

W.O.R.D

YOUTH MTB ADVENTURES



THAT'S A WRAP!
2023

CHANGING THE WORLD ONE RIDE
AT A TIME!

A WORD from Ash

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!**



KIA ORA WORD WHANAU!

What a year it's been! We're stoked to have had over 1000 rangatahi and tamariki riding with us across Aotearoa! Everything from our core term programmes and holiday camps to special events like the Thumb-riaser and Bike-a-palooza. Thanks to extra funding we ran new programmes specifically targeting girls and young women like the Dirt, Soul, and LOLs in Ōtautahi, and The WONDERS in Wānaka, a 4 week programme with the grand finale of a bike packing trip!

After each term, we ask whānau to sit down together and answer some questions to help us better understand our impact as an organisation. A massive thanks to the 21% of participants that responded to our survey- you'll find the highlights in the next few pages.

Over the years, this feedback has changed everything from locations, types of trails we ride, and new camps we offer. It also solidifies what we are doing is working... we are one ride closer to changing the world for the better. When young people are kind, resilient, and connected they can do just about anything.

Have a wonderful holiday and see you on the trails!
-Ash, WORD Founder and CEO



The WORD Whanau

65

WORD Instructors

35

Assistant Instructors

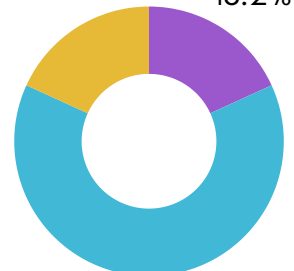
Instructor team demographics:



Women

Men

Christchurch 18.2% Wanaka 18.2%



Wellington 63.6%

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

-new WORD Instructor

20

NEW Instructors trained

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

-Tara, a new WORD Instructor



Out and about

120

Kids at Bike-a-palooza, organised and ran by the Assistant Instructors in Wanaka!

\$7000

Raised during the 1st charity fundraiser- The Thumb-raiser!

WOW

1 MILLION

Snacks consumed (approximately)

10

Have-a-go sessions with schools (more of this to come!)

'I've never done something like this before'
-The WONDERS participant



Term programmes and holiday camps

1034

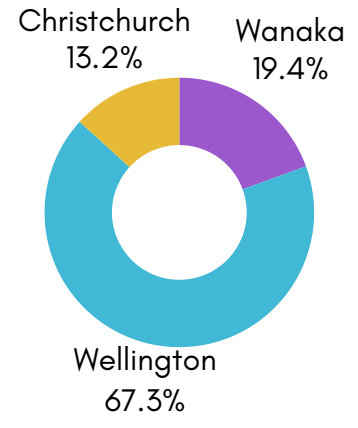
Young people participated across Aotearoa!

Demographics:

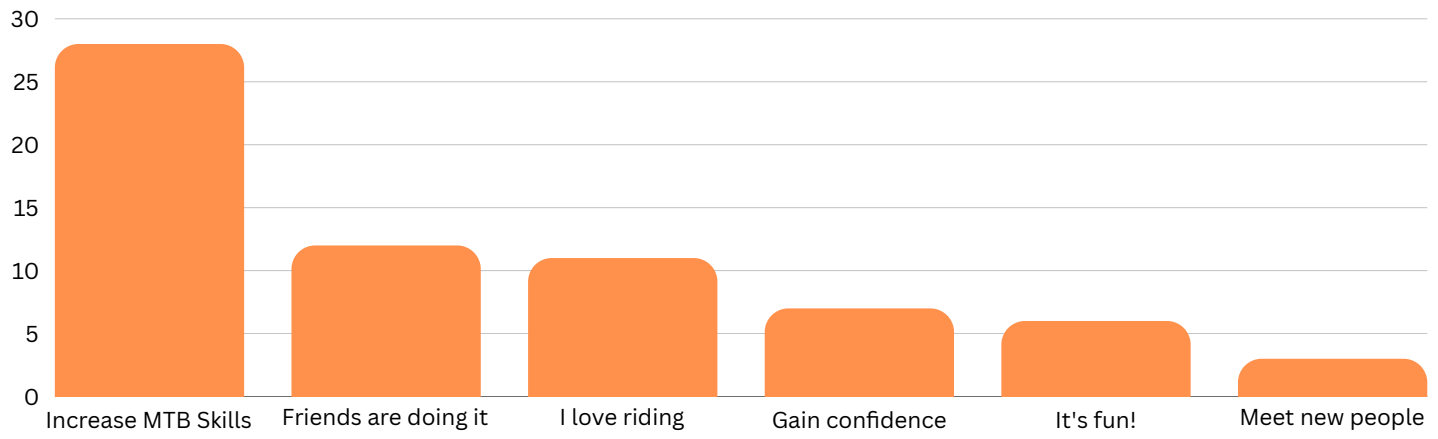


Girls

Boys



What was the reason you joined WORD?

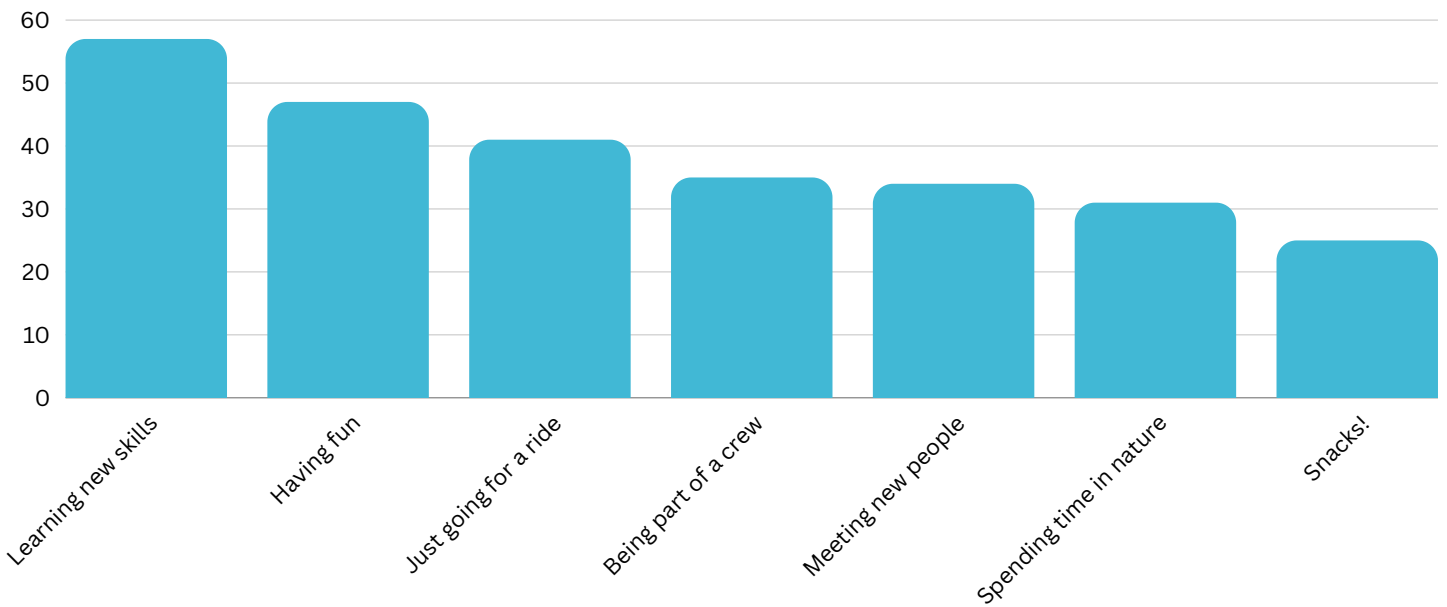


'I heard that it was an epic program delivered by gentle, kind, epic riders.'
-New WORD parent

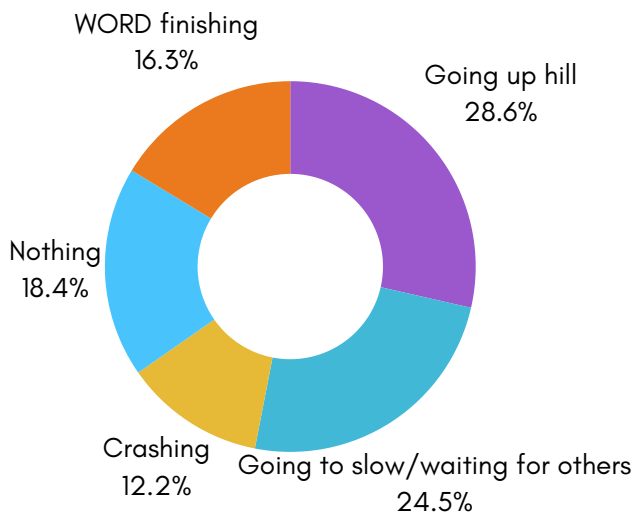
He feels like he has found his "thing" and its becoming part of who he is
-WORD parent



Favourite part of WORD



What was your least favourite bit of WORD?

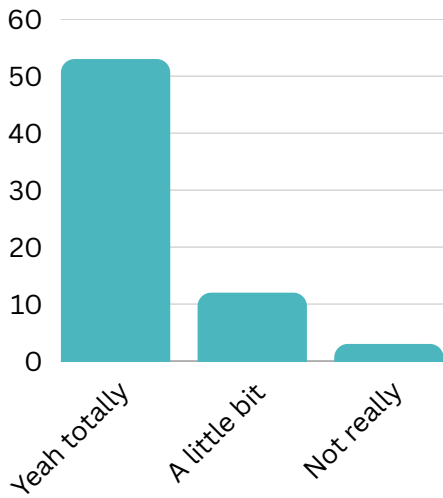


They come home buzzing with excitement about hard trails they had never ridden before and how they had challenged themselves. Not to mention the friendly and supportive people she was riding with.

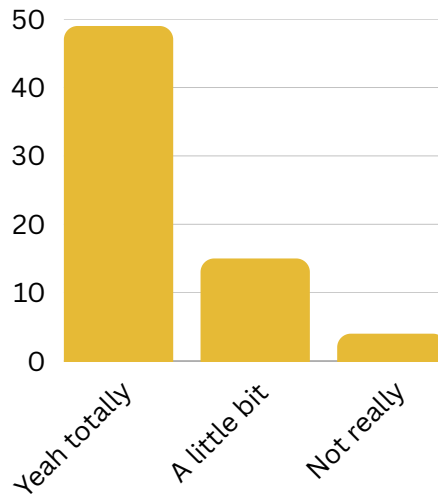
-WORD parent

Confidence

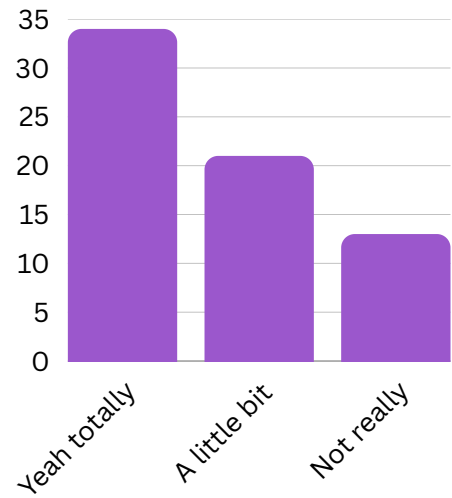
Attempted a more difficult trail



Tried a new feature



Sharing/teaching bike skills to others



I can try harder stuff because I just think 'It's just like doing starfish' and I gain confidence to do/say that thing.

-WORD participant

He just wants to challenge himself, but understands the risks and how to challenge himself safely.

-WORD parent

62%

Saw confidence transferred to other areas of their life

I think because of the friendly and encouraging nature of WORD this gives my child the confidence to give new things ago in other situations in life.

-WORD parent

She feels more confident about signing up to other activities where she might not know any one else at the activity/course

-WORD parent



Leadership skills

87%

Demonstrated a skill to others in the group

93%

Helped someone else

91%

Had a chance to lead the group or be 'tail-end-charlie'

78%

Making decisions about trail choice

I had fun helping people, and it was nice of people to help me.

-WORD participant

Sense of belonging

96%

Felt welcomed

91%

Felt like they could be themselves

90%

Felt connected to their Instructor

85%

Felt connected to the environment

He has since connected with others , exchanged numbers and rides wit is to meet more people who share his interest. He has since connected with others , exchanged numbers and rides with them in the weekends too.

-WORD parent

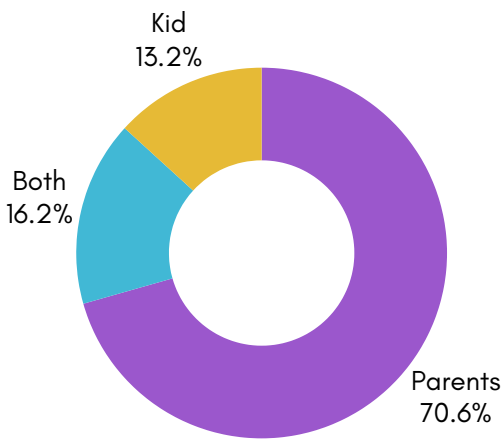
She loves riding with her 'girl gang' and knows her instructors really well which is awesome!

-WORD parent

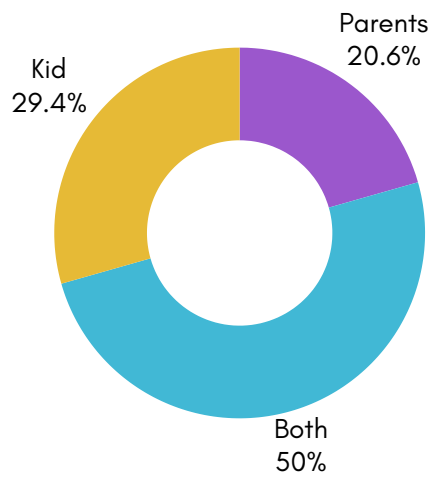




Who initiates going for a ride?



Before coming to WORD



After coming to WORD

56%

Of people said the amount of biking you do together as a family has increased since coming to WORD!

'We really value WORD, and seeing the growth in the boys over the term. It benefits the whole family, and they are really proud of their new skills'

What else could WORD do to support your whānau to ride more?





Much more than just learning practical mountain biking skills. From our post-ride chats it's very obvious that confidence and empathy are valued alongside rider progression
-WORD parent

Very inclusive, exceeds expectations, if you're thinking about doing it, just go for it.
-New WORD parent

97%

Would recommend WORD to a friend!!

A good solid riding session delving deep into the skills of mountain biking. A fun get together each week with lots of cool characters-
-WORD parent

My kid started out super reluctant to even attend and by the end of the term was crying that is was over as it was 'the best course ever' . Has already asked to be booked in again.
-WORD parent



BIG ideas from you for WORD!

