



Trips for Kids Marin Digest

Trips for Kids Marin Newsletter | Spring 2021 | tripsforkidsmarin.org

New Experiences

Tiffany, program participant, reflects on seeing and doing brand new things.

At the end of 2020, we asked our supporters to help fund our Trail Rides program. If there was ever any wonder about the impact of those dollars, Tiffany's experience washes them away. Tiffany loves new experiences, but she hasn't always had access to them. Growing up in Sacramento, Tiffany didn't have a bike and hadn't ventured far beyond the city limits. Earlier this spring, however, she travelled to the coast with the East Bay Asian Youth Center to join us on a Trail Ride. On that ride, she enjoyed two new experiences. She re-learned how to ride a bike and saw the Pacific Ocean for the first time! We checked in with her on these two new experiences.



Tiffany (far left) sees the ocean for the first time.

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Nocs Provisions

Our partnership with binocular brand Nocs Provisions through 1% for the Planet.

At first glance, the optics of a partnership between a youth cycling non-profit and a binocular company may look a little off, but peer a little more closely and the connection starts to come into focus. Binocular start-up Nocs Provisions' founder Chris McKleroy Jr. claims that his understanding of product design, branding, and manufacturing that helped him create his binoculars all started with mountain bikes. An avid mountain biker, Chris grew up working in a bike shop. His passion for bikes flowed seamlessly into a passion for the outdoors and a desire to make the perfect pocketable binocular to see it with. But how does all of this connect to us at Trips for Kids Marin, a cycling non-profit that provides transformational cycling experiences for underserved youth?



Chris McKleroy Jr.

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Letter from the Executive Director

Trips for Kids Marin Community,

Wow! We have been able to do so much and serve so many because of your generous support. Thank you. You have been critical to our stability and success over the last year and we would not be where we are today without you. From volunteer grant writers, to folks who joined our Membership program, or donated bikes - our community keeps showing up and we are grateful.

As you know, last year challenged us to stretch and pivot in new and creative ways. Many of our strategies and successes are highlighted in our 2020 Annual Report. If you haven't yet had a chance to see it, please check it out on our website under the 'About Us' tab.

Throughout last year, we learned a great deal and this year we have continued many of the new programs and events that we piloted in 2020. For example, we're excited to continue offering our virtual Earn-A-Bike program, as well as another round of our Off Screen, On Trail six part Facebook Live series. These two programs enabled us to spread our mission to kids regardless of their location. We're also thrilled for our second annual Miles for Smiles Virtual Bike-A-Thon and an even more robust Ride On! Online Auction.

This past year highlighted the need for movement, being outside, and cultivating joy - especially in the communities we serve. With your partnership, we are excited to pedal into 2021, and ensure every child we reach has a positive, engaging, joyous, and transformational cycling experience.

Thank you for joining us.

Bec Detrich

Bec Detrich,
Executive Director



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#morekidsonbikes!



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Left: Santiago, TFKM Trail Ride leader, showing how to use a pair of Nocs in the TFKM Discovery Ride Series. Right: Pair of Marigold Nocs.

Nocs Provisions - Continued from page 1

Perhaps the connection comes from a shared idea that an understanding of how something works and an investment in the creation of it produces profound and powerful outcomes. At Trips for Kids Marin, for kids interested in how things work, we teach the nitty gritty of bicycle maintenance and mechanics through our Earn-A-Bike program.

In the process of creating the first binocular design for Nocs, Chris assembled his own 3D printer and created over 20 prototypes. Whenever there were setbacks, like the printer breaking in a myriad of ways, Chris had to fix it himself. Nocs went on to turn a profit in its first year in a crowded and difficult binocular market, and has donated 1% of all revenue to Trips For Kids via 1% for the Planet.

The partnership, however, runs deeper than just an affinity for mechanics and product design. Nocs Provisions' donations are also a movement to change the way the outdoors looks.

“From our launch in 2019, Nocs has been about fostering curiosity and an understanding of nature in order to better protect it. The outdoor spaces and communities have been mostly White, and we identified social justice in the outdoors as pivotal to aligning behind the earth’s priorities. From the moment we discovered Trips for Kids Marin, we knew they were an ideal partner - getting BIPOC (Black, Indigenous, and People of Color) kids outdoors and teaching them the mechanics of bicycles.”

The youth we serve at Trips for Kids Marin are predominately brown and black. The donations from Nocs directly translate to more BIPOC youth getting access to the outdoors. In the wake of the of all the events of the past year, the need for social justice in the outdoors, and a change in the image and the color of the faces behind bikes and binoculars is even more stark.

Partnerships are vital to our work. If you would like to make a deeper connection with TFKM, please contact Atashi Chakravarty, Development Director at atashi@tripsforkidsmarin.org.



The East Bay Asian Youth Center celebrating reaching the ocean. (Tiffany is 3rd from right).

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Adam, Trail Ride Manager: You haven't ridden a bike in over a decade. How are you feeling now?

Tiffany: It's just like easier. It's easier now to breath. I feel the air. I love new experiences.

Adam: Are you feeling proud of your self?

Tiffany: Yeah! Because I have always wanted to ride a bike. So, the best highlight of the day to me is to do something new.

Adam: This is your first time seeing the Pacific Ocean. Is that right?

Tiffany: Yea. [The ocean] is really beautiful. I like the waves. It gives nice scenery, and it is clear, and mindful and peaceful.

Adam: That is great! What is the coolest thing about you or your claim to fame?

Tiffany: I think being myself! I may be quiet, but once you get to know me I'm nice and talkative!



Save The Date

Off Screen, On Trail

Thursdays at 3:30PM from April 22nd to May 27th on Facebook Live

Ride On! Online Auction

Monday, May 3rd to Thursday, May 13th

Miles for Smiles Bike-A-Thon

Friday, October 1st to Sunday, October 31st