

To our supportive community,

We want to begin by expressing our deepest gratitude for your unwavering support and your steadfast commitment to the Community Cycling Center (CCC) mission. Your past generosity has allowed us to remain open and available to serve those who need access to bikes the most for the past 30 years. **Despite reaching our 30th Anniversary this summer, the Community Cycling Center has been grappling with an escalating financial challenge over the past five years. This issue has now reached a critical point, and without swift, decisive action and the support of our community, we face the very real possibility of shutting down by October 1, 2024.**

Yet there is hope. Thanks to the hard work of our team, \$716,330 in grants has been secured to fund programs until July 2026. However, this funding is reimbursement-based, which requires us to pay costs upfront and wait a few months for reimbursement. To manage these reimbursement periods, we rely on unrestricted funding, which can be used wherever it's needed most. Without your immediate support, we will not be able to continue our work long enough to see these grants come to fruition.

With your help today, we can bridge this gap and ensure that our organization not only survives this crisis but thrives in the coming months. The ["Save the Community Cycling Center" campaign](#) is our effort to secure the resources needed to preserve this vital institution. We humbly ask for your assistance in any capacity—whether it be through a meaningful gift, connection to potential donors, or advocacy within the community—to help save the CCC.

**There are four stages of support we require to continue our work in 2025. Meeting each fundraising goal by the dates below is imperative. To be clear, if we do not raise \$115,000 by October 1st, we will have to shut down our beloved organization.**

- By October 1st: raise \$115,000
- By November 1st: raise \$78,000
- By December 1st: raise \$78,000
- By January 1st: raise \$78,000
- Total funding needed by January 2025: \$349,000

We cannot move forward working under the same framework that has brought us to our current financial crisis. If we meet our \$349,000 fundraising goal, we will make the following changes listed below to ensure stability, and do better to honor your generosity:

- **Cost-Savings:** Reduce the financial burden by decreasing administrative personnel and returning to a seasonal employment model for both bike shop and program staff to match the seasonality of cycling.
- **Revenue Producing:** Lean into profitable activities that meet the needs of our community.
- **Planning:** Make data informed decisions to right-size shop services to meet seasonal challenges and ensure program deliverables are realistic and include whole costs to running programs.
- **Relationship Building:** Strengthen relationships and broaden our network of support, creating community building activities and events.
- **Transparency:** Emphasize ongoing transparency and communication with our team, our supporters, and with the greater community.

It is our intention to lean into transparency during our time of need. We understand that this update may come as a shock, and we recognize you may have questions. To help make sense of the situation, we've attached a detailed explanation along with a year-by-year table of our financial performance. We hope this information provides clarity and reinforces our commitment to openness and accountability.

Please know that leadership is available for any questions you may have. Please write to [development@communitycyclingcenter.org](mailto:development@communitycyclingcenter.org)

**To Save the Community Cycling Center, visit [this donation page](#), or mail a check to 1700 NE Alberta St. Portland, Oregon 97211.** Thank you again for standing with us during this challenging time and believing in our mission to broaden access to bicycling and its benefits. We are confident that, with your support, we will emerge stronger and more resilient than ever.

Warm regards,



Ruben Alvarado, Executive Director with support from Community Cycling Center Staff and Board of Directors