“CITIES HAVE THE CAPABILITY OF PROVIDING SOMETHING FOR EVERYBODY, ONLY BECAUSE, AND ONLY WHEN, THEY ARE CREATED BY EVERYBODY.”

JANE JACOBS
The Death and Life of Great American Cities
TRANSPORTATION ALTERNATIVES’ MISSION IS TO RECLAIM NEW YORK CITY’S STREETS FROM THE AUTOMOBILE, AND TO ADVOCATE FOR BICYCLING, WALKING AND PUBLIC TRANSIT AS THE BEST TRANSPORTATION ALTERNATIVES.
This year was one for the history books. In the coming decades, I believe urbanists will call it the year of Vision Zero. Just as New Yorkers made history when they first boarded the subway in 1904 or when the Commissioners’ Plan laid out Manhattan’s street grid in 1811, this year, we altered the future of New York with a citywide consensus: no one should be killed or injured in traffic.

That’s a remarkable victory in an urban center plagued by traffic violence. But it’s also a major challenge. No global city has achieved Vision Zero. I plan for New York to be the first.

From Staten Island to the Bronx, that will require protected lanes for bicyclists and bus riders, and grand avenues where New Yorkers are safe to stroll. We need more Citi Bikes, more pedestrian head-starts and more care from drivers, every time they get behind the wheel.

Vision Zero demands a transformation – and that transformation will only happen when people across the five boroughs demand it.

Today, Transportation Alternatives’ mission is backed by more than 150,000 New Yorkers and a powerful coalition of community leaders. In this movement, the trailblazers are real people talking about their own streets, taking action in response to their own tragedies, and speaking up for their own idea of justice.

Our challenge now is to prepare more New Yorkers, in more neighborhoods, to take a stand. This is your directive, and ours. In the coming years, we can help give every New Yorker a voice, but only if you help us grow.

With your continued dedication, I predict that the people of New York will demand Vision Zero. And, in time, we will achieve it, and that will be something for the history books.

Paul Steely White
Executive Director and T.A. member since 1997
In 2011, Transportation Alternatives first introduced the concept that no one should be killed in New York City traffic. In 2014, we convinced City Hall to adopt Vision Zero and pass 12 laws to advance it. Last year, fewer pedestrians were killed than ever before.

What began as a Transportation Alternatives proposal in 2006 is now New York’s favorite way to get from A to B. In 2015, Citi Bike doubled its footprint and its fleet thanks to our advocacy.

Transportation Alternatives convinced the New York City Council to pass the Right of Way Law in 2014, creating a groundbreaking defense of crosswalks and bike lanes. When special interest lobbyists tried to weaken the law in 2015, Families for Safe Streets fought back hard, and the law stuck.

Campaigning on two fronts, at City Hall and in the State Legislature, Transportation Alternatives advocates secured a 25 mph speed limit for New York City.

In 2014, Transportation Alternatives hosted the first-ever Vision Zero for Cities Symposium, where hundreds of experts from 18 global cities shared their knowledge with New York City decision-makers.
Great ideas are the building blocks of great cities, but New York’s cornerstones are anything but cement. A constant influx of ingenuity is required to keep New York moving. That’s why Transportation Alternatives dedicates so much energy to delivering innovation to decision-makers. We propose, and advocate for, the best possible future transportation for the next generation of New Yorkers.

In the past decade, Vision Zero, bike share, protected bicycle lanes, automated enforcement and the innovative “complete street” redesign all came to New York City as a product of this brain trust. By introducing great ideas here, we influence New York’s trajectory, and in turn, the nation’s. Each idea that succeeds in our city-as-incubator creates opportunities for innovation on street corners across America.

This year, we gathered global thinkers to brainstorm solutions to traffic safety challenges at the first-ever Vision Zero for Cities Symposium. We developed legislation to change the status quo, like New York City’s new Right of Way Law. And we forced the hand of change with the publication of groundbreaking studies like The Vision Zero Investment that pinpoint direct solutions to pressing problems of enforcement, street design and public policy.

Today, our investment in innovation turns to the big picture: how New York City will reach Vision Zero and how we will move “beyond zero” – not only saving the lives of individuals but transforming public spaces to improve daily life for the whole city. New York is renowned for a breakneck pace of change, and for the first time since Robert Moses moved to town, the transformation of the city is moving in the right direction.
On Staten Island, activists collected signatures and telephoned supporters before a community meeting about dangerous Clove Road. One reluctant neighbor in attendance asked, “Who even rides a bike?” Every hand in the room went up. Now, Staten Island is getting its first bike lane in seven years.

Activists demonstrated their vision for the Grand Concourse by petitioning for car-free summer Sundays. That, plus piles of letters from local businesses, inspired City Hall’s redesign plans this year.

At Lincoln Square in Manhattan, a proposed plan would have made walking safer but left conditions unsafe for people on bikes, so local activists hit the phones and collected a stack of petitions. City Hall responded by more than doubling the length of the bike lanes in the complicated “bow-tie” intersection.

Through three rallies and seven presentations to City Council members and community boards this year, local activists stood by their idea for fixing Atlantic Avenue. Then, City Hall agreed to redesign the street.

Backed by 150 neighbors carrying 6,500 petition signatures at a safety workshop, activists demanded a fix for Queens Boulevard. Now, the “Boulevard of Death” is slated to become New York’s most innovatively redesigned street.
If streets are built for everyone, they will become the business of everyone. Our activists are bringing fresh eyes to congested thoroughfares and dangerous intersections. **We believe that these streets are full of potential, ripe to be transformed into public spaces worthy of celebration.**

In our vision, bike lanes are protected. Buses are the most efficient form of transportation, traveling in dedicated lanes with expedited boarding. People on foot are comfortable enough to be curious, with wide sidewalks, clear crosswalks and priority crossings.

In the most pedestrian-dense urban center in the nation, we believe those walking deserve special protection. In a city where private automobiles clog every route, we believe people making sustainable decisions deserve a clear path. Each day, Transportation Alternatives is broadcasting these beliefs citywide – and supporting local activists’ struggles to rebuild their neighborhood streets.

In select corners of New York, like First Avenue in Manhattan or Prospect Park West in Brooklyn, Transportation Alternatives has already brought this vision to life. This year, with campaigns active on more than 25 streets in all five boroughs, we are fighting to introduce this transformative vision far and wide. And we are setting an example of what is possible by challenging the status quo on some of New York’s most dangerous streets: the Grand Concourse, Atlantic Avenue and Queens Boulevard, the long-notorious “Boulevard of Death.”

Historically, only the wealthiest quarters of our city have seen their streets transformed. So today, we are homing in on places still in need of change. In Brownsville, Harlem and Eastern Queens our new grassroots coalitions are empowering residents to direct their own campaigns so future New Yorkers, regardless of income or geography, will have extraordinary public spaces, designed by them, for them.
Transportation Alternatives took 15,300 New Yorkers on a bike ride. Borough bike tours in Brooklyn, Queens, Staten Island and the Bronx sold out in 48 hours and thousands rode the 100-mile NYC Century Bike Tour.

New Yorkers spoke up against dangerous streets and reckless driving, taking action more than 57,300 times this year, watchdogging decision-makers to push the Vision Zero agenda forward.

There are 1,000 neighborhood activists organizing in Brooklyn, Queens, Staten Island, Manhattan and the Bronx. They led the local fight for Vision Zero in 37,000 conversations with New Yorkers this year.

Activists launched 25 neighborhood campaigns in five boroughs, backed by a coalition of 800 local businesses and cultural institutions.

Thanks to dedicated investment in our growth, Transportation Alternatives counts more than 150,000 New Yorkers as supporters.
Vision Zero is an ambitious idea. To achieve it, Transportation Alternatives will need to mobilize an unprecedented number of people. Because reckless driving and speedway-style streets affect every New Yorker, this movement must represent New York’s multiplicity.

For some, the threat of traffic is exponentially greater. Children, senior citizens and residents of public housing all face disproportionate danger. So we are investing to reach the New Yorkers most affected by dangerous streets: the business owner whose bottom-line suffers because the street outside is unsafe, and the parents in a NYCHA building whose children are more likely to be killed in a traffic crash than wealthier children a few blocks away.

This year, to directly combat this inequity, we launched new organizing committees in Eastern Queens and Upper Manhattan, hired a multilingual street team and supported the foundation of the first-ever youth effort toward Vision Zero.

It is critical that our momentum continue. Every effort of Transportation Alternatives should reach more New Yorkers. From bike tours to educational roundtables to poster-making get-togethers the night before a rally, we are helping people find the confidence to speak up and providing tools that allow them to be active in making change.

More than 40 years ago, when 5,000 cyclists first biked down Broadway with Transportation Alternatives, we demonstrated the effective power of New Yorkers gathering to redefine their city. **Today, these interactions are the backbone of a community of more than 150,000 New Yorkers, and growing.**

If we reach beyond the New Yorkers represented by Transportation Alternatives today, we can build a movement that shapes our city’s future. When we achieve Vision Zero, it will only be because we’ve grown this movement to represent every New Yorker.
In the coming year of Transportation Alternatives advocacy, pavement will only be part of the equation. We will seek a city where transportation is equitable for every person. And we will keep our advocacy trained on New York’s political horizon.

Here’s how Transportation Alternatives will stride toward Vision Zero in 2016...

**PROTECT OUR LAWS**

Recently enacted laws, like the Right of Way Law and New York’s new 25 mph speed limit, are already saving lives, and already in the crosshairs of special interest lobbyists. In 2016, Transportation Alternatives will launch a campaign to protect the Right of Way Law and the 25 mph speed limit.
MORE MODEL STREETS
The future Queens Boulevard will become a model for redesigning the worst New York City streets. Transportation Alternatives will push City Hall to expedite the overhaul of New York’s worst streets in 2016, each in the image of this soon-to-be exemplary street.

EMPOWER LOCAL VOICES
Today, few New Yorkers have the opportunity to engage with local government. To increase access to neighborhood halls of power, Transportation Alternatives will unveil a new petition hub in 2016 that supports hundreds of community-led campaigns for change on local streets.

CHANGE THE CULTURE
Too many New Yorkers still say “accidents happen” in the aftermath of preventable traffic crashes. Transportation Alternatives will propel a culture shift in 2016, and swell our movement, with #crashnotaccident.
Transportation Alternatives is committed to rebuilding New York City’s streets for people. This commitment extends to the tremendously efficient fiscal management of our growing 501(c) (3) non-profit organization.

Transportation Alternatives’ more than 12,250 card-carrying members and network of 150,000 supporters are the driving force behind the most powerful advocacy organization in New York. To maintain laser focus on our mission, we do not accept donations from oil companies or automobile manufacturers, and we promise that we never will.
## TRANSPORTATION ALTERNATIVES FINANCIAL STATEMENTS

### REVENUES AND OTHER SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>2015 Total</th>
<th>2014 Total</th>
<th>2013 Total</th>
<th>2012 Total</th>
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<tr>
<td>Contributions</td>
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<td>Sponsorship</td>
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<td>Interest income</td>
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<td>$2,508</td>
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<td>Other</td>
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<td>$79,144</td>
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<td><strong>TOTAL REVENUE AND OTHER SUPPORT</strong></td>
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<td><strong>3,926,507</strong></td>
<td><strong>3,314,144</strong></td>
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### EXPENSES

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<td>Program services</td>
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<td>$2,920,982</td>
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<td>Management</td>
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<td>Fundraising</td>
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### CHANGE IN NET ASSETS

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<td></td>
<td>$(594,196)</td>
<td>269,678</td>
<td>$(182,527)</td>
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<td><strong>NET ASSETS AT BEGINNING OF YEAR</strong></td>
<td><strong>1,626,621</strong></td>
<td><strong>1,356,943</strong></td>
<td><strong>1,539,470</strong></td>
<td><strong>1,477,379</strong></td>
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### NET ASSETS AT END OF YEAR

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<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
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<tr>
<td></td>
<td>$1,032,426</td>
<td>$1,626,621</td>
<td>$1,356,943</td>
<td>$1,539,470</td>
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</table>

## TRANSPORTATION ALTERNATIVES STATEMENT OF FINANCIAL POSITION

### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$968,313</td>
<td>$1,075,258</td>
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<tr>
<td>Receivables</td>
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<td>$525,069</td>
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<td>Prepaid expense</td>
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<td>Deposits</td>
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<td>$25,792</td>
<td>$16,583</td>
<td>$16,583</td>
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<tr>
<td>Fixed assets, net of depreciation &amp; amortization</td>
<td>$64,809</td>
<td>$42,906</td>
<td>$56,067</td>
<td>$57,079</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>1,226,038</strong></td>
<td><strong>1,720,167</strong></td>
<td><strong>1,452,361</strong></td>
<td><strong>1,593,427</strong></td>
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### LIABILITIES

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<th>2015</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable &amp; accrued expenses</td>
<td>$70,337</td>
<td>$93,546</td>
<td>$87,918</td>
<td>53,957</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>$123,275</td>
<td>$7,500</td>
<td>$7,500</td>
<td>$7,500</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>193,612</strong></td>
<td><strong>101,046</strong></td>
<td><strong>95,418</strong></td>
<td><strong>51,457</strong></td>
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### NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted net assets - board designated</td>
<td>$400,000</td>
<td>$400,000</td>
<td>$400,000</td>
<td>$400,000</td>
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<tr>
<td>Unrestricted net assets</td>
<td>$267,605</td>
<td>$838,050</td>
<td>$858,834</td>
<td>$1,081,837</td>
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<tr>
<td>Temporarily restricted net assets</td>
<td>$364,821</td>
<td>$388,571</td>
<td>$98,109</td>
<td>$57,633</td>
</tr>
<tr>
<td>Total net assets</td>
<td><strong>1,032,426</strong></td>
<td><strong>1,626,621</strong></td>
<td><strong>1,356,943</strong></td>
<td><strong>1,539,470</strong></td>
</tr>
</tbody>
</table>

### TOTAL LIABILITIES AND NET ASSETS

<table>
<thead>
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<td><strong>$1,720,167</strong></td>
<td><strong>$1,452,361</strong></td>
<td><strong>$1,593,427</strong></td>
</tr>
</tbody>
</table>

TRANSPORTATION ALTERNATIVES recently redefined our fiscal year: Transportation Alternatives' fiscal year was 1/1 to 12/31 in 2014 and prior. Fiscal year 2015 was 1/1 to 3/31. Hereafter fiscal years begin 4/1.

* 2015 financial numbers are pre-audit. For audited numbers, please contact: info@transalt.org.
THE FOLLOWING LIST REPRESENTS DONATIONS MADE TO TRANSPORTATION ALTERNATIVES FROM JANUARY 1, 2014 TO MARCH 31, 2015.

$100,000 +

Individuals
Anonymous
Kitty Patterson & Tom Kempner

Foundations and Corporations
Anonymous
The Cordelia Corporation

$50,000 - $99,999

Individuals
Patricia Begley & George Beane
Mark Gorton

Foundations and Corporations
craigslist Charitable Fund
The Scherman Foundation
Spinlister - The Global Bike Share
The Summit Foundation

$25,000 - $49,999

Individuals
Anonymous
Christopher Davis
Alexandra & Paul Herzan
Susi & Peter Wunsch

Foundations and Corporations
American Traffic Solutions
Brilliant Bicycle Co.
Brooklyn Brewery
Law Office of Vaccaro & White
Lilly Auchincloss Foundation
The Luminescence Foundation
Seedworks Fund

$10,000 - $24,999

Individuals
Anonymous
Thurstan Bannister
Julie Blackburn
Jonathan Brandt
Elizabeth & Richard Cashin
Francesca Connolly & Marc Agger
Jill Eisenstadt & Michael Drinkard
Mike Epstein & Jesse Mintz-Roth
Aviva Goldstein & Richard Miller
Daniel Kaizer & Adam Moss
Mary Beth Kelly
Laurence Levi
Joanne Nerenberg & Aaron Naparstek
Annette & Noah Osnos
KC Rice & Peter Frishauf
Jeanne Greenberg Rohatyn & Nicolas Rohatyn
Lela Rose & Brandon Jones
Howard Wolfson

Foundations and Corporations
Bicycle Habitat
Brooklyn Community Foundation
Climate Ride
Con Edison
Cumberland Packing Corp.
Google Matching Gifts Program
The Grace Jones Richardson Trust
Hamond Family Foundation
Jamis Bicycle
Maimonides Medical Center
PeopleForBikes
Pond Family Foundation
SmartSign
TransitCenter
van Ameringen Foundation, Inc.

Government
The Fund for Public Health in New York
YMS Management Associates Inc.

$5,000 - $9,999

Individuals
Christine Berthet
Marcia Ely & Andrew Mickey
Debra Fram & Eric Schwartz
Karen Karp
Beth & Joshua Mermelstein
Carol Meyer & Lloyd Westerman
Elene & Michael Patterson
Rochelle Serwator & Paul Gertner
Ariana & Michael Smith
Douglas Stein
Sandra & Steven van der Zwan

Foundations and Corporations
C. Robert Passantino Trust
Capalino+Company
Carl Forstmann Memorial Foundation
Denham Wolf Real Estate Services
Forest City Ratner Companies
Giro
The Jennifer and Jonathan Allan Soros Fund
Laser Technology, Inc.
Metropolitan Taxicab Board of Trade
Morgan Stanley Global Impact Funding Trust
Morrison & Foerster LLP
Percolate
Timbuk2
VCG Governance Matters
Verizon
Woods Foundation
$1,000 - $4,999

Individuals
Fredrik Akeesson
John Allgood
Anonymous (2)
John Bacon & Owen Rambow
Jessica Bauman & Benjamin Posel
Elizabeth Beautyman & Gordon Travers
Colin Beavan’s Giving Fund of RSF Social Finance
Elizabeth Brody
Karen Burkhardt
Abraham Burmeister
Edward Cerullo
Ting Chang & Matthew Hiller
Claire Chappell & Theodore Gewertz
Oonagh & Thomas Christie
Michele & Martin Cohen
Meibell Contreras & Sebastian Delmont
Henry Cordes
Ken Coughlin
Jeffrey Cox
Connie & Larry Cranch
Curtis Cravens
Joshua David & Stephen Hirsh
Ryan Doyle
Jennifer & Steven Eisenstadt
Joe Eisman
Arlene & Joel Epstein
Alexander Eysymontt
Hannah Fremer & Caleb Poliack
Chenda Fruchter & Michael Fives
Donna & Howard Ganson
Laurie Garrett
Anne & William Gehris
Carla Geisser & Samantha Lipson
Daniel Gillmor
Milton Glaser
Christopher Gould
Dominique Guenot & Songhui Ma
Susan Hagamen & Kenneth Pinkes
Patricia Hallstein & Axel Kramer
Laura Hansen & Jim Stubbs
Ellen & Frederick Harris
Donella & David Heid
Sara & John Henry
Lee Herman
Verena & Dieter Hoeppli
Mayhsin Hsiung & David Packer
Frédérique Hug & Adam Uster
Hannah Johnston
Richard Kahn
Eileen Kelly & Anthony Richter
David Kramer
Shayna Kulik & Justin Kalifowitz
Vikram Kuriyan
Andrew Kuziemko
Anne Landsman & James Wagman
Joan Leake
Andrew Lerner
Shari Levine & Andrew Rosenthal
Janet Liff
William Logan
Dr. Cathleen London
Clara & Bevis Longstreth
Ingrid Liu & Jorge Lugo
Grace Lyu-Volckhausen
Risa Mickenberg & Felix Andrew
Maitri Morarji & Vivek Amir Menezes
Sarah Morrison & Benjamin Ives
Christine Newman & Richard Stohlman
Jamie Nicholson-Leener & Lance Leener
Leif Parsons
Annie Paulsen & Albert Garner
Adam Perlmutter
Serge Permyakoff
Sally Poblete & Jonathan Pressman
Remy & Christophe Porsella
Neysa Pranger
Tal Pritzker & Chores Wald
Julie Raskin
Matthew Reich
Lumi Michelle Rolley & Eric McClure
Martha & Robert Rowen
Alex Rubin
Janette Sadik-Khan
Diana & Peter Samponaro
Mitchell Schamroth
Anya Schiffrin
Meryl Schwartz & David Weinraub
Christie Seaver & Corinne Hoener
Molly O’Meara Sheehan & Joe Sheehan
Janine Sheffio & Steve McGrath
Daniel Sherr
Lisa & Mark Sladkus
David Smiley
Joanna & Ian Smith
Linda Prine & Nathan Smith
Willow Stelzer & Chris Hamilton
Peter Sternberg
Shin-pei Tsay
Dinneen Viggiano & Henry Rinehart
Chloe Wasserman & Adam Mansky
Jonathan Weiner
Lauren Wilkinson & Donald Wilkinson III
Diane Winston & Steven Schechter
Kathryn Wylde
Howard Yaruss & David Berman
Justine Yeung
Elizabeth Yockey & Jared Brothers
Foundations and Corporations
Adeline Adeline
AG Foundation
AllianceBernstein
The Atlantic Philanthropies Director/Employee Designated Gift Fund
Atlantic Salt, Inc.
Barbara Blair Randall and the Garment District Alliance
Brooklyn Bowl
Chrome Industries
Clearview Festival Productions
Common Sense Fund
DePirro/Garrone Advertising
Dero Bike Racks
Deutsche Bank Americas Foundation
Enablement Fund
Equinox
FJC - A Foundation of Philanthropic Funds
Fradkin & McAlpin Associates
Frances & Benjamin Benenson Foundation
GEICO
Heimbinder Family Foundation
Industry City Associates
The Jean Bruce and Juan Carlos Cappello Fund
JEMP-D Foundation
Kaiser Permanente
The Kenneth Martin and Christine Hepburn Foundation
Lucarelli & Castaldi, LLP
Marathon Foto
New York Cycle Club
Nuun & Company
nybikejumble.com
NYCOWheels
Open Society Foundations
Oscar
PS 321 PTA
Rack & Go
RBA Group
REI
Robert Wood Johnson Foundation
Rosco Vision Systems
Silverstein Properties
Split Rock Charitable Foundation
Taiwan Tourism Bureau
Walentas Foundation
Warner Music Group
The White Cedar Fund
Xtracycle

Government
NYC Department of Youth and Community Development

$500 - $999

Individuals
Anonymous (4)
Carole Asher & Sam Mandel
Sheridan & Ed Bartlett
Stuart E. Bauchner
Isaac Bauer
Susan & Benjamin Baxt
Nancy Beckett
Ellen & Keith Berger
Graeme Birchall
Roslyn Biskin & Rodney Crumrine
John Bliss
Mona & Steve Blumstein
James Boorstein
Nancy & Anthony Bowe
Kate Brash & Benet O’Reilly
Helen & Robert Braun
Eric Cantor
Nicholas Chen
Jane & James Cohan
Hilda Cohen & Nathan Brauer
Amy Cohen & Gary Eckstein
Frank Dabek
Andrew Darrell
Julia Day & Michael Sherman
Danielle Dimston
Kate Doran & Ed Fondiller
Laura DuKess & Roger Schwed
Tim Edwards
Elizabeth Ernish & Alan Mukamal
Karen Falk & Michael Goldman
Tom Farley
Sarah Foote
Liane Fredel
Seth Godin
James Goldstein
Greenspan Family
Sue Heineeman & William Condell
Avi Hoffman
Shannon Horneck & Philip Lee
Eleanor & Mark Horowitz
Emby Howell
Holly & Trammell Hudson
Jennifer & Hilge Hurford

Martin Karp
Leora Kaye & Doug Gordon
Diane Keefe & John Levin
Marc Kerner
Bill Kilmartin
Kim Hendrickson
David King
Wolfgang Kler
Roger Lin
Marcia Lucia & Dr. Amit Mehta
Michele Masiiah
Dr. Moira McCarty & Dr. Patrick Schnell
Dr. Adella Moore & Tom Gerety
Jens Mortensen
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