



2023 ANNUAL REPORT

A LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Shifting Gears Community,

With immense honor and excitement, I present our 2023 Annual Report to you. Reflecting on this past year, the Board of Directors and I are filled with profound gratitude for our achievements and impact on the communities we serve. As we navigated through the challenges of the pandemic, we took deliberate steps to strengthen our foundation, focusing on defining who we are and what we aim to accomplish. With the introduction of our 2023 - 2025 Strategic Plan, we set ambitious goals for ourselves and our community, many of which we are proud to say we achieved this past year.

The resurgence of our flagship programs and beloved community events has been a testament to our incredible community's dedication, passion, and support. Together, we have empowered women to explore outdoor pursuits, build confidence, and foster a welcoming environment where everyone feels they belong. Our programs, from mountain biking and road cycling to day hikes and backpacking, reached full capacity. Meanwhile, our annual events like Wild Women Week and the Bellingham Bike Swap witnessed record-breaking attendance, and the return of our favorite Sippin' on Cider festival brought additional joy and unity to our community.

As we venture into 2024, we are thrilled about the opportunities ahead. We are poised to reintroduce our Bikepacking Program, expand our workshop offerings, and forge new partnerships to enhance our mission to create inclusive recreation experiences fostering confidence, wellness, growth, and joy for all women. With a refreshed brand identity and a renewed commitment to our volunteers, we are excited to continue our journey of empowering women in the great outdoors.

None of this would have been possible without you—our dedicated Board of Directors, volunteers, donors, partners, and community members. Your unwavering support and generosity have been the cornerstone of our success, and for that, I am endlessly grateful. As we celebrate our achievements and set our sights on the future, I am reminded of the power of our community. Shifting Gears is more than an organization; it is a community bound by a shared passion for the outdoors and a commitment to inclusivity and empowerment.

Thank you for your incredible support and for being an integral part of our journey. Together, we have created a vibrant, supportive, and dynamic community that inspires and uplifts. I look forward to what we accomplish together in the coming year and beyond.

Warmest regards,



KRYSY KELLER
Executive Director

ABOUT SHIFTING GEARS

OUR MISSION

Shifting Gears empowers all women through outdoor recreation and education opportunities to remove barriers and foster belonging.

HOW?

We host programs to empower **you**. Participants walk away with the skills and tools needed to attain their recreational goals.

Whether it be learning how to change a flat tire, going above and beyond physically by cycling your longest ride ever, locating accessible trails, finding a hiking partner back or bikepacking for the first time, inspiring goals, or just remembering how to play... we aim to create a welcoming environment for all women to join in, learn, and enjoy.



WE DID SO MUCH TOGETHER.....

In 2023, Shifting Gears achieved significant milestones:

1. Hired an **Executive Director**.
2. Relaunched flagship programs such as **Day Hiking, Road Biking, Mountain Biking, and more**
3. Launched a partnership program with **VITAL Bellingham** for a monthly Women's Climb Night
4. Revived '**Sippin' on Cider**' event - Bellingham's favorite cider festival!
5. Launched a refreshed and revamped **website**
6. Increased **volunteer** engagement and enhanced our appreciation program.
7. Expanded **awareness** of Shifting Gears programs and events
8. Established and strengthened partnerships with **local businesses**
9. Exceeded **previous years' attendance** in all events!
10. Internally strengthened our systems to ensure **Shifting Gears is around for years to come!**





**IN 2023, WE
OFFERED...**

**SERVING OVER 400
PROGRAM PARTICIPANTS**

45 PROGRAMS ACROSS:

Mountain Biking

Backpacking

Sea Kayaking

Rock Climbing

Road Biking

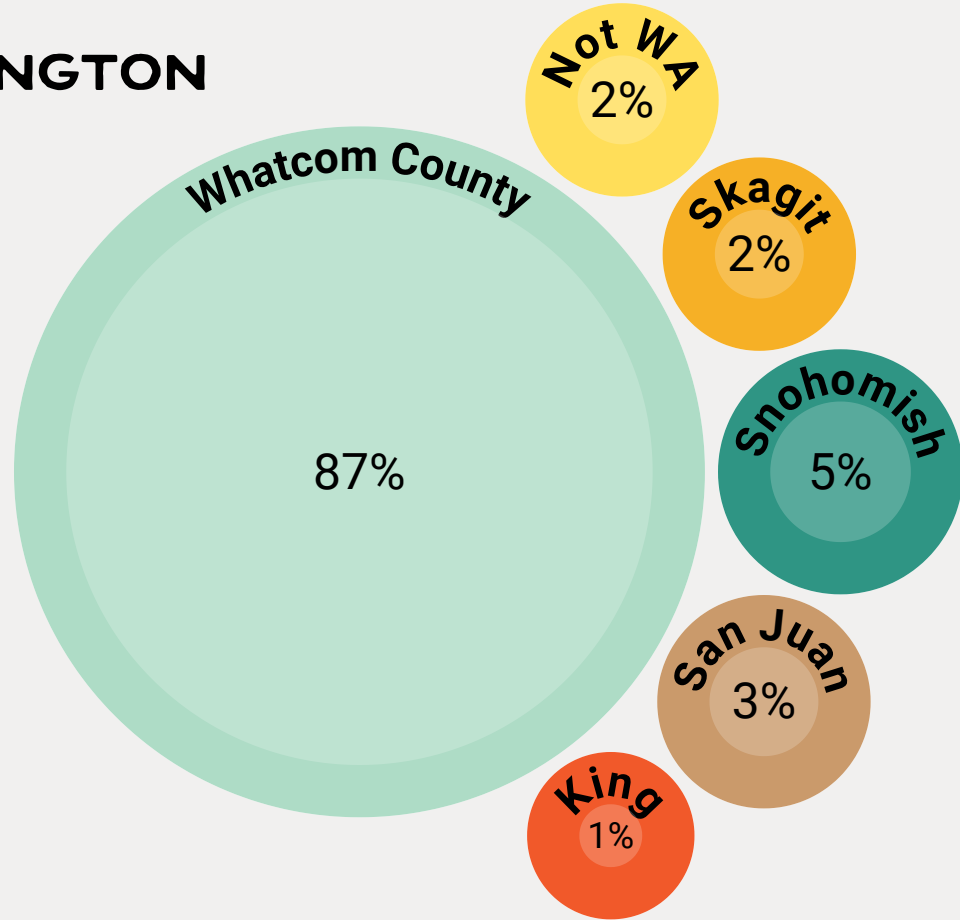
Bikepacking

Hiking

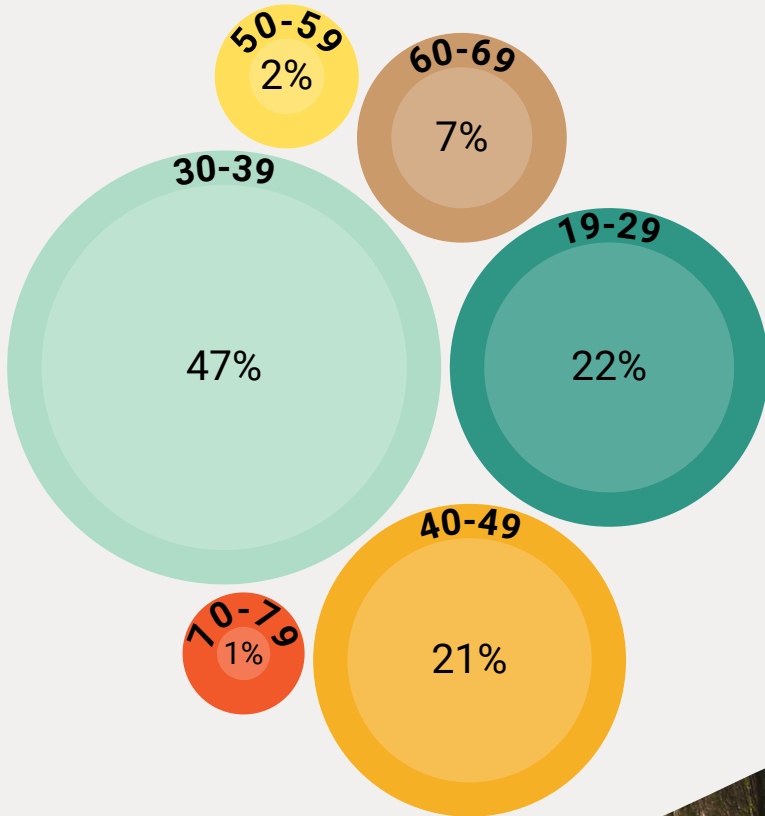
Workshops & Seminars & More

OUR PARTICIPANTS

CAME FROM WASHINGTON AND BEYOND



AND ALL AGES



MEMORIES WERE MADE AT OUR EVENTS....



FLAGSHIP EVENTS

Wild Women Week

Bellingham Bike Swap

Sippin' on Cider

**& 12 COMMUNITY
PARTNER EVENTS**

**CELEBRATING WITH OVER
825 ATTENDEES**

VOLUNTEERS MAKE IT HAPPEN

"Shifting Gears is a gift! I've always been very moved by the wilderness, but there can be a lot of obstacles that make it hard to act on that--logistics, cost, skills, and the community to share skills and keep each other safe in the back country. I'm so grateful for the work Shifting Gears is doing to make it possible to connect with other women and get outside."

-Program Participant

130+
VOLUNTEERS

575+
**VOLUNTEER
HOURS**

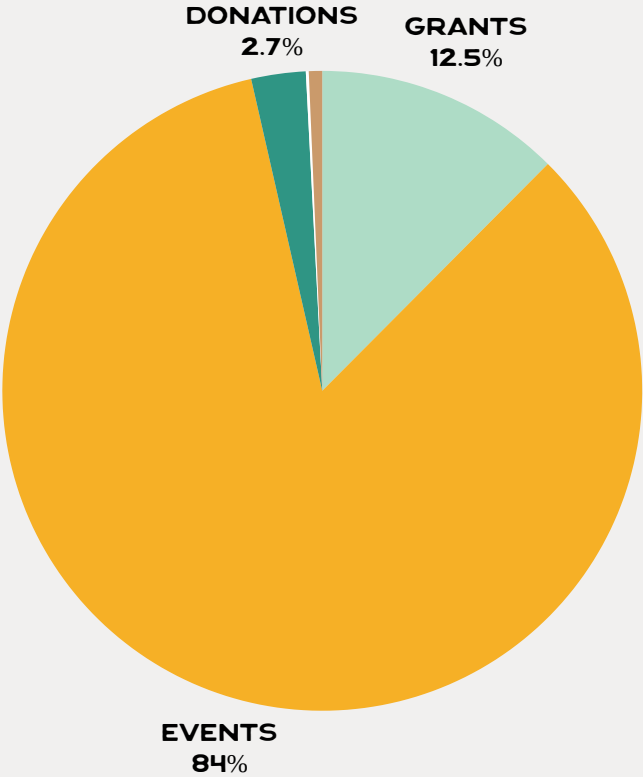


LET'S GET DOWN TO THE DOLLARS

INCOME

GRANTS EVENTS DONATIONS

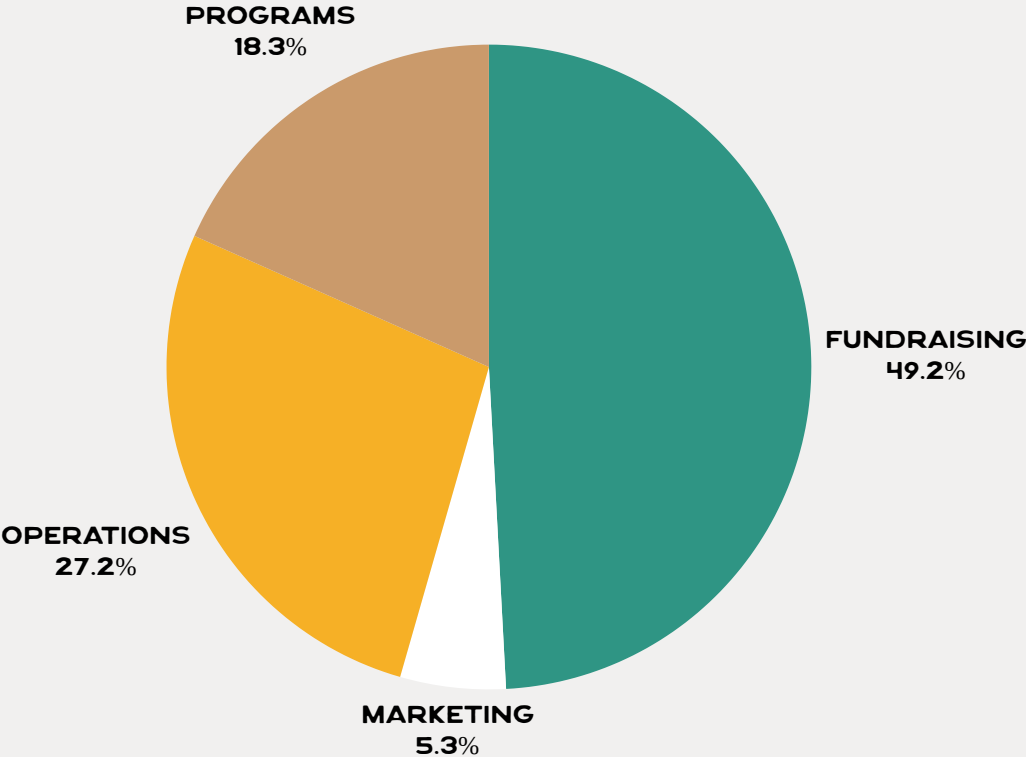
OTHER PROGRAMS



EXPENSES

FUNDRAISING MARKETING

OPERATIONS PROGRAMS



SO WHAT'S NEXT?

In 2024, Shifting Gears plans to:

1. Reintroduce our **Bikepacking Program**
2. Broaden our **workshop offerings**
3. Expand our lineup of **backpacking programs**
4. Offer volunteer stipends to recognize the invaluable contributions of our program leaders
5. Refresh the **Shifting Gears brand!**
6. Build **partnerships** that enhance our programs and our impact within the community.
7. Embrace the magic of winter and explore **winter programming!**
8. Redouble our efforts to ensure every volunteer **feels valued and supported**
9. Compile a comprehensive **resource list of gear opportunities**



THANKS TO OUR PARTNERS

PROGRAM PARTNERS



**COMMUNITY
BOATING CENTER**
BELLINGHAM BAY



 **Recreation
Northwest**

EVENT PARTNERS



**LOST
GIANTS**
CIDER COMPANY



COMMUNITY PARTNERS



**NORTHWEST
TUNE-UP**
BIKES / MUSIC / BEER



WILD WOMEN WEEK 2023

Her Connection Hub | Kulshan Brewery | Cafe Velo | WinkWink
Bow Sanctuary | Wildcat Cove Paddle | Among the Trees
Gruff Brewery | Transition Bikes | Radical Roots | JoyRiders

THANKS TO OUR PARTNERS

2023 HOLIDAY AUCTION PARTNERS

- AB Crepes
- Adored Boutique
- Alpine Institute
- Anne Hayward Art
- Apex Chiropractic and Rehab
- Aslan Brewery
- Banter
- Bellingham Symphony Orchestra
- Bellingham Yoga Collective
- Ben Mann Studio
- Bloom Therapeutic & Prenatal Massage
- Boundary Bay Brewery
- Bow Sanctuary
- Brandywine Kitchen
- Burnt Side Down
- Cascade First Aid
- Christianson's Nursery
- Chrysalis Spa
- Community Boating Center
- Cute But Crazy Socks
- Date and Paint
- El Sage Designs
- Evergreen MTB Alliance
- Evergreen Strength
- Fairhaven Poke
- Fairhaven Runners
- Fanatik
- Flow Motion Yoga
- Flying Bird Botanicals
- Fremont Brewing
- Glitt3rLyfe
- Great Harvest Bread Co
- Gretchen Leggitt
- Grocery Outlet
- GroundKeeper Fenders
- GSI Outdoors
- Her Connection Hub
- Icelantic Skis
- Inspire Studio
- Kaden
- Kickstep Designs
- Kite Paddle Surf
- Kulshan Brewing Co.
- La Sportiva
- Larabee Lager Company
- LFS Marine & Outdoor
- Life Force Ninja
- Loam Equipment
- Lost Giants
- Martini Metal Craft
- McMenamins
- Moondance Sea Kayak Adventures
- Mt Baker Ski Area
- Mt. Baker Theatre
- Nicole Sheldrake Pilates
- Norco Dirt Series
- Otherlands Beer
- Ovn
- ParknBowl
- Paws for Beer
- Peter James Photography
- Pickford Film Center
- Prime
- Pumped Bellingham
- Pure Bliss Desserts
- Radical Roots
- RecPak
- Revitalize Massage
- Ridwell
- Shredly
- Sirina Gelato
- Skyline Printworks
- Slow Boat Fish Co
- Source Massage Therapy
- Spark Museum
- Starbucks
- Still Life Massage and Float
- Stones Throw Brewery
- Structures Brewing
- Swift Industries
- Tenet Components
- The Bagelry
- The Lost Co.
- Third Planet Boutique
- Tony's Coffee
- Trailhead Athletics
- Transition Bikes
- Veritas
- Waffles in Paradise
- Whatcom Events
- Wild Rye
- Wildcat Cove Paddle Board Tours
- Wink Wink
- WMBC
- Woodlands Park Zoo



SHIFTING GEARS TEAM



Krys Keller
Executive Director



Kari Humphreys
Board President



Chloe Boland
Board Vice-President



Amanda Robins
Board Treasurer



Julia Scherting
Board Secretary



Kenna Kuhn
Board Member

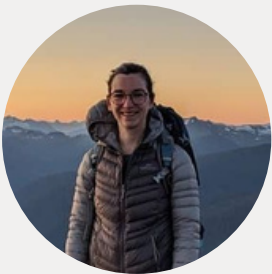


Aubrey McNeil
Board Member



Rory Humenik
Board Member

A HUGE THANK YOU TO OUR 2023 DEPARTING BOARD MEMBERS



Rosy Ebel



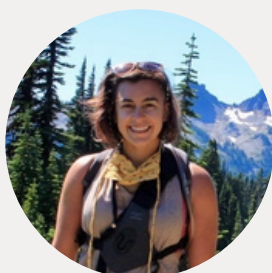
Katy Heriford



Anne Hayward



Ella Neumann



Sabrina Butt

