RACE.
WRENCH.
CREATE.

Be Good Foundation's
Mentorship Program

Be good.

2027 Brand Partnership Opportunities



The Be Good Foundation

Meet the Be Good™ Foundation

Founded by seven-time cycling World Champion and endurance professional athlete Rebecca Rusch, the Be Good Foundation exists to enrich lives and communities by using the bicycle for healing, empowerment, and evolution.

We envision a world where everyone can experience the freedom and connection the bike provides.









The Mentorship Program

We pair women and girls with experienced women mentors in the areas of racing, action sports photography/videography, and bike mechanics. Our vision is to provide opportunity, skills, education, visibility, connection, and community building for the mentees in each track. Women in cycling and sport still have too little of all of these. **We believe if she can see it, she can be it. And if the industry can see it and support it, then real social change can happen.**

RACE

Girls ages 9 to 18 train, ride, and race beside women mentors

CREATIVE

Emerging femme photographers + filmmakers shooting with action sport pros

MECHANIC

Women learn to wrench, troubleshoot, and support riders







How It Works + 2026 Impact

How it works

- Mentees apply in spring of 2027 and are matched with a mentor by goals and strengths
- They build skills all season through webinars, a hands-on camp, training plans, and 1:1 mentor calls
- Every track comes together at a specific event(s) to execute their skills
- The season ends with a debrief, celebration, and a community that keeps celebrating together

2026 in numbers:

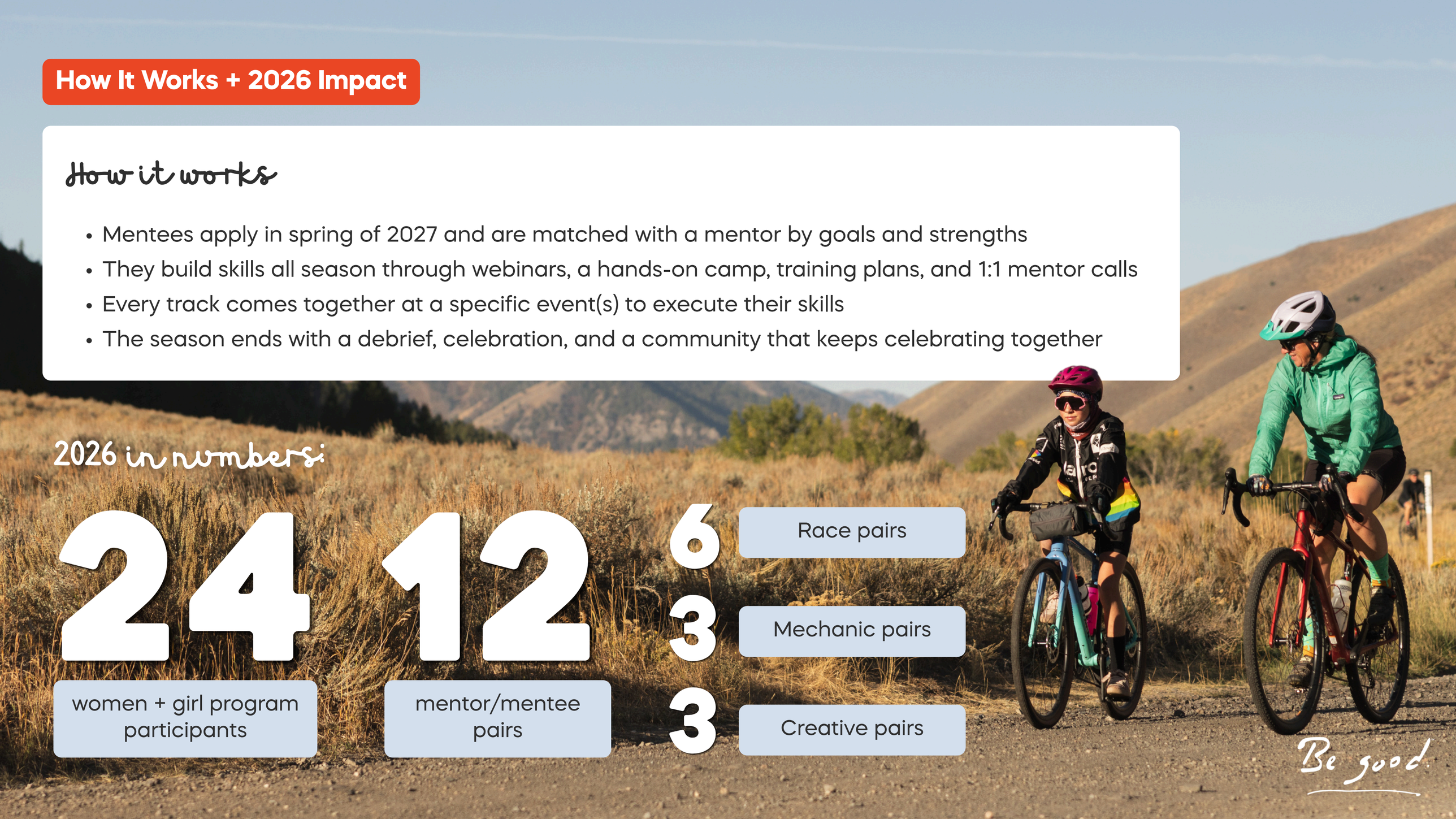
24 women + girl program participants

12 mentor/mentee pairs

6 Race pairs

3 Mechanic pairs

3 Creative pairs



Race Mentorship

3 seasons since 2024 | 6 mentees and 6 mentors in 2026

Girls ages 9 to 18 train and race with the women of World Bicycle Relief's gravel team, backed by a team coach, age-specific training plans, and race prep webinars with Rebecca Rusch. Mentors ride beside them from start to finish.

The gap: Women make up just 28% of USA Cycling's racing members, and girls are 20% of NICA's student athletes. The gap starts early: girls and boys ride at the same rate until age 10, then girls start dropping off.

Why it works: Every Race mentor and mentee we surveyed would recommend the program. Mentees learned to regroup when race day went sideways. The girls are now sharing their race calendars with each other and planning future meetups at events!

In 2027, we want to send 6 mentorship pairs to SBTGRVL and Big Lost Events.

"I wasn't that confident as I went into this race but by the end, my confidence was through the roof!"

- Kendall, Race Mentee



Creative Mentorship

Launched in 2026 | 3 mentees and 3 mentors | 3 teams in 2027

We pair emerging femme photographers and videographers with established professionals, then put them to work on real shoots at outdoor events. Participants build a portfolio, a network, and the confidence to charge for their work and stand out in a competitive field. The result is a new generation of storytellers and a more representative outdoor industry.

The gap: Women make up about half of all photographers but only 10 to 15% in outdoor and action sports. At the 2026 Winter Olympics, women accounted for about 18% of accredited photographers.

Why it works: Weeks after the event, one mentee used what she learned from her mentor to land and deliver her first big contract. Another went from feeling like she didn't belong among such talented photographers to confidently shooting a major event, with a network of women in the field behind her.

"I watched my mentee go from trying to blend into the crowd to taking up space in front to get the podium angle she really wanted."

- Re, Creative Mentor



Mechanic Mentorship

Launched in 2026 | 3 mentees and 3 mentors | 3 teams in 2027

Women build the skills to fix their own bikes, support other riders, and pursue careers and leadership in bike mechanics & cycling programs. The program includes a hands-on spring camp at Boise Bicycle Project, followed by 1:1 mentor calls, then execution of skills at an event expo and as race-day support on course.

The gap: Women make up about 8% of bike mechanics, and two-thirds of U.S. bike shops surveyed had all-male service departments.

Why it works: In two days, one mentee went from being nervous to touch a $15k bike to diagnosing problems and recommending repairs on her own. All three mentees coach youth riders and now handle repairs themselves for the kids they coach.

"I knew that if they believed in themselves leaving this program, they could be empowered to learn any skills they needed."
- Ella, Mechanic Mentor





Proof It Works

What our 2026 program survey told us:

100% | of the mentors, mentees and parents surveyed would recommend the program to others

100% | said it is increasing women's representation in cycling

ALL | mentees felt supported and prepared, and nearly all named confidence as the biggest thing they took home

10 | participants have already offered to return in leadership or volunteer for the 2027 program

$150K | raised during our 2026 campaign. The most in Be Good history!

"Hearing Rebecca's 'why' of starting the Be Good Foundation ignited a fire inside of me that I have not felt in years."
Dana, Race Mentor

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Why Brands Partner With Us

Engage with a dedicated cycling community

- Loyal audience of more 10k+ followers with Be Good, and an added audience of 200k+ with Rebecca Rusch.
- High post engagement at 2x the nonprofit average.
- 50% follower growth YTD for Be Good Foundation
- Reels reach 38% of our audience, three times the average
- **75% of our audience is 25-54.** Our largest group is 35-44, adults with buying power.

Mentorship posts are our highest engaging content of 2026.

- 1.12 million views in 2026 so far.
- The top-performing post of the year is the mechanic post (Sept 30th): 20,980 views, 14,370 reach, 1,865 interactions, + 157 new followers from a single post. Engagement was 12.98%, more than double the account average.
- Brand Collab posts reached 338,600 views, 19,860 likes, +915 shares over the event: **our brand partnerships deliver.**
- Brands get personalized photo and video content packages for their own social use!



Sample Deliverable Package

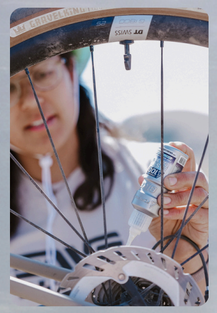
FORMULA 100

2026 Be Good Brand Partner

Deliverables:

- Professional-quality product photography package, taken and edited by our creative mentees, with oversight from their mentors
- Sponsor grid posts on the Be Good Foundation's social media channels and collabs with Rebecca Rusch
- Tags/mentions on all mentorship-related posts from Be Good & program participants
- Branding on signs, kits, tents throughout the program

Formula 100 Asset Gallery →























Molly Lofton
@crawleysoftpen

'26 Creative Program mentee

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Ways To Give

Ready to join us? Every gift is tax-deductible through the Be Good Foundation. Give as an individual, a brand, or a foundation.

Underwriter | $30,000

This giving level fully funds one program track for a year!

You'll be named as presenting partner and receive shoutouts on all participant apparel and materials, plus more:

- Behind-the-scenes photos photo & film content
- Brand exclusivity
- 6 Instagram grid posts across Be Good channels + 2 dedicated newsletter features
- A top-level sponsor photo package edited by our Creative team, plus photo and video from all three tracks
- Detailed impact report



Champion | $20,000

The Champion giving level ensures our incredible mentors are fully supported in doing their best work, all year long.

In addition to funding mentor stipends, you'll receive shoutouts on all participant apparel and materials, plus:

- 4 Instagram grid posts across Be Good channels
- 1 dedicated newsletter feature
- A sponsor photo package edited by our Creative team (25 photos)
- Detailed impact report

Ways To Give (Cont.)

Ready to join us? Every gift is tax-deductible through the Be Good Foundation. Give as an individual, a brand, or a foundation.

Supporter | $10,000

The Supporter giving level helps us pay for the travel expenses of our mentors.

Your name and logo will eappear on all mentor and mentee apparel and materials, plus:

- 2 Instagram grid posts across Be Good channels
- Inclusion in newsletter with logo
- A sponsor photo package edited by our Creative team (15 photos)
- Detailed impact report



Friend | $5,000

Our Friends support the full experience of one mentee! This giving level changes a life.

You'll receive:

- Logo/Name on Race Team kits
- Instagram tags and mentions across Be Good channels
- Inclusion in newsletter with logo
- A photo package of general event photos edited by our Creative team (10 photos)
- Detailed impact report

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What's Next

2027 Program Budget : $80,550

After 3 successful years of continuous program expansion, the Be Good Foundation is taking on more events, more mentor-driven programming, and more women & girls than ever before.

By supporting us, you join a dedicated community and culture of people committed to changing the world of sport.





“Leila came home just glowing and still is.

There is something so powerful in creating space for young women to be together and do hard things. To be with other women and girls who are relatable builds an internal power that lasts.”

Stephanie, mom of Leila, 2026 Race Program mentee

LET'S RIDE TOGETHER.

2026 partners include Peak Design, Salsa, Momentous, Knipex, Maxxis, Feedback Sports, Formula 100, and Zenergy. Join us in building a more inclusive cycling world, one pedal stroke at a time.

Contact

Aerah Hardin, Executive Director | aerah@thebegoodfoundation.org

Instagram

@begoodfoundation

Website

thebegoodfoundation.org/girlsmentorship

