

Recycling Bikes Up North. Transforming Lives Down South.

Cyclo Nord-Sud

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2010 Annual Report

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Vision

Cyclo Nord-Sud promotes sustainable development based on respect for the biosphere and its inhabitants.

Mission

Cyclo Nord-Sud collects used bicycles (as well as bike parts, tools and accessories) and ships them to poor communities in the developing world where they serve as a means of transportation and a tool for generating income and escaping poverty.

Values

Social Justice

Support for greater equality, and especially, providing women in the developing world with the ways and means to help promote equality between the sexes and further community development.

Autonomy

Acting to promote the autonomy of individuals and communities, by transferring resources and skills that facilitate active participation in community development and improve the quality of life.

Citizen and Collective Engagement

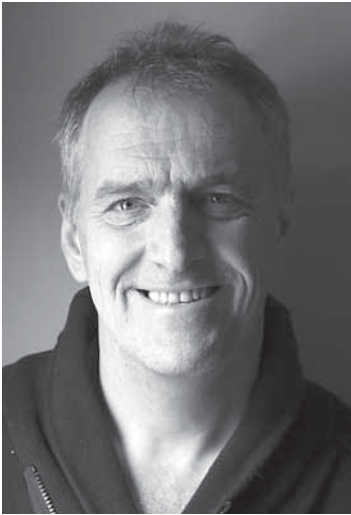
An approach seeking to mobilize citizens and communities around concrete actions of benefit to society as a whole, socially and environmentally.

Sustainable Development

A desire to seek concrete and realistic solutions responding to community needs without compromising the well-being of future generations. Also, the desire to ensure that one's actions have a positive environmental, social and economic impact.

President's Message

A Different World, A World on Bikes



Seeing the unrest these past many months in the Middle East, I feel privileged to be living in a peaceful and democratic society.

We must acknowledge that those who came before us furthered many causes... However, instead of feeling that everything's been done already, I try to take the view that everything remains to be done.

Here, we are lucky to be able to choose our battles, large and small. Ten years ago, I chose my humble struggle for a better world by joining the Board of Directors of Cyclo Nord-Sud. I associated myself with a group of people committed to a common vision of how to make the world a better place. I learned the real meaning of the word "share" from people who gave selflessly of their time. Being with them, I grew.

I sincerely believe that, as non-renewal energy stocks are exhausted, we will rely more and more frequently on the bicycle — that "petite reine" as the French called it — a vehicle that was to become, in a short period of time, a major means of locomotion here and around the world. The bicycle has all the qualities of an efficient, ecological and sustainable form of transportation.

This will mean that Cyclo Nord-Sud will face its share of challenges. To address them, we must succeed in raising money. Like Martin Luther King, I have a dream... I imagine a future where our recurring problem of "making ends meet" is but a bad memory. Several proposals for action were made this year, but none have yet been realized. I truly believe we are close to the solution that will move us away from the anxiety experienced by our staff and Board members these last few years. The money is available in Quebec and the solutions exist. I dream of getting this problem behind us.

Once again, the year 2010 was no exception. The results were there, as always: our membership increased — approaching our goal of 1,000 — and we sent more than 4,000 bikes.

In closing, I would like to thank the volunteers and partners who contributed, again this year, to Cyclo Nord-Sud's success. Please know that the organization could not survive without your smiles, your generosity and your time. Thanks equally to the departing members of the 2009-2010 Board of Directors: Francis Mallette, Pierre Morissette and Richard Dugas, and also to France Lebeau, who left the Board in August 2010, and to all of the staff who, each day, make the wheels turn that much further. Welcome to all of the new members of the organization. I invite you to become volunteers as well. It is an enriching experience and you will be working alongside people who share the same hopes for the future. Finally, I would like to congratulate the members of the Board of Directors. I have spent an amazing year with you working to advance this magnificent project.

Thanks for continuing to ride with us!

A stylized, handwritten signature in dark ink, appearing to read 'Sylvain Guernon'.

Sylvain Guernon

Coordinators' Message

At the heart of Cyclo Nord-Sud's success: The united efforts of members and volunteers

Cyclo Nord-Sud is now in the third year of its five-year plan for 2009-2013. The progress achieved in 2010 has certainly brought us closer to achieving our goals. The plan put forth an ambitious roadmap for the organization — particularly with respect to enhancing self-generated revenues and achieving fiscal stability — even as it emphasized consolidating the growth that characterized Cyclo Nord-Sud's first 10 years of existence.

The most immediate and ambitious objective was to recruit 1,000 fee-paying members. So in 2010 we developed new campaigns to solicit individuals and connect with our members. These campaigns enabled us to increase our rate of retention of existing members and to diversify how we solicit new memberships. We also revised certain procedures to better integrate membership recruitment activities.

Our organization's recruitment strategies focus on volunteering, so it was important to review aspects of our functioning and organization so the membership drive could also succeed. We want to benefit from increased convergence where individuals are both members and volunteers, occupying a central place in the organization.

During the year, more than 600 volunteers worked with Cyclo Nord-Sud, organizing and participating in bike drives for disadvantaged families in the developing world; helping to load the bikes into containers; and giving time at the office or sorting bike parts in the warehouse. The dynamism and

sense of commitment of numerous volunteers and members also enabled us to more regularly collect parts from Montreal bike shops and sort them more efficiently, while ensuring that we had enough people to load the containers and staff our information tables. A 20% increase in the number of volunteers working in the warehouse, probably due to membership growth, proved especially valuable.

We were also privileged to welcome three energetic young people who came to us through Katimavik — the Eco-intern Isabelle Legault and volunteers Simon Picard and Kathryn Callahan — as well as Étienne Lafortune, who joined the logistics team thanks to a TD Scholarship for Community Leadership. In December, to highlight the central role volunteers play in the organization, Cyclo Nord-Sud organized an evening get-together. During this festive event, five volunteers received the Claire Morissette prize for their extraordinary efforts: Louis-René Clément, Micheline Corbeil, Clermont Desharnais, François Lambert (for the Chicoutimi Rotary Club) and Michel Steresco.



As of this April 2011 writing, we now have more than 700 members, an increase of some 140% since the start of our membership campaign. Revenues from self-financing activities and the philanthropic sector are on the rise. We have thus practically eliminated our deficit. At the same time, Cyclo Nord-Sud's projects in the South advance thanks to our creative and determined Canadian, African and Latin American partners.

We pursue with passion this promising voyage begun nearly 12 years ago, certain we will continue to find support for our success along the way and the means for us to address the many challenges associated with our international solidarity and environmental mission.

2010 Highlights

Ready for the Next Decade



Budget	\$300,760	
Self-financing	40%	
Grants	25%	Quebec 24% Montreal 1%
Contributions	35%	
Permanent staff	5	
Members	681	

Following a first decade marked by steady growth, Cyclo Nord-Sud’s eleventh year was characterized by renewed partnerships and the development of new financing strategies.

More members

In 2010, a sustained effort led to a remarkable rise in membership, which totalled 681 as of December 31, an increase of 43% with respect to 2009 and of 114% over 2008. The sums donated by the public grew consistently these past three years to reach 35% of Cyclo Nord-Sud’s total budget in 2010, as compared to 31% in 2009 and 27% in 2008.

Better support for local development initiatives

In response to the development needs of disadvantaged communities and their residents, Cyclo Nord-Sud and its partner NGO’s in the South worked productively together to advance various community-based projects. No fewer than 4,409 bicycles were collected for shipment to five countries: Cuba, Ghana, Haiti, Nicaragua and El Salvador. In 2010, 47% of Cyclo Nord-Sud bike collections were organized in school settings, a rebound from the 39% the previous year. This growth came at just the right time, as we pursue increasing the number of school bike drives through promotion and use of Cyclo Nord-Sud’s new, first-ever educational kit for high school and Cegep students.

An additional container for Haiti

In 2010, Cyclo Nord-Sud sent an additional container of bikes to Haiti following its devastating earthquake. This action was made possible by our members’ generous response to a special appeal as well as by the amazing work of our partners, the Sainte-Elisabeth Parish in Caracol and CENTRECH, an organization dedicated to improving Haitians’ living conditions, which obtained funding for shipping bikes and other materials. Also, thanks to a Nicolet woman’s gift of 23 industrial sewing machines, the Caracol industrial sewing project improved. We are proud partners in this bike project aimed at establishing “bike-towns” in various villages in northern Haiti so that, day by day, the bicycle takes on greater importance in Haitian culture.

A cause that Quebecers embrace

Despite the world financial crisis, the generosity of Quebec’s bike donors, members, volunteers and bike drive organizers in 2010 was as strong as ever. Again and again, they have shown their enthusiasm for this ecological solidarity initiative conceived by our founder Claire Morissette.

2011-2012 Action Plan

The 2011-2012 Action Plan originates in Cyclo Nord-Sud’s five year Development Plan (2009-2013), conceived by the organization’s Board of Directors, employees and volunteers.

It emphasizes above all the continued consolidation of existing services, organizational structures and funding sources. Secondly, it suggests strengthening the organization’s relationship with its supporters — as the base of members and volunteers expands — and developing innovative partnerships with a diverse array of Quebec organizations. The ultimate goal of these measures is to enhance Cyclo Nord-Sud’s bicycle projects in the developing world, and its capacity to educate and inform the public in Quebec.

Orientation 1

Increased financial autonomy
(growth of revenues resulting from bike drives, sponsorships, membership dues and gifts)

a) By increasing certain categories of revenue (target of \$30,000 in additional revenue by 2012)

- Actions**
- Communicate the importance of requesting a minimum \$15 contribution per bicycle.
 - Develop and market new sponsorship packages to potential sponsors.
 - Undertake a cost/benefit analysis of producing the calendar (including financial, marketing, public awareness and organizational development measures) and, if the calendar is retained as a promotional strategy, establish goals for maximizing the resulting benefits.
 - Multiply efforts to identify and solicit private foundations and major individual donors.
 - Strengthen ties with the bicycling sector (businesses, workshops, associations, clubs) in order to obtain cash and in-kind contributions.
 - Launch and place at least \$20,000 in a reserve fund.
 - Study the possibility of capital purchases (truck, warehouse) as well as other options for responding to trucking and space requirements, and plan and act accordingly.

b) By increasing member loyalty and recruiting more members (so as to create a stable base of 1,000 members and upgrade the average gift)

- Actions**
- Increase the ongoing involvement of former, present and potential Board members and other persons “close” to Cyclo Nord-Sud in renewing and recruiting members.
 - Pursue a spring solicitation campaign targeting current and recent members of the organization.
 - Continue to solicit, in diverse ways, current and former members and pursue development of new membership recruitment strategies and tools focused on particular groups (e.g., volunteers).
 - Facilitate the presence of individuals responsible for membership recruitment during bike collection drives.
 - Better integrate data found in different databases to ensure that lists of current and potential members, volunteers and partners are complete, up-to-date and multifunctional.

Orientation 2

Strengthen communications, educational and awareness activities

Actions

- Write and implement a 3-year communications plan designed to raise awareness, better educate the public and promote Cyclo Nord-Sud.
- Complete and promote an educational kit designed for schools, to engage teachers and students in bike collection and fund-raising drives as well as other ecological and solidarity activities.
- Redesign the website and determine, in relation to the communications plan, how virtual social networks might enable Cyclo Nord-Sud to strengthen its communication with targeted groups.
- Organize a motivational event before the end of 2012.

Orientation 3

Improve partnerships with Southern NGO's

Actions

- Work with Quebec international aid organizations to develop new partnerships with NGO's in the developing world, integrate bike projects into other ongoing development projects, obtain solid organizational references and enhance existing partnerships.
- Overcome communications challenges with our current partners by increasing the number and nature of the contacts that Cyclo Nord-Sud has with them (visits, e-mails, networking), in order to advance their bicycle projects, build these partners' capacities and better evaluate and communicate their outcomes.
- Contribute to promoting the autonomy of Southern communities, and particularly of women, by documenting the impact of bike projects, in order to encourage other communities to launch such projects while favouring the creation of new partnerships benefiting women in particular.
- In the South: reinforce the advantages associated with current bike projects by promoting the use of the bicycle, the training of mechanics, and the creation of cargo bikes. In the North: collect more tools, parts and accessories.

Orientation 4

Support social and organizational involvement

Actions

- Develop a strategy to further facilitate and encourage the involvement of current and potential members, volunteers and Northern partners in the activities of Cyclo Nord-Sud, as well as in its organizational decision-making processes, and reinforce such strategies where they are already in place.
- Encourage members and volunteers throughout Quebec to support Cyclo Nord-Sud initiatives and to enhance awareness of the organization and its activities within their respective networks.
- Establish stronger and closer relationships with other NGO's in the North as well as, more generally, with the civil society, local public agencies, relevant organizational coalitions and alliances and those active in the social economy.
- Seize opportunities to promote policies favouring sustainable transportation and development in the North and the South and take appropriate action by, among other means, working through our networks and in support of our partners.

Communications

Towards Greater Impact



Cyclo Nord-Sud reached more than 28,000 people in 2010 through its website, vast network of partner organizations, newsletter, media and public relations efforts, brochures, information stands, presentations and Facebook page — which has 1,000 friends.

Rollout of the new look

Cyclo Nord-Sud’s new look, created to celebrate its 10th anniversary, was integrated during this 11th year into different communications tools, such as the organizational brochure and the new kiosk. Content was also modified, emphasizing clarity and efficiency in transmitting the organization’s message.

The moment was right for creating a new slogan, “Recycling bikes up North. Transforming lives down South.” This slogan clearly states the organization’s mission and should result in increased public recognition of its name by helping people to understand its genesis.

More visibility

Among the other communication and promotion tools, 3,500 copies of the semi-annual newsletter were distributed to members and donors. Additionally, 4,000 copies of the Solidarity Calendar were produced and offered free to partner organizations while being sold on the Cyclo Nord-Sud website and in various stores. We raised awareness of our organization by connecting with some 1,000 people through tabling efforts organized for targeted solidarity, environmental and cycling events: Journées québécoises de la solidarité internationale, In Town Without My Car, the Berri-UQAM bike collection with the STM, Environment Week at the Université de Montréal, the MEC Bikefest, the Montreal Bicycle Show, etc.

When the Web opens doors

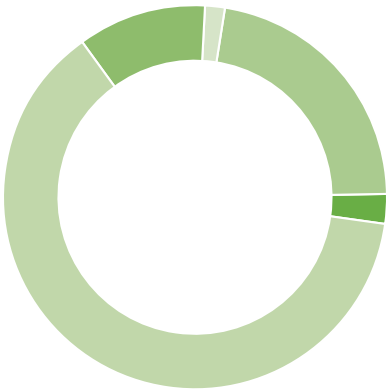
The traffic statistics for the www.cyclonordsud.org website indicate that there were 20,023 individual visits to the site during the past 12 months, with 73% coming from new visitors. On average, Internet users spent a little more than two minutes on the site, consulting from two to three pages. The site is accessed via search engines for 48% of our visitors — hence the importance of keyword optimization; another 18% write our address directly and 33% discover our site’s existence through hyperlinks.

Media coverage on the rise

Cyclo Nord-Sud was mentioned in the media more than 120 times in 2010: 77 times in print; 27 times by the electronic media; 13 times on the radio; twice on television and in several ads. The number of mentions grew significantly in comparison with the previous year, probably in response to efforts to better support our volunteer bike collection organizers in their pre-collection promotional activities. Like last year, more mentions resulted from coverage by local weekly newspapers than from any other single source.

A promising decade ahead

Having passed the 10-year mark and experienced two staff changes in communications — and given growing public awareness of environmental and sustainable development issues — this would be an opportune time to restructure communications activities. We could also revisit the positioning of our organization — unique in Quebec — in order, with more resources, to have even greater impact!



Media coverage by category, 2010 (mentions)

Print	77
Radio	13
Television	2
Internet	27
Advertising	3

Southern Partners

Projects which Mobilize People

Six partner organizations, dozens of projects, one common vision: mobilize people to promote self-sufficiency and sustainable development. In 2010, bicycles were shipped to five countries in the developing world thanks to the close collaboration of our brothers and sisters in Latin America and Africa.

Nicaragua

Asociación nicaragüense de no videntes (ANNV)

Our longest-standing partner, ANNV, has to date received 5,600 bikes. These quality bikes are offered to underprivileged families in the provincial city of Estelí at affordable prices, and are most often purchased by labourers and farmhands working in the cigar industry's tobacco fields and factories. ANNV's bike sales represent the majority of revenues for a primary school education program whose costs include food, housing and transportation and that serves 120 visually impaired Nicaraguan children.



Our cycling ambassadors from Pedaling South, Lucie Poulin and Torrey Pass, pedalled nearly 25,000 kilometres, from Alaska to Argentina! While passing through Central America, they visited ANNV in Estelí, where they met with students participating in the primary school program. ANNV is one of the only organizations in the country working to help integrate visually handicapped individuals. The sale of bikes at an affordable price enables the organization to finance not only the integration of students into the school system, but also of adults into the workforce.

* Indicates this partner was visited this year.

Haiti



SOFONIC

Our newest Nicaraguan partner, in the region of Jinotepe, received two containers filled with bikes and spare parts in 2010. The bike project is one of a series of SOFONIC initiatives benefiting low-income youth. These young adults learn how to manufacture materials for the construction industry and to build homes, while also learning bike mechanics. At the end of their training, some of these young people will receive a bike. SOFONIC's excellent projects — which include affordable ecological housing construction, youth training and the promotion of cycling — offer concrete results for the environment and the community.



Our two ambassadors on wheels took advantage of their stay in Nicaragua to visit SOFONIC, which is situated between Lake Managua and Lake Nicaragua in a populous region suffering from inadequate public transportation given the location of villages and major roads. The bicycle is thus an ideal vehicle for the area, where communications and travel between communities is essential for accessing local employment opportunities. In 2010, Cyclo Nord-Sud sent a total of 1,771 bikes to its Nicaraguan partners as they struggled to improve life in one of the poorest countries in the Americas, and plans to continue working with them.

Carrefour d'entraide et des retrouvailles du Cap-Haitien (CENTRECH)

The bike project in the northern Haitian village of Caracol continues to make headway. CENTRECH, the Sainte-Elisabeth Parish and Cyclo Nord-Sud are transforming the village into a "Bike-Town," and as a result, during the past two years, cycling has increasingly become a central part of village life. Three hundred bikes have been made available to high school students living far from the school. Small bike stations are now present in seven area villages; these stations will grow during the coming years. Bikes, trailers and cargo-bikes will also be available to young girls to transport laundry to the river.

They will no longer need to carry heavy loads on their heads, a custom that can have serious consequences for their health.

Cyclo Nord-Sud received a contribution of 23 industrial sewing machines and subsequently sent them to our Haitian partner, who had already established a sewing workshop and a training program to improve women's employability.

* Indicates this partner was visited this year.



El Salvador

CESTA Amigos de la Tierra

In 2010, CESTA Amigos de la Tierra, one of El Salvador's most important environmental organizations, organized two cycling events in the capital to promote bicycle use and sustainable transportation. More than 800 young people participated in these bike rides. CESTA's Ecobici project, whose goal is to train youth from disadvantaged neighbourhoods in bike mechanics, graduated 21 young people last year between the ages of 12 and 16. The training is free and CESTA pays the costs associated with transportation and meals for six months. The Ecobici project seeks to expand youth training by working with schools interested in its advanced

bike mechanics program. The 2,700 bikes that Cyclo Nord-Sud has sent to El Salvador are disassembled and then reassembled by the students who thus learn bike mechanics from A to Z as they work on different types of bikes. After the course, the majority of graduates can create their own small business to earn some money.



Cuba

Universidad Central – Marta Abreu de las Villas (UCLV)

Our partner in Santa Clara, the Universidad central “Marta Abreu de las Villas,” in association with the National Architects and Construction Engineers Union and the Swiss Agency for Development and Cooperation, received a container of bikes in 2010. This partner has been receiving bicycles from Cyclo Nord-Sud for five years and distributing them to farm workers and employees who labour in the fields and the workshops of the Eco Materials and Bamboo-Biomass projects. The goal: construct economically and environmentally-sound social housing using ecological and locally-produced materials, such as bamboo. These bicycles have changed the lives of

more than 2,000 workers at the University, on construction sites, in the bamboo fields and at production workshops in several provinces. The bikes serve as an incentive for workers participating in the Bamboo-Biomass project. Already, the project is responsible for the reforestation of 5,990 hectares of bamboo on unused and environmentally-degraded fields, the creation of 1,590 jobs and 244 small and mid-sized enterprises, as well as a reduction of 436,800 tons of CO₂.

Ghana

Maata-n-Tudu

Our Ghanaian partner, Maata-n-Tudu, mainly includes women, and the bicycle project leads to a number of positive outcomes. The women’s revenues increase because bicycles enable them to transport more goods to market. By using bikes, parents and children have faster access to the health centre. This mode of transport contributes to reducing school dropout rates and improving student performance, especially for those living far from school. Maata-n-Tudu’s membership, which was at 5,000 some three years ago, has grown 15% to 5,750, most new members having been attracted by the advantages associated with the bike project.

Bike Drives

A Frank Success!



4,409 bikes shipped

3,689 bikes collected during community bike drives in all four corners of Quebec

602 bikes received at the Montreal warehouse

61 community-based bike drives

47% of bike drives organized in school-based settings

43% of bike drive organizers had organized previous drives

The year 2010 was a very good year for bike drives. We were able to ship a total of 4,409 bikes, as compared to the 4,336 bikes in 2009. No fewer than 61 community-based bike drives — 32 during the spring and 29 in the fall — produced 3,689 bikes, to which were added 602 bikes collected at the warehouse.

A win-win partnership with bike shops

For the eighth straight year, a regular collection circuit involving some twenty Montreal region bike shops was organized by Cyclo Nord-Sud to amass bike parts, accessories and tools allowing our Southern partners to extend the useful life of bikes received. The increased frequency of this collection activity enabled us to develop stronger ties with the owners of these shops, as evidenced by the Dumoulin Bicyclettes sales events benefitting Cyclo Nord-Sud, a model we hope to expand.

More pre-bike drive publicity

To share experience and knowledge, bike drive organizers completed a questionnaire to identify their best practices for generating good publicity and coverage of their event. The results made clear what we long suspected: pre-collection publicity makes the difference between collecting 100 bikes or just 10. With the help of our respondents, we were able to create a document filled with original, solid ideas for planning and promoting a bike drive. Obviously, given the increase in both the number of bikes collected and overall media coverage obtained in 2010, the coordinated efforts of the logistics team at Cyclo Nord-Sud and the volunteer organizers paid off!

A first-ever educational kit

The idea of conducting a bike drive in a school setting — currently, 47% of all drives occur at schools — is sure to become even more attractive for teachers now that Cyclo Nord-Sud is producing its first-ever educational kit. This new tool for increasing awareness amongst secondary and collegiate students will include original activities focused on the bicycle, international solidarity and the environment, thus deepening their understanding of the bike collection project. Our energetic consultant, education student Caroline Boudreau, began collecting material for this kit in the autumn of 2010; it should be available on-line in the spring of 2011.

A 35,000th bike sure to have a long and active life

In 2010, Cyclo Nord-Sud's 35,000th bike was shipped South to begin its busy second life! The bike now belongs to Señor Manuel Adan Aleman Aleman, who lives in Campos Azules, Masaya, Nicaragua. Forty years old, married and father of five children, he uses his bike from morning to night to bring the little ones to school, a distance of 5 kilometres, and from there, to travel to the poultry farm where he works as a machine operator. He travels on average 40 kilometres per day, five days a week. According to Señor Aleman, the bicycle saves him \$1.40 per day in a country where the average monthly salary is \$150. His savings support his family, whose income is very limited.

Bike collection drives 2010

Regions	Municipalities	Organizers
Bas-Saint-Laurent	Rimouski	Le Poids Vert of Rimouski-Neigette
Centre-du-Québec	Drummondville	École secondaire Jeanne-Mance and Association des retraitées et retraités de l'éducation et des autres services publics du Québec (AREQ)
Chaudière-Appalaches	Lévis	Collège de Lévis
	Saint-Anselme	Association Vélo Bellechasse
	Thetford Mines	Cycles Vallières
Côte-Nord	Sept-Îles	Corporation de Protection de l'Environnement de Sept-Îles
Estrie	Lac-Mégantic	Association des retraitées et retraités de l'éducation et des autres services publics du Québec (AREQ) and Comité environnement of École secondaire Montignac
	Magog	Ski vélo Vincent Renaud
	Sherbrooke	Centre de réadaptation Estrie
Lanaudière	Bois-des-Fillion and Terrebonne	Écoles secondaires Rive-Nord and Marie-Soleil-Tougas (I.E.P.)
	L'Assomption	Les Pomtics
	Mascouche	Corporation de l'aéroport de Mascouche and ALM par avion
	Repentigny	Enjolivert
	Saint-Donat	École primaire Sacré-Cœur
	Mont-Tremblant	Club des Faucons
Laurentides	Oka	École secondaire d'Oka
	Rosemère	Externat Sacré-Cœur
	Sainte-Agathe-des-Monts	Sainte-Agathe-des-Monts Environmental Advisory Committee
	Saint-Eustache	École primaire Arc-en-Ciel
	Saint-Jérôme	L'Académie Lafontaine
	Saint-Lin-des-Laurentides	Club Optimiste in collaboration with the municipality of Saint-Lin-des-Laurentides
	Val-Morin	Residents of Val-Morin
	Laval	Comité Équilibre – Collège Montmorency
Mauricie	Shawinigan	Séminaire Saint-Marie
	Trois-Rivières	Comité Solidarité Trois-Rivières and Séminaire Saint-Joseph
Montérégie	Boucherville	Environnement Nature Boucherville
	Cowansville	École secondaire Jean-Jacques-Bertrand (I.E.P.)
	Farnham	École secondaire Jean-Jacques-Bertrand (I.E.P.)
	Granby	Écoles secondaires L'Envolée and Joseph-Hermas-Leclerc (I.E.P.)
	La Prairie	Maison des jeunes l'Adrenaline
	Longueuil	École secondaire Jacques-Rousseau (I.E.P.)
	Mercier	Vasco Travel
	Mont-Saint-Hilaire	Maison des jeunes des Quatre-Fenêtres
	Saint-Bruno-de-Montarville	Saint-Bruno Scouts
	Saint-Hubert	École secondaire André-Laurendeau – 4 th grade
	Saint-Hyacinthe	Vélo Club Saint-Hyacinthe
	Saint-Jean-sur-Richelieu	Polyvalente Chanoine-Armand-Racicot and Écoles primaires Marguerite-Bourgeoys and Dr-Alexis-Bouthillier
	Sainte-Angèle-de-Monnoir	Family on Bike and the municipality of Sainte-Angèle-de-Monnoir
	Sainte-Julie	Residents of Sainte-Julie
	Salaberry-de-Valleyfield	Comité EVB Solidarité and École primaire Edgar-Hébert
	Salaberry-de-Valleyfield	École primaire Gault
	Varenes	École secondaire Le Carrefour and Collège Saint-Paul
Montreal	Dollard-des-Ormeaux	Club Interact – West Island College
	Montreal	Caisse de dépôt et de placement du Québec
	Montreal	École primaire Saint-André-Apôtre
	Montreal	Cégep du Vieux-Montréal

Regions	Municipalities	Organizers
Montreal	Montreal	Fédération des travailleuses et travailleurs du Québec (FTQ) and its affiliated unions
	Montreal	École primaire Le Plateau and the MEC Bikefest
	Montreal	Du Parc Y Centre
	Montreal	Société de transport de Montréal
	Notre-Dame-de-Grâce	Coop La Maison Verte members and residents of Notre-Dame-de-Grâce
	Outremont	École primaire Lajoie
	Pierrefonds	The Salcedo Family and residents of Pierrefonds
	Saint-Laurent	Mountain Equipment Coop – Montreal
Ontario	Rockland	Clarence-Rockland Environmental Society
Outaouais	Aylmer	École secondaire Grand-Rivière
Quebec City Region	Donncona	Comité Environnement – École secondaire Donncona
	Sainte-Foy	Comité Action Planète – École secondaire De Rochebelle
	Sainte-Foy	Université Laval and residents of Saint-Foy
	Saint-Raymond-de-Portneuf	Saint-Raymond Lions Club
Saguenay-Lac-Saint-Jean	Saguenay	Chicoutimi Rotary Club

*I.E.P.: International Education Program

New Bike Drive Organizers

Regions	Municipalities	Organizers
Bas-Saint-Laurent	Rimouski	Le Poids Vert of Rimouski-Neigette
Centre-du-Québec	Thetford Mines	Cycles Vallières
Estrie	Magog	Ski vélo Vincent Renaud
Lanaudière	Bois-des-Fillion	École secondaire Rive-Nord
	L'Assomption	Les Pomtics
Laurentides	Saint-Eustache	École primaire Arc-en-Ciel
	Saint-Lin-des-Laurentides	Club Optimiste in collaboration with the municipality of Saint-Lin-des-Laurentides
Montérégie	Sainte-Angèle-de-Monnoir	Family on Bike and the municipality of Sainte-Angèle-de-Monnoir
	Salaberry-de-Valleyfield	Comité EVB Solidarité
Montreal	Montreal	Cégep du Vieux-Montréal
	Montreal	Du Parc Y Centre
	Montreal	Caisse de dépôt et de placement du Québec
	Montreal	Société de transport de Montréal
Outremont	Outremont	École primaire Lajoie
	Outremont	École primaire Lajoie
Ontario	Rockland	Clarence-Rockland Environmental Society
Quebec City Region	Sainte-Foy	Comité Action Planète and École secondaire De Rochebelle

School-based fund drives

Following a presentation by Cyclo Nord-Sud Board Member Catherine Gingras to the students and teachers of the Marguerite-Bourgeoys School Board, the children organized a series of activities to raise funds for Cyclo Nord-Sud.

Regions	Municipalities	Organizers	Country chosen
Montreal	Montreal	Groupe Action Jeunes and École primaire Henri-Beaulieu	Haïti
	Montreal	CJCE Committee and École primaire Murielle-Dumont	Nicaragua

Thanks to our Funders

Each year, our funders enable thousands of disadvantaged families in the developing world to transform their lives. In the name of these families, Cyclo Nord-Sud thanks the organizations whose commitment to international solidarity, the environment and sustainable development inspires and motivates!

Government		Non-Government	Sponsors
Quebec	Jean Charest MNA, Sherbrooke	Abbaye de Saint-Benoît-du-Lac	Caisse d'économie solidaire Desjardins
Emploi-Québec Programme de subventions salariales	Line Beauchamp Minister, Développement durable, Environnement, et Parcs	Alliance des professeures et professeurs de Montréal	Caisse populaire Desjardins de Notre-Dame-de-Grâce
Ministère du Développement durable, de l'Environnement et des Parcs Programme de soutien à la mission des organismes nationaux (PSM-N)	Michel Matte MNA, Portneuf	Association des retraitées et retraités de l'éducation et des autres services publics du Québec, Secteur Bas-Richelieu	Carrefour de développement économique communautaire Centre-Nord
Ministère des Relations internationales Fonds pour l'éducation et l'engagement du public à la solidarité internationale (FEEPSI), via the Association québécoise des organismes de coopération internationale (AQOCI)	Monique Gagnon-Tremblay President, Conseil du Trésor	Carrefour de développement économique communautaire Centre-Nord	Communauto
	Monique Richard MNA, Marguerite-d'Youville	Filles de Jésus	Dumoulin Bicyclettes
	Nathalie Normandeau Minister, Ressources naturelles et Faune	Fondation François Bourgeois	Équita
	Pierre Reid MNA, Orford	Rimouski Rotary Club	IntraMédia
Ville de Montréal Aide financière aux OBNL locataires	Raymond Bachand Minister, Finances and MNA, Outremont	Roncalli International Foundation	Interaction Design
MNA's and Ministers		Sœurs de Notre-Dame du Saint-Rosaire	Mountain Equipment Coop
Charlotte L'Écuyer MNA, Pontiac	Robert Dutil Minister, Agriculture, Pêcheries et Alimentation	Sœurs de Sainte-Anne du Québec	Outdoor Gear Canada
Christine St-Pierre MNA, Acadie	Robert Vincent Member of Parliament (federal), Shefford	Sœurs de Saint-Joseph de Saint-Hyacinthe	Petites-Mains
Clément Gignac Minister, Développement économique, Innovation et Exportation	Stéphane Bergeron MNA, Verchères	Syndicat de l'enseignement du Haut-Richelieu	Recyc-Québec
François Bonnardel MNA, Shefford	Sam Hamad MNA, Louis-Hébert	Syndicat des professeures et professeurs du Collège Édouard-Montpetit	Technopôle Angus
Irvin Pelletier MNA, Rimouski	Sylvain Pagé MNA, Labelle	Syndicat des professionnelles et professionnels du gouvernement du Québec	Vélo Québec
	Yves-François Blanchet MNA, Drummond	TD Friends of the Environment Foundation	
		Zeller Family Foundation	

Financial Report

**PAPILLON
DION &
ASSOCIÉ**
EXPERTS-COMPTABLES

ASSOCIÉS:

Pierre Papillon, CA
Marie-Chantal Dion, CA
Luc Landriault, CGA

AUDITORS' REPORT

To the administrator of
**Société d'éducation pour le cyclisme à Montréal
(Cyclo Nord Sud)**

We have audited the accompanying financial statements of SOCIÉTÉ D'ÉDUCATION POUR LE CYCLISME À MONTRÉAL (CYCLO NORD SUD), which comprise the balance sheet as at December 31st, 2010 and the statements of income, retained earnings and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and reasonable for our audit opinion.

Basis of audit opinion with reserve

In common with many charitable organizations, the revenue of the Société d'Éducation pour le cyclisme à Montréal, among others, derived from certain donations which are difficult to verify using standard audit procedures. Accordingly, our audit of the revenues derived from donations was limited to a comparison between amounts recorded in the records of the company and bank deposits, we were not able to determine whether any adjustments might be necessary to contributions, deficiency of revenues over expenses, assets and net assets.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of SOCIÉTÉ D'ÉDUCATION POUR LE CYCLISME À MONTRÉAL (CYCLO NORD SUD), as at December 31st, 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



Papillon Dion & Associate
Chartered Accountants

Saint-Sauveur, April 18th 2011

Financial Report

Balance Sheet*

as at December 31, 2010

	2010	2009
Assets		
<i>Short Term</i>		
Cash and Cash Equivalents	\$23 823	\$32 825
Debits and Deposit	8 762	4 062
Accounts Receivable	2 872	2 304
Total Assets	\$35 457	\$39 191
Liabilities		
<i>Short Term</i>		
Accounts Payable and Accrued Liabilities	\$2 221	\$5 936
Deductions Payable	5 827	3 093
Deferred Income	10 000	10 000
Total Liabilities	\$18 048	\$19 029
Unrestricted Net Assets		
Opening Balance	\$20 162	\$41 283
Surplus of income over expenses	-2 753	-21 121
Closing Balance	\$17 409	\$20 162
	\$35 457	\$39 191

In-Kind Contributions in 2010

	2010	2009
In-Kind Contributions (bikes and parts)	\$226 950	\$186 974
In-Kind Contributions (volunteering)	\$39 083	\$34 335

Bikes and parts: According to the summary of official receipts as reported on the Registered Charity Information Return form (T3010).

Volunteering: Value of volunteer work as reported on the Commission de santé et sécurité au travail (CSST) declaration form.

For the Board of Directors:

President:

Board Member:

*Summary of Auditor's Report and financial statements produced by Papillon Dion / CA

Financial Report

Statement of Revenues and Expenditures*

For the financial year ended December 31, 2010

	2010	2009
Revenue		
<i>Self-generated</i>		
Revenue from bicycle collections	\$52 301	\$44 463
Sponsorships and matching gifts	5 017	2 940
Compensation for international transportation	46 966	53 962
Product and promotional sales income	15 834	12 542
<i>Sub-total self-generated</i>	\$120 118	\$113 907
<i>Fund-raising</i>		
Membership fees and gifts	\$56 169	\$38 755
Foundation contributions	31 500	41 630
Religious community contributions	1 000	2 400
Union and business contributions	17 627	3 130
<i>Sub-total Fund-raising</i>	\$106 296	\$85 915
<i>Government grants</i>		
Ministère du Dév. durable, de l'Environnement, des Parcs	\$40 000	\$40 000
Emploi-Québec	12 183	23 740
AQOCI-MRI	8 978	
City of Montréal	3 296	3 260
Recyc-Québec	0	762
CDEC	6 189	4 929
Discretionary Funds	3 700	4 000
<i>Sub-total government grants</i>	\$74 346	\$76 691
Total Revenue	\$300 760	\$276 513
Expenses		
<i>Project: Public Engagement – Bikes for the South</i>		
Salaries and benefits: Logistics	\$75 245	\$63 278
Rent and electricity	22 937	26 037
Collection, tool and warehouse costs	6 051	4 904
Transportation in Canada	9 276	8 707
International transportation	43 271	55 710
International development	1 424	0
<i>Sub-total Public Engagement – Bikes for the South</i>	\$158 204	\$158 636
<i>Project: Public Education and Awareness</i>		
Salaries and benefits: Communications	\$55 805	\$58 364
Rent and electricity	1 274	1 446
Publications, design, photos	12 791	7 973
Promotional events	2 986	3 198
Postage, telecommunications, transport, material	16 144	13 993
<i>Sub-total Public Engagement</i>	\$89 000	\$84 974
<i>Operations</i>		
Salaries and benefits: Coordination	\$33 260	\$31 308
Employee training	855	110
Rent and electricity	1 274	1 446
Insurance, taxes and permits	6 282	4 615
Public representation, democratic functioning	3 190	3 920
Bad debts	127	375
Bank fees and interest	2 824	1 620
Accounting and fundraising	5 257	1 570
Equipment, repair, building improvements	3 014	8 400
Currency exchange loss (gain)	226	660
<i>Sub-total Operations</i>	\$56 309	\$54 024
Total Expenses	\$303 513	\$297 634
<i>Surplus of revenue over expenses</i>	-\$2 753	-\$21 121

*Summary of Auditor's Report and financial statements produced by Papillon Dion / CA

2010 Board of Directors and Staff

Staff

Claude Beauséjour
Logistics

Caroline Boudreau (consultant)
Project Officer – Educational Kit

**Geneviève Chrétien/
Marie-Andrée Payeur/
Fabienne Vinet**
Communications

Gerardo Frankenberger
Logistics

Étienne Lafortune (intern)
Logistics

Glenn Rubenstein
Development and Fundraising

Sylvie St-Amand
Secretary and Accounting

2010-2011 Board of Directors

Sylvain Guernon
President
Attorney
Cabinet Bélanger

Micheline Corbeil
Secretary
Teacher

Jennifer Crawford
Treasurer
Rural Development Officer

John Fleming
Communications Advisor
Excalibur Strategies; Vélo Québec
guide

Catherine Gingras
Development Officer
Aro CoopérAction InterNational

Michel Labrecque
President of the Board of Directors of
the
Société de transport de Montréal

France Lebeau (until August 2010)
Translator

Jean Lecompte
Owner
Dumoulin Bicyclettes

Caterina Milani
International Initiatives Coordinator
YMCA of Quebec

Marie-Andrée Payeur
Project Manager
Collège Montmorency

Founder

Claire Morissette was Quebec's most ardent cycling activist ever. She co-coordinated Le Monde à Bicyclette with Robert Silverman for 25 years from the '70s to the '90s, fighting for the rights of cyclists in Montreal. Always ahead of her time, she helped launch Montréal's car sharing organization Communauto, founded Cyclo Nord-Sud and published the vélorutinary essay Deux roues, un avenir.

A volunteer's story

"It's really amazing... From the moment you pass through the yellow door, a welcome and a joie de vivre surround you and light up your day. Volunteers are treasured at Cyclo Nord-Sud and the team never misses an opportunity to let us know that. The first time I received this wonderful treatment was in September 2010, when I discovered Cyclo's existence. I've been hooked ever since!

- Julie Labrecque, Volunteer
for Cyclo Nord-Sud since 2010