RACE.
WRENCH.
CREATE.

Be Good Foundation's
Mentorship Program



Be good.™

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 across three program tracks: racing, action sport photography/videography, and bike mechanics. Our vision is to provide opportunity, skills, education, visibility, connection, and community building for the mentees in each track. **We believe if she can see it, she can be it.**

RACE

Girls ages 9 to 18 train, ride, and race beside women from the World Bicycle Relief racing team.

CREATIVE

Emerging femme photographers + filmmakers shoot with women action sport pros.

MECHANIC

Women learn to wrench, troubleshoot, and support riders alongside pro female mechanics.



Mentorship Program Impact

3 Years of Mentorship

- Mentees apply in spring 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

The mentorship program in numbers:

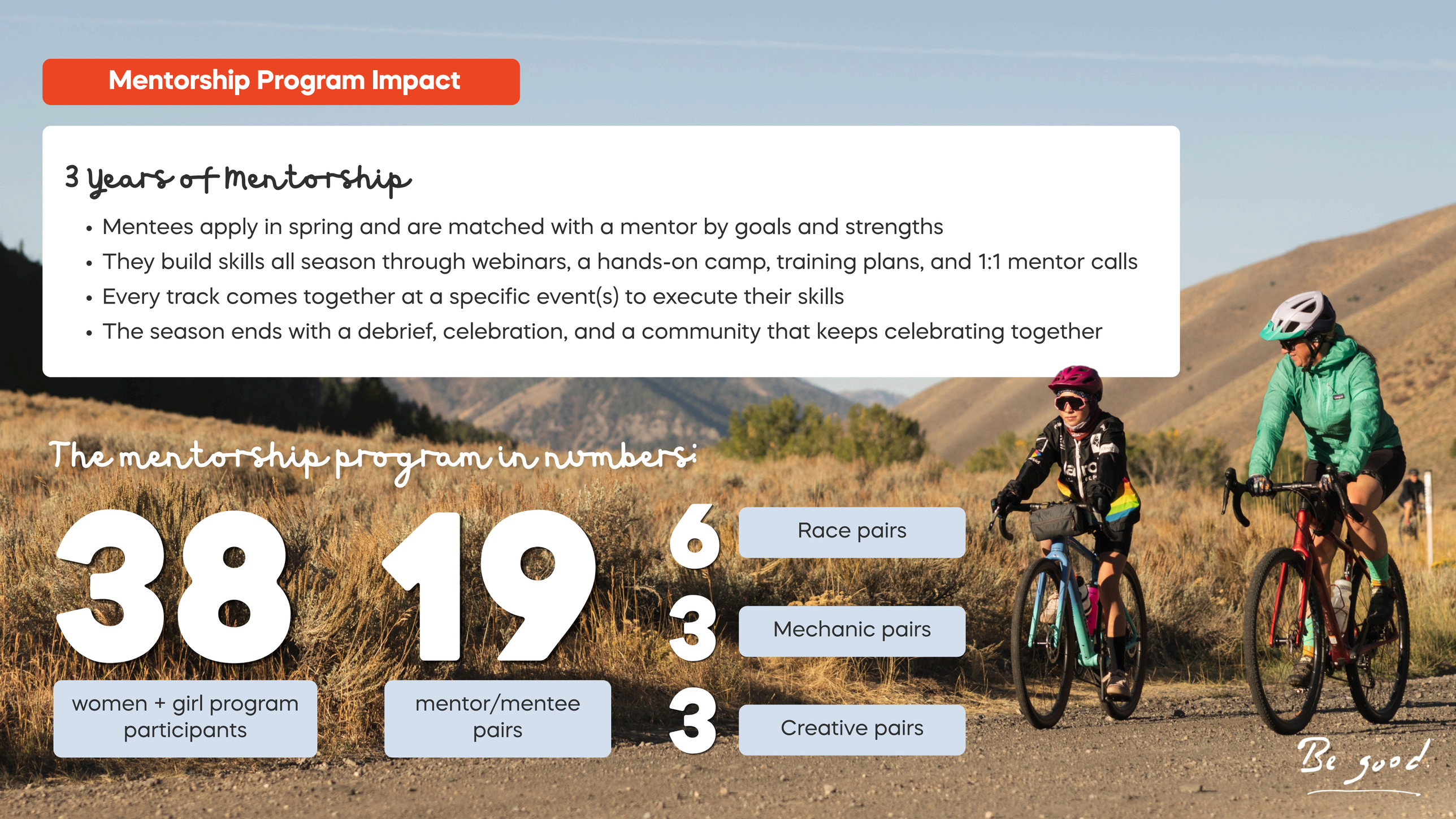
38 women + girl program participants

19 mentor/mentee pairs

6 Race pairs

3 Mechanic pairs

3 Creative pairs



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Why Mentorship?

Girls who stay in sport grow into leaders.
Too many leave first.

2X | By age 14, girls drop out of sports at twice the rate of boys.

1.3M | Girls have 1.3 million fewer chances than boys to play high school sports.

94% | Share of women in the C-suite who played sports. 52% played in college.

One reason girls leave is that they don't see women like them in the sport. Mentorship puts that woman right beside them.

Sources: Women's Sports Foundation; *EY & espnW*



Race Mentorship

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

Train: Customized, age-specific BaseCamp training plans, a team coach, and one-on-one support from mentors

Prepare: Race prep webinars with Rebecca Rusch

Race: Mentors and mentees take on a gravel race together, riding every mile as a team

The difference: All program participants we surveyed would recommend the program. Mentees reported learning how to deal with race-day mishaps and making enduring frienships that keep them competing.

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

- Kendall, Race Mentee



Mechanic Mentorship

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

Learn: A hands-on skills camp at Boise Bicycle Project, side by side with pro women mechanics

Practice: One-on-one mentor calls all season, plus real repairs for local youth and NICA teams
Wrench: Mentors and mentees run the event expo and keep riders rolling at on-course aid stations

The difference: Mentees leave able to diagnose and fix bikes on their own, and they bring those skills home to the youth riders 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



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Creative Mentorship

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

Match: Each mentee is paired with an experienced industry professional

Plan: Pre-production meetings with Rebecca and sponsor brands, plus one-on-one guidance from mentors

Create: Mentees shoot and deliver event photo and video packages for sponsor brands and Be Good

The difference: Mentees leave with work made for real brands in their portfolios, an expanded network, plus mentors already working in the industry they want to join.

"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



Sample Deliverable Package

FORMULA 100

2026 Be Good Brand Partner

With the support of their mentors, Creative Program mentees work with sponsor brands from pre-production brief-building through asset delivery, creating photo and video packages that real brands will use as marketing collateral.

In 2026, Creative Mentorship teams worked with 8 cycling and outdoor industry brands, delivering custom imagery packages for each.

Formula 100 Asset Gallery →














Molly Lofton
@crawleysoftpen

'26 Creative Program mentee



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 this program 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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Participant Feedback

"Thank you Be Good Foundation, I have built a family that I didn't know I had!"

Kendall, Race Mentee

"I could see some doubt building up in her mind during the last big climb, but we pushed through it together."

Shannon, Race Mentor

"I realized the bike was a bit simpler than I thought. I COULD understand it."

Doreen, Mechanic Mentee

"This program has helped me see myself in the sport in a greater way!"

Phoebe, Race Mentee

"Connecting girls and women all over the nation... building a web of support for female cyclists to do what they love."

Kasey, Race Mentee parent

"For male racers to roll up at any aid station and see a fem-dominated mechanic team IS a cultural reset."

Anika, Mechanic Mentor







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Big Dreams in 2027

2027 Program Budget: $80,550

In 2027, we're taking the Mentorship Program on the road. That means more events, more hands-on training, and gear our mentees keep.

Race Program: 6 teams, traveling and training for 2 races (SBT GRVL & The Big Lost)

Mechanic Program: 3 teams, 1 hands-on training camp with Boise Bicycle Project, all culminating at The Big Lost

Creative Program: A new paid program lead, an extended mentorship season for additional prep, and 2 events (SBT GRVL, The Big Lost



SBT GRVL
Steamboat Springs, CO
June 25 - 27, 2027

THE BIG LOST
Sun Valley, ID
Sept. 8 - 11, 2027



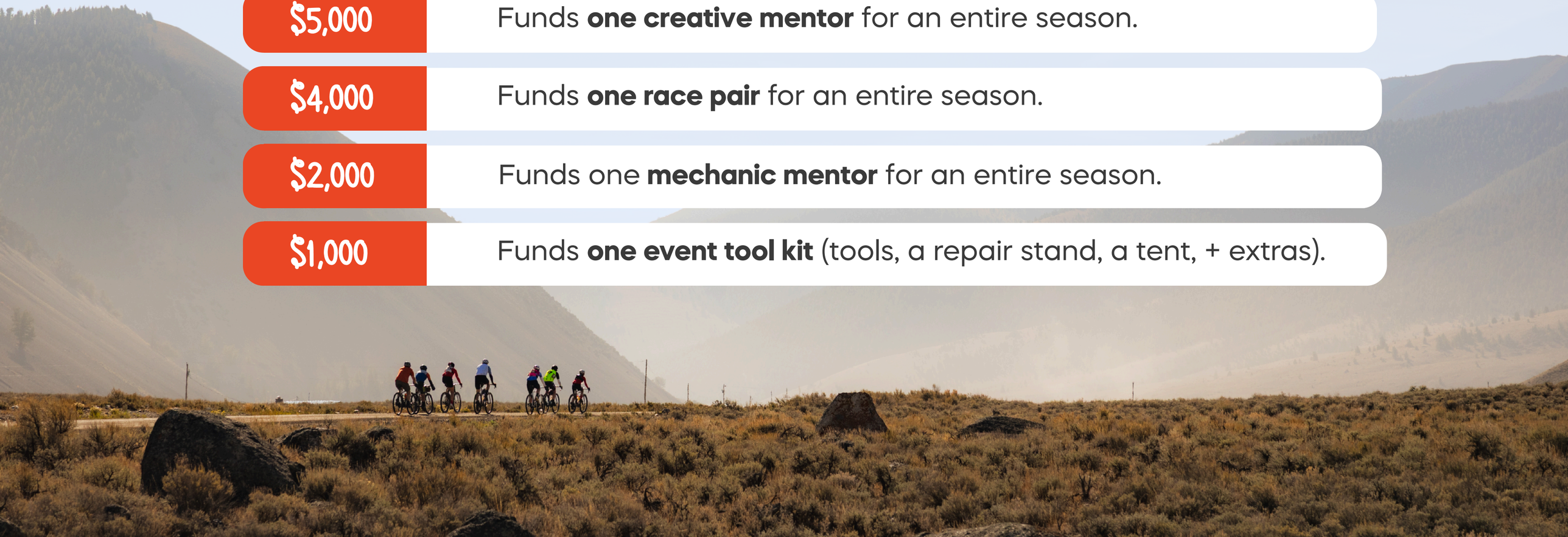
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Giving Levels That Get Them There

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

Our Top Giving Tiers:

$5,000	Funds **one creative mentor** for an entire season.
$4,000	Funds **one race pair** for an entire season.
$2,000	Funds one **mechanic mentor** for an entire season.
$1,000	Funds **one event tool kit** (tools, a repair stand, a tent, + extras).

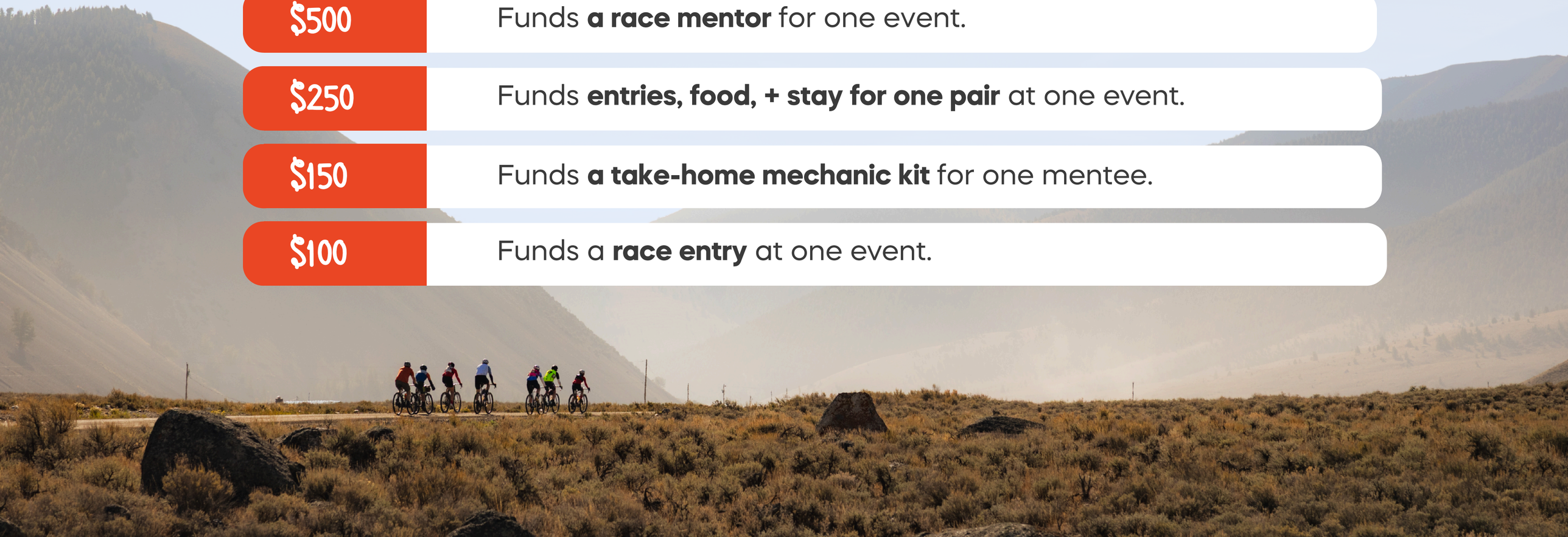


Giving Levels That Get Them There (Cont.)

Ready to join us? Every gift is tax-deductible through the Be Good Foundation.
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More Giving Tiers:

$500	Funds **a race mentor** for one event.
$250	Funds **entries, food, + stay for one pair** at one event.
$150	Funds **a take-home mechanic kit** for one mentee.
$100	Funds a **race entry** at one event.





“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 to Leila, 2026 Race Mentee

LET'S RIDE TOGETHER.

Give today and join us in building a more inclusive cycling world, one pedal stroke at a time.

Instagram
@begoodfoundation

Website
thebegoodfoundation.org/girlsmentorship

