

THE

2026

KRIS YIP

MEMORIAL FONDO

IMPACT REPORT

KRIS YIP
MEMORIAL
FONDO



Celebrating Community • Promoting Heart Health • Honouring Kris's Legacy



198

Registered
Participants



18

Youth
Riders



117K+

Organic Social
Media Views

Executive Summary

The fourth annual Kris Yip Memorial Fondo marked another year of meaningful growth, bring together 186 of the 198 registered participants in celebration of community, kindness, and heart health.

Beyond continued participation growth, the 2026 Fondo demonstrated measurable improvements in rider experience, volunteer engagement, and community reach. Feedback from both participants and volunteers remained overwhelmingly positive with:

- 82% rating the event as Excellent
- 98% rating their experience 9 or 10 out of 10
- More than 93% indicating they would likely participate again
- 100% of volunteer respondents willing to volunteer again

Our digital reach also reached new heights.

Without spending a single dollar on advertising, KYMF generated more than 117,000 organic social media views, connecting our message of cycling, community, and heart health with audiences across British Columbia and beyond.

Most importantly, the Fondo continues to grow while remaining true to its purpose: honouring Kris Yip's legacy by creating an event built on kindness, inclusivity, and genuine community connection.



Why We Ride

The Kris Yip Memorial Fondo brings people together through cycling to celebrate the life, values and passion of Kris Yip.

Through an inclusive and welcoming event, the Fondo honours Kris's legacy of kindness, sportsmanship and community while raising awareness of coronary artery disease and the importance of heart health, early detection and prevention.

Our goal is simple: create an event where riders of all ages and abilities feel they belong, where cycling is celebrated, and where participation contributes to a healthier and more connected community.

What Guides Us

Inclusion

Creating a cycling experience where riders of all levels, abilities and backgrounds feel welcome.

Kindness & Community

Reflecting the way Kris lived by fostering connection, encouragement and a genuine sense of belonging.

Heart Health Advocacy

Using the Fondo as a platform to raise awareness of coronary artery disease, early detection and prevention.

Sportsmanship & Fun

Celebrating cycling through respect, camaraderie and an experience people genuinely enjoy being part of.



2026 at a Glance

By The Numbers



198

REGISTERED
PARTICIPANTS



186

RIDERS



18

YOUTH
RIDERS



82%

RATED THE EVENT
EXCELLENT



98%

RATED THE EVENT
8 OR 9 OUT OF 10



93%

LIKELY TO
RETURN



117,773

ORGANIC SOCIAL
MEDIA VIEWS



3,500+

CONTENT
INTERACTIONS



100%

VOLUNTEER
RESPONDENTS WOULD
VOLUNTEER AGAIN

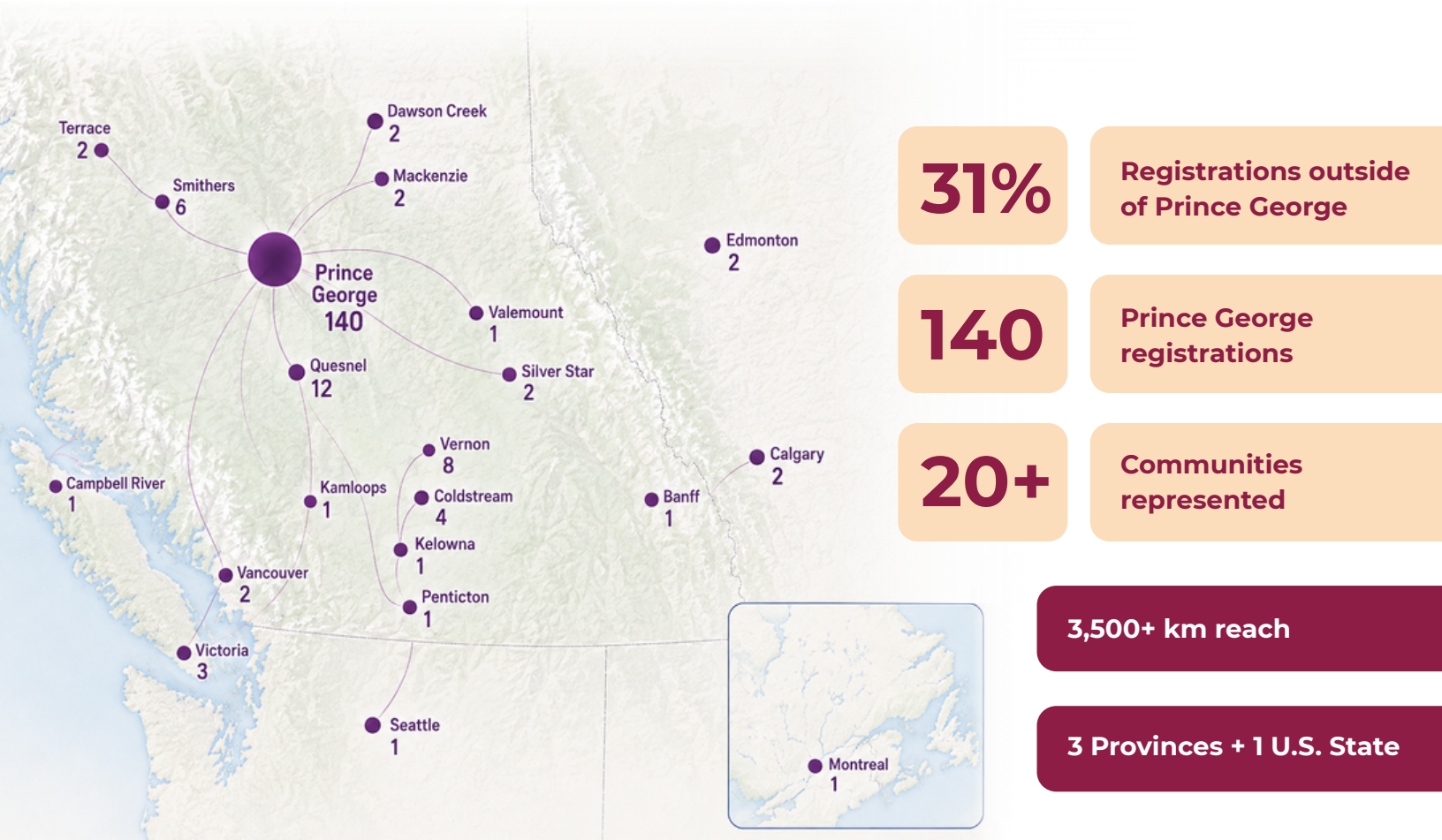
Growing Together

Year	Registered	Riders	Youth
2024	150	145	3
2025	162	157	14
2026	198	186	18

The Kris Yip Memorial Fondo continues to grow, welcoming more riders, more families, and more first-time participants each year. What began as a community ride has evolved into one of Prince George's signature cycling events while remaining true to Kris's spirit of kindness, connection, and healthy living.

Rider Reach

Nearly one-third of registrations came from outside Prince George, with riders registering from communities across BC, Alberta, Quebec and Washington State.





Sponsorship Impact

The Kris Yip Memorial Fondo is made possible through the generosity and commitment of our sponsors. Your support extends well beyond event day. It helps create an inclusive cycling experience, welcomes new and young riders into the sport, strengthens community connections, amplifies important conversations about heart health, and allows Kris's legacy to continue reaching more people each year.

In 2026, sponsor support helped us deliver impact across five key areas:

- Community & Participation
- Youth Development & the Future of Cycling
- Participant Experience
- Heart Health Awareness
- Growth, Reach & Legacy



Community & Participation

Sponsor support helped bring together 198 registered participants, including 18 youth riders, for a day centred on cycling, connection and community.

Riders came from Prince George and communities across British Columbia, with registrations reaching even farther afield. The growing geographic reach of the Fondo demonstrates that what began as a local event is building recognition beyond our immediate cycling community.

Just as importantly, the Fondo continues to welcome riders with different levels of experience. Creating an event where people can challenge themselves, ride alongside others and feel that they belong remains central to the experience sponsors help us deliver.

Youth Development & the Future of Cycling

In 2026, the Kris Yip Memorial Foundation took an important step in extending Kris's legacy with the launch of the Junior Cyclist Grant Program, providing two \$500 grants to young cyclists from Northern British Columbia.

Our inaugural recipients, Jenna Foreman of Prince George and Liam Beedle of Smithers, were selected not only for their commitment to cycling, but for the qualities they demonstrate beyond the bike: perseverance, sportsmanship, kindness, leadership and a willingness to contribute to their cycling communities.



For Liam, cycling has become a source of challenge, connection and community. After injuries disrupted two seasons of riding and racing, he continued training through recovery and found other ways to stay involved, including volunteering when he was unable to compete. He also supports younger riders through Smithers' youth cycling community, embodying the resilience and generosity the grant program was created to recognize.

Jenna's 2026 season has taken her from the trails of Northern BC to the international stage. Following a second-place finish at the Canadian Downhill Mountain Bike National Championships, the 16-year-old was selected to represent Team Canada at the 2026 UCI Downhill Mountain Bike World Championships in Val di Sole, Italy. Her selection places her among Canada's Junior Women's downhill team and marks an extraordinary milestone for a young athlete training and competing from Northern British Columbia.

Their journeys are very different, and that is exactly the point.

The Junior Cyclist Grant Program was created to help young people keep pursuing the sport they love while recognizing the character, determination and community spirit that Kris brought to cycling. In its first year, Liam and Jenna have shown us what that investment can mean.

Two young cyclists. Two unique journeys. One shared opportunity to keep moving forward.

Through the support of our sponsors, donors and community partners, we are helping the next generation of Northern BC cyclists see that their goals are worth pursuing, and that there is a community behind them as they do.



READ MORE

Learn more about the Junior Cyclist Grant and our 2026 recipients, Jenna and Liam.



krisyipmemorialfondo.ca/junior-cyclist-grant



Participant Experience

A successful Fondo is about much more than getting riders from the start line to the finish.

Sponsor contributions help support the many elements that shape the participant experience, from event-day infrastructure and rider support to food, volunteers, course experience and the atmosphere that surrounds the day.

The results speak for themselves. In our 2026 participant survey, **82% of respondents rated their overall experience as Excellent**, while **98% rated the event a 9 or 10 out of 10**. More than **93% indicated they are likely to participate again**.

Those numbers reflect an event experience people value and want to return to, made possible in large part through the support of our sponsors, volunteers and community partners.

Heart Health Awareness

Heart health advocacy remains a central part of the Kris Yip Memorial Fondo's purpose. In 2026, the Fondo continued to use Kris's story to raise awareness of coronary artery disease, including the risks faced by athletes and physically active individuals who may not consider themselves at risk.

As part of these efforts, the Kris Yip Memorial Fondo participated in the Prince George Community Foundation's Friendraisers event, helping raise awareness of the Kris Yip Memorial Fund and its focus on heart health, early detection and prevention.

Funds associated with the Fondo also help support the development of educational and advocacy materials used to share these messages with participants, supporters and the broader community.

During the Friendraisers event, the Kris Yip Memorial Fund was awarded \$3,000, providing additional support for the Fund and helping strengthen its ability to continue advancing heart health awareness and advocacy.

Through events, storytelling, education and community partnerships, the Fondo continues to build a platform that honours Kris's legacy while encouraging more people to think proactively about heart health.

**Kris
Yip**
Memorial Fund



Growth, Reach & Legacy

The reach of the Kris Yip Memorial Fondo grew substantially in 2026.

Between our digital storytelling, rider and volunteer experiences, community partnerships and event-day visibility, the Fondo continued to connect with audiences well beyond those physically participating in the ride.

Our Facebook and Instagram content generated more than **117,000+ organic views** and **3,500+ content interactions**, without relying on paid advertising.

That growth gives the Fondo a stronger platform for sharing Kris's story, promoting heart health, celebrating cycling and recognizing the organizations that make the event possible.

Sponsor support is helping transform the Fondo from an annual event into a lasting community legacy: one that brings people together, creates opportunities for new riders, advocates for heart health and keeps the values Kris embodied visible for years to come.



Sponsorship ROI

Your brand's presence was prominently featured throughout the Kris Yip Memorial Fondo, providing excellent visibility and engagement opportunities. From event banners and branded materials at the registration area and finish line, your sponsorship was showcased in key locations to maximize exposure. Additionally, your logo was highlighted on participant jerseys, volunteer shirts, posters, and featured on the KYMF social media channels, reinforcing your support for this meaningful cause.

Below are examples of how your sponsorship assets were displayed, ensuring strong brand recognition and connection with our community of participants and supporters.

Participant Swag Bag



Website Landing Page



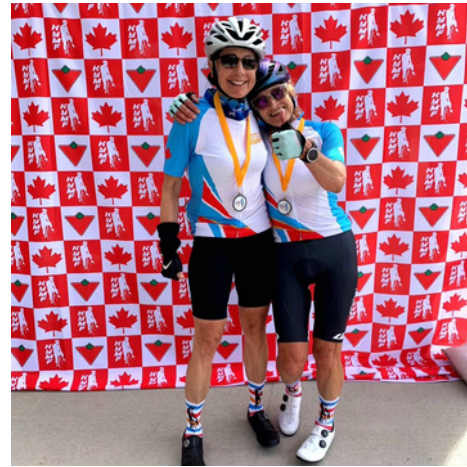
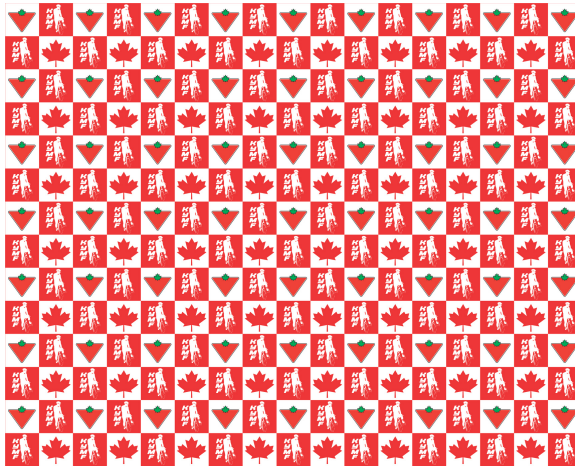
Water Bottle



Bike Plates



Title Sponsor Backdrop



Participant Package Envelopes, and Posters



Jersey and Volunteer T-shirts



Venue Signage



Social Media ROI

The Kris Yip Memorial Fondo's digital presence continued to grow in 2026, extending the reach of the event, its stories and its sponsors well beyond those who participated on event day.

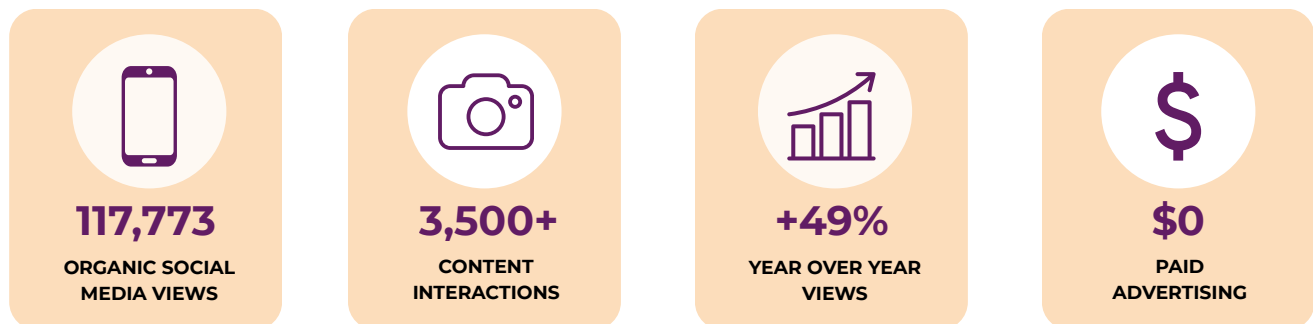
Between **February 1 and July 31, 2026**, KYMF content generated more than **117,000 organic views** across Facebook and Instagram, an increase of approximately **49% over the same reporting period in 2025**.

Our content also generated approximately **3,500 interactions**, reflecting continued engagement with rider stories, event milestones, community moments and the people behind the Fondo.

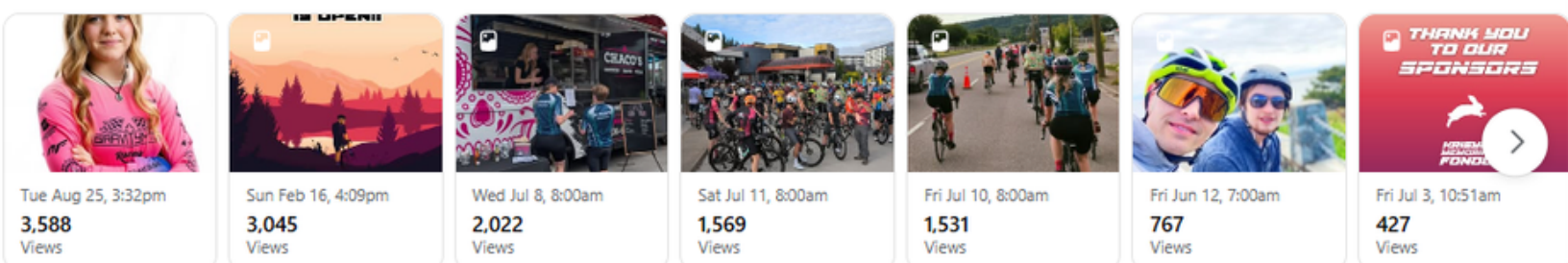
Importantly, this visibility was achieved with **no paid social media advertising**. Every view was generated organically through authentic storytelling, community sharing and interest in the Fondo and its purpose.

For sponsors, KYMF's growing digital audience extends sponsorship visibility beyond event day. Sponsor recognition appears throughout our social content, event graphics, participant and volunteer apparel, photography, signage and community storytelling, connecting supporting organizations with riders, volunteers, families and followers throughout Northern British Columbia and beyond.

The strongest-performing content continues to centre on **people, participation and purpose**. These stories create meaningful opportunities to recognize sponsors within content audiences genuinely want to see and share, rather than through standalone advertising alone.



Top content



How We Did on Facebook

Content overview

Breakdown: Organic/ads ▾

All Posts Stories Reels Live

Views ⓘ

80.2K ↑ 315.7%

3-second views ⓘ

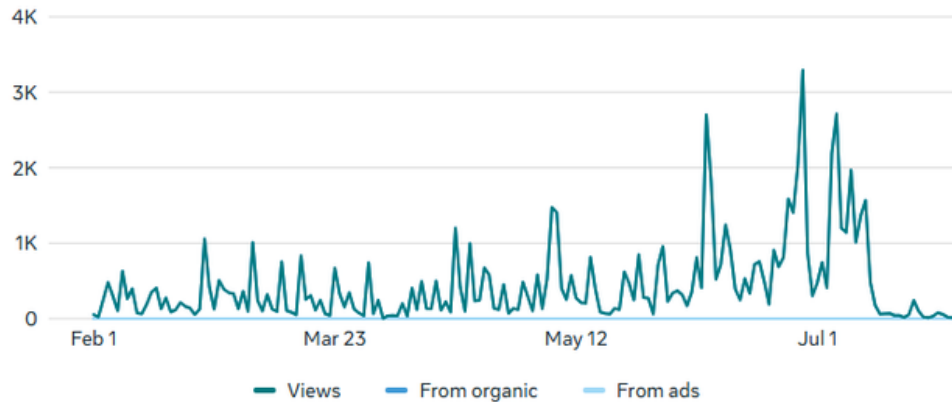
4.4K ↑ 526.8%

Content interactions ⓘ

2.2K ↑ 300%

Watch time ⓘ

18h 45m ↑ 462.4%



Views breakdown

Feb 1 - Jul 31

Total

80,169 ↑ 315.7%

From organic

80,169 ↑ 315.7%

From ads

0 0%

Viewers ⓘ

15,365 ↑ 315.8%

Top content by views

Boost content

See all content



This isn't just a ride - it's how we remembe...

Mon Jun 29, 4:10pm

👁 8.7K ❤️ 94

👍 4 ➦ 12



💖 It's hard to find the words. As we look ba...

Sat Jul 4, 8:12am

👁 6.1K ❤️ 96

👍 5 ➦ 6

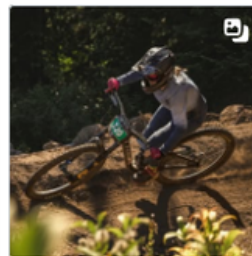


What a weekend. 💖 What an incredible da...

Sun Jun 28, 2:49pm

👁 3.9K ❤️ 86

👍 7 ➦ 16

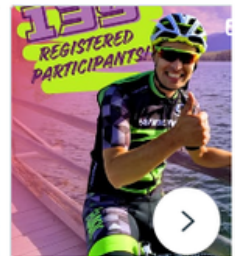


💖 🏆 Congratulations to Jenna Foreman, o...

Mon Jun 8, 6:01am

👁 2.7K ❤️ 75

👍 2 ➦ 1



135 REGISTERED RIDERS. 🏆 And...

Thu May 7, 8:00am

👁 2.4K ❤️ 19

👍 0 ➦ 11

Demographics



51.6%

FOLLOWERS ARE FEMALE



48.4%

FOLLOWERS ARE MALE



52.3%

FOLLOWERS FROM PRINCE GEORGE



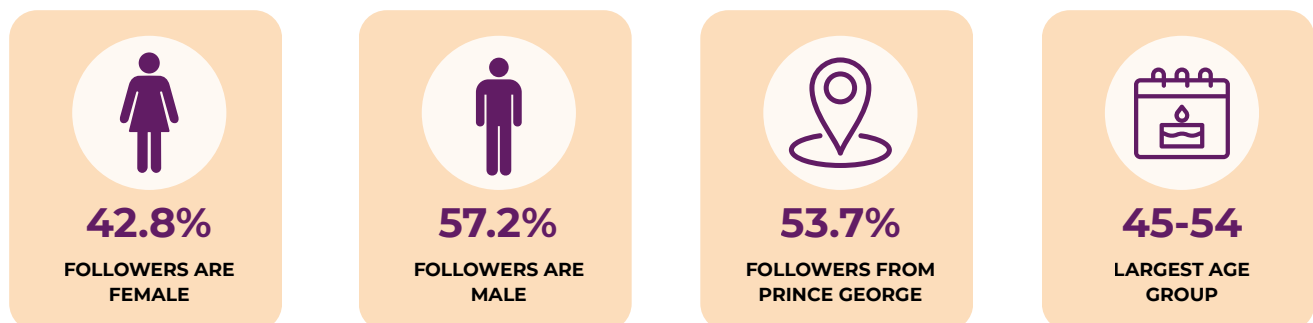
45-54

LARGEST AGE GROUP

How We Did on Instagram



Demographics





Building a Better Fondo

Each year, we learn from our riders, volunteers, partners and event-day experience. Those lessons help us refine the Fondo while remaining focused on what matters most: safety, inclusion, community and an experience riders want to return to.

New in 2026

Investing in Junior Cyclists

For the first time, the Kris Yip Memorial Foundation awarded funding through its Junior Cyclist Grant Program, providing direct support to two young athletes.

A Stronger Finish-Line Experience

Community activities, including a popular Art Gallery paper-jersey activity for kids, helped make the finish area an experience for riders and families alike.

Improved Event Management

Registration and participant management moved to the CCN platform as part of the Fondo's continued development as a Cycling BC sanctioned event.

Smarter Event Planning

Food service, prize distribution and other event-day systems continued to be refined based on participant behaviour and feedback.

Looking Ahead to 2027

Strengthening Our Riding Culture

KYMF will increase education and enforcement around the rules of the road. New "Our Riding Culture" online resource establishes clearer expectations for safe, respectful participation.

Improved Course Safety

Additional attention will be given to high-risk turns, course marshaling, rider briefings and participant accountability.

Growing the Event Experience

Opportunities being explored include an expanded finish-line atmosphere, new community activities and sponsor activations that create even more reasons for riders, families and supporters to stay and celebrate.

Investing in Young Cyclists

Building on the junior cyclist support provided in 2026, KYMF will continue exploring ways to expand opportunities for young riders and developing athletes.

Stay Involved

The Kris Yip Memorial Fondo continues to grow with the same purpose that has guided it from the beginning: to honour Kris through cycling, kindness, community and heart health advocacy.

As we look ahead to 2027, our focus is on growing responsibly while preserving what makes the Fondo special. We want riders of every age, pace and experience level to feel welcome, capable and proud to take part.

With the support of our sponsors and partners, we will continue to strengthen the event experience, expand heart health awareness, invest in junior cyclists, improve course safety and create more opportunities for community connection.

We are also looking at new ways for sponsors to become part of the experience itself, through meaningful activations that engage riders, families and supporters beyond traditional logo placement.

From supporting junior cyclists and heart health initiatives to helping create memorable rider experiences, there are many ways to be part of the Fondo's next chapter.

Join Us in 2027

We invite you to continue riding alongside us as we build an event that remains inclusive, community-driven and grounded in the values Kris represented.



Your support helps make the ride possible. More importantly, it helps extend the impact well beyond event day.

Thank you for being part of the Kris Yip Memorial Fondo.

For sponsorship opportunities and partnership information, please contact:

krisyipmemorialfondo@gmail.com

Or scan the QR code to explore 2027 sponsorship opportunities.

