

ANNUAL REPORT 2024



A MESSAGE FROM THE BOARD

The Moriah Wilson Foundation is thrilled to share their first annual report. After looking through some of Moriah’s journals I am reminded of the way Moriah lived her life with intentionality. She asked herself big questions, she cared deeply about her choices and living a life that mattered - one that would lift others up. Most recently before she left she wrote, “kindness and empathy can change the world”.

This is what drives the Moriah Wilson Foundation. The organizations we have supported this year is where the rubber meets the road - and we believe reflects Moriah’s heart to lift others up in kindness. In our own little way, with the help of so many, we can make the world a better place.

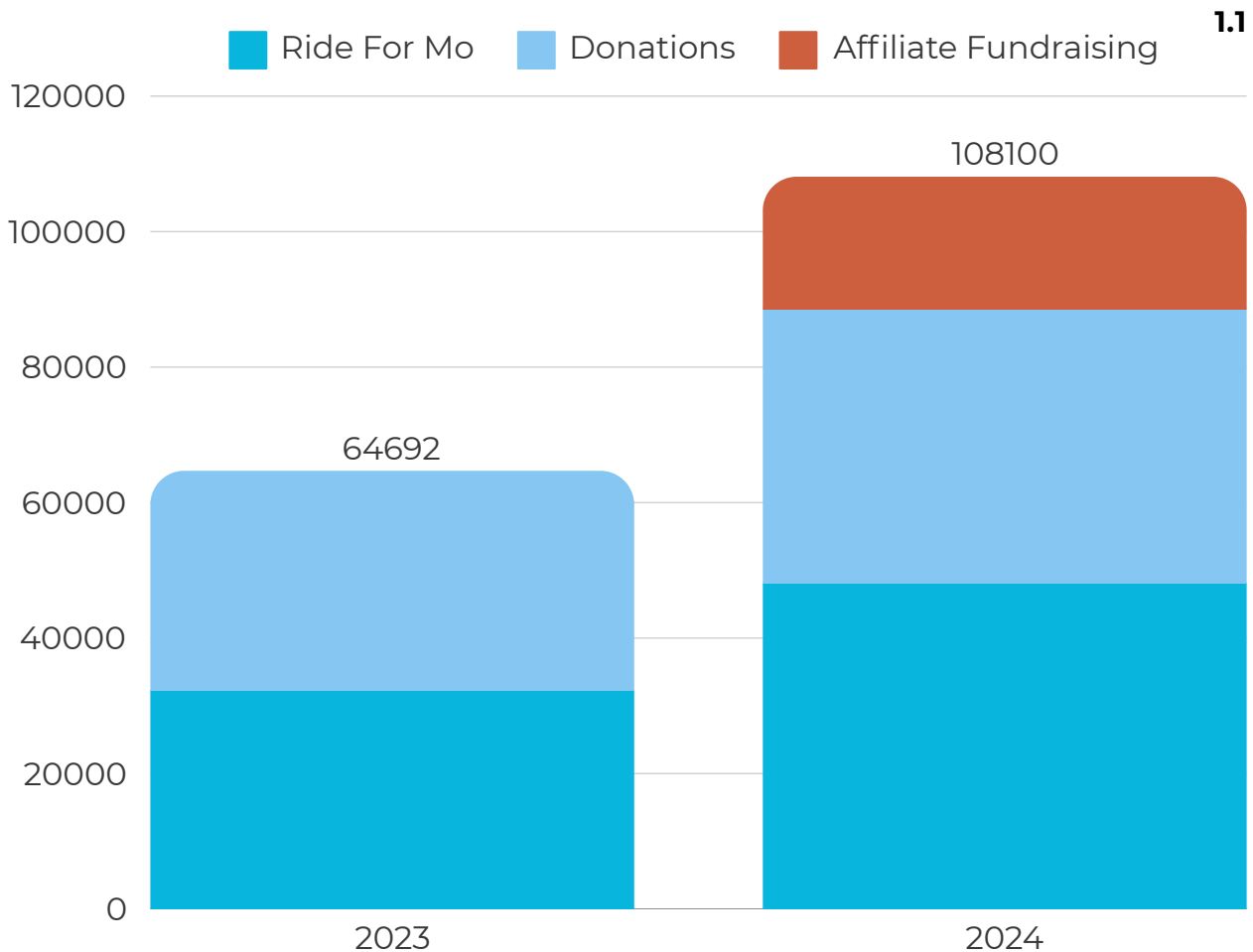
Karen Wilson

Director



FINANCIAL UPDATE

REVENUE REPORT



*1.1 displays revenue generated by the Ride For Mo event, direct donations, and funds raised and donated by supporting organizations.

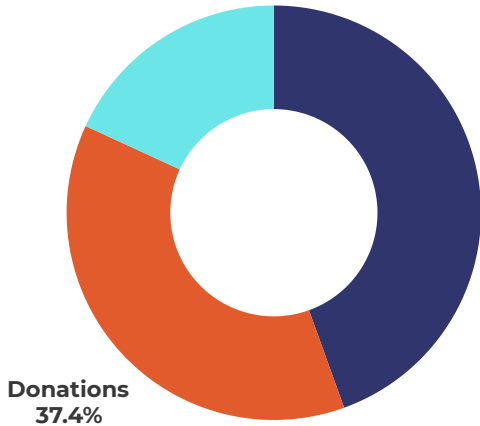
2024 INCOME AND EXPENSES

$$\text{\$108,000} - \text{\$22,400} = \text{\$85,600}$$

INCOME AND EXPENSES BREAKDOWN

REVENUES

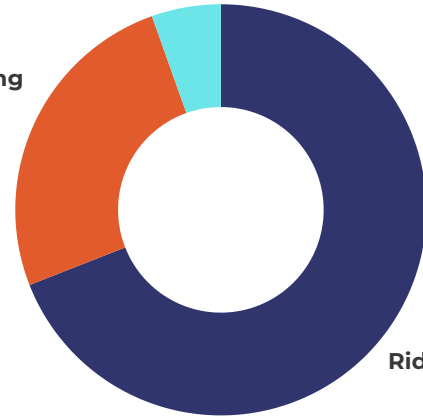
Supporting Organizations
18.1%



EXPENSES

Administrative
5.4%

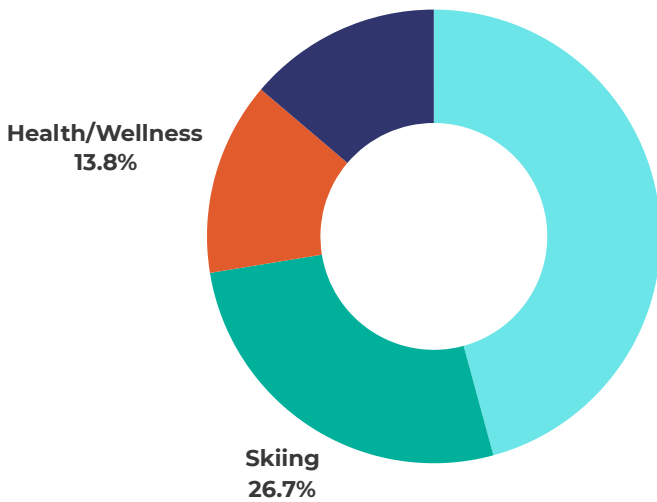
Marketing
25.5%



Ride For Mo
69%

GRANTS GIVEN

Experiential Learning
13.8%



Cycling
45.8%

Skiing
26.7%

UNRESTRICTED FUNDS

Starting balance: \$26,800

Income: \$108,000

Expenses: \$22,400

Grants given: \$53,400

Ending balance: \$59,000



OUR IMPACT IN 2024



Our board considers each grant application based on alignment with Moriah’s values and our mission statement.

GRANTS GIVEN IN 2024

Vermont Youth Cycling



The Vermont Youth Cycling League provides mountain bike racing and skill development opportunities for over 300 young Vermonters annually. Our grant to VTYC helped fund five youth races, over 25 full scholarships to low income riders, a group ride/trail stewardship day for 60 kids, and a technical and mental health skills clinic. VTYC’s mission is to get kids outside and create opportunities for all youth to experience the physical, emotional, and social benefits of cycling while building a caring community.

Hilltopper MTB Club



Saint Johnsbury Academy's Hilltopper MTB Club provides students an opportunity to have fun, make new friends, and receive high quality instruction from certified coaches. The club was able to use our grant to reduce club fees from \$375 to \$200 and offer additional scholarships, making their program much more affordable. In 2025, they hope to increase participation among young women and hire more women coaches.

Green Mountain Farm-to-School



Green Mountain Farm to School's mission is to strengthen local food systems in Vermont by promoting positive economic relationships, education, and access between schools, farms, and communities. Their programs focus on teaching children and families cooking and gardening skills to increase access to nutritious foods across Vermont.

Velo Kids



Velo Kids is a youth-cycling non-profit based in Holland, Michigan. We loved Velo Kids' simple mission: to get more kids on bikes. In 2024, they tripled their impact, reaching over 3,000 kids. 1,500 of those kids were in programs with a coach and four or more rides. Our grant supports Velo Kids Outreach Rides, a program to make biking accessible to all children, especially those facing social and academic challenges.

Kingdom Kids



Kingdom Kids is a Vermont based nonprofit dedicated to enriching the lives of children by fostering opportunities to get outdoors. This year Kingdom Kids was able to provide 60 Burke Mountain ski passes, up significantly from previous years. They currently serve the entirety of the Kingdom East School District and hope to expand their reach in the coming years.

Little Bellas



Little Bellas is a mountain bike organization whose goal is to help young women reach their full potential. In 2007, they launched their first mountain bike camp in Williston, Vermont. Since then, Little Bellas has grown into one of the most impactful bike organizations for young women in America. To date, they have served over 9,000 girls in 23 states.

Kingdom East School District



The Kingdom East School District includes the Burke, Concord, Lunenburg, Lyndon, Newark, Sutton, and Miller’s Run schools. Dedicated to providing educational opportunities outside of the classroom, the District has developed a number of experiential learning opportunities that focus on getting kids outside and active. Their afterschool and summer camp offerings include, but are not limited to, downhill skiing, cross-country skiing, mountain biking, and camping.

Kingdom Trails



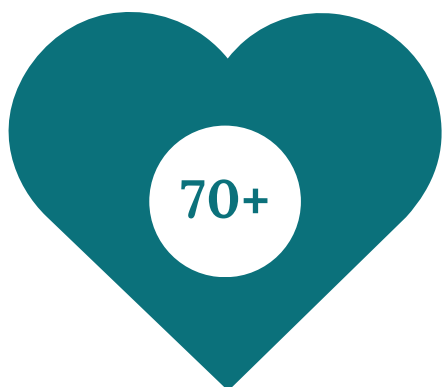
Kingdom Trails is a non-profit mountain bike trail network located in East Burke, Vermont. Their mission is to provide recreation and education opportunities by managing, maintaining, and building trails to foster the health of the community, environment, and regional economy. KT offers over 100 miles of quality, non-motorized, multi-use trails for all levels of ability, incorporating the scenery and natural diversity of the North East Kingdom.

Monarch Racing Mentor Program

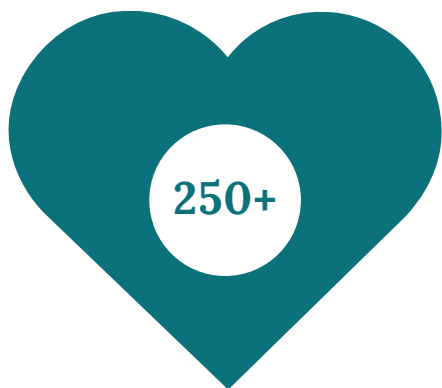


The Monarch Mentor Program pairs thirty U19 girls with professional and experienced racers, 1:1, to race the entire off-road endurance race at the Low Gap Grasshopper in Ukiah, California. The program teaches young girls about cycling and gives them a safe space to learn how to be confident, driven leaders of tomorrow - whether or not they pursue cycling in the future. Our grant helped cover all entry fees for the event.

THANK YOU TO OUR DONORS, SPONSORS, AND VOLUNTEERS



Volunteers



Donors

