



FEELS & WHEELS



**GET OUT OF
YOUR HEAD.
GET BACK ON
THE PATH.**

**GROUP E-BIKE RIDES.
REAL CONVERSATIONS.
MENTAL RESET.**



RIDE



RESET



RECONNECT



GIVE BACK

JOIN THE MOVEMENT.



NO PRESSURE. NO EXPECTATIONS.

JUST A RIDE—AND A CHANCE TO BREATHE AGAIN.



MOVEMENT



FRESH AIR



COMMUNITY



FREEDOM

FEELS & WHEELS

RIDE. RESET. RECONNECT.

WHY THIS PROJECT MATTERS

MEN'S MENTAL HEALTH IN TAMPA & HILLSBOROUGH COUNTY



Men's mental health is a growing and often overlooked crisis in Tampa and Hillsborough County. Local data shows that roughly **1 in 6** adults experience frequent mental distress, nearly **1 in 3** residents surveyed have been told they have depression or anxiety, and many who need care are unable to access it because of cost, scheduling barriers, work demands, or not knowing where to turn.



The need is even more urgent for men. Statewide data shows men die by suicide at more than three times the rate of women, and Hillsborough County recorded **225** suicide deaths in 2024. These numbers represent fathers, sons, brothers, friends, coworkers, and neighbors who may be struggling in silence.



Feels & Wheels was created to help reach men before they reach a breaking point. Through bike rides, movement, brotherhood, and community connection, this project gives men a safe, stigma-free place to get out of their heads and back on the path. It is more than a ride — it is a way to fight isolation, encourage conversation, promote emotional wellness, and connect men to support when they need it most.

THE NEED IS REAL

MENTAL HEALTH IN TAMPA & HILLSBOROUGH COUNTY



17.4%

TAMPA ADULTS
EXPERIENCING
FREQUENT MENTAL
DISTRESS



28.2%

RESIDENTS TOLD
THEY HAVE
DEPRESSION OR
ANXIETY



14.0%

PEOPLE WHO
NEEDED MENTAL
HEALTH CARE BUT
DID NOT GET IT

SUICIDE IN HILLSBOROUGH COUNTY



225
SUICIDE DEATHS
IN HILLSBOROUGH
COUNTY IN 2024



>3x
MEN DIE BY SUICIDE
AT MORE THAN
3X THE RATE
OF WOMEN

WHY FEELS & WHEELS

Supporting Feels & Wheels means investing in **prevention**, **connection**, and **hope** for men in our community. This project has the potential to make a real difference in a need that is too often forgotten until it becomes a crisis.

**RIDE TOGETHER.
HEAL TOGETHER.
RISE TOGETHER.**



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OUR MISSION & PURPOSE

Feels & Wheels is a Tampa-based movement focused on improving men's mental health through movement, connection, freedom, and brotherhood.

Our mission is to create positive, judgment-free environments where men can reconnect with themselves, their community, and a sense of freedom through organized e-bike rides, real conversations, and shared experiences.

CORE VALUES



BROTHERHOOD

We build real connections and uplift one another.



FREEDOM

Riding gives us space to reset, breathe, and break free from the noise.



COMMUNITY

Together, we create a stronger, healthier Tampa.



MENTAL HEALTH

We normalize conversations and support each other through life's battles.



RESPECT

We ride with respect—for ourselves, each other, and our community.



WHO THIS IS FOR

⚡ YOU DO NOT HAVE TO BE IN CRISIS TO DESERVE SUPPORT. ⚡



THE QUIET STRUGGLER

⚡
Battling stress,
sadness, or emptiness
in silence.



THE ISOLATED MAN

⚡
Disconnected from
his people and tired
of going it alone.



THE BURNED-OUT ONE

⚡
Exhausted by work,
pressure, and
responsibility.



THE SURVIVOR

⚡
Still standing after
an accident, loss,
or breakdown.



THE DRIFTER

⚡
Not in crisis,
just lost and
needing direction.



THE ONE WHO GIVES BACK

⚡
Ready to be for
others what nobody
was for him.

⚡ YOU JUST NEED MOVEMENT,
CONNECTION, AND A REASON TO KEEP GOING.

WHAT WE DO



COMMUNITY RIDES

Organized e-bike rides focused on mental reset, connection, and freedom.



SUPPORTIVE ENVIRONMENT

A judgment-free atmosphere built around respect, inclusion, and real conversation.



SAFE RIDING PRACTICES

Structured safety guidelines, responsible riding, and respect for the road and community.



COMMUNITY OUTREACH

Working toward e-bike donations and opportunities for individuals in need.



⚡ RIDE. RESET. RECONNECT. ⚡

ORIGIN STORY

In July 2020, I survived a devastating car accident that left doctors believing I may never walk again. After spending nine months in a wheelchair, one month with a walker, and months using a cane, recovery became a battle of both physical pain and mental exhaustion.

Everything changed with the purchase of an e-bike. The ability to ride again restored movement, freedom, and connection—especially the ability to ride alongside my son.

Over time, I began noticing how many men around me were silently struggling with depression, anxiety, burnout, grief, stress, and emotional isolation.

I started buying additional bikes so friends and family who could not afford the experience could ride too. Again and again, I witnessed the same transformation: stress faded, conversations opened up, smiles returned, and men felt free again.

After helping a grieving family member through tragedy during a ride in 2026, it became clear this was bigger than bikes.

Feels & Wheels was born from recovery, brotherhood, mental health struggles, and the belief that freedom and connection can genuinely save lives.



MY BIO

LEADERSHIP • SERVICE • BROTHERHOOD • IMPACT

“

True leadership is built through service, sacrifice, and showing up for others.

”



LEADERSHIP
THROUGH SERVICE



BROTHERHOOD
IN ACTION



IMPACT FOR
GENERATIONS



COMMUNITY
AT THE CORE

This story is rooted in Tampa, shaped by service, and guided by a lifelong commitment to leadership, mentorship, and community impact. Every experience—from athletics and volunteer work to brotherhood and outreach—helped form the values that continue to drive **Feels & Wheels** forward.



EVERY EXPERIENCE, EVERY RELATIONSHIP, AND EVERY LESSON HAS PREPARED ME FOR THIS MOMENT—TO EXTEND MY BRANCHES, **CREATE SHADE FOR OTHERS, AND LEAVE A LEGACY THAT OUTLIVES ME.**

TAMPA ROOTS

WHERE THE FOUNDATION STARTED

Born at Tampa General Hospital and raised in Tampa, Florida, pride in my city has always been a major part of who I am. I played football throughout my youth and graduated near the top of my class from George D. Chamberlain High School in the year 2000, always a proud Chief.

The lessons learned through athletics—discipline, teamwork, perseverance, and accountability—helped build the foundation that continues to guide me today.

Tampa is more than where I was raised. It is where I learned the value of hard work, loyalty, brotherhood, and community. Those values became the blueprint for the man I would grow into and continue to shape the mission I carry today.

“ Tampa is more than where I was raised. It is where I learned the value of hard work, loyalty, brotherhood, and community. ”



LEADERSHIP THROUGH SERVICE

Leading by example through service, sacrifice, and showing up for others.



BROTHERHOOD IN ACTION

Building strong relationships through unity, mentorship, and shared purpose.



IMPACT FOR GENERATIONS

Creating opportunities and uplifting others to build a better future together.



COMMUNITY AT THE CORE

Committed to giving back and making a lasting impact in our community.

COMMUNITY ROOTS

SERVICE THAT SHAPED THE MISSION



Growing up, community service became a major part of who I am. One of my earliest experiences began with **Tyrone Keyes** through **All Sports Community Service**, where high school and middle school athletes volunteered to support the **Joshua House**, a home for neglected, abused, and homeless children.



Through monthly celebrations, tutoring sessions, mentorship, and **Big Brother** style guidance, I learned the importance of giving back, being present, and showing younger kids they had people who genuinely cared about them. Those experiences taught me that leadership is not about recognition. It is about service, sacrifice, consistency, and showing up for others when it matters most.



That foundation of service later carried into volunteering connected with the **Tampa Bay Buccaneers**, where I became part of a volunteer team responsible for community events, stage operations, stadium support, and projects tied to game day operations and stadium renovations.



Through consistency, discipline, leadership, and dedication, I eventually earned the opportunity to lead my own crew, reinforcing the lessons of accountability, teamwork, and service that continue to guide me today.

“ Leadership is not about recognition. It is about **service, sacrifice, consistency,** and **showing up** for others when it matters most. ”



COMMUNITY
SERVICE



MENTORSHIP
& GUIDANCE



EDUCATION
& SUPPORT



EVENTS & STADIUM
OPERATIONS



LEADERSHIP
IN ACTION

ROOTED IN **SERVICE**. COMMITTED TO **COMMUNITY**. DRIVEN TO **LEAD**.

LEADERSHIP THROUGH SERVICE

SHOWING UP, LEADING BY EXAMPLE



Through volunteer and community service efforts, I was honored to receive several awards recognizing my dedication and impact within the community, including recognition connected to Father's Day and Mother's Day community initiatives.



I was also awarded the first-ever Carrollwood Area Business Association Scholarship for community service, presented by **Derrick Brooks**, Hall of Famer for the **Tampa Bay Buccaneers**.



Receiving that recognition reinforced the value of hard work, leadership, sacrifice, and service to others. Those moments were not just awards to me. They were reminders that genuine impact comes from helping others, leading by example, and putting your time and energy into making a positive difference in the lives of people around you.



“ Leadership is not about titles or recognition. It is about **showing up, leading by example, helping others grow, and leaving people and places better than you found them.** ”



**SERVE
SELFLESSLY**
Lead with heart,
put others first.



**LEAD BY
EXAMPLE**
Be the standard.
Inspire the way.



**BUILD
STRONGER
COMMUNITIES**
Together, we lift
and transform lives.



**CREATE
LASTING
IMPACT**
The work we do today
shapes tomorrow.

• SERVICE FUELS LEADERSHIP. LEADERSHIP TRANSFORMS LIVES. •

BROTHERHOOD • SERVICE • LEADERSHIP

UNITY, MENTORSHIP, AND IMPACT



A FOUNDATION OF BROTHERHOOD

I later became a proud alumnus of the University of Florida and a member of **Delta Tau Delta Fraternity, Delta Zeta Chapter**. During my time there, mentorship and community involvement remained a major focus.



SERVING TOGETHER

We volunteered at local middle schools and high schools, tutoring and mentoring students while also organizing charitable fundraising efforts throughout the community.



MAKING A DIFFERENCE

Working alongside sororities and student organizations, we helped raise significant funding for Dance Marathon and charitable causes focused on children's health organizations and pediatric care initiatives.



LEADERSHIP THAT LASTS

Those experiences further strengthened my belief that true leadership is built through unity, mentorship, brotherhood, and creating opportunities that positively impact future generations.



“ True leadership is built through **unity, mentorship, brotherhood,** and **creating opportunities** that positively impact **future generations.** ”



TOGETHER WE SERVE • TOGETHER WE GROW • TOGETHER WE LEAD • TOGETHER WE LEAVE A LEGACY

THE MISSION CONTINUES

ROOT TO FRUIT • LEGACY • IMPACT



Making a difference and adding value to people's lives has shaped me into the man I am today. Helping people believe in themselves, helping people recognize their value, and pushing those around me to shine brighter has always been part of who I am. **Building people up has always been my purpose.**



The lessons learned through community service, mentorship, leadership, sacrifice, and hard work continue to drive me every day and are a major part of the foundation behind **Feels & Wheels.**



The goal has always been bigger than myself. It has always been about creating a **positive impact**, helping people reconnect with **purpose**, and offering my time, experience, energy, and resources for the **betterment of others** and the **community** around me.



**TYRONE KEYS —
LEADER. MENTOR. HERO.**

*A man whose greatest impact was never only on the field,
but in the lives he helped shape beyond it.*

BECAUSE LEADERSHIP ISN'T ABOUT ME.

IT'S ABOUT THEM.

SEEDLING TO EXTENDING MY BRANCHES WITH FRUIT.

*I was once a seedling. Now I am extending my branches —
carrying service, brotherhood, and love forward so others can grow.*

⚡ ROOTS: WHERE THE SEEDLING STARTED ⚡



FROM ROOTS TO FRUIT

Everything planted in me through family, football, service, and mentorship
is now becoming fruit — a mission to lift others, show up for people,
and build something that reaches beyond me.



⚡ FRUIT: EXTENDING MY BRANCHES FORWARD ⚡

SERVICE PLANTED THE ROOTS.
BROTHERHOOD GREW THE BRANCHES.
⚡ **IMPACT IS THE FRUIT.** ⚡



ATA



ROOT TO FRUIT
LEGACY • FAITH • IMPACT



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FEELS & WHEELS