



RUSCH VENTURES



2023 Year End Review

RUSCH VENTURES 2023 YEAR END REVIEW



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“A self that goes on changing is a self that goes on living.” Virginia Woolf

When I'm asked what I'm most proud of in my career, I don't spout off a specific summit or finish line while dreamily remembering that precious, hard-earned moment. Honestly, there are too many highs to even remember them all.

Don't get me wrong, there have been many hardships, losses, and times I've wanted to quit during these decades as an athlete entrepreneur. You see, there wasn't a trail for me to follow. I had to forge my own and that has required a special kind of true grit.

What I am truly most proud of in my career is my adaptability and my staying power. I'm a world-class endurance athlete and endurance entrepreneur. Both of these things share surprisingly similar skill sets, including the ability to stay true to yourself while also evolving.

2023 was a year of nurturing collaboration, creativity, and refinement of my voice to share Wilderness Wisdom with more people. My podiums and championships are the springboard for the true impact I can make for others with Rusch Ventures and The Be Good Foundation.

You'll see in the following pages 2023 was a great year. Here are a few other important highlights that don't show in social media statistics.

- Welcoming my sister USAF Maj Gen (ret) Sharon Bannister to the board of the Be Good Foundation. Collaborating with such a high-powered leader and my sister is truly a gift.
- Partnering with elite professionals in military, science, and human performance to help people thrive. Many of these top-tier humans are also women, which is a double bonus.
- Passing operational ownership of Rebecca's Private Idaho to give this iconic event the professional management it deserves. This structural change allows me to focus on the Be Good Foundation and Rusch Ventures AND remain the voice and face of the event.
- Welcoming Aerah Hardin as our new Be Good Foundation executive director to finally give the Foundation the high-level leadership it deserves.
- Being recognized as one of the 50 Most Influential People In Cycling In North America. What a compliment: "Total badass without the attitude. Great adventurer, racer, motivational speaker, storyteller, and business person. Like all of the great women in cycling, she's been pushing a rock uphill with just the right amount of grit and grace."

As we turn to 2024, I'm so excited to use athlete and entrepreneurial voice and expertise to move myself and others to full potential. I will keep pushing that rock uphill with grit and grace. I hope you'll join me.

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2023 HIGHLIGHTS

FAT PURSUIT

Fat Pursuit ultra-endurance race and winter bike packing workshop have been foundational events each winter since 2015. Teaching others how to manage and thrive on a bike in winter is so rewarding. The race is also top-tier as far as winter bike ultras go. I lined up with limited fitness and ended up with an unexpected win in a sprint finish after nearly 24 hrs of riding.

WINTER BASECAMP TRAINING

Sharing my world-class coach Tim Cusick and his team of experts for his 16-week endurance cycling training program and community. Plus: 30 public Zwift training rides weekly over the winter. Average attendance over 200 riders. Join us if you can!

GLIMPSES REDUX

Liminal Collective's Glimpses REDUX event always gathers top-tier humans in sports, science, and art to delve into what is possible when you gather these types of people together. This year I invited a team of high-performing women who are leading the way in their fields of expertise. Super power collaboration at it's finest.

SEA OTTER CLASSIC/GRAVITUDE RIDE

Triple whammy by riding a couple hundred miles with good friends on our commute to "work". All while fundraising for Be Good Foundation along the way. Friends, lots of miles and smiles, and elevating the Be Good Foundation's efforts. I love my job!

BLOOD ROAD FILM SCREENINGS

Blood Road in-person screenings are back baby! We hosted events in Austin, Big Sky, Bozeman, and D.C. Screenings will be a continued focus to include in all our appearances in 2024.

TBI CONGRESSIONAL SUMMIT

Trauma turned into an opportunity. What an honor to be an invited contributor for the Traumatic Brain Injury Congressional briefing and round table at the Center for New American Security hosted by Momentous. The goal of these meetings was to increase collaboration between government and non-government stakeholders to inform new policies and legislation related to Traumatic Brain Injury with the ultimate goal of helping more people recover better from TBI.

GREAT RIFT BIKEPACKING

Back to my roots in my own backyard. The Great Rift Tour around Craters of the Moon in Idaho is a brand new 285 mile bikepacking route in this gorgeous, remote, volcanic area. I had a magical solo, self supported exploration to check out this new gem in the Gem State.



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2023 HIGHLIGHTS CONT.

REBECCA'S PRIVATE IDAHO



People, purpose, and place. These three words have served as the cornerstones of RPI for the last 11 years. Over a decade later, they remain the deeply rooted ideals that define our vision and act as our guide. By expanding the RPI Scholarship program this year, we continued that focus of inclusivity and simply getting more people on bikes Who's ready for 2024!

OUTDOOR MEDIA SUMMIT EMCEE

Outdoor Media Summit is the largest outdoor media and brand summit in the US. This year, in Boise, I was asked to attend as an emcee. The greatest takeaway was learning from top outdoor industry/marketing leaders from the use of AI to how to evolve as a brand.

GUEST SPEAKER AT BSU

I was the guest speaker at Boise State University as a movement expert for honors course "Peace and Wellbeing in an Age of Anxiety". Blood Road film and my TEDx talk "Navigating Home" were part of the course curriculum.

PEACETREES VIETNAM KEYNOTE SPEAKER

I was privileged to be the keynote for PeaceTreesVietnam's 28th Anniversary Fundraiser Luncheon. I debuted my new keynote speech "Seeds of Impact", sharing the story of connecting with my father, the seeds of impact he planted in my life, and the seeds of impact we all have the opportunity to plant for the future.

VIETNAM & WOMEN'S VETERAN MEMORIAL CEREMONIES GUEST

This Veterans Day held a special significance as my sister Sharon and I had the privilege of participating in the wreath-laying ceremony at the @vnveteransmemorial for the first time. This experience became more than just a ceremony; it was a powerful testament to the evolving nature of my relationship with my dad, the veteran family, and a wonderful opportunity to connect amazing humans.

UMASS AMHERST GUEST LECTURER

I rounded out the year with a public Blood Road Screening & Guest Lecture appearance for American War in Vietnam graduate level history course at UMass, Amherst..



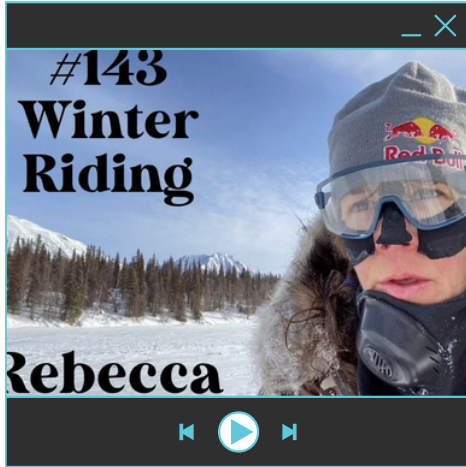
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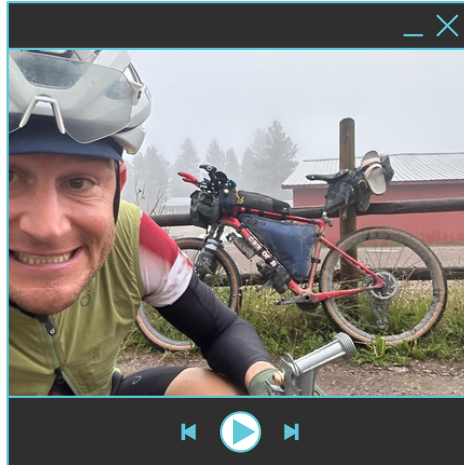
2023 PODCASTS & MEDIA

TOP 6 

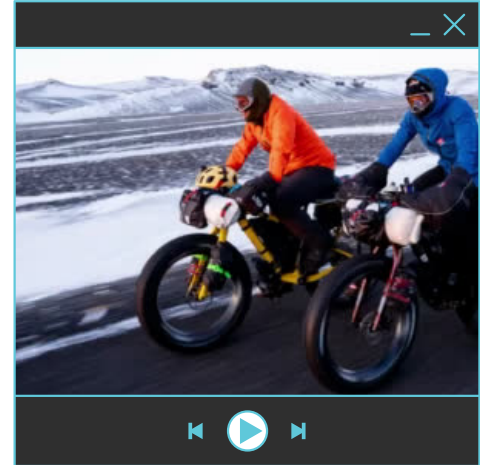
BIKES OR DEATH



KING OF THE RIDE



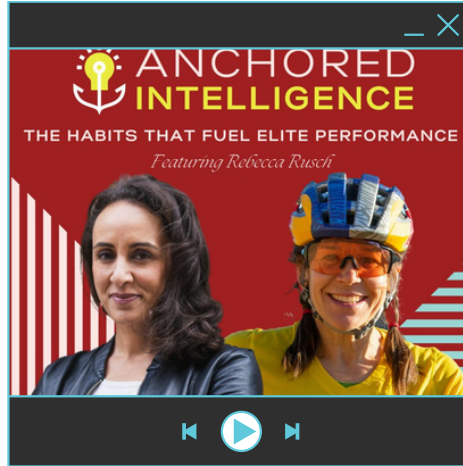
OUTSIDE TALKS



UNDER FIRE



ANCHORED
INTELLIGENCE



INSPIRATION
ACCELERATOR



IN THE NEWS - TOP 6 

50 MOST INFLUENTIAL IN CYCLING
NEW YORK TIMES
ABC GOOD MORNING CHARLOTTE

50 MOST INTERESTING ATHLETES
WASHINGTON POST
CYCLING NEWS

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2023 SOCIAL MEDIA STATS



- 7927 FOLLOWERS (+10.5%)
- 108K REACH (+41.8%)
- 1.1 MILLION IMPRESSIONS (+10.1%)
- 26K ENGAGEMENTS(+24.1%)



- 6194 FOLLOWERS (+6.8%)
- 288.3K REACH(+818.1%)
- 576K IMPRESSIONS (+160.6%)
- 19.7K ENGAGEMENTS (+24.2%)



- 2269 FOLLOWERS (+35.7%)
- 21.4K REACH (+18.4%)
- 139.3K IMPRESSIONS (+32.9%)
- 6.7K ENGAGEMENTS (+59.5%)



- 841 FOLLOWERS (+29.4%)
- 19.2K REACH
- 44.5K IMPRESSIONS
- 3K ENGAGEMENTS



- 86 FOLLOWERS
- 4.8K IMPRESSIONS
- 200 ENGAGEMENTS



RUSCH

- 49.7K FOLLOWERS (+5%)
- 249K REACH
- 2 MILLION IMPRESSIONS
- 63K ENGAGEMENTS



- 42.2K FOLLOWERS (+4.2%)
- 776K REACH
- 3.04 MILLION IMPRESSIONS
- 64K ENGAGEMENTS



- 14.2K FOLLOWERS
- 66K IMPRESSIONS
- 2.4K ENGAGEMENTS



- 6174 FOLLOWERS (+8%)
- 122.4K IMPRESSIONS (+376%)
- 3.3K ENGAGEMENTS (+396.7%)



- 20.2K SUBSCRIBERS (+1000%)
- 251.2K VIEWS(+46%)
- 566.4K IMPRESSIONS(+46%)
- 3.2K WATCH TIME (+13%)



GRAND TOTALS:

- 147.7K FOLLOWERS
- 1.5 MILLION REACH
- 7.7 MILLION IMPRESSIONS
- 189K ENGAGEMENTS
- 232.2K YT VIEWS

[CLICK HERE](#)

[PHOTOS](#)

[YOUTUBE VIDEOS](#)

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For 11 years and counting Rebecca's Private Idaho has celebrated people, place, and purpose. As our #1 Be Good Foundation fundraiser for the year, RPI continues to help us bring the healing and empowering magic of the bike to ALL people and communities.

Be good!

15

Scholarships Awarded in
2023



34% Female
Riders

3

Gratitude Fundraising
Rides & Blood Road
Screenings

\$50,000 raised
at RPI

Be good!



Over \$70,000
Awarded in
Grants



6

Be Good x RPI
Scholarship Recipients

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2024 OUTLOOK

PHILANTHROPY

- Be Good Foundation as part of all projects.
- CO Trail Scholarship for BIPOC & Women
- Double Be Good Impact in 2024

EDUCATION

- Winter BaseCamp Training Group and Zwift rides
- Rusch Academy Redux
- Wilderness Wisdom Educational video and written Content
- Produce Brainstorm: TBI Podcast in Q1

SPEAKING

- Expansion of keynote speaking & public appearances centering on human potential, holistic performance, failure as fuel, and the athlete operating system
- **Speaker Reel** & **Speaker Kit**
- Outdoor movement and group rides will be incorporated at appearances
- Women in leadership panels and partnerships

EXPLORATION / EVENTS

- Bike expeditions, bike packing, & storytelling will continue to be the backbone of my riding
- Fat Pursuit winter bike expedition 48-hr social takeover and filming.
- 24 Hours of Old Pueblo team race
- AZ bike packing with NYT best-selling author Juliet Starrett.
- #Gratitude Ride to Sea Otter Classic
- ID gravel bike packing with para cyclist Jeremy McGhee
- Rebecca's Private Idaho: #GravelForGood
- Super secret expedition planning





**THANK
YOU!**

♡ Be good.

