

W.O.R.D

YOUTH MTB ADVENTURES



THE WORD IMPACT

CHANGING THE WORLD
ONE RIDE AT A TIME!

What is WORD?

WORD (World Off-road Riding Department) is a registered youth mountain bike charity based in Aotearoa, New Zealand founded in 2013 on a **mission to change the world one ride at a time!**



SHARING THE LOVE OF BIKING...

We provide term programmes, holiday camps, adventures and events for 7-17 tamariki & rangatahi in the Wellington Region, Wānaka, and Ōtautahi. We are committed and passionate about creating awesome experiences to build youth confidence, connections to each other and the land, and foster a life-long love of riding bikes

What started as an outsider with a crazy idea in 2013 is now the largest youth mountain bike charity in Aotearoa. Growing from 11 kids and 2 Instructors to 350 kids per term to over 18 programmes with 60 Instructors and 30 Assistant Instructors across the country!

Youth sport is often viewed as a pathway to the Olympics, but WORD has taken a different approach. Focusing on the adventure, connections with each other, self, and the environment, leadership, and a no excuses approach to gender equity, WORD is now a leader in youth recreation and sport.

'Can I go back to WORD tomorrow?'

-Isa, age 10

WORD Values



The WORD community is passionate about our values. We see these as our trail map... without a well built trail, we run the risk of wandering aimlessly through the wilderness. We maintain these values in each decision we make... from instructing pedagogy and programme design, to external partnerships and strategic planning.

We are reflective, realistic, optimistic, creative, and authentic.



YOUTH CENTERED

Young people are at the heart of ALL decisions. For youth, with youth.



ADVENTURE

We take fun seriously. We have grit. We are risk takers. We are bravely kind.



CONNECTION

To self | to others | to the environment



FIGHT FOR EQUITY

We create access, support and celebrate diversity + equity - always



EMBRACING CHANGE

Gather the knowledge to inform and guide. We adapt. We are agile.



The WORD Whānau

The Leadership Team

These 5 amazing humans oversee the operations of WORD across Aotearoa. They uphold our values, ensure our programmes run smoothly and safely, and are always on the lookout for ways to make us better. This team is overseen by Ashley Peters, WORD Founder and CEO. They each work 15-35 hours/week on various roles that keep WORD ticking (and growing!) along.

The WORD Instructors

WORD instructors are passionate about working with young people and are stoked about riding. These adventurous people come from all around the community to share their love of riding. Full training and mentorship is provided to ensure our Instructors are the best!

WORD Board

These responsible for the governance, direction, resources, and culture of the organization. Board members ensure that WORD remains committed to our mission, sets strategy and policy for the organization, and provides resource insight and oversight to financial goals.

'I learnt to stand up going down hill, I learnt to skid and I did a jump.'

-Cooper, age 7

WORD is such a fantastic programme, we are super impressed by her skills, enthusiasm and confidence she gets from tackling everything thrown at her.'

-Gin, WORD parent



The WORD Whānau-numbers

65

WORD Instructors

35

Assistant Instructors

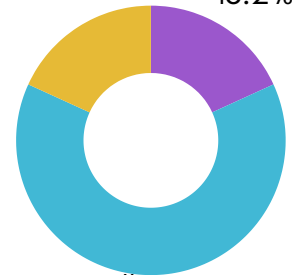
Instructor team demographics:



Women

Men

Christchurch 18.2%
Wanaka 18.2%



Wellington
63.6%

20

NEW Instructors trained

I really feel part of a new community. One that is supportive and encouraging and keen to ride bikes.

-new WORD Instructor

Whakawhanaungatanga hard!! I love making some good connections and relationships with the other Instructors.

-Tara, a new WORD Instructor



How we roll

CO DESIGN

We work with young people to design what the future of our programmes look like. We invest in relationship building with kids and whānau, we have high trust between groups and instructors so co-design is easy, makes sense, and works for us. Kids are experts in their own lives. We empower them to make their own decisions and decide what they want to do in the WORD world!

TAKING FUN SERIOUSLY

WORD is proud to be the first youth mountain bike organisation in Aotearoa, New Zealand to be an accredited Adventure Activity Operator. Our robust safety management system that is externally audited each year. Our Instructors are trained and supported to deliver amazing programmes. With strong proven safety systems, we take fun seriously.

LEADERSHIP

WORD has a clear leadership pathway to ensure the work we have started carries on. Our Youth Leadership Pathway (the Assistant Instructor programme) provides an amazing opportunity for 14-17 year olds to develop their leadership skills in the mountain bike world. Through a youth centred model, the Assistant Instructors gain risk management tools, mountain bike skills, and relationship building experience to be excellent role models for younger people at WORD.

By focusing on progression through leadership, we are able to provide an alternative pathway for young people to continue participation in mountain biking, especially for kids who may not want to ride the hardest trail but still want to give back in a meaningful way.

The WORD Impact

From the start, WORD has taken a holistic approach to our programmes, focussing not just on creating great riders but also amazing young people. We are an adaptable organisation that embraces a youth centred leadership approach.

Over the past 10 years we have our main areas of impact:



Increased confidence



More resilience and willingness to try new things



Improved skills and fitness



Really enjoying riding!



“ WORD makes me feel more confident about not just my skills but myself in general which makes me feel more confident in other areas like school ”

Luke, age 12

“ I think my daughter has learnt wider inner confidence that she can do things that she initially thought were hard/scary - like getting to the top of Makara! ”



1034

Young people participating in WORD last year

Demographics:



Girls

Boys

35

Assistant Instructors (14-16 year olds) trained and supported through WORD

I loved how you got the junior coaches/older kids involved as the events team. From event planning, to speaking at prize giving. Loved that you gave them responsibility and they carried it so well.

Parent feedback on our youth lead mountain bike event - Bike-a-Palooza



He is being challenged to try new things outside his comfort zone as well as be aware of safety. The most important thing he is loving WORD again and has met some new friends.



-Jane, new WORD parent

12

School and community groups connected with

10

Years providing community for young mountain bikers

3.5K

Followers on social media

The Next 3 Years!



WORD is on a mission to be the best youth mountain bike charity in all the land! Over the next 3 years we are focusing on making our programmes even better, sharing knowledge, and reaching more young people.

2023-2026

THE YOUTH MTB AUTHORITY

Become the go-to for youth biking programs, events, consultation and development.

KNOWLEDGE HUB

Publish and share research on the impact of biking - and the impact of WORD.

FINANCIAL SUSTAINABILITY

Ensure our mahi is funded so we can continue to have an impact

SECRET SAUCE WORKSHOPS

We're spreading the WORD with professional workshops for coaches, schools, clubs and small groups. We are often asked 'how do you do it?' and these Secret Sauce workshops were created to share the knowledge to help people run amazing mountain biking sessions and programmes for young people in their community.

During these fun and practical workshops we'll share what we've learned over the past 10 years from the things that have worked really well and other things that didn't go as we had intended!

REDUCING BARRIERS

We know that mountain biking comes with entry barriers. Equipment, transportation, fees, and safety concerns all contribute to young people not being able to ride. We have partnering with **Bike It Now** to be able to offer FREE bike rentals to young people that need it.

Individual donations and grants through Sport NZ and local trusts help decrease/eliminate participation fees in the term programme and camps to families that are in need.

Money honey

As a registered charity, we rely on multiple funding sources to bring WORD to the community.

While participant fees make up a majority of our income, we still rely on donations, grants and sponsorship to ensure our programmes are financially sustainable.



WHERE DOES IT GO?

We keep our costs low, like real low. We spend money where it counts...

COORDINATION

We need people to make WORD work! They create, coordinate and connect to make WORD hum!

INSTRCTORS

Our Instructors are professionally trained and are compensated for their time while riding with young people.

HEALTH AND SAFETY

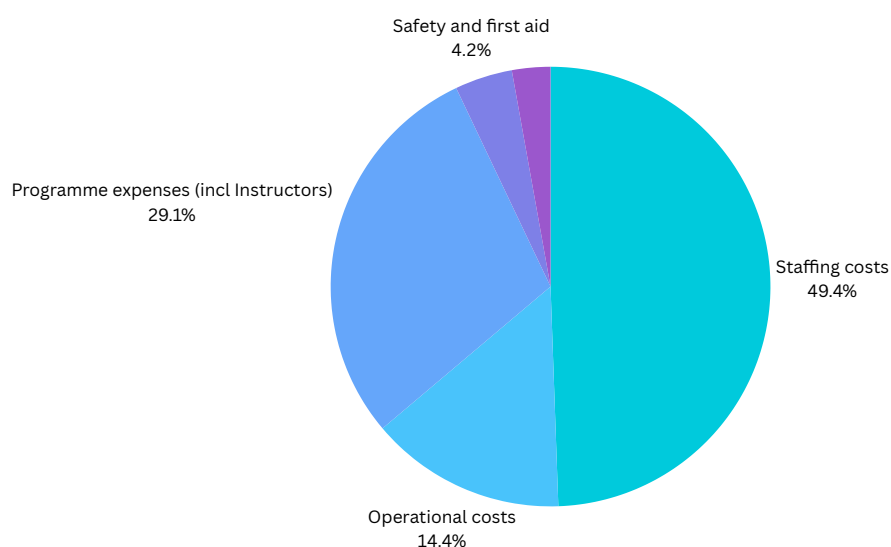
Ensuring our organisation is using best practice risk management- all our systems are externally audited each year, first aid training, and equipment

PROGRAMME EXPENSES

All the other bits! WORD shirts, stickers, and snacks. We also offer support for families that need it- fee reductions and equipment support.



WHERE WE SPEND OUR MONEY





Hop on!

Over the past 10 years, we have seen the incredible impact WORD has made for young people and their families. This small charity has witnessed young people go on to be national champions, artists, scientists, builders, mechanics, teachers, and designers. The bike brought us together, but the kind, considerate, adventurous, and youth-centred approach to sport and recreation is what has really made the difference.

We are confident that WORD is on the right path and would love to work with you to help us continue to save the world... one ride at a time.

Let's do this!

Ash, Pete and the WORD Team!

CONTACT

Ashley Peters

Founder/CEO

ash@word.org.nz

Ph. +64 21 026 48153

www.word.org.nz

