

2025

ANNUAL

REPORT



NICA

NATIONAL
INTERSCHOLASTIC
CYCLING ASSOCIATION



At NICA, we often start the day by asking each other: "What's your good news?" When we look back at 2025, our answer has been comprised of moments of **pure joy: the joy of a first-ride moment, the joy of a parent cheering at the finish line, the joy of a team's pile of bikes at the trailhead.**

None of it happens without **you**. From our 16,000 volunteer coaches who lead practice after practice, to the League Directors and staff who pour their hearts into their communities. From the parents, grandparents, and alumni who keep turning up trailside, to the partners, sponsors, and foundations whose belief in our mission makes every mile possible, and the hundreds of donors whose generosity this year put more kids on bikes. All we can say is thank you.

Because of you, 2025 was a year of going further, and inviting more families to join us on the ride. We welcomed Illinois as our 33rd league, launched internationally in Australia, and planning began for NICA Discovery, our emerging program for elementary school children. Female student-athlete participation grew at a higher rate than male participation across our leagues. Our community contributed more than 58,000 hours of trail stewardship to trails around the country. **And with 33 leagues, 1,000+ teams, and almost 26,000 student-athletes, we're 26% of the way to our goal of 100,000 riders per year by 2034.**

NICA creates space for kids to unplug, build resilience, and find belonging. But more than anything, it creates joy for kids, for families, and for entire communities. Thank you for riding with us in 2025, and for helping us keep that joy rolling.

Sincerely,

Amanda Carey
NICA President

Robert Burns
NICA Board Chair

ABOVE: FINDING JOY AT NICA'S
EASTERN REGIONAL EVENT.
PHOTO BY AARON PUTTCAMP,
PENNSYLVANIA NICA

COVER: JOY AT A NORCAL NICA RACE
PHOTO BY BRIANA CLARK-FORGIE



We hear time and again from families that mountain biking creates space for kids to unplug, build resilience, and develop a sense of belonging.

These benefits have a measurable impact on youth mental health and represent one of the most powerful outcomes of riding bikes together.

— AMANDA CAREY, PRESIDENT

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PHOTO: 3 CATS PHOTO, VIRGINIA NICA



**NICA'S MISSION IS TO BUILD
STRONG MINDS, BODIES,
CHARACTER, & COMMUNITIES
THROUGH CYCLING.**

**NICA'S VISION IS TO ENSURE THAT
EVERY YOUTH IS EMPOWERED TO
BE A PART OF A THRIVING AND
ENGAGED CYCLING COMMUNITY.**

NICA is leading the youth mountain bike movement, supporting a network of 26,000 young riders and 16,000 adult coaches. The goal? Reimagine youth sports and ensure that all kids have a place to ride, make friends, challenge themselves, and lead a healthy lifestyle — all while fostering a lifelong love of cycling.

PHOTO: KOREY HOPKINS, MARYLAND NICA

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16,000

VOLUNTEER COACHES

26,000

STUDENT-ATHLETES

1000+

YOUTH MTB
TEAMS

33

LEAGUES



PHOTO: PAUL PEREZ, NORCAL NICA

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AND MORE!
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MORE kids ON BIKES

In Fall 2025, NICA proudly welcomed **Illinois as our newest league**, based in the Chicagoland area and led by Micah Ariel-Rohr. The Illinois League is eager to run its first season of events in Fall 2026 thanks to the generous support of over 300 grassroots donors and a \$25,000 matching donation from SRAM.

A few thousand miles across the globe, **NICA was launched in Australia**, as students there became the first international audience to experience the transformative experience that NICA creates. Our efforts down-under centered on engaging students through Give-it-a-Go events and expanding coach recruitment. Providing access to intentionally inclusive programming is one of NICA's goals, and international programming will allow us to transform the lives of youth both in the U.S. and abroad.

Closer to home, **NICA Discovery** made great strides towards building confidence on two wheels for kids in grades 2-5. This emerging program will blend the joy of biking with safety, skill-building, and teamwork, helping riders build strength, coordination, and endurance alongside perseverance and community. Through games and plenty of riding, young athletes will build lasting friendships along the way.

PHOTO: JODI HOLIFIELD, ARKANSAS NICA

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COACH
EDUCATION

86% of student-athletes say their coach taught them lessons beyond riding. Most often, those lessons are about having fun, being a good human, and embracing movement for life.

PHOTO: MICHAEL LUNDEBREK, WISCONSIN NICA

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I LOVE GETTING KIDS ON BIKES AND ALLOWING THEM TO GROW AS THEY EXPERIENCE MORE CHALLENGES... BY HAVING THEM SET THEIR OWN GOALS, WE ARE ABLE TO CELEBRATE EACH RIDER, REGARDLESS IF THEY ARE THE FASTEST OR NOT.

— NICA COACH



**I SEE THE INTERPERSONAL
RELATIONSHIPS THAT FORM
BETWEEN THE KIDS ON OUR
TEAM; MANY OF THEM ARE
GOING TO BE FRIENDS FOR LIFE.**

**AT THE SAME TIME, FAMILY
MEMBERS START TO RIDE,
AND THE FAMILIES BECOME
FRIENDS. I TRULY BELIEVE
THAT THE MORE PEOPLE WE
GET OUTSIDE ON BIKES, THE
MORE WE CAN IMPROVE OUR
LIVES ON THIS PLANET.**

— NICA COACH

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PHOTO: BRIANA CLARK-FORGIE, NORCAL NICA



With support from the Life Time Foundation and the She Sends Foundation, NICA hit new milestones in female participation. **In 2025, over 24.9% of student-athletes and 25.6% of coaches were female.**

Nationwide, studies show that female sport participation declines as girls age, with most girls quitting sports by age 13. NICA is rewinding that statistic. By introducing mountain biking to girls at a younger age, and surrounding them with engaged female mentors, NICA has seen measurable improvements. Since NICA introduced programming to 5th graders in 2023, we have seen female student-athlete growth rates surpass that of their male counterparts. Even more importantly, female retention rates have matched that growth.

In simple terms: **we are getting girls stoked on riding bikes, outdoors with their friends — and they are continuing to ride as a result.**



GIRLS RIDING TOGETHER

MORE GIRLS ON BIKES

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PHOTO: CAROLINE DEZENDORF



EVERYBODY RIDES

A thriving cycling community requires three things: a place to ride, organized opportunities to participate, and equipment that keeps up with progression. Bringing all elements together is often easier said than done, but NICA is making it happen.

Thanks to the Trek Pathfinders scholarship, this year we provided 200 student-athletes with bikes, gear, and scholarships to enable their NICA season.

Support from the Life Time Foundation allowed us to invest in bringing more underserved youth into the fold through partnerships and outreach. Delaware's Project Pedal team shows what success can look like in **Exponential Impact: A Delaware Team Story.**

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PHOTO: STEVE WEITZMAN PHOTOGRAPHY, DELAWARE NICA

**WE'RE STRONGER WORKING
TOGETHER, BECAUSE NICA
HAS THE BLUEPRINT, AND
WE HAVE THE PASSION AND
THE KIDS TO ADD TO IT!**

— GEORGE CORBIN JR, NICA COACH, PROJECT PEDAL



SHARING THE NICA

STORY

This year, NICA had the opportunity to show up outside our usual spaces — in the broader cycling community, in youth recreation and development, and the outdoor industry at large. **Engaging in these new spaces allows us to share our work, build meaningful connections with supporters and partners, and spread the joy that our community creates.** From connecting with festival attendees at the Life Time Sea Otter Classic, to experiencing our alumni professional riders bike alongside current NICA student-athletes at the UCI Lake Placid World Cup, these events have not only showcased our impact, but inspired people to join NICA's movement.

BELOW: NICA ALUM AND CURRENT PRO BJORN RILEY WITH A STOKED YOUNG FAN FROM THE NICA COMMUNITY. NICA JOINED ROCKSHOX AT THE UCI LAKE PLACID WORLD CUP AS FORMER NICA ATHLETES RACED ON THE WORLD STAGE. FELLOW ALUM CHRISTOPHER BLEVINS CLINCHED THE 2025 OVERALL MEN'S TITLE IN THE SAME WEEKEND. PHOTO: PIPER ALBRECHT





GIVING BACK TO TRAILS

PHOTO: DEBORAH HAGE, NORTH CAROLINA NICA



2025 FINANCIALS

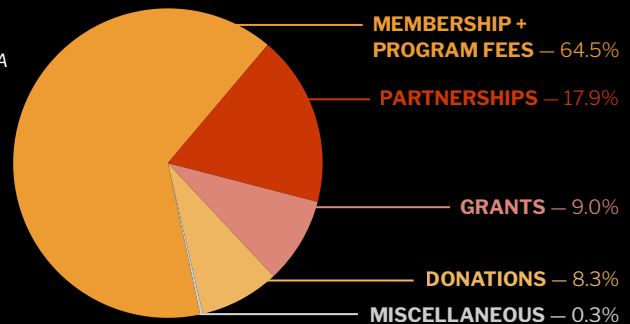
NICA's consolidated audited financials include the financial position and activities of all active leagues and the national headquarters, for the year ending December 2025.

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TOTAL REVENUE
\$12,353,098

REVENUES & SUPPORT

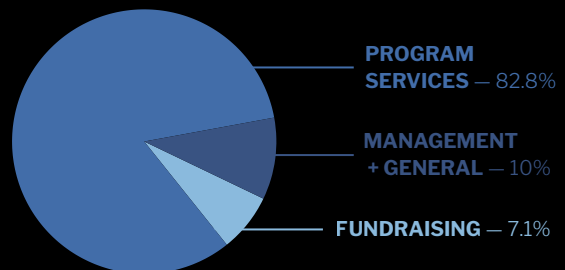
- \$7,968,570** — **Membership & Program Fees:** Annual coach and student-athlete memberships and student-athlete registrations help fund core NICA programming and support.
- \$2,208,604** — **Partnerships:** Cash and in-kind contributions from corporations and businesses who support our mission.
- \$1,111,506** — **Grants:** Grants from community and national foundations support programming and initiatives such as GRIT and TTC, and increase access to programming for underrepresented populations.
- \$1,029,205** — **Donations:** Individual and business donors provide grassroots support to leagues and nationwide operations.
- \$35,213** — **Miscellaneous:** Interest & other revenue.



TOTAL EXPENSES
\$12,314,033

EXPENSES

- \$10,201,250** — **Program Services:** Directly changing the lives of student-athletes through coach and league support, events, insurance, and scholarships.
- \$1,233,364** — **Management & General:** What makes it all tick behind the scenes including curriculum and program development, accounting services, banking fees, and operations.
- \$879,419** — **Fundraising:** The horsepower behind development, including fundraising and partnership efforts, marketing, communications, outreach and technology tools.



OUR ECONOMIC IMPACT

Each year, NICA leagues produce over 200 events across 31 states. Each of these events draws hundreds of families and supporters, leading to a tremendous economic impact on local communities. At each of our Regional events, that impact is even greater as families travel further to gather together.

Across our leagues, a single student-athlete attending a race event generates an average of \$297 in local economic impact - from meals at restaurants, stops for fuel, overnight lodging, to sweet treats post-race. Multiply that across every event of the fall and spring seasons, at all 33 of our leagues, plus our two Regional races, and **NICA's events generated a conservative \$12 million in local economic impact nationwide in 2025.**

PHOTO: WISCONSIN NICA



THE POWER OF COMMUNITY

Inspirational... that is the word that comes to mind when we look back at the year and reflect on each and every way that **supporters like you** contributed to NICA's mission this year.

We saw alumni return to ride alongside current student-athletes: some stepping into coaching roles, and others wearing the jersey of their professional team while signing posters, but **ALL** inspiring the next generation. We saw coaches travel hours to support at races, even when they didn't have a child competing. We saw grandparents embrace the joy of NICA and volunteer with enthusiasm at events. Each of these moments tells the story of the NICA community and made this year truly unforgettable.

PHOTO: AARON PUTTCAMP, PENNSYLVANIA NICA





I coach because of the heart-bursting warmth and adrenaline rush I experience: in seeing a student-athlete persevere through fear and improve their confidence level as they complete a new skill...seeing them bloom in their self-esteem, self-belief, ability to support and cheer on others, and how they carry themselves...

The adrenaline, fitness, nervous system reset, laughter, challenge, and everything I wrote about for the student athletes is true for me, as well.

— NICA COACH

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PHOTO: NEW MEXICO NICA

THANK YOU.

In 2025, over 150 donors supported NICA with philanthropic donations. Their contributions to the NICA Annual Fund directly engages more student-athletes in life-changing programs. From everyday generosity to December's End of Year campaign, each gift creates a meaningful impact.

An additional 782 donors supported NICA through the Crankbrothers Dream Bike and BikesOnline Back to School fundraisers. With the generous backing of our partners, these gifts were amplified, ensuring that 100% of proceeds went directly to getting more kids on bikes.

Our leagues also received tremendous support from their local communities. Over 2,000 donors supported their leagues through in-kind donations, cash support, and by participating in league Trek Fundraisers. Regardless of the path to give, this support allows NICA and our leagues to reach the lives of youth across the country.

PHOTO: ADAM HAYNES, IDAHO NICA

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2025 NICA PARTNERS

LEAD PARTNERS

TREK

SRAM®

ROCKSHOX

PLATINUM PARTNERS

SPECIALIZED
FOUNDING NATIONAL SPONSOR

SHIMANO

STRATEGIC PARTNERS

BORAH
TEAMWEAR



STRIKE
VISUALS

CORPORATE PARTNERS

Chargel

COMPETITIVE CYCLIST

TERRY

The Feed.

CLUB RIDE

mongoose

RUDY
PROJECT

VelocRAX

YAKIMA

CNE

SARIS

COGNATIVE

POC

100%

COMMUNITY PARTNERS



BIKEFLIGHTS
WE SHIP. YOU RIDE.

bikesonline

crankbrothers

EVIL™

MYVELOFIT

FEEDBACK
SPORTS

Sun & Ski Sports

KATE'S
Real
FOOD

FOUNDATION & GRANT SUPPORTERS

LIFE TIME
FOUNDATION



SHE SENDS
FOUNDATION

LOCAL LEADERS

To the local leaders: our domestic League Directors and Australian Country Manager, thank you for making magic happen in your NICA community!

Arizona - Jen Harrelson
 Arkansas - Terry Coddington
 Australia - Mark Eedle
 Delaware - Charles Barilo
 Florida - Jackie Morrison
 Golden State South - Nancy Eckert
 Idaho - Eddie Freyer
 Illinois - Micah Ariel - Rohr
 Indiana - John Leitzel
 Kansas - Dallas McCarter
 Kentucky - Denille Hill
 Maryland - Joey Sikorski
 Missouri - Annie Schwartz and Chris Mileski
 Montana - Sam Schultz
 Nebraska - Bree Campbell
 New Jersey - Ken Seebeck
 New Mexico - Deborah Kearney
 New York - Jason Cairo and Dolores Diaz
 Nevada North - Darrin Rice
 Nevada South - Christine Prescott
 NorCal - Terry Curley
 North Carolina - Chelle Frost
 Ohio - Jen Malik
 Oklahoma - Dave Weaver
 Oregon - Heather Wolfgang
 Pennsylvania - Mike Kuhn
 South Carolina - Ben Renkema
 Tennessee - Katherine Williams
 Texas - JJ Cawelti and Kim Topp
 Utah - Jason Munns
 Virginia - Peter Hufnagle
 West Virginia - Sarah Elkins
 Wisconsin - Renee Griswold

PHOTO: ADAM HAYNES, IDAHO NICA



NICA LEADERSHIP

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BOARD OF DIRECTORS



ROBERT BURNS
BOARD CHAIR



VANESSA HAUSWALD
VICE CHAIR



TIMOTHY P. ROGERS
TREASURER



LINDSEY KRIETE
SECRETARY



HEATHER WOLFGANG



KRISTEN DIEFFENBACH



ERIC RUSSELL



MIKE KUHN



KOREY HOPKINS



LEIGH KEATTS



JIM WEDGE



SANDER RIGNEY



TRACY PARADISE



LISA SHER



JOHN HINTZE

CURRENT STAFF LEADERSHIP TEAM



AMANDA CAREY
PRESIDENT



LAUREN HAUGHEY
CHIEF FINANCIAL
OFFICER



MELISSA DAVIES
VP OF PROGRAMS



KATE PUNDERSON
VP OF DEVELOPMENT

**WHEN I STEPPED INTO NICA,
I DIDN'T KNOW WHAT TO EXPECT – BUT
WHAT I FOUND WAS SOMETHING FAR
GREATER THAN MOUNTAIN BIKING...**

**WE LEARNED HOW PEOPLE COME
TOGETHER, AND HOW GRACE FILLS
THE GAPS. THROUGH EVERY
CHALLENGE AND FINISH LINE, WE
FOUND CONNECTION, JOY, AND PURPOSE.**

**NICA REMINDED US
THAT WHEN WE RIDE
TOGETHER, WE GROW
STRONGER TOGETHER.**

— NICA COACH



2025

ANNUAL REPORT

PHOTO: ADAM HAYNES, IDAHO NICA

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