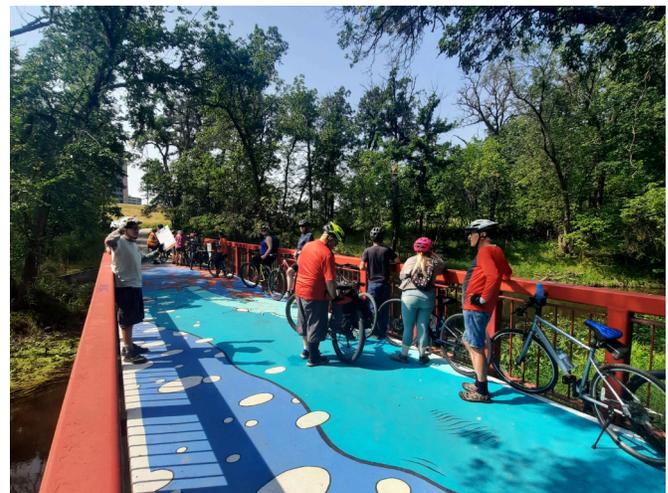
We are pleased to introduce the 2024 Bike Winnipeg Annual Report. This report reflects another year of progress, growth, and impact for Bike Winnipeg as we continue to work toward our vision of making cycling a safe, accessible, and enjoyable mode of transportation for everyone in our city.

As the long, cold winter weather begins to show signs of breaking and we look forward to riding on clean, dry streets once more, it's nice to reflect on what a wonderful season of summer events we had last year. Bike Winnipeg hosted 28 group rides in 2024, and we parked over 2,300 bicycles through our Bicycle Valet services across 33 days of festivals and celebrations throughout the city. We intend to host a full slate of rides again in 2025, and we look forward to expanding our Valet service so that people can rely on having free and secure bike parking at all their favourite events.

Local Bike Groups

We are excited to have our five Local Bike Groups up and running, covering all areas of the city. These groups give residents an opportunity to work together to identify needs and priorities in their local communities. We are eager to expand these groups in the coming years, providing more ways for cyclists to get involved in local advocacy. If you are not involved but interested in joining, please reach out to our Local Bike Group chairs or anyone from the Board.

As always, we continue to advocate for improvements to policy, infrastructure, and services that will make cycling in our city safer and more convenient. We have had some recent success in advocating for improvements to bike lane snow clearing policies as well as the implementation of reduced speeds and road design changes on various routes to make cycling safer. However, there is still much work to be done before we can boast a safe and effective active transportation network for year-round cycling.



Charitable Status Update

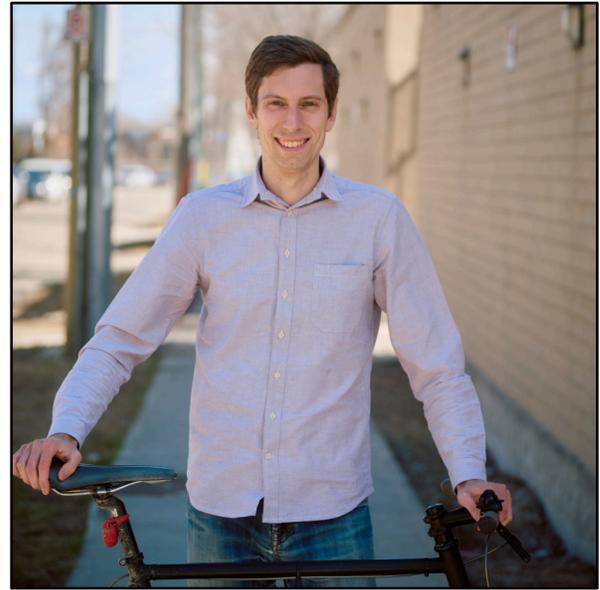
The Board continues to work towards obtaining charitable status for Bike Winnipeg as a key goal of our 2023-2026 strategic plan. We are currently awaiting legal feedback on our draft application ahead of submission to the Canada Revenue Agency. We recognize that this can be a lengthy process, and we continue to push forward on this important initiative.

As you read through this report, you will find highlights of our achievements, the challenges we have faced, and the opportunities that lie ahead. We extend our thanks to our members, donors, and community partners on whose support we rely, and we are especially grateful to the many tireless board, committee, Local Bike Group, and event volunteers whose time, dedication, and passion continue to propel us forwards.

Looking ahead, we remain committed to creating a more bike-friendly Winnipeg for all. Together, we can continue to push for positive change, build a sustainable future, and ensure that cycling remains an accessible and thriving part of our city's culture.

Thank you for your ongoing support and for being an integral part of the Bike Winnipeg community.

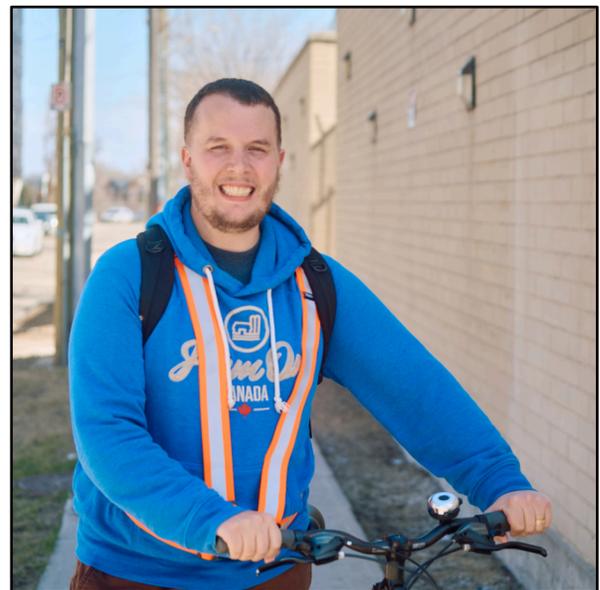
Happy cycling,



Benjamin Meek

A handwritten signature in black ink that reads "Benjamin Meek".

Co-Chair, Board of Directors



Corey Dyck

A handwritten signature in black ink that reads "Corey Dyck".

Co-Chair, Board of Directors

Executive Director Report

Mark Cohoe

In 2024, my focus remained advocating for the development of Winnipeg’s cycling network while introducing people to the infrastructure and routes that currently exist. As with 2023, I have used our Local Bike Groups as a key resource and knowledge base for both tasks. Three of our five Local Bike Groups (city Centre, Northeast, and Southwest) have chairs and meet regularly to review progress towards the development of their local bike network; a fourth lacks a chair and meets less regularly while the fifth (southeast) Local Bike Group has met a few times but is still in the development phase.

A Complete Bike Network

Continued and consistent recommendations to develop a complete and connected bike network have had a noticeable influence on draft bicycle network plans included in the draft update of the city’s Pedestrian and Cycling Strategies. The ward by ward work that Local Bike Groups put into the identification and enumeration of potential bike network routes across the city has greatly improved the bicycle network included in the proposed Pedestrian and Cycling Strategies Update released in July. We hope to see the Pedestrian and Cycling Strategies update move forward for council approval this year, and will continue to work for their implementation.

Building on our Strategic Plan

Our 2023-2026 strategic plan is centred around three overarching pillars: growth, reach, and influence & impact. Our local bike groups are key to achieving the goals within each of these three pillars. As noted above, we’ve made progress towards getting all five local bike groups fully functioning, and I believe we are on schedule to achieve that by the end of 2025. All four active groups helped organize Bike for the Future rides in 2024.



Improving Communications

A big achievement in 2024 was the creation of our communications team, which has greatly improved communications with membership and the public. Released on a regular basis, our newsletter is now reaching out to an audience of close to 1,500 followers who share our goal of creating a

healthy, sustainable, and equitable city where year-round cycling is accessible to all. Actions and opportunities highlighted in our newsletter are shared across our Facebook and Instagram channels (with a total of close to 8,000 combined followers) as well. I owe a huge debt of gratitude to Patty Wiens, Ian McCausland, and Steve West, who have dedicated so much time to make our newsletter and communications inviting, informative, and routine/regular.

Having a team to oversee communications has allowed me to concentrate more of my time advocating for improved infrastructure and programming. The communications team played a pivotal role engaging, informing and motivating people on bikes to participate in the city committee discussions around Wellington Cr this year, providing a great example of its potential to help us reflect and amplify voices in the cycling community.

Building our Volunteer Base

We continued to develop our volunteer program in 2024, running 3 ride marshal workshops and a ride leader training session. Nearly 50 volunteers provided us with help as ride marshals this year, contributing more than 450 volunteer hours over the 28 rides that we presented in 2024. We similarly increased our base of bicycle valet volunteers in 2024, in part through participation in a Volunteer Manitoba volunteer symposium held in April.

A big thanks goes to Manpreet Gill, our Bicycle Parking Coordinator, who arranged a very successful volunteer party at Park Alleys in November. It was a ton of fun, and

a great way to thank the volunteers that made it possible for us to run our bicycle valet, our rides, and our cycling ambassador program. Our volunteers make it possible for us to promote cycling in Winnipeg.

Influence & Impact

The main avenues of influence and impact for Bike Winnipeg remain participation in stakeholder groups, speaking before city and provincial committees, and meeting with decision makers to discuss ways to improve cycling infrastructure and policy. In all of these endeavours, we try to capitalize on the knowledge and insights of our local bike groups, and to draw on our knowledge of guidelines and best practices when forming our recommendations. Highlights from 2024 included:

Undertaking 11 Council and Council Committee Delegations, discussing

- Improving cycling facilities on Wellington Cr
- Replacing the Arlington Bridge
- CentrePlan 2050
- The 2025 City of Winnipeg Budget
- Traffic Calming @ River & Osborne
- Henderson Hwy North
- The City of Winnipeg Road Safety Strategy
- And more...

Participating in numerous stakeholder groups

- Omand's Park Walk/Bike Bridge
- CentrePlan 2050
- Empress & Wellington Ave
- Active Transportation Advisory Committee

- Pembina Highway Abinojii Mikanah Overpass
- North Perimeter Hwy Functional Design Study
- Millennium Library Bike Parking
- Wolseley to Downtown Walk Bike Project
- Point Douglas Secondary Plan
- MPI External Stakeholder group on Road Safety

- Developing the Wolseley Neighbourhood Greenway
- Extending the Blue Line AT pathway from Brandon Ave to Osborne St @ Glasgow Ave

Wellington Crescent

Our work to bring proper and safe cycling facilities to Wellington Cr was galvanized by the tragic death of Rob Jenner while riding to work in June of 2024. The cycling community spoke loudly to press for changes on this critical cycling route, and with the help of friendly councillors, changes are being developed. Bike Winnipeg has been working to develop practical recommendations to improve cycling conditions on Wellington Cr in line with its role as a key cycling route into the heart of the city.



City of Winnipeg Projects Built in 2024

Projects that moved forward in 2024 included:

- Extending the Keewatin Pathway from Burrows Ave to Gallagher Ave W
- This is only the second cycling connection across the CPR Main line in Winnipeg
- River & Stradbrook protected bike lanes
- Some line painting work will be completed in the spring of 2025
- Extending the Northeast Pioneers Greenway from Herbert Ave to Archibald St.



Outreach



Our rides program continued to be a huge success in 2024, Over 625 people rode with us this year, taking part in more than 25 rides. We reached close to 400 more at various display events across the city. Thanks to the seemingly inexhaustible energy of Ian McCausland, a new outreach program, coffee outside became a huge success in 2024, fostering community, discussion, and actions to help work in progress.

Reducing Bike Theft

Secure bicycle parking, especially long term secure bicycle parking (defined as parking used for more than 2 hours) has been identified as a need in Winnipeg for a long time. We have been working through 2024 to draft best practices for the planning, costing, and procurement of bike rooms and bike cages in multi family residences

and office buildings. This is paired with ongoing work to draft a set of best practices in municipal zoning by-laws to require long term secure bike parking that we can then advocate to get included in the City of Winnipeg’s by-laws (one of the tasks called for in the OurWinnipeg 2045 planning document).



Julia Schroeder



The work I do at Bike Winnipeg is only possible because of the devotion of our membership and our volunteers. As you may know, Julia Schroeder, chair of our outreach committee, terms out from our board in 2025 after 6 years of service. Over that time, Julia has been ever present on rides, committees, and local bike groups. She has helped shape our training programs and has been a steady, thoughtful voice on our board since she joined.

Thanks so much for your help over the years Julia, you've made a lasting impact on Bike Winnipeg and on the city we are all helping to improve!

Final Words for 2024

It is a great pleasure and privilege to work with so many committed and engaged people. You make this job fun and rewarding, and I thank each and everyone of you for your support!

Mark Cohoe
Executive Director
Bike Winnipeg



2024 Bicycle Valet Winnipeg Report



2024 saw a continuation of the growth in both events and in bikes parked in 2023. We were able to provide our bicycle valet service at a total of 33 event days, parking a total of 2,316 bikes in 2024. We had thirteen new events in 2024, including the Great Canadian Outdoor Comedy Festival, the Pritchard Street Festival, Gizhe Waa Ti-Sii-Win 2024 Expo, Dieppe School BBQ, and a number of Winnipeg 150 celebrations. While we don't expect that the Winnipeg 150 events will take place again in 2025, we do believe that a number of the new 2024 events will book us again in 2025, and many have already done so.

With the help of a grant from the City of Winnipeg, we were able to provide subsidized and /or free bicycle valet services to a number of community organizations that may not otherwise have been able to afford our services. Subsidized or free bicycle valet were provided at the following community events:

- Pritchard Street Festival
- Ellice Street Festival
- Happy Days on Henderson
- Picnic in the Park (St. John's Park)
- Dalnavert Days! (Dalnavert Museum)
- Gizhe Waa Ti-Sii-Win 2024 Expo (Make Poverty History)
- South Osborne Community Orchard Fall Fundraiser
- Nuit Blanche (Old Market Square)
- McClure Place Craft Sale
- Cycle of Giving (The WRENCH)

The bicycle valet relies heavily on volunteer labour, and this year was no different. More than 90 volunteers worked in excess of 200 shifts in 2024 to help keep bikes safe for event patrons. Each and everyone of them is a champion!

We are excited to keep growing the bicycle valet in 2025!

2024 Bicycle Valet Winnipeg Report

Date	Event	Bikes Parked
3/24/2024	Climate Action - Earth Month Kick-Off Party	12
4/21/2024	Jets Whiteout Street Party - Game #1	56
4/23/2024	Jets Whiteout Street Party - Game #2	52
4/28/2024	Royal Winnipeg Ballet	49
4/30/2024	Jets Whiteout Street Party - Game #3	7
5/5/2024	Winnipeg Police Service Half Marathon	35
5/25/2024	Table for 1200	20
5/25/2024	Pritchard Street Festival	4
6/5/2024	Clean Air Day	2
6/7/2024	Ellice Street Festival Market	9
6/8/2024	Ellice Steet Festival	19
6/8/2024	Kilterpalooza	250
6/13/2024	Dieppe School BBQ	205
6/15/2024	Winnipeg 150 - Councillor Evan Duncan	202
6/15/2024	Bike Week Celebration	35
6/22/2024	Winnipeg 150 - Councillor Markus Chambers	11
6/22/2024	Happy Days on Henderson	23
6/30/2024	Canada Day at Bridgwater Lakes	92
7/1/2024	Canada Day at the Forks	25
7/19/2024	Great Canadian Outdoor Comedy Festival	153
7/20/2024	Great Canadian Outdoor Comedy Festival	175
7/20/2024	Alleycats Race	
7/21/2024	Great Canadian Outdoor Comedy Festival	285
8/11/2024	Folklorama - Brazilian, Egyptian, Hungary-Pannonia, Latin American Pavilions	36
8/24/2024	Picnic in the Park	4
8/24/2024	Gimli MS Bike (25 Racks) - August 24th & 25th	
8/25/2024	Gimli MS Bike (25 Racks)	
9/7/2024	Dalnavert Days!	6
9/8/2024	Dalnavert Days!	7
9/8/2024	Winnipeg 10 & 10	41
9/15/2024	South Osborne Community Orchard Fall Fundraiser	38
9/13/2024	Gizhe Waa Ti-Sii-Win 2024 Expo	31
9/21/2024	Bridgwater Bloc Party	68
9/28/2024	Nuit Blanche - Old Market Square	351
10/19/2024	Craft Sale	6
11/30/2024	Cycle of Giving	7
	Total bikes parked	2,316

New Event

Rack Rental

Advocacy

It has been a pleasure leading Bike Winnipeg's advocacy committee for another year as we work toward a healthier, more sustainable, and equitable city where year-round cycling is accessible to everyone. Bike Winnipeg's vision is for a Winnipeg where cycling is safe, simple, and preferred for daily activities. This year, we've been reminded of the importance of our work by the growing number of pedestrians and cyclists being injured and killed on our roads, including the tragic loss of Rob Jenner.

June 6th, 2024

On June 6th, 2024, shortly before 7 a.m., Rob was hit by a 19-year-old driving a BMW at three times the posted speed limit on Wellington Crescent. Rob was on his way to work at the Canadian Human Rights Museum. The driver and his passenger fled the scene, leaving Rob on the side of the road. While I never had the pleasure of meeting Rob, from what I've heard, he was an amazing man full of love, dedicated to his family and community. The tragedy rocked us all.

We gathered on Wellington Crescent to voice our concerns for the safety of our loved ones. We also reached out to Rob's family, offering our support. A memorial ride was organized, where we rode from the Human Rights Museum to the place where Rob was killed, chaining a ghost bike to a

tree as a reminder of the life lost there.

I had the honour of meeting Wendy, Rob's wife, over the summer. She is one of the strongest people I've met. Despite her unimaginable loss, she worked with our community to advocate for change.

With the help of Bike Winnipeg's City Centre Local Bike Group, Bike Mayor Patty Wiens executive director, Mark Cohoe we successfully lobbied for separated bike lanes on Wellington Crescent—long overdue but tragically too late for Rob and his family. Wendy's advocacy will undoubtedly help others arrive home safely. I'd like to thank Wendy and everyone from the community who worked to make Wellington Crescent a safer space for people to walk and bike. I also want to thank those who attended court during the trial and sentencing of the driver and passenger who took Rob's life. Seeing the community stand by Wendy has given me some peace, showing that even in the face of tragedy, there are people standing with Rob's family.



Bicycle Mayor



In 2024, Winnipeg joined the Bicycle Mayor Network when Patty Wiens, one of our own Bike Winnipeg board members, was appointed as the Bicycle Mayor of Winnipeg! Patty, who is one of only five bike mayors in Canada and 147 worldwide, brings with her a wealth of passion and experience. Bike mayors are selected by BYCS, an Amsterdam-based NGO, to improve cycling conditions and promote bike-friendly initiatives in their communities. I first met Patty just over two years ago when she invited my family for a ride on The Forks Nestaweya trail to showcase how we can commute with children year-round. I was struck by her dedication to active travel and was thrilled when she joined our board. I'm excited to

see what she accomplishes in her two-year term as Bicycle Mayor.

Manitoba Public Insurance

Our advocacy work with Manitoba Public Insurance (MPI) has made significant progress, thanks to the efforts of Charles Feaver and Mark Cohoe. At the MPI stakeholder reception, they spoke with MPI leadership, who acknowledged past issues with cyclist representation and committed to improving engagement. Charles also raised concerns with the Minister responsible for MPI about the lack of a mandate to support net-zero GHG goals, and the Minister seemed open to addressing this. Charles continued the conversation with the Canadian Automobile Association (CAA) about establishing a more active Provincial Road Safety Committee and the possibility of a government-led Road Safety Summit to bring key stakeholders together. We are also pushing for improvements to MPI's road safety process, focusing on technical discussions rather than legal battles. Charles has drafted a letter to MPI and the Minister of Infrastructure and Transportation, calling for stronger leadership in road safety.

Garage 529

In April 2024, Mayor Scott Gillingham announced that Garage 529 would replace the City of Winnipeg's bike theft registry, improving bike theft prevention and

recovery. This advanced, community-driven system utilizes unique ID decals and an online platform to help law enforcement track and recover stolen bikes more efficiently. It aligns with the city's goal of reducing bike thefts and enhancing security for cyclists. I'd like to thank the folks that volunteered on our bike theft working group for making this change happen! We are continuing to work on developing a permanent bike valet for the downtown area.

Safe Speeds

Safe Speeds Winnipeg continues to advocate for a 30 km/h default speed limit on residential roads. The city has completed their study and will release a report in 2025. Additionally, we are working with the Calm Cambridge group to push for traffic calming measures and a 30 km/h speed limit on Cambridge Street. Anecdotal evidence from our advocacy in St. Boniface shows strong public support for a lower residential speed limit, with roughly 90% of 300 respondents in favour.

Local Bike Groups

Our local area bike groups, including those in the Northeast, Southwest, City Centre, and Southeast, continue to do outstanding outreach and advocacy work. We are still looking for a chair for our Northwest group (it continues to be active with the generous support of our executive director Mark

Cohoe). These groups meet regularly to engage with residents, organize rides with decision-makers to showcase the state of our bike network, and continue to push for better cycling infrastructure across the city.

Mayor and councillors

We kicked off 2024 with a ride organized by the Southwest Local Bike Group. On that ride we showed the mayor the good, the bad and the ugly parts of the bike network in St. James. We also had the pleasure of taking councillors Eadie and Schreyer on a tandem bike ride in northeast and northwest Winnipeg. The tandem bike was generously loaned by Brett Ryall. Please reach out if you'd like to get involved in our local outreach and advocacy work!





Pass the baton

I have chaired our advocacy committee for over seven years and been involved with Bike Winnipeg for 13 years in various capacities. My time as chair is coming to an end, and I'm excited to pass the torch to Patty Wiens, Winnipeg's Bike Mayor. She brings boundless enthusiasm and experience to the role, and I look forward to supporting her as she leads the committee forward. I'll continue to help with rides and outreach through our outreach committee.

Thank you to everyone who has supported us throughout the years. We couldn't have achieved what we have without the dedication of our volunteers, our executive director, and Winnipeg's bike network guru, Mark Cohoe.



Ian Walker
Chair of Advocacy



Outreach and Education

The Outreach and Education Committee enjoyed another exciting ride season in 2024, with numerous returning ride series and outreach opportunities, as well as several new events.

This Year's Stats

First, some exciting statistics. This year, we welcomed 628 group ride participants (a new Bike Winnipeg record!) to 30 group rides. We engaged with 374 community members at our Cycling Ambassador events. Over 50 ride marshals volunteered for more than 130 shifts, totalling over 350 volunteer hours.



Outreach and Education often collaborates with other Bike Winnipeg committees, particularly the Advocacy Committee, with whom we co-host the Bike for the Future ride series, and our Local Bike Groups, providing route-planning support and ride

marshals for any group rides they host. As has become tradition in this report, we remind you that each of our 5 Local Bike Groups represents one of the city's Community Committees. If you are interested in participating, contact us through the Bike Winnipeg volunteer page, <https://www.bikewinnipeg.ca/get-involved/volunteer/>.

Ride Themes

The 2024 ride season included favourites such as Art Rides (Winnipeg Arts Council), the Pedal Powered Ghost Tour (with Matthew Komus, author of Haunted Winnipeg) Manitoba Master Gardeners Ride (with the Manitoba Master Gardener Association), and the Seine River Ride (with Denis DePape of Save our Seine). We also worked with Bike Week Winnipeg to host the second annual Kidical Mass ride here in Winnipeg!





We were excited to introduce new rides to our community, including a number of Local Bike Group rides, Northeast's Coffee and Ice Cream ride, City Centre's Coffee and Ice Cream Ride (with Fête Ice Cream & Coffee), and Southeast's Winter Ride with Mayor Scott Gillingham. City Centre Local Bike Group also lead the charge with our First Friday Bike-Ins, with different Local Bike Groups leading a free group ride into the Exchange District each month.



The Outreach and Education Committee recognizes the invaluable contributions of our volunteers and participants. Without their dedication and enthusiasm, none of our successes would have been possible. We extend our heartfelt gratitude to everyone who attended and supported our 2024 rides and events.

As we reflect on the successes of 2024, we are grateful for the hard work and dedication of our committee members, staff, volunteers, and community participants. We hope to see all of you out this season, whether on a ride or as one of our amazing volunteers.

Sincerely,
Julia Schroeder
Director & Chair of Outreach and Education



Communications Working Group

2024 was an incredibly busy year for the comms team, finding its stride after one entire calendar year under its belt!

Winter Cycling Congress

The year started strong with a contingent of members travelling with Mark Cohoe, Executive Director, to attend the 2024 Winter Cycling Congress, which was held in Edmonton in February.

Armed with our “Friendly Manitoba” charm and a handful of Bike Winnipeg stickers, the small but enthusiastic contingent forged strong connections with cycling advocates from across the globe, with some attendees remarking that “people from Winnipeg were everywhere!” through the weekend.

The War on Cars podcast report from the congress featured several members of Bike Winnipeg articulating the joys of winter cycling.



Coffee Outside

One of the experiences in Edmonton we enjoyed and were determined to bring to Winnipeg was Coffee Outside. From May to Oct 2024, every Friday morning bright and early, we managed to create and foster a real sense of community among the commuting cyclists who ride through downtown.



Ghost Bike

Rob Jenner's tragic death on June 6th, the subsequent ghost bike ride organized in his honour, and the family's request for support from the bike community as the trial commenced demanded a lot of the comms team as we were challenged to communicate these issues in a respectful and timely way.



Newsletter and social media

The 2024 season was again full of rides of all kinds across the city, which meant our editor Patty Wiens endeavoured to deliver the newsletter in members' inboxes each week as well as share information across our social platforms.

Steve West

Patty may be the witty Swiftie who writes the newsletters, but none of the efforts from the comms team happened without the tireless dedication of Steve West. While also chairing the City Centre Local Bike Group, Steve brings his professional experience as a communicator to everything Bike Winnipeg shares with its members. He also stood in the rain with me during our second Friday of Coffee Outside where the doubts on the validity of the event were definitely at its strongest! Many Thanks, Steve, for all your work!



Ian McCausland & Patty Wiens
Directors, communication working group

Fundraising Report

As a non-profit, Bike Winnipeg depends on its internal fundraising to provide core funding for our administration and operating costs. Memberships and donations also help us maintain our outreach programs, and provide seed funding for grant projects that further our goals.



Memberships & Donations

We continued to grow our revenue from memberships and donations in 2024. Giving Tuesday was once again a success. It provides a significant portion of our donations and memberships.

We began 2024 with 294 members and saw tremendous growth, reaching 443 members by year-end—an impressive 50.7% increase!

Sponsorships

Our ongoing sponsors – Bikes & Beyond, HTFC Planning & Design, and Intergroup – contributed a total of \$1,250 to Bike Winnipeg in 2024/25. They are all long-term sponsors of Bike Winnipeg. Thank you!



We have been rolling out our sponsorship program by actively pursuing organizations that align with our values and are interested in supporting our mission and vision. We have 2 levels; 8 - Supporter sponsors at \$1000 and 1 - Champion sponsor at \$5000. We have so far confirmed 2 new Supporter sponsors; Red River Coop and Manitoba Hydro.

We are in talks with and have applied at multiple other companies for sponsorships such as Manitoba Liquor and Lotteries, Stantec, St. Leon's Garden and Payworks. We are approaching many others in advance of this riding season. If you work for an organization that you think could sponsor the work that Bike Winnipeg does, please reach out to sponsorship@bikewinnipeg.ca

We have 2 levels; 8 - Supporter sponsors at \$1000 and 1 - Champion Sponsor at \$5000. We have so far confirmed 1 Supporter sponsor; Red River Coop.

Grants

2024 we continued to have income from grants we were awarded in 2023. We applied for 5 grants but were unsuccessful for 4. We were approved for 1 Federal Canada Summer Jobs Grant but we unable to take advantage of it since it was only for half of what we required.

Robyn Dyck

Director & Chair of Fundraising



Measurement, Audit and Compliance (MAC) Working Group

2024 Financial Statement Analysis

Purpose: To document the procedures performed by the MAC working group and the conclusions noted in an analysis of Bike Winnipeg's 2024 balance sheet and income statement.

Disclaimer: The analysis performed by the MAC working group does not constitute a review of historical financial information in accordance with CSRS 2400 nor does it constitute an audit of financial statements in accordance with the Canadian Auditing Standards. The analysis performed by the MAC working group consisted primarily of analytical procedures and inquiries. Inquiries were made of Luke Lorentz, Bike Winnipeg Treasurer.

Procedures performed:

We determined materiality for the analysis using a range of financial statement benchmarks selected and applied a percentage against the benchmark and calculated an average from these figures to arrive at a materiality amount. This amount would represent the level of sensitivity a financial statement user would have.

Misstatements, including omissions, are considered to be material if they, individually or in the aggregate, could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements

Materiality was determined to be \$3,000

We performed a year-over-year balance sheet variance analysis investigating all changes greater than materiality and 10%. We also selected additional balance sheet variances on an ad-hoc basis.

We performed a year-over-year income statement variance analysis investigating all changes greater than materiality and 10%. We also selected additional income statement variances on an ad-hoc basis. We performed ratio analysis using more commonly used financial statement ratios in the not-for-profit industry.

We used Quickbooks Accountant to review journal entries where applicable to corroborate explanations provided by the Treasurer.

As at December 31	2024	2023	Change
Current Ratio	1.51	1.02	0.50(49%)
Days Cash on Hand	138	215	-77(-36%)

Findings:

Based on our analysis, nothing has come to our attention that indicated that the balance sheet and income statement were materially misstated. Refer to observations for additional information.

Observations:

The significant decrease in days cash on hand is a result of obtaining some new grants in 2023 including the Community Services Recovery Fund which have been used in 2024. These grants are non-recurring but are meant to help organizations like Bike Winnipeg recover from the COVID-19 pandemic.

Treasurer Report

March 15, 2025

Bike Winnipeg had a very favourable 2024 from a financial perspective. The key drivers of our \$9,700 surplus were the substantial increases of donations and membership income. This surplus allowed us to move \$5,000 to our operating reserve.

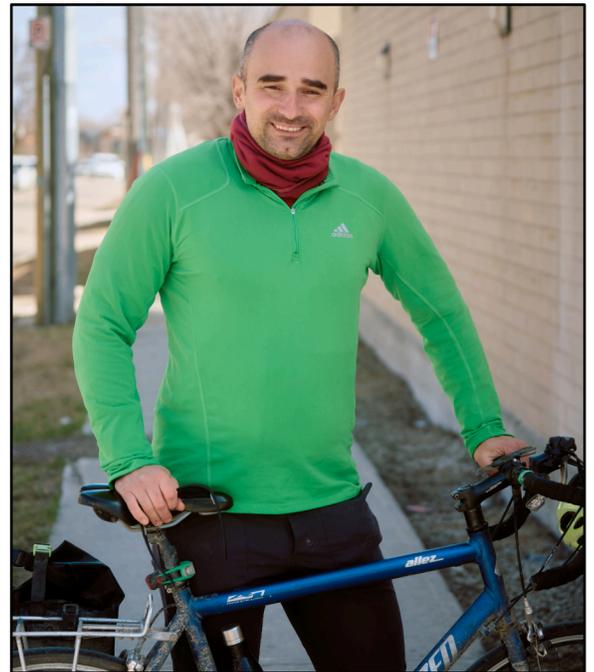
Memberships and donations totalled \$22,690 in 2024, an increase of \$8,200 (56%) from 2023.

Bike Winnipeg did not receive any substantial grants in 2024. However, we did continue to work on the active grants from prior years. The Active Transportation Fund and the IRP Grants are almost wrapped up. There is still \$15,000 left on the Community Service Recovery Grant.

Our balance sheet looks healthy as well. We have a cash balance of \$28,200 and grant obligations of only \$18,200. The cash accounts are tightly controlled, and the money is allocated only to grant specific work.

A key focus in 2025 will be securing businesses sponsorships and continuing the work on obtaining charitable status.

Sincerely,
Luke Lorentz, CPA Treasurer, Bike Winnipeg





BIKE WINNIPEG INC.
Financial Statements
(Unaudited)

December 31, 2024

April 8, 2025

The members of the Measurement, Audit, and Compliance (MAC) working group have performed an analysis of the 2024 balance sheet and income statement of Bike Winnipeg Inc. This analysis consisted primarily of analytical procedures, inquiries, and inspection of supporting documentation where necessary.

The analysis performed by the MAC Working Group does not constitute a review of historical financial information in accordance with CSRS 2400 nor does it constitute an audit of financial statements in accordance with the Canadian Auditing Standards.

Based on our analysis, nothing has come to our attention that indicated that the balance sheet and income statement were materially misstated.

Signed,

2024 Measurement, Audit, and Compliance Working Group

Bike Winnipeg Inc.
Balance Sheet
as at December 31, 2024
(Unaudited)



	2024	2023
Assets		
Current Assets		
Cash	\$ 28,169	\$ 64,567
Accounts Receivable	5,380	6,180
Prepaid Expenses	-	204
Downpayment on Assets	<u>1,381</u>	<u>-</u>
Total Current Assets	34,930	70,951
Fixed Assets (at Net Book Value)		
Bike Valet Capital Equipment	1,426	375
Bike Valet Equipment - 2020/2021	2,434	4,056
Bike Valet Fencing - 2021	1,515	2,526
Drill Press - 2020/2021	281	469
E-Bike - 2021	4,555	7,592
Credit Union Membership Share	<u>5</u>	<u>5</u>
Total Fixed Assets	<u>10,216</u>	<u>15,022</u>
Total Assets	<u>\$ 45,146</u>	<u>\$ 85,973</u>
Liabilities and Equity		
Accounts Payable (note 4)	\$ 1,511	\$ 5,323
Deferred Grant Income (note 2)	18,233	64,954
Source Deductions Payable	<u>27</u>	<u>113</u>
Total Liabilities	19,771	70,390
Bike Valet Equipment Contingency	-	-
Reserve - Operating Expenses	5,000	-
Current Surplus (Deficit)	9,793	(6,516)
Retained Surplus (Deficit)	<u>10,583</u>	<u>22,099</u>
Total Liabilities and Equity	<u>\$ 45,146</u>	<u>\$ 85,973</u>

Bike Winnipeg Inc.
Income Statement
for the 12 months ended December 31, 2024
(Unaudited)



	2024 Annual	2024 Budget	<i>Variance to budget</i>	2023 Annual	<i>Variance to 2023</i>
Revenues					
Grant Revenue (note 2)	\$ 51,444	\$ 60,000	(8,556)	\$ 84,567	(33,123)
Memberships	11,366	7,000	4,366	8,065	3,301
Donations	11,324	9,800	1,524	6,441	4,882
Sponsorships	750	2,500	(1,750)	1,500	(750)
Miscellaneous (note 3)	3,395	100	3,295	1,106	2,289
Fundraising	-	-	-	1,755	(1,755)
Total Revenues	78,279	79,400	(1,121)	103,435	(25,156)
Expenses					
Grant Expenses (note 2)	43,161	57,300	(14,139)	82,589	(39,429)
Executive Director (note 4)	16,247	20,100	(3,853)	17,953	(1,706)
Depreciation (all assets)	5,949	6,000	(51)	6,683	(734)
General and administrative	5,532	4,400	1,132	4,670	862
Insurance	2,170	2,300	(130)	2,127	43
Fundraising Exp	-	-	-	1,823	(1,823)
Total Expenses	73,058	90,100	(17,042)	115,845	(42,788)
Surplus (deficit)	\$ 5,221	\$ (10,700)	\$ 15,921	\$ (12,411)	\$ 17,632
Other Projects					
Bike Valet Income (net) (note 5)	4,183	4,300	(117)	4,892	(709)
Outreach - Paid Rides (net)	389	2,000	(1,611)	1,003	(614)
Bike Parking (net)	-	3,300	(3,300)	-	-
Cycling Audits (net)	-	-	-	-	-
Other Projects total	4,572	9,600	(5,028)	5,895	(1,323)
Total Net Income (Loss)	\$ 9,793	\$ (1,100)	\$ 10,893	\$ (6,516)	\$ 16,309

Bike Winnipeg Inc.
Notes to the Financial Statements
for the 12 months ended December 31, 2024
(Unaudited)



Note 1: Fixed Assets and Amortization

Fixed Assets are recorded at net book value.

Assets are amortized on a straight-line basis over five years, using the half year rule.

Note 2: Grants and Deferred Grant Income

In 2024, Bike Winnipeg did work on the following grants:

Grant	2024	Deferred to 2025+
Community Services Recovery Fund (from 2023)	\$ 28,020	\$ 14,773
ATF Cargo Bikeshare Research Project (from 2023)	12,195	5,056
IRP Bikeshare (from 2023)	6,629	505
Building Sustainable Communities	2,600	(2,600)
Green Action Centre- BEST	2,000	
City of Winnipeg Education and Safety		500
Total	\$ 51,444	\$ 18,233

The grants were used in the following ways:

Community Services Recovery Fund	\$ 11,318
ATF Cargo Bikeshare Research Project	11,614
Bike Parking Coordinator	10,332
IRP Bikeshare	6,314
Building Sustainable Communities	3,403
Strategic Planning	90
CAA quadrennial poll	90
	\$ 43,161

Note 3: Miscellaneous Revenues

Honorarium (Bike Week Winnipeg)	\$	1,000
Honorarium (Exchange District BIZ)		1,000
Honorariums (Green Action Centre)		850
Bicycle Valet Rack rental (MS Canada)		500
Bank Interest		45
	<u>\$</u>	<u>3,395</u>

Note 4: Vacation Accrual & Executive Director Salary

A vacation accrual clean up was done in 2024 resulting in a decrease of the reported executive director salary by \$3,802. This was vacation was taken in previous periods.

Note 5: Bike Valet

In 2024, Bike Winnipeg booked 36 events (up from 29 the previous year). Some of these events were subsidized by the Community Services Recovery Grant.

	2024	2023
Revenues	\$ 17,321	\$ 12,386
CSRF Subsidy	(3,410)	
Expenses	<u>(9,728)</u>	<u>(7,494)</u>
Net Profit	<u><u>\$ 4,183</u></u>	<u><u>\$ 4,892</u></u>

2024 Sponsors

Silver Sponsor



Bronze Sponsor



In Kind Sponsor



Project Sponsor



Partners

