

VIVELA

West Michigan Latino Cycling

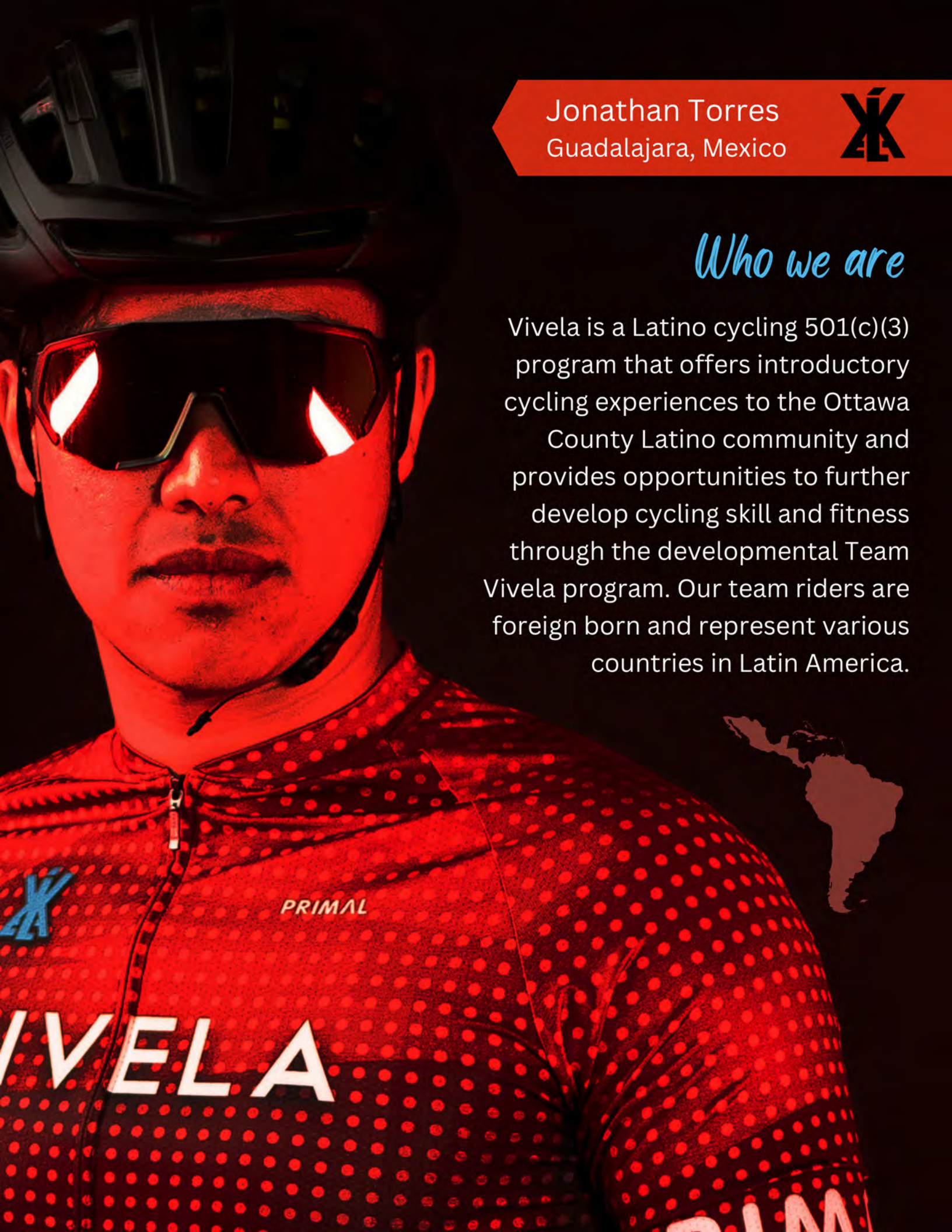


*THIS
LATINOS
on Bikes*

COMMUNITY IMPACT

DIVERSITY ON TWO WHEELS

**WEST MICHIGAN LATINO
CYCLING ORG BRINGS
WELLNESS & UNITY**




Jonathan Torres
Guadalajara, Mexico



Who we are

Vivela is a Latino cycling 501(c)(3) program that offers introductory cycling experiences to the Ottawa County Latino community and provides opportunities to further develop cycling skill and fitness through the developmental Team Vivela program. Our team riders are foreign born and represent various countries in Latin America.



What we do

Two Programs, One Goal

¡VAMOS!

First Time Riders Program

Vivela provides our community with introductory riding opportunities on wooded trails or pavement to encourage an active lifestyle. The Holland Parks and Recreation website mentions that “63.2% of adults in Ottawa County are considered to be obese or overweight per their BMI, which follows national trends. According to the 2018 Community Assessment for Ottawa County published by the Greater Ottawa County United Way, Hispanics are two times more likely than other groups to be overweight or obese.”



TEAM VIVELA

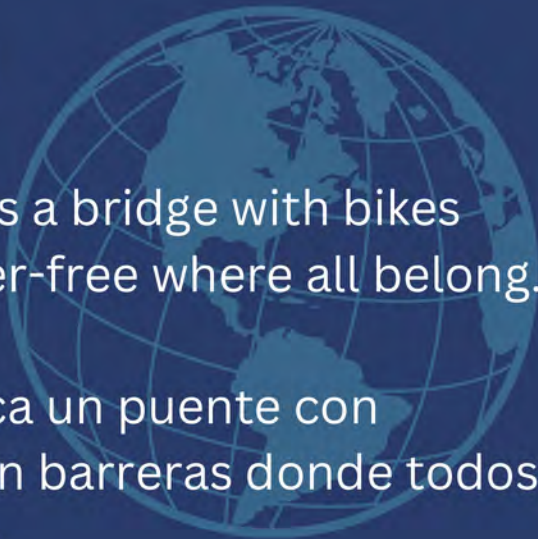
Advanced Competitive Program

Team Vivela is our competitive cycling program that provides riders with support to race, train and represent the Latino community at statewide races and events to promote diversity in this sport. Riders maintain, at minimum 20 miles per week and participate in ¡VAMOS! events. Vivela provides team members with riding kits, and covers a limited portion of the team’s expenses, including race and event fees, basic supplies, nutrition and bicycle service to lower the cost barriers of competitive cycling.





Vision

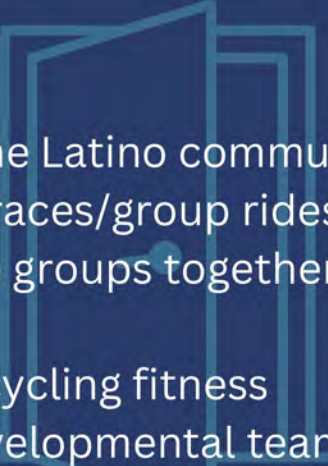


Vívela builds a bridge with bikes that's barrier-free where all belong.

Vívela edifica un puente con bicicletas sin barreras donde todos pertenecen.



Mission



We **represent** the Latino community in local events/races/group rides, bringing diverse groups together.

We **encourage** cycling fitness through our developmental team program and introductory rides.

We **welcome** the Latino community to positive cycling experiences where all feel welcomed.

Community Impact



2023 Tulip Time Parade



Cow Pie Classic Race



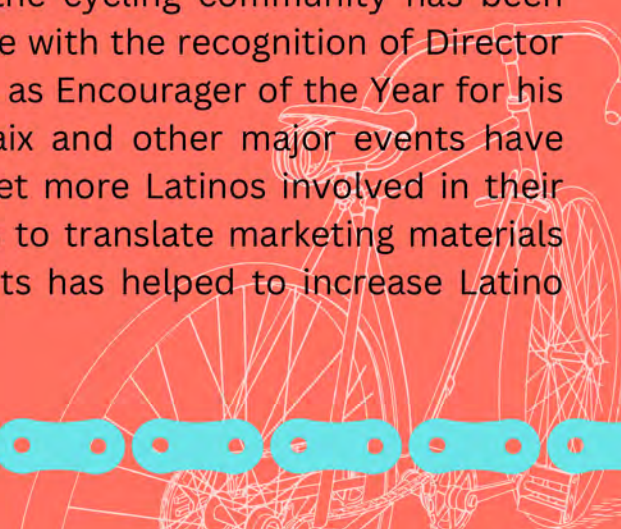
LMB Award in Lansing



Mainstreet Bicycle Co 100

Our First Year was a Success!

The overall reception to Vivela this past year by the cycling community has been exceptionally positive. This impact reached statewide with the recognition of Director Carlos Esquivel by the League of Michigan Bicyclists as Encourager of the Year for his work with Vivela. Race directors from Barry Roubaix and other major events have provided discounts to Team Vivela riders to help get more Latinos involved in their own sponsored events. Additionally, Vivela's efforts to translate marketing materials for, participate in, and volunteer at Velo Kids events has helped to increase Latino participation within this Velo City Cycling program.



Stories of Impact



Miguel, 32; Guanajuato, Mexico

Miguel's experience with Vivela has been a motivating factor for his life and has provided a great opportunity to help him focus on his personal development as a cyclist. He says that Vivela came at just the right time in his life and has been a significant part of his effort to improve his quality of life in many ways. He has also been actively recruiting others and sharing our mission with new sponsors like Grand River Construction where he's employed.



Roberto, 35; Guanajuato, Mexico

Roberto was a dedicated weightlifter and had a back injury that kept him from heavy lifting again. With this loss, he started gaining weight and needed a way to exercise, so one of our team riders encouraged him to start cycling. He rode occasionally on the Tuesday Velo City Cycles ride and then was challenged to start riding with Vivela. Roberto progressed rapidly with multiple successive rides that increased in length (50 miles) and average speed until he was able to keep up with the team on our Saturday morning ride to Grand Haven. During this season Roberto joined multiple ¡Vamos! new rider events, bought a road bike, lost 12 pounds and continues to ride strong. Last year Roberto was at risk for heart disease because of high blood pressure, but after joining us for regular rides this season he is no longer at risk and is on the path to growing wellness.

Program Stats





Increased Diversity at Local Club Rides by 8.3%

West Michigan has many local cycling clubs and organized group rides that have very little Latino/minority representation. Thanks to Vivela, there is a growing number of Latinos getting involved and joining these group rides, but prior to Vivela the numbers were nominal. 10.2% percent of the population in Ottawa County is Latino, which is roughly 30,000. Our goal is to bring this same level of representation to our local cycling community so that all who participate can benefit from each other's unique ethnic and cultural background. We achieve this through riding bikes together which create common ground to build new friendship on.



Club Ride	Before Vivela	Current Representation
RWAM THNR Hudsonville	1%	5%
Mainstreet Bicycle Co. THNR Zeeland	1%	16%
Velo City TNR Holland	3%	9%

Team Vivela Stats

-  1,190 CYCLING ACTIVITIES- AVERAGE OF 3 ACTIVITIES A DAY
-  30,971 TEAM MILES- WE HAVE TRAVELED AROUND THE EARTH ONCE
-  766,423 FT. ELEVATION- WE HAVE CLIMBED EVEREST 25 TIMES
-  1,740 HOURS- THE EQUIVALENT OF A 40 HOUR WORK WEEK FOR A YEAR

Program Stats

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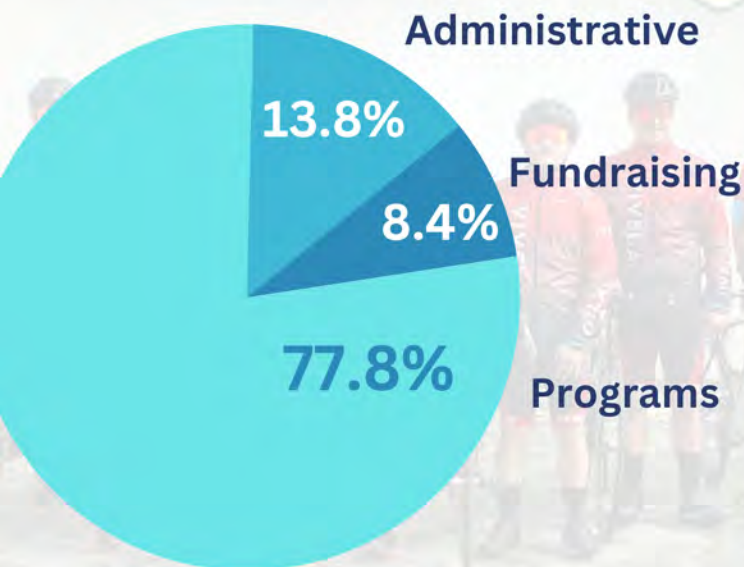
Cost Per Life Served

Program	Participants	% of Program Budget	Cost Per Life Served
¡Vamos! Program	50	15%	\$22.48
Team Vivela Program	10	85%	\$472.50

Program Operating Cost

2023 Total Revenue \$11,193.32

2023 Total Expenses \$9,441.69



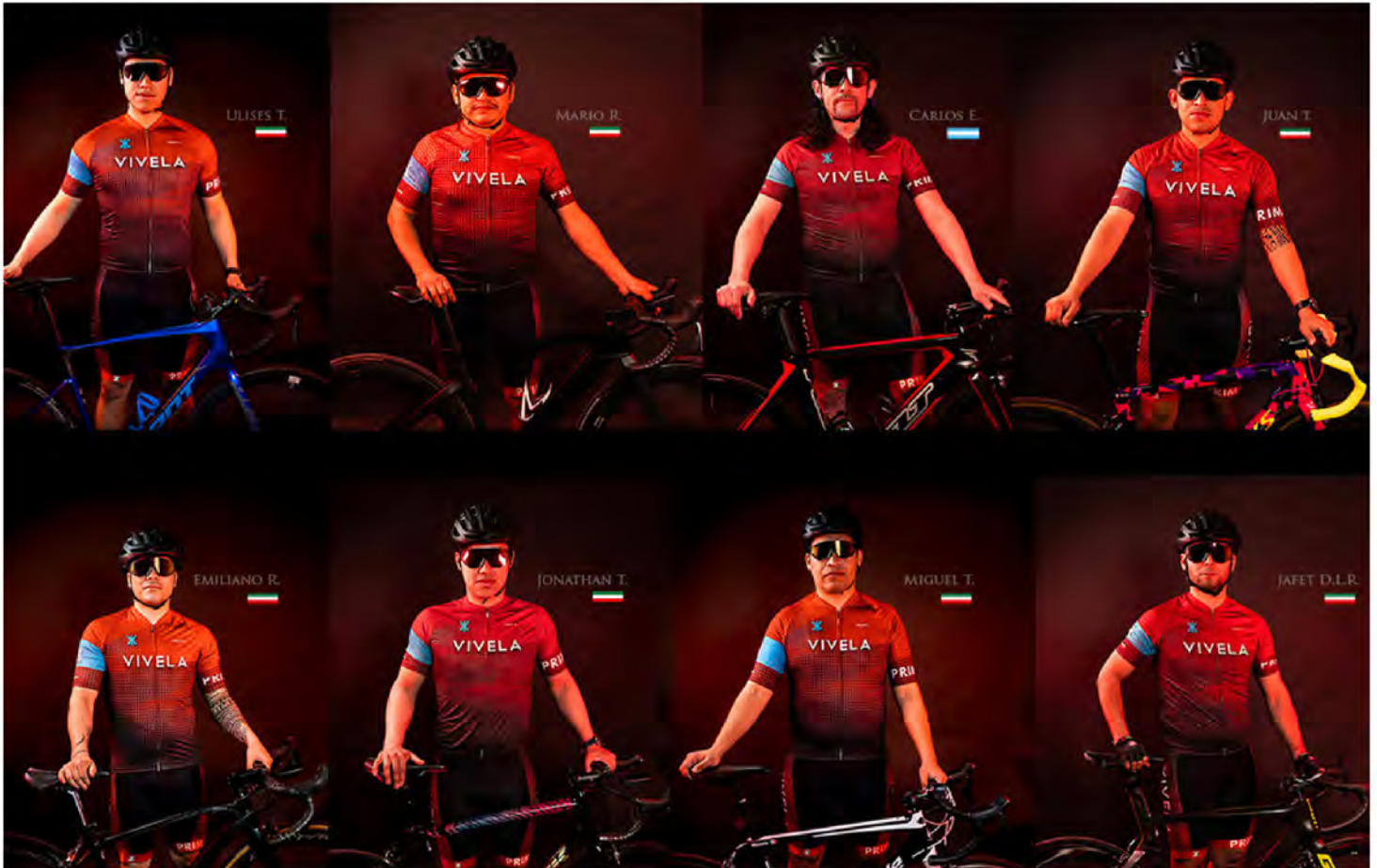
Cost Per Calorie Burned

Program	¡Vamos! Program	Team Vivela Program
Total Miles	331	30,971
Calories Burned	16,550	1,548,550
Calories Burned Per Dollar Spent	17	250

Team Vivela

The bike doesn't care who you are, what color your skin is, whether you are a woman or man, where you're from, what language you speak... when we ride we are all the same.

C. Esquivel



The Team started with five riders early on in the year and now have a total of 13 as we have recruited more riders to the team. Our riders are 1st generation immigrants who represent Mexico and Dominican Republic. Vivela programs are working towards building a healthy community in many aspects through cycling. Consider how you can join our mission!



A word from our Founder and Managing Director

After spending many years riding in my community and seeing little to no representation of the Latino community, I knew it was time to start a dynamic organization that could support and build up people through bikes while bringing more diversity to our cycling community. Bikes are a perfect bridge for connecting our West Michigan Community.

Our 2023 Corporate Sponsors

Carlos Esquivel

**GENTEX
CORPORATION**

MACATAWA BANK

**VELO CITY
CYCLES**



**Cross
Country
Cycle**

PRIMAL



Sponsorship Opportunity

Donate your tax-deductible gift through our secure online giving portal. Consider adding Vivela as a charitable trust recipient. Vivela is a pre-approved charity through Barnabas Foundation.

Give online at
www.TeamVivela.org
or mail your gift to:

Vivela
2502 Green Rush Ln
Zeeland, MI 49464

2024 Sponsorship Levels

Friend of Vivela \$50	Vivela Supporter Decal
Bronze Level \$250	Vivela Supporter Decal Name included on website & social media mentions
Silver Level \$500	Vivela Supporter Decals Name included on website & social media mentions Name on team banner (displayed at events)
Gold Level \$1000	Vivela Supporter Decals Name/logo included on website & social media mentions Featured sponsor on website- 250 word ad and link- 2nd position Logo on team jersey as sponsor (back pocket) 11"x17" Logo on team banner (displayed at events)
Platinum Level \$3000	Vivela Supporter Decals Name/logo included on website & social media mentions Featured sponsor on website- 250 word ad and link- 2nd position Logo on team jersey as main sponsor-Chest/back top under Vivela logo 11"x17" Logo on team banner (displayed at events) Small Logo on team helmet
Ultra Level \$5000	Vivela Supporter Decals Name/logo included on website & social media mentions Featured sponsor on website- 250 word ad and link- 1st position Social Media Acknowledgements in all posts with back link Logo on team jersey as main sponsor-Chest/back top under Vivela logo 2' x 3' Logo on team banner Logo on team member bike- top tube 1" x 3"