

## REFLECTING ON THE PAST AND ENVISIONING 2025

### Back on Track

Back on Track, an organization dedicated to supporting injured racers and their families underwent significant changes to its business model starting in 2023. These changes included reducing expenses and increasing income, allowing the organization to achieve several notable milestones in 2024:

- **Renaming the Organization:** Signifying a new direction and vision.
- **Improved Racer Benefits:** Enhanced benefits schedule for those injured.
- **Designated Charity for MotoAmerica:** Providing increased assistance to a broader group of racers.

### Financial Achievements (2023 / 2024 compared to 2022)

- **170% Revenue Growth:** Achieved through enhanced fundraising efforts.
- **67% Cost Cut:** Upholding a commitment to effective financial stewardship.

**2024 Strategic Plans and Achievements** Building on successes from 2023, Getting Back on Track introduced significant strategies and celebrated milestones in 2024:

- **Digital Innovations:**
  1. **Broadening Audience Reach:** Extended outreach to include a varied group of supporters, fans, and contributors.
  2. **Boosted Donor Interaction:** Offered immersive experiences via digital channels.
  3. **Website Overhaul:** Introduced an engaging and accessible site with custom suggestions and easy resource access. The site synchronizes smoothly with social media channels like Facebook, Instagram, YouTube, and TikTok.
- **Rebranding Effort:**
  1. **Identity Creation:** Reevaluated the organization's name, logo, and slogan to represent resilience, empathy, and empowerment.
  2. **Launch of Branded Products:** Released items to engage supporters and enhance brand presence.
- **Social Media Approach:**
  1. **Crafting Engagement Content:** Invested in dynamic content and meaningful connections.

2. **Platform Strategy:** Expanded presence on Facebook, YouTube, X/Twitter, and Instagram to broaden reach and deepen emotional ties.
- **Expanding Fundraising Efforts:**
    1. **Launch of Online Store:** Offered newly designed branded products online to raise funds and increase exposure.
    2. **Sales and Auctions of Memorabilia:** Featured exclusive items like racer helmets and autographed memorabilia.
    3. **Business Collaborations:** Partnered with entities like Yamaha Motor Corporation and Indian Motorcycle, sharing the mission of Getting Back on Track.
    4. **Sweepstakes:** Conducted regular fundraisers to attract and maintain donors.
  - **Event Engagement:** Boosted involvement at racing events to connect directly with supporters and highlight the mission, while focusing more on charity visibility than direct merchandise sales.
    - **MotoAmerica Road Competitions**
    - **AFT Flat Track Events:**
  - **Board Structure Revisions for 2025:** Increased active participation by non-salaried volunteer board members and employed a full-time Executive Director.
    - **Leadership Responsibilities:** Ronnie Jones was re-elected as Executive Director, with Jackie Mitchell's support.
    - **Key Personnel:** Chris Carter and Tim Estenson focus on partner engagement, continuing support from Tommy Duma as Finance Director, Tom Seymour as Marketing Director, and Brad Baker as Director of Racer Affairs. Stephanie Johnson continues in her role as Manager of Marketing and Digital Communication.
  - **2025 Sweepstakes/Raffles:**
    - Major prize draws to occur at least every quarter.
    - Sweepstakes offerings include motorcycles, either donated or purchased, along with experience packages like rider schools or group rides.
      1. Initial talks with race schools and training providers have been positive.
      2. Yamaha Motor Corporation and Indian Motorcycle pledged motorcycles for event raffles (e.g., pit and mini-bikes, etc.) and sweepstakes (e.g., street bikes, etc.).

- Trackside Raffles at AFT and MotoAmerica events will offer unique raffle prizes to fans, such as exclusive helmets, one-off artworks, and sought-after memorabilia. in addition to bikes from Yamaha and Indian.
- **Enhanced Financial Reporting and Openness:**
  - As the charity grew, a larger CPA firm was engaged to ensure compliance with GAP and regulations,
  - A more extensive system of reporting, grounded in a detailed account framework, was established.
  - More timely reporting, including comments, will be implemented
- **Enhanced Relationships:** Back on Track focused on personal interactions by:
  1. Trackside Volunteers: Increased presence and nurtured community ties.
  2. Exclusive Events and Announcements: Generated enthusiasm and engaged supporters.
  3. Prioritizing User Experience: Made sure the updated website and online tools offered a smooth journey for participants.

**Conclusion** Back on Track has consistently demonstrated dedication to aiding injured racers and their families through digital innovation, rebranding, social media outreach, and novel fundraising approaches. The organization's 2024 accomplishments, alongside its 2025 plans—which include further digital improvements, expanded fundraising activities, and formation of strategic alliances—prepare it to exert an even greater influence within the racing sector.