



*"Giving children a childhood, One bike at a time"*

# ANNUAL REPORT 2020

Preston's March

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Wilmington, DE 19810

[www.prestonsmarch.org](http://www.prestonsmarch.org)



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# 1. MESSAGE FROM OUR EXECUTIVE DIRECTOR

Many people agree that it would be nice to forget the year 2020. It brought so much loss, sadness and heartache. We also have to remember our heroes, who stepped up to help others, the amazing medical discoveries, the teachers who thought of new ways to teach their students, and the many nonprofits who financially struggled but worked together to assist their beneficiaries.

Preston's March was one of the nonprofits that was faced with difficulty to continue to serve children with special needs and make them smile. When the COVID-19 pandemic hit, decisions were quickly made in order for us to survive. One of them being to temporarily close bike applications and focus on finding a way to deliver bikes to those 63 children already on the waiting list.

The pandemic showed that it was more important than ever for children with special needs to have adaptive equipment at home and be able to go outside into the fresh air and exercise. With most therapies cut or cancelled, the bikes that we present help children achieve needed cardio and strengthening exercise, and in some cases, they can temporarily replace their physical therapy sessions. Moreover, the bikes provide an outlet and a way to connect with family and friends.

Planned fundraisers had to be cancelled, one of those being our annual 5K, planned for April 4th. Twenty corporate sponsors were ready to present 20 children with their adaptive bikes, but instead the bikes had to sit in our office as all businesses were forced to close. This situation made us very sad but we knew how important it was to get the bikes to the children, so they could be outside!

With the help of a dear friend and a state representative, Preston's March received the Governor's "blessing" to visit each child's home and present the bikes while adhering to all safety and health protocols. With great pride, not only did we present the 20 bikes but thanks to the continued support from the community we were able to present 60 more bikes ending 2020 with 80 smiles!

We have been blessed with this type of support for 10 years. In October, 2021 we will be celebrating our 10-year anniversary! 10 years ago, when we wanted to “pay it forward”, we never dreamed to present 494 bikes in 39 states. The smiles, the hugs and the memories will forever be in our hearts! Each day we wake up and strive to continue our mission, to provide access to freedom, fun and physical exercise to children with special needs through adaptive bikes. Our goal is to promote inclusion, to educate those we serve and the community about the importance of physical fitness in the special needs population.

Thank you for believing in Preston’s March and our dream. As I close this letter I would like to ask you to go to bed each night knowing you tried to make at least one person smile that day.

Deb Buenaga



Deb, Steve and Preston deliver Amanda’s bike to her house in 2020

## 2. ABOUT PRESTON'S MARCH

### 2.1. What we do

There is a moment between impossible and possible, the moment when something starts to work that could not be done before and impossible becomes obsolete. It is magical.

Like riding a bike, there is a moment when the rider gets it. The impossible is conquered and the door to a new journey opens up. Do you remember that feeling when you first learned to ride a bike? Do you remember the moment when you first let go of your child's bike seat and they pedaled off on their own?

When Preston received an adaptive bike in 2011, his parents were so moved by experiencing this magical moment, they decided to pay it forward and show that other children with special needs can too ride a bike

We experience that magical moment every time we present an adaptive bike to a child with special needs. The moment when the child on the bike realizes that they achieved a task thought to be impossible and their face brightens up with the most beautiful smile.

Thanks to many generous donors we have:

- presented 494 adaptive bikes
- across 38 states
- educated thousands of people on the importance of exercise and inclusion for all.

Day after day the experience of seeing children ride bikes for the first time is what keeps us going. Many children and their families thought they would NEVER ride a bike but we have made the dream a reality.

### **MISSION:**

The mission of Preston's March is to transform the lives of children living with physical or mental disabilities, across the country who are deprived of the many health, emotional

and social benefits of physical fitness, by raising both awareness and the funds to purchase and deliver special adaptive bikes directly to the children in need.

**VISION:**

Our Vision is to recognize the transformation and impact in these children being able to get outdoors, engage with other and get much needed exercise all at the same time.

**PASSION:**

Our Passion is to create smiles on the faces of children with special needs.

**WE SERVE:**

Children living with special needs, aged 6 to 21, in the USA.

## **2.2. Our programs**

Our programs reach further than just presenting adaptive bikes to children. With every bike unveiling and event organized by Preston's March we promote the importance of inclusion and acceptance. Our bike repurposing program allows more children to ride bikes. Refurbishing adaptive bikes, which are no longer in use - due to children outgrowing their bikes, declined interest or medically cannot ride - helps to shorten the waiting time for children on our waiting list.

### **2.2.1. Providing adaptive bicycles to children with special needs**

We want children of all abilities to be able to experience the joy and freedom of riding a bike. Each of our bikes is custom designed to fit the needs of the individual child. We work with physical therapists and a variety of adaptive bicycle manufacturers to find the perfect bike match for every child.

We do not turn down any qualified applications and do not take the applicant's financial status into consideration. Adaptive bicycles are not covered by insurance and since

parents of children with special needs often experience enough financial worries, we eliminate financial status from the equation so that every child with special needs can experience the pure joy of riding a bike.

When an application is received and reviewed, the child's name is placed on a waiting list. The list is published and can be accessed through our donation page so anybody is able to donate toward a certain child's bike or make a general donation. Our waiting list is long with an average of 40 names, despite all our efforts to give every child a bike as soon as possible. The wait time for children is affected by our financial position, which is based on the local or national grants and private and corporate donations we receive. Riding a bike for the first time is very special and we feel it is extra special to hand-deliver every bike to witness the smile on the recipient child's face when they get on their bike. Our goal is to give bikes to children as soon as possible, but depending on what geographical area donations and sponsorships come from, some children might receive their bikes sooner. When a child applies we tell the parents it may be a 6 month to a year wait.

**Process of a bike applicant moving through the Adaptive bike program**



We follow up with parents and children in after a year of receiving their bike to make sure the children have not outgrown the bikes, all parts are in working order or if any additional adaptations may be needed. Over time their needs may have changed, therefore parents can always contact us and we send replacement parts or add the children to our bike repurposing program to receive a new bike.

### 2.2.2. Promoting adaptive activities and inclusion

Once the manufacturing of the bicycle is complete and shipped to Preston's March, we organize a special "unveiling" of the adaptive bicycle to its new "owner" and the child's family and friends. These joyful occasions offer a remarkable opportunity to build awareness around inclusion and the importance of adaptive equipment for the special needs population. While some unveilings are modest in attendance, most occur at community events witnessed by audiences of hundreds of people, many of whom may have never heard about adaptive bicycles and who may have mistakenly believed that children with special needs belong on the sidelines of physical activity.

We promote adaptive activities for all children to be included. We want to help children with special needs to be able to become active participants in physical activities such as bike riding and joining their families and friends to make lasting memories together.



Ryan biking with his siblings in his neighborhood

### 2.2.3. Re-purposing adaptive bikes



Dominique and her mom smiling happily in a Philadelphia park

All of our bikes are custom-designed to fit the needs of the child but many of the bike parts are interchangeable, making it easier to adapt to the child as they grow or their needs change. Once a bike is not in use anymore or outgrown by a child, we offer a repurposing program. When a bike gets returned, we refurbish it, give it a complete tune-up, and make any necessary changes. Then we donate the adaptive bike to another deserving child or to a school or community center where multiple children can use it.

### 2.2.4. Helping Angels program

Our Helping Angels program has a very important role in our operations. We like to hand deliver each adaptive bike so that we can make necessary adjustments and make sure the bike is a perfect fit. Most importantly we are able to see the happiness of the recipient child riding their bike for the very first time.

Sometimes distance makes it challenging to travel in a timely manner, and traveling across country can be quite costly too. When children apply from far away states we reach out to our Helping Angels.

If we need to present a bike somewhere where we are not physically able to attend, we find an Angel. An Angel is someone who knows us and our mission, it can be a family or a friend of ours or one of our Board members' or a partnering organization. Sometimes an Angel is a family of a child who has previously received a bike from us. We will ship the bike to a local bike shop, where the bike is assembled and picked up by the Angel. We coordinate a meeting place for our Angel and the recipient family for a bike

presentation. After the bike unveiling we always receive pictures or videos of the smiles we helped to make.

These Angels greatly contribute to the success of our program. They allow us to further increase the number of presented bikes and they also help to deliver our message about the importance of inclusion to places we cannot personally visit. It is also a great opportunity for others to get involved and be able to experience the joy of seeing a child ride a bike for the first time.



8-year-old Owen received his bike in Yucaipa, CA. Our dear friend and physical therapist, Chelsea made the drive to bring Owen's bike to him and put a big smile on his face.



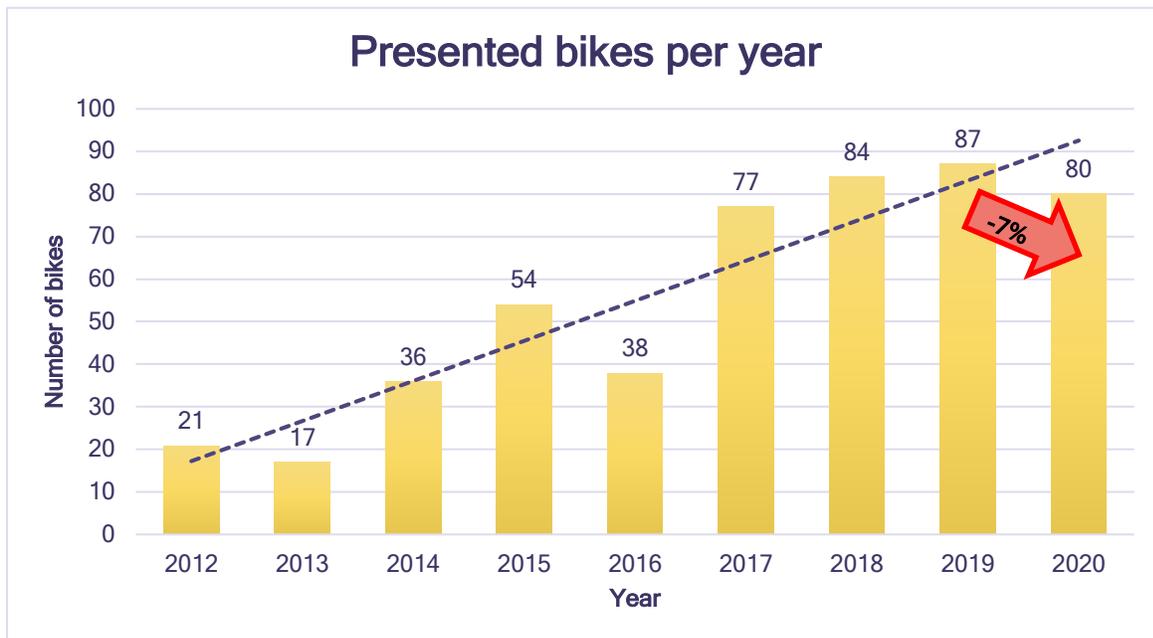
Crosby with his teacher and Preston's Cousin, Kelly, fundraiser and presenting angel in Jackson, WY.

### 3. PRESENTED BIKES OF 2020

#### 3.1. Presented bikes per year

2020 has been a difficult year for Preston’s March due to the effects of the global pandemic. Bike presentations had to be cancelled, manufacturing factories had to shut down, bike parts had been on backorder for many months and shipping times tripled.

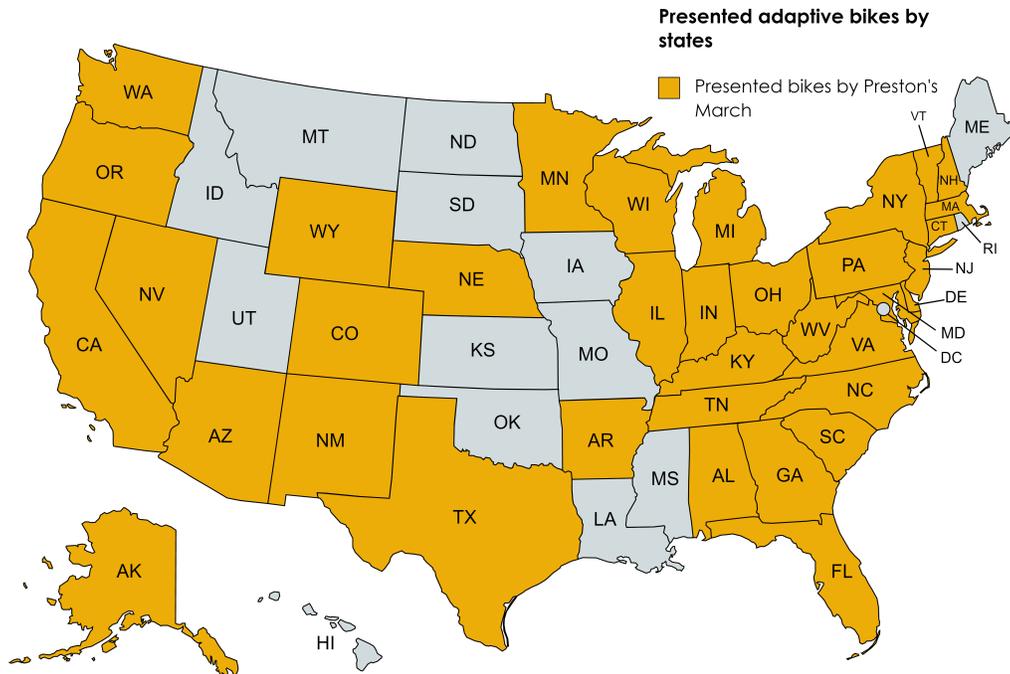
Preston’s March’s annual goal is to increase the number of presented bikes by 10% annually. Even though we could not reach our goal in 2020, we still presented 80 adaptive bikes nationwide. This was a 7% decline, which we hope to make up for in the next year



The trend on the long term shows growth in the past 9 years. Shutdowns, long delays in bike manufacturing and shipping by sea, and losing corporate sponsors all contributed to the setbacks in Preston’s March’s bike presenting schedule in 2020.

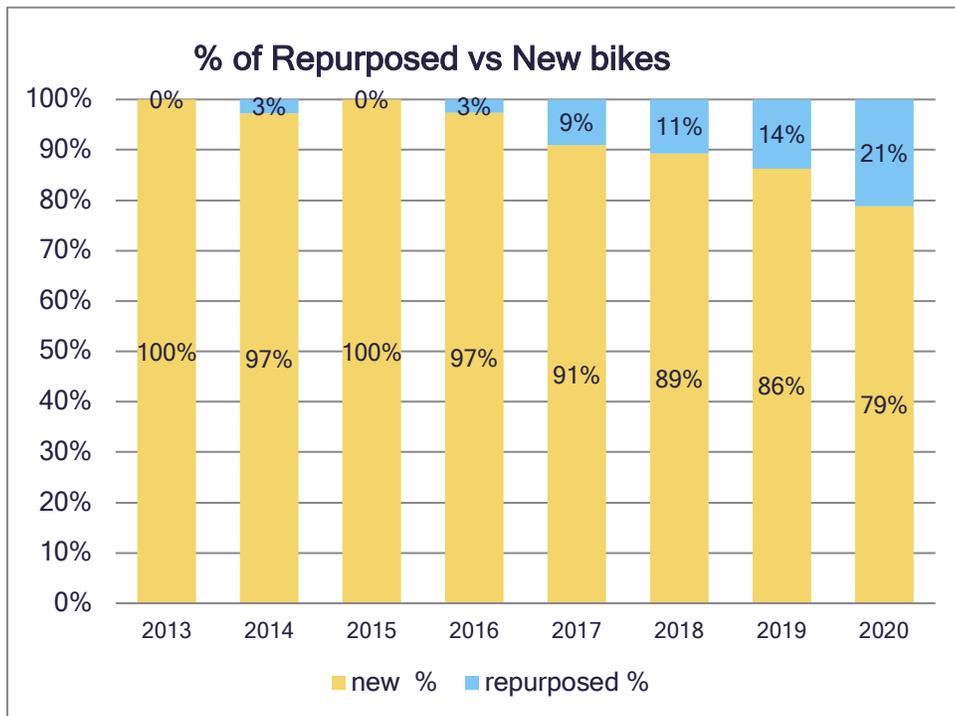
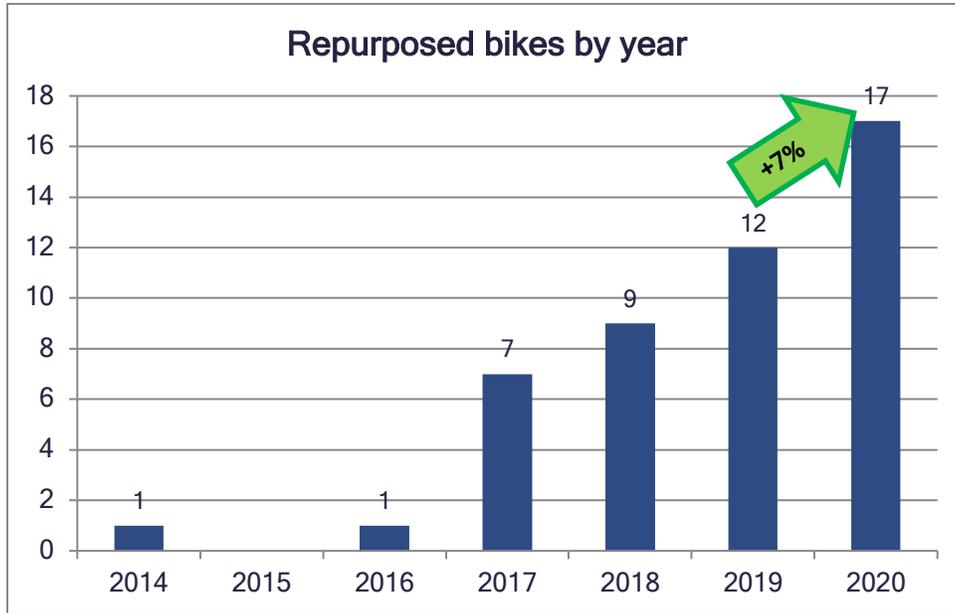
### 3.2. Presented bikes across the United States

In 2020, Preston’s March presented its first two adaptive bikes in Alabama and Wyoming. This brought the total number of states, where Preston’s March has gifted bikes to 37.



### 3.3. Bike repurposing program progress

Re-purposing bikes helps us shorten wait times for adaptive bikes and cut costs. In 2020 Preston’s March re-purposed 17 adaptive bikes, the highest number of bikes in a year. This means that 21% of total presented bikes were repurposed. Bikes are repurposed on the North East only due to the location of Preston’s March’s headquarters in Delaware. In the past four years there has been a steady growth in the number of repurposed bikes.



## 4. FINANCIAL SUMMARY

### 4.1. Loss of revenue

Throughout the year Preston's March holds numerous fundraising events as well as receives money from outside funding. Losing major donors and the effect of the global pandemic has made 2020 a challenging year for our organization.

After being a corporate partner and donor for 8 years to Preston's March, the ATI Foundation has ceded its operation in the beginning of 2020. At the same time we lost the support of Discover Bank due to changes in their donation policies.

The global pandemic reached the U.S. in March, 2020, forcing non-essential businesses to shut down. We had to put a hold on bike presentations and cancel the biggest fundraiser of the year, Crush Your Run 5K, which was planned for April, 2020. We have experienced loss in revenue from grants due to many foundations re-focusing their resources on Covid relief programs. We also had to withdraw our application from the Longwood Foundation, asking to fund our adaptive bike rental program at the Delaware beaches and will apply again in 2022.

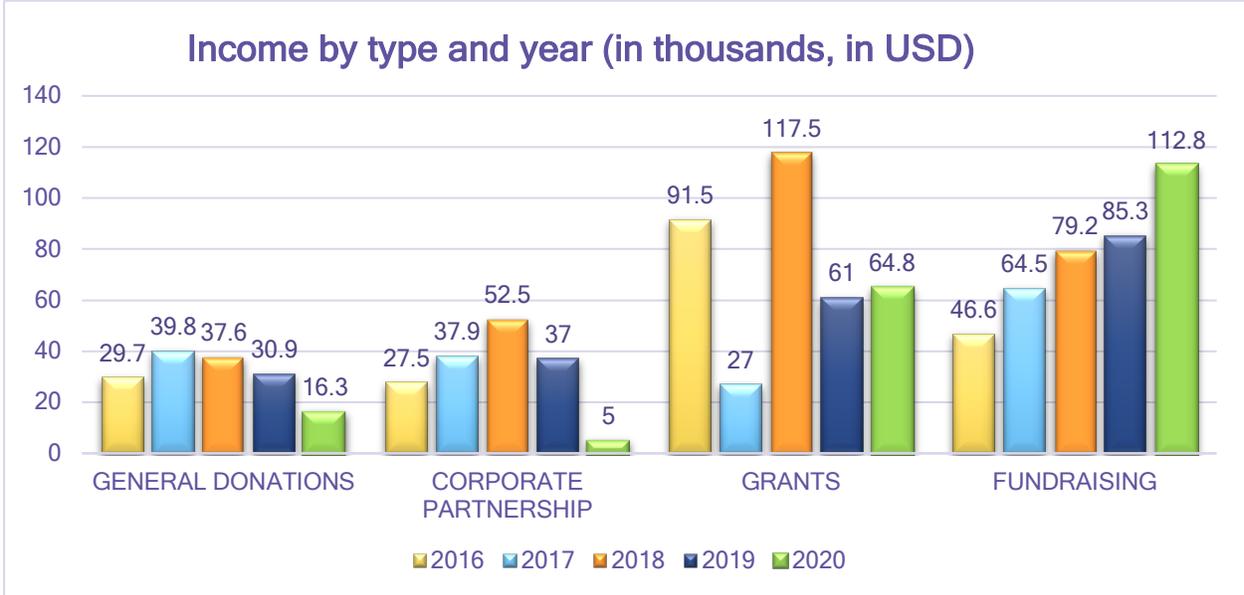
### 4.2. Sources of Income

The pandemic has forced us to reshape our fundraising practice. We successfully completed a family bowling fundraiser event in February before the shutdown. Then two major events had been cancelled: Corks and Cookies and Crush Your Run 5K in Newark, Delaware.

We held our first virtual fundraiser in May, Ride Like a Unicorn. It was a family focused bike riding event throughout the whole month of May. Participants had to submit the miles they rode in one month and everyone received a t-shirt. The event being virtual allowed

people to participate from different states, but did not attract as many people as in-person events.

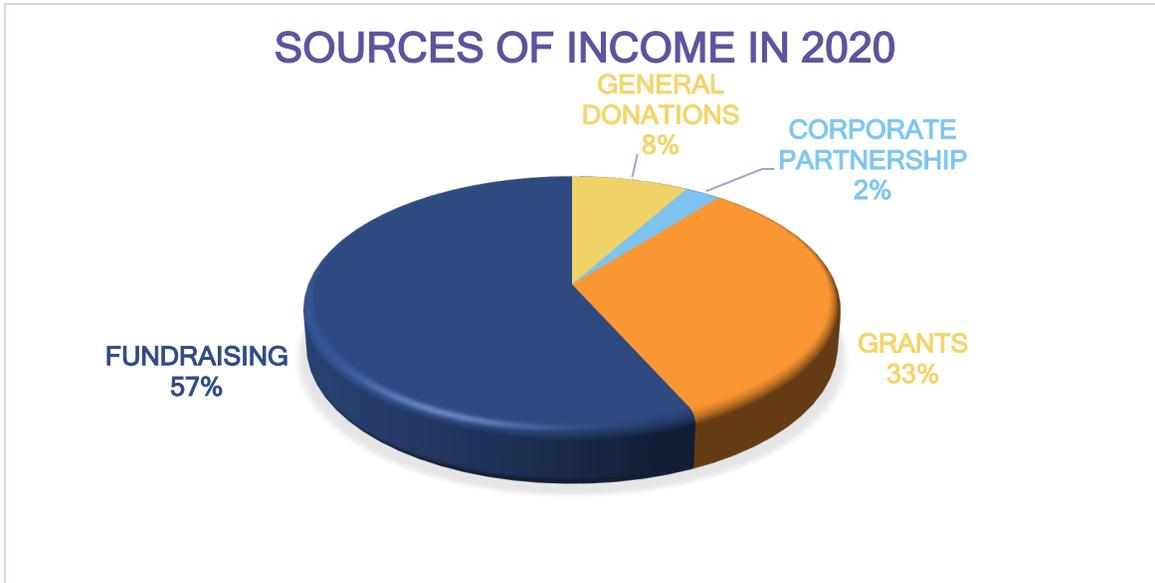
In October, we held our first Tour de Preston, a local bike riding event with four different routes. It was a great success with over 150 riders. Due to its popularity we are planning on making this an annually reoccurring event.



Preston’s March’s total income was \$ 207,890 in 2020. This was \$6,300 lower than in the previous year. The small decrease is thanks to several successful fundraising campaigns bringing in funds.

Corporate partnerships have greatly decreased only counting to \$5,000. General donations accounted for \$16,270 and grants were \$64,800.

The main source income was fundraising accounting to 57% of total income. We were blessed with outside fundraising events (those events where outside organizations held events for us and donated the money to Preston’s March).



Fundraisings efforts have been successful throughout the year with various events:

Bowling for Bikes, February, 2020 - \$2,993

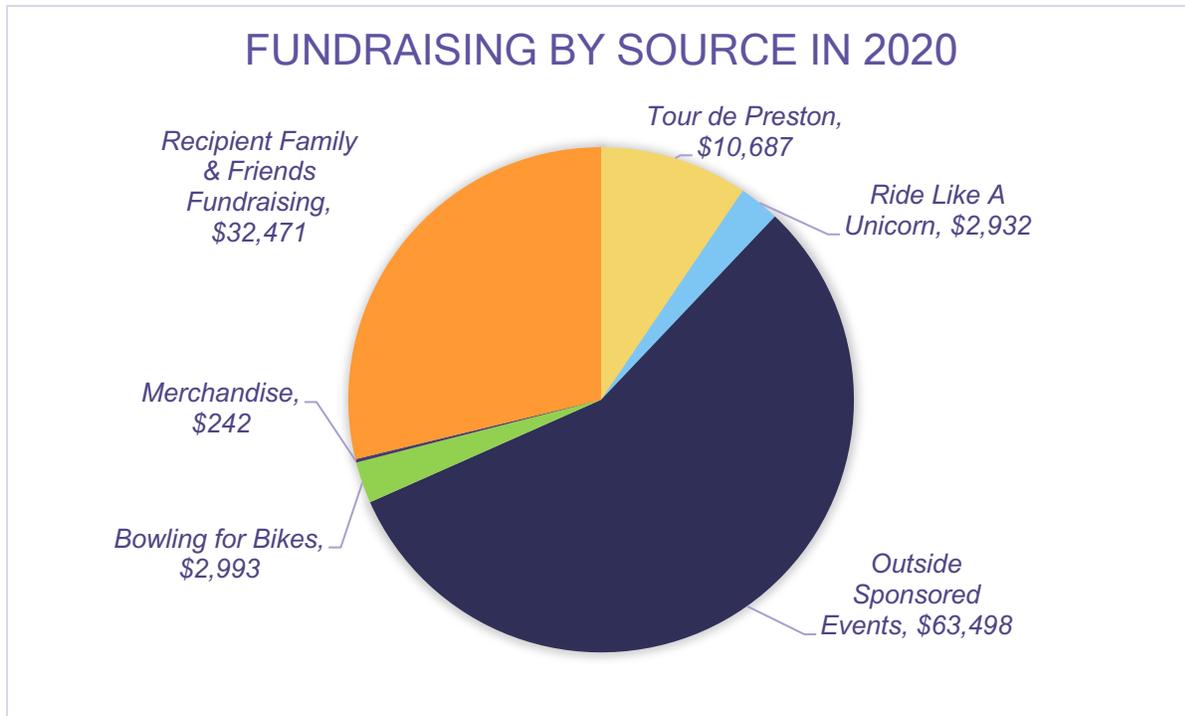
Ride like a Unicorn, May, 2020 - \$2,932

Tour de Preston, October, 2020 - \$10,687

Family fundraising, all year 2020 - \$32,471

Outside Sponsored Events (Crush Your Run 5K, Families Behind the Badge) in May and June 2020 - \$63,498

Some of the fundraisers will be repeated annually some will be on occasional basis. Bowling for bikes did not cumulate large amounts but was an event for the local community to get together and have a good time including all ages and abilities. For this reason, we plan to host a similar event in the future and using it as an “event in a box” fundraiser idea for families outside of Delaware to take the initiative and organize their fundraisers with our guidance.



### Family Fundraisers

Recipient family fundraisers have been introduced in the beginning of 2020 and has been integrated as a permanent fundraising campaign, due to its popularity and success.

After an application is received, a personal fundraiser page is set up for each child. Each family can decide if they wish to fundraise to help with the cost of the adaptive bike for their child. In 2020 thanks to the fundraising efforts of many generous families we were able to present 15 bikes. Another 5 children have met their fundraising goals by the end of 2020 whose bikes would be presented in the New Year.

### 4.3. Expenses

Preston's March's annual operating expenses in 2020 were \$156,000, which was \$53,000 lower than total expenses in 2019. Expenses in all categories decreased: bikes and program expenses accounted to \$99,800, operating and administration was \$53,800 and fundraising expenses were only \$2,400.

## 2020 Annual Operating Expenses



## Expense distribution (2018-2020)



There was a 1% decrease in operating and administration cost compared to the previous year. (The big increase from 2018 was attributed to the new office expenses.)

The proportion of bikes and program expenses increased compared to last year, amounting to 64% of total expenses. Fundraising cost have decreased by 5%, accounting to only 2% of total expenses. This number shows that fundraisers in 2020 have been very cost efficient and successful.

#### 4.4. Financial summary

In the fourth quarter of 2020 the U.S. current account deficit widened by \$7.6 billion, or 4.2% to \$188.5 billion according to statistics from the U.S. Bureau of Economic Analysis.

The pandemic has affected Preston's March in many areas but thanks to good company management and government subsidies the non-profit did not suffer many losses. The 6% decrease in its total income, was balanced out by the 25% decrease in expenses, so that Preston's March did not have a deficit. Total expenses decreased by 25%, while the number of presented bikes only decreased by 7%. This shows that against all odds Preston's March's productivity has been efficient.

We can conclude, that having several successful fundraising campaigns and corporate partnerships, while drastically cutting back on its expenses, Preston's March has managed to stay afloat during the world-wide pandemic and economic slowdown.

## 5. Future Goals

We continue our mission to provide adaptive bikes nationwide to children with special needs aged 5 to 21. We promote the importance of inclusive sports and play, and the feeling of normalcy to children with special needs and their families through the opportunities an adaptive bike will provide. The importance of feeling of normalcy is extremely important and plays a huge role in preserving the mental health of parents, caregivers and siblings just as well that of the children with special needs.

We promote inclusion on a constant basis by organizing community events for people with all abilities. Our future goal is to bring these inclusive events outside of our home state: Delaware. With the help of volunteers and bike recipient families, under the guidance of Preston's March and an "event in a box" manual explaining and helping with organizational and fundraising, these events can further promote inclusion in local communities.

We would like to bring adaptive bikes to several Delaware beaches for community use, so that everyone could enjoy a riding bikes together on the boardwalk during their family vacation.

## 6. HOW TO GET INVOLVED

We always appreciate and welcome volunteers! There are several events throughout the year when we are in need of volunteers. If you are interested in helping us make a difference, please inquire by email at [deb@prestonmarch.org](mailto:deb@prestonmarch.org), visit our homepage: [www.prestonmarch.org](http://www.prestonmarch.org), or check our social media sites on Facebook, Instagram and Twitter to learn more about:

- Volunteer opportunities
- Upcoming fundraising events
- Online fundraising campaigns
- Corporate matching gift programs
- or becoming a Helping Angel.



Volunteer board members, Lisa and Travis with Erin, an avid sportswoman and donor

We all remember the time we rode our bike for the first time or the time our child rode their bike for the first time. Some children may never have those memories. We are hoping to change that! With your generous donation we will be able to help make those dreams a reality! If you would like to help our mission and share our passion you can donate online at: <http://prestonmarch.org/make-a-donation/> or mail a check to: **3510 Silverside Rd., Unit 2. Wilmington, DE 19810**

## 7. ACKNOWLEDGEMENTS:

### 7.1. Board members

We are grateful for a wonderful board of passionate professionals, who support us and full-heartedly believe in our mission.



- Deb Buenaga - Executive Director, Co-Founder
- Stephen Buenaga - Board President, Co-Founder, HR Director, Wilmington Country Club
- Lisa Ross - Secretary, PT, DPT, PCS, CSCS, Board member, PT at Al DuPont Children’s Hospital
- Scott Bell, Treasurer, Retired IBM
- Travis Ross - DPT, Board member, PT Christiana Care Rehab
- Andy Dowling - Board member, Swim instructor, Brandywine YMCA
- Adrienne Mayberry - Board member, Business Development Manager at The Finders
- Mark Wise - Board member, Adaptive Personal Trainer, Swim instructor, Brandywine YMCA. Volunteer Manager State Parks of Delaware
- Gerry Modzelewski - Board member, Retired IBM
- Alex Buenaga - Honorary Board member
- Preston Buenaga - Honorary Board member
- Nina Ellis - Program Coordinator

**7.2. THANK YOU TO OUR DONORS AND SPONSORS**

We are grateful and feel honored to have the support of many corporations, organizations and individuals who believe in us and support us on our mission to bring smiles to children’s faces as they ride adaptive bicycles across the USA.

Special thank you to our main 2020 sponsors:

**Families Behind The Badge Children’s  
Foundation  
J&A Racing  
Fusion Racing  
ILC Dover  
Boulden Brothers**

**R. Short Roofing  
ABC  
Freedom Dental  
  
Catalyst Visuals  
MDavis**

Wells Fargo Advisors  
Hillside Oil and Heating  
Placers  
Safeway Foundation

AKA  
Pi Kappa Alpha Fraternity  
UD Blue Hens

We have long time partnerships with other local and national non-profit organizations which enable us to serve more children



The Families Behind the Badge Children's Foundation and Preston's March had a partnership for 8 years and presented 30 bikes together to children in the Philadelphia area

# SOME OF THE MANY SMILES OF 2020





*Giving Children a Childhood One Bike at a Time*

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