



# **RIGHT RIDER** **ACCESS FUND**



**2012  
ANNUAL  
REPORT**

## PRESIDENT AND CEO STATEMENT

We started the year with a goal to support OHV safety, training and education programs, and to promote access by encouraging participation from like-minded constituents and supporting local clubs, dealers and organizations who are working toward the same goals.

I am pleased to say that through the leadership, support and diligence of the Right Rider Access Fund Board of Trustees and the generosity of our donors, we have successfully brought these people and projects together to offer solutions to today's off-highway challenges.

The fund is honored to work with a powerful network of private and public partners who share our vision for the future of off-highway recreation and for building a healthier America by encouraging kids and their families to get outdoors and ride.

To our many friends and supporters, we thank you. Our investments now will pay big dividends to families, communities and off-highway enthusiasts for many years to come.



Tim Buche

## ABOUT THE FUND

The Right Rider Access Fund is a not-for-profit 501(c)(3) charitable organization created in 2011 to support off-highway vehicle enthusiasts, by supplementing the work of the Motorcycle Industry Council, the Specialty Vehicle Institute of America, the Recreational off-Highway Vehicle and of other clubs, dealers and OHV organizations.

The Fund was created to ensure off-highway vehicle enthusiasts can safely and responsibly operate their OHVs and access riding areas. By combining the existing support of the powersports industry associations with contributions from businesses and individuals, the financial resources available to support OHV enthusiasts increase exponentially. The Fund uses industry expertise on a charitable basis to manage the work of the Right Rider Access Fund, the result is one hundred percent of contributions support riders. The breadth of the funding sources, the depth of expertise and the absence of overhead make the Right Rider Access Fund a one-of-a kind resource for OHV enthusiasts.



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# ACCOMPLISHMENTS

## FUNDRAISING

*February 18, 2012*

### **Right Rider Access Fund Breakfast of Champions and Give to Ride Auction**

Raised \$52,100

The Fund hosted a star-studded breakfast auction on Saturday February 18, at the 2012 Dealer Expo in Indianapolis in order to raise awareness and revenue for the Fund. The auction included donations from racing legends Mark Blackwell, Chuck Sun, Kevin Schwantz and others. The event was emceed by Motorcycle Industry Council (MIC) Board Director Eric Anderson and MIC member Tom White. The event raised \$52,100 in funds to help support the Fund's initiatives and fund the grants it gives to other partners that strive to preserve current riding areas and opportunities.

*2012*

### **Powersports Association Payroll Deduction**

Raised \$1,498

Initiated payroll deduction option for Powersports Association employees. Raised \$1,498 in ten months.

## GRANT AWARDS

*March 27, 2012*

### **Western Governors' Association**

Funds Requested and Approved: \$104,900

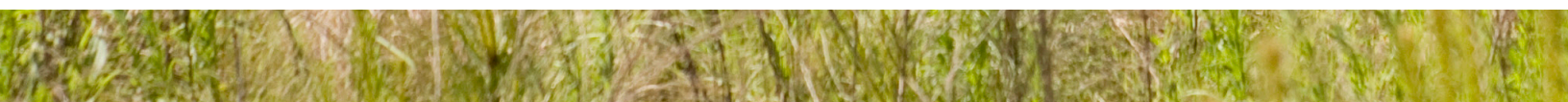
Grant was used to help fund a national study of the economic benefits of activity. The study was developed in cooperation with representatives of the OHV community. The effort is an important component of the "Get Out West" initiative led by 19 member Western Governors' Association that aims to grow the interest of children and families in outdoor recreation while growing the recreation economy through promotion and improved public policy. The findings of this first-of-a kind study show the outdoor recreation industry generated \$646 billion in national sales and services in 2011.

*March 27, 2012*

### **Knott County Rough Terrain Rescue**

Funds Requested and Approved: \$13,200

The Knott County Rough Terrain Rescue organization (a specialized rescue team assembled by the Knott County Fiscal Court and certified by the Kentucky Department of Emergency management) has teamed up with the Knott County ATV Safety Training Center and Managed Adventure Systems to develop an area to train riders of ATVs and ROVs in advanced riding maneuvers to safely navigate obstacles typically found on the trail in varied types of terrain.



*March 27, 2012*

**Quiet Warrior Racing**

Funds Requested and Approved: \$20,000

Quiet Warrior Racing supports and defends responsible access to public lands by educating riders and land managers about OHV related travel and facility planning and by participating with land managers and researchers regarding the best management practices. QWR also facilitates and participates in OHV-related stakeholder groups, works with land managers to address conflict resolution, educates and promotes responsible land ethic including the use of sound compliant exhaust. Throughout 2012, QWR was engaged in trail planning throughout U.S.F.S. Region 5 and road/mixed-use planning to ensure that non-street legal dirt bikes, ATVs and ROVs have quality access to federal lands, such as the Shasta Trinity NF.

*March 27, 2012*

**National Off-Highway Vehicle Conservation Council (NOHVCC)**

Funds Requested and Approved: \$420,000

The National Off-Highway Vehicle Conservation Council (NOHVCC) is a 501(c)(3) educational non-profit organization whose goal is simply to provide “a positive future for OHV recreation” by developing and providing a wide spectrum of programs and information to riders, clubs and government agencies. The requested grant sustains funding for materials for club development and management, services to assist with OHV park and youth program development, a library of OHV-related materials, OHV management workshops in cooperation with Federal and state land management agencies to educate them on providing sustainable OHV recreational opportunities. Funding also supports OHV organizational workshops designed to strengthen existing clubs and state associations and to create new organizations. NOHVCC publishes primers for distribution to OHV land managers, planners and riders, including “Management Guidelines for OHV Recreation” and disseminates strategies for the building and maintenance of sustainable and quality OHV trails systems that riders want to ride and “OHV Park Guidelines,” partners with Marshall University in West Virginia to develop three OHV management courses, available on campus and as distance-learning courses.

*December 12, 2012*

**Off-Road Business Association**

Funds Requested and Approved: \$15,000

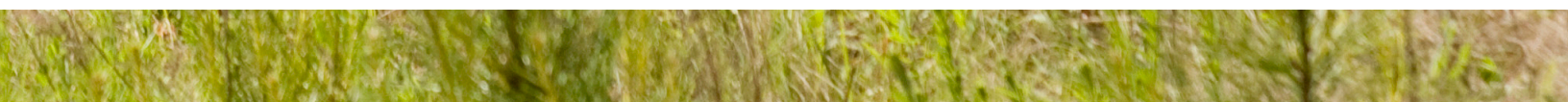
Off-Road Business Association (ORBA) is a nonprofit association of off-road related business owners who have united to preserve the sport of off-road recreation in an environmentally responsible manner. Grant funds were used for work on three major projects in the California Desert District. (1) Desert Renewable Energy Conservation Plan (DRECP): ORBA has been appointed by the Governor to insure that motorized recreation is a key component of this energy plan. (2) BLM Special Recreation Permit Sub Group (SRP): ORBA is developing policy for all types of recreation permits on BLM land. (3) Johnson Valley: Develop alternative actions to the Marine Corp expansion into Johnson Valley. ORBA successfully provided an alternative for base expansion that equally accommodates the needs of the military and the off-road community's.

*December 12, 2012*

**Egg Harbor Township Police Athletic League – Ready To Ride OHV Park**

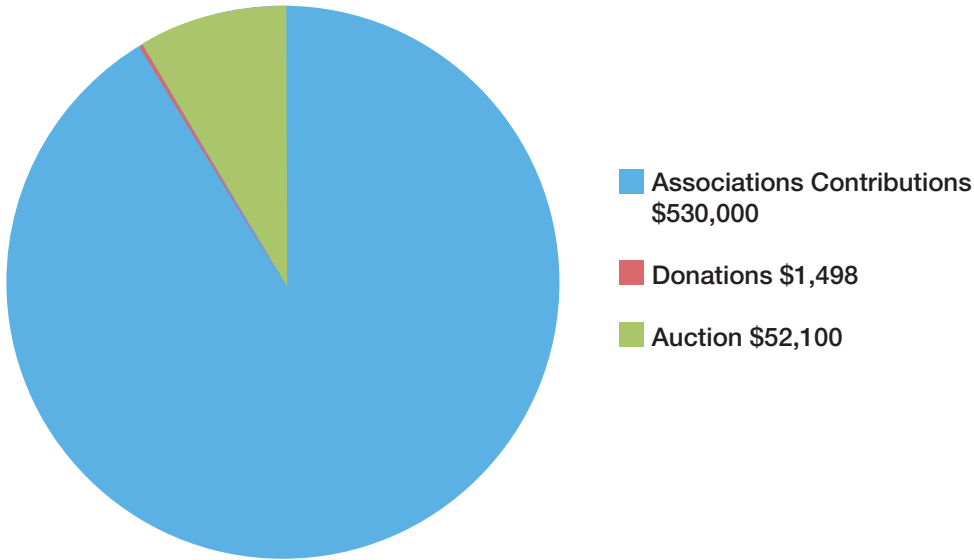
Funds Requested and Approved: \$10,000

READY TO RIDE is a family oriented ATV, Dirt Bike and Go-Kart riding facility operated by the Egg Harbor Township Police Athletic League (EHTPAL). The facility is a wooded 35 acre, member riding area located in Egg Harbor Township, New Jersey. The riding area is open daily from 10 am to 6 pm and consists of over 8 miles of maintained trails and tracks. The EHTPAL requested funds to rebuild and repair damaged trails at the READY TO RIDE OHV park resulting from the June 2012 “Dericho” storm and Superstorm Sandy.

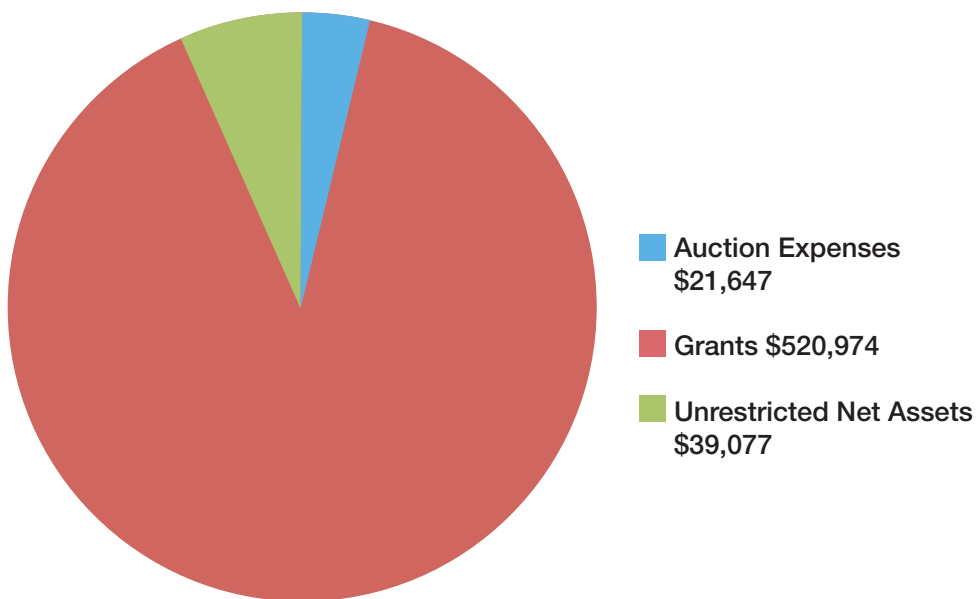


# FINANCIALS

## REVENUE



## EXPENSES



# IMPACT

## “Do The Ride Thing” ATV Safety PSA Contest

Hundreds of kids from all across the country, affiliated with youth groups such as 4-H, Boy Scouts, Future Farmers of America or just as individuals participated in “Do The Ride Thing” a video safety contest for kids. The contest, in its fourth year, ran from June 1 through August 15 when most kids are out of school and have time to work on fun projects.

The purpose of the contest is to raise awareness about the importance of ATV and dirt bike safety, and for young riders to encourage friends and family to always follow established safety rules when riding. There are cash prizes, with three winners in each of three age categories: 6-10, 11-14, and 15-18, and in two vehicle categories: ATV and dirt bike.

The contest is a great way to motivate and inform people – especially kids and their parents – about the safe and responsible use of all-terrain vehicles and dirt bikes. The videos harness the social networking power of YouTube and give kids the opportunity to “Do the Ride Thing” and help other kids ride safe, ride smart by creating public service announcements that focus on one or more of the ATV Safety Institute’s Golden Rules or Dirt Bike Riding Tips. See the winning videos at [atvsafety.org/atv\\_psa\\_contest](http://atvsafety.org/atv_psa_contest)



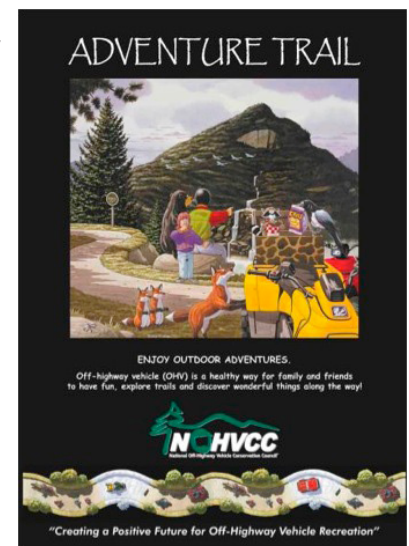
## The NOHVCC Adventure Trail

One of the primary goals of NOHVCC is to help ensure that there are plenty of riding opportunities available for future generations. To help achieve this goal and to make education fun, NOHVCC created the Adventure Trail series for kids and their families. It consists of a set of Posters, an Activity Book, and a Computer Game that addresses ten primary messages.

Thousands of kids learn the key Adventure Trail messages through these educational materials. The messages encourage all riders and drivers to be on their best behavior. Messages like share the trail with others, keep OHVs quiet, wear all the proper safety gear, stay on the trails and size is important, go a long way in helping educate kids and their families about off-highway vehicle recreation.

## Adventure Trail Trailer

NOHVCC has created a virtual “Adventure Trail” inside a mobile education truck/trailer. The trailer uses the “Adventure Trail” story, floor to ceiling murals, realistic exhibits and a 10-question quiz to educate kids and their parents about off-highway vehicle recreation. Each kid is given a complimentary activity book, the CD game, temporary tattoos, stickers, and other fun items to further reinforce key messages. Hundreds of kids and their families go through the mobile education vehicle each season.



SUPPORT

# RIGHT RIDER ACCESS FUND

Visit us online at [riderfund.org](http://riderfund.org)

Questions or comments?

You can reach the Right Rider Access Fund

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