

2018 IMPACT REPORT



WORLD BICYCLE RELIEF®



Dear Friends,

Fourteen years ago, after delivering 24,400 bicycles into tsunami-devastated Sri Lanka, we stayed to measure their impact on the community. What we saw was deep and immediate improvement in the access to education, healthcare and economic opportunity. The bicycle had the power to create profound change for individuals and families.

As we expanded programming into multiple countries, more data came rolling in. Impact, scalability and sustainability goes up exponentially when these key elements are present:

- **A Quality Bicycle:** The bike must be built to last and designed specifically for the intended end-user and manufactured and assembled to a high standard of quality.
- **Holistic Programming:** Place the bike into highly refined development programs focusing on education, healthcare and economic development. Simple transportation gets quick results.
- **Trained Buffalo Bicycle Mechanics:** By training mechanics and putting them into business, the bikes receive the maintenance and repair that can keep them operating indefinitely.
- **Buffalo Bicycle Retail Shops and Spare Parts:** Expanding this powerful enterprise model in rural towns employs people, ensures the flow of spare parts and meets the consumer demand for Buffalo Bicycles.
- **Ongoing Monitoring and Evaluation:** A system cannot be improved unless it's measured. This vital flow of data feeds our culture of constant improvement and teaches others how to replicate our model.

As of April 2019, we've delivered over 450,000 bikes into developing countries where before there was often only walking.

A bicycle, on its own, has incredible power. But when combined with these key elements, a synergy occurs and the impact is exponential and sustainable. The extraordinary result: mobilized communities.

Please read on.



F.K. Day

F.K. Day
Chairman & Co-Founder



Dave Neiswander

Dave Neiswander
Chief Executive Officer



"In developing countries, a quality bicycle, coupled with holistic programming, creates catalytic economic and social change. The UN's adoption of World Bicycle Day demonstrates a dedication to the bicycle as a tool for development that will amplify the positive impact of bicycles and generate more transformative change across the world."

— DAVE NEISWANDER, CEO, WORLD BICYCLE RELIEF

GAINING MOMENTUM TOWARD MOBILIZED COMMUNITIES

Experience and scale have revealed an intersection between our high-impact philanthropic programs and social enterprise sales. In communities where students and families benefit from our education programs, farmers thrive using Buffalo Bicycles to bring their milk and produce to market. Where healthcare workers reach more clients using quality bicycles, entrepreneurs profit from access to reliable transportation to deliver goods to customers.

In these communities with bicycle concentrations, we look to establish Buffalo Bicycle retail shops to meet the demand for spare parts and additional bicycles. Through training and empowering bicycle field mechanics, communities benefit from an infrastructure of maintenance and repair. Our mission is to facilitate and grow these ecosystems of mobility and sustainability.



"With a Buffalo Bicycle I am able to lift myself out of poverty." – ALINAFE, COMMUNITY HEALTH WORKER, MWANZA DISTRICT HOSPITAL, MALAWI



YOUR 2018 GLOBAL IMPACT

World Bicycle Relief is committed to supporting communities through long-lasting, sustainable change. Your support enables our innovative programming, thoughtful implementation and close relationships with partners on the ground, maximizing your impact.



54,896

BUFFALO BICYCLES DEPLOYED



295

MECHANICS TRAINED



8

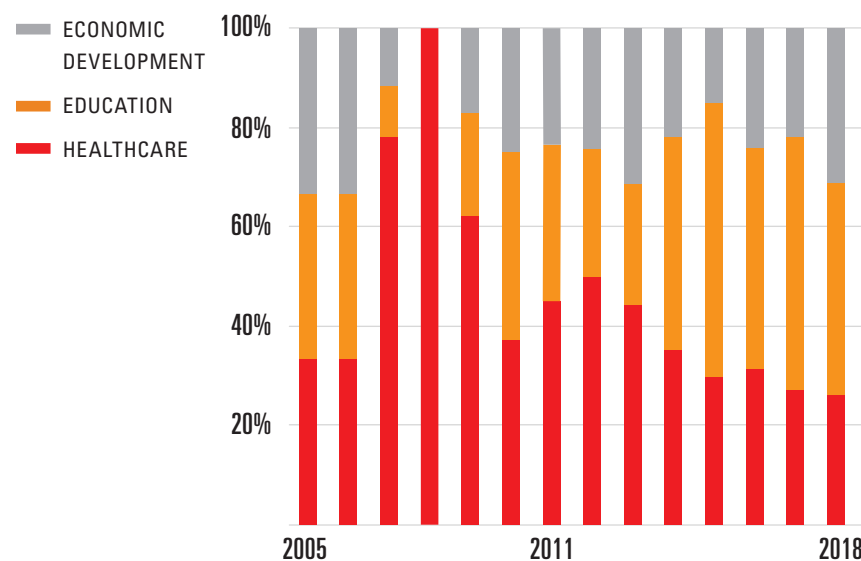
PROGRAM COUNTRIES



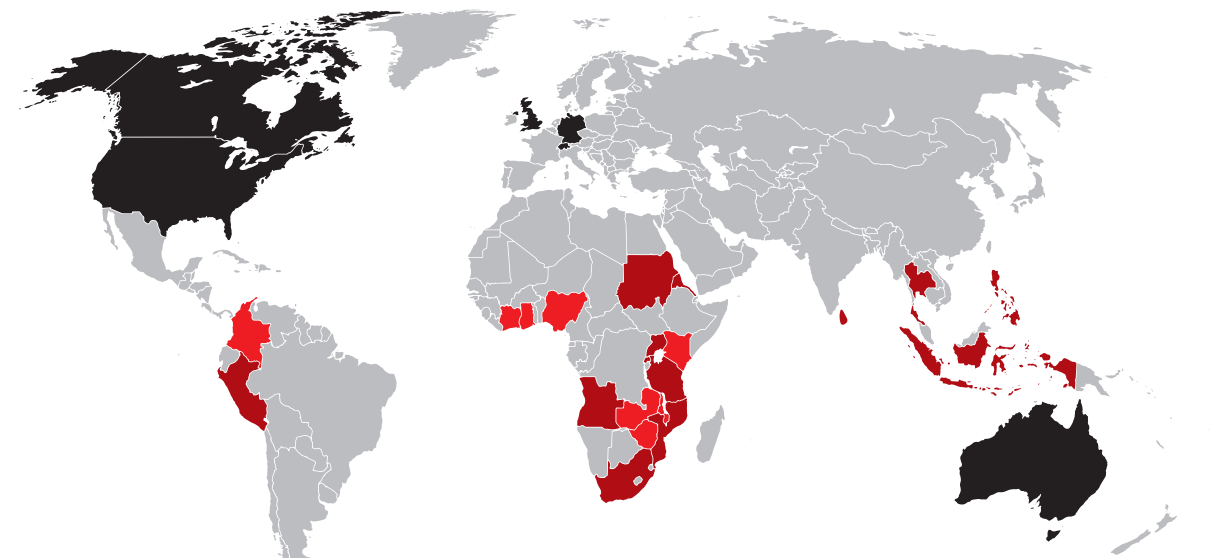
76% PROGRAMS | 19% FUNDRAISING | 5% MANAGEMENT

CROSS-CUTTING IMPACT

BICYCLES BY SECTOR 2005-2018



WHERE WE WORK



PROGRAM LOCATIONS (2018)
Colombia, Ghana, Ivory Coast, Kenya, Malawi, Nigeria, Zambia, Zimbabwe

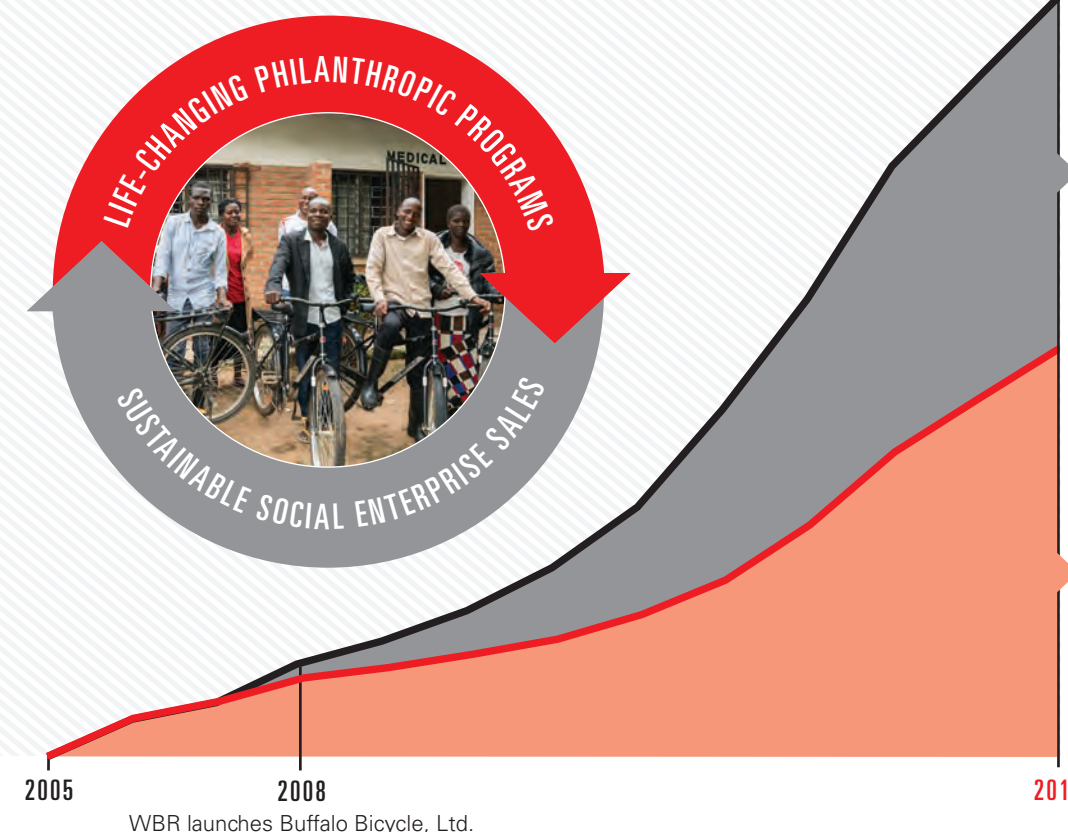
PROGRAM LOCATIONS (2005-2017)
Angola, Eritrea, Indonesia, Mozambique, Peru, Philippines, Rwanda, South Africa, Sudan, Sri Lanka, Tanzania, Thailand, Uganda

FUNDRAISING OFFICES (2019)
U.S., U.K., Germany, Canada, Australia, Switzerland

OUR SUSTAINABLE MODEL

World Bicycle Relief developed an innovative and scalable model combining impactful philanthropic programs with social enterprise to address the need for reliable, affordable transportation in rural developing countries. Social enterprise sales from our wholly owned for-profit subsidiary, Buffalo Bicycles Ltd., help fund our philanthropic programs and provide valuable data that aid us in developing economies of scale and other efficiencies. Your support helps us leverage our impact to provide more than just bicycles.

FIELD PARTNERS AMREF • BAYLOR COLLEGE OF MEDICINE • CAMFED • CARE • CATHOLIC RELIEF SERVICES • CHAI • CHAZ • CHILD FUND INTERNATIONAL • CIDRZ • FAO • FHI360 • GOVERNMENT OF KENYA • GOVERNMENT OF MALAWI • GOVERNMENT OF ZAMBIA • HEIFER INTERNATIONAL • INNOVATIONS FOR POVERTY ACTION • JHPIEGO • PATH • PATHFINDER INTERNATIONAL • PEPFAR • PLAN INTERNATIONAL • POSTOBON • SAVE THE CHILDREN • WORLD VISION INTERNATIONAL • UBS OPTIMUS FOUNDATION • UNDP • UNHCR • UN IVORY COAST • UNICEF • USAID



447,340

TOTAL BICYCLES DISTRIBUTED



208,480

PHILANTHROPIC BICYCLES



238,860

SOCIAL ENTERPRISE BICYCLES



2,201

MECHANICS TRAINED

* Figures based on 2017 Consolidated Independent Auditors' Report

EDUCATED COMMUNITIES CREATE CATALYTIC CHANGE

Over the past 10 years, we've successfully implemented our Bicycles for Educational Empowerment Program (BEEP) with more than 187,000 bicycles in 13 countries. Central to this program is the improvement of educational outcomes for girls, with 70% of BEEP bicycles allocated to female recipients.

In line with our mission to advance outcomes through impact measurement, we work in close partnership with Ministries of Education, schools and communities to continually adjust program implementation, bicycle monitoring and community capacity.

Examples of program evolution include improved community training, preventative bicycle maintenance programs, termly coordination meetings of Bicycle Supervisory Committees (BSCs) and improved field mechanic education and integration.

Through ongoing program innovation, students can take full advantage of their education and, in turn, help their communities thrive.



BY FOSTERING LOCAL OWNERSHIP OF BEEP
THROUGH COMMUNITY INVOLVEMENT
AND DECISION-MAKING, WE ENSURE
LONG-TERM SUSTAINABILITY AND SUCCESS.
CONNECTIONS TO THE FIELD ARE CRITICAL FOR
SUPPORTING MOBILIZED COMMUNITIES.

ASSESSING THE IMPACT OF A BICYCLE PROGRAM IN MALAWI

In 2017 and 2018, we partnered with the FHI360 PEPFAR-funded DREAMS program, and the Ministry of Education, Science and Technology (MoEST) in the Zomba and Machinga Districts of central Malawi to deliver 3,627 Buffalo Bicycles to 31 secondary schools.

In addition to routine monthly and quarterly reports, World Bicycle Relief and FHI360 conducted a one-year evaluation of the program's impact on participants.

The findings revealed:

- **Reduced Travel Time:** Students with bicycles traveled 50 fewer minutes per day compared with students without bicycles, a 57% difference.
- **Improved Attendance:** Students with bicycles missed eight fewer days of school per term than those without bicycles, a 72% difference.

Students with bicycles were 28% less likely to miss 10+ days of school than students without bicycles.
- **Increased Punctuality:** Students with bicycles were late four fewer days per month than students without bicycles, a 82% difference.

We will continue working in these communities in 2019 and have established a Buffalo Bicycle retail shop in Zomba to ensure a sustainable supply of spare parts to facilitate mobilized communities.

"When I was about to give up, World Bicycle Relief came to my rescue. With the bicycle, the two-hour journey to school now takes me 30 minutes," Bridget says. "No more punishments, no fear of insults along the way and my performance has tremendously improved. You can check my grades with my form teacher." – BRIDGET, STUDENT AT ST. MARY'S COMMUNITY DAY SECONDARY SCHOOL, MALAWI

PARTNERING FOR GIRLS' EDUCATION IN ZIMBABWE

In 2018, the Campaign for Female Education (CAMFED) purchased 3,000 Buffalo Bicycles as part of its program to improve access to quality education for marginalized girls in rural Zimbabwe. To support this partnership, World Bicycle Relief trained 164 young women in CAMFED's alumnae network to maintain and service the bicycles in the 334 beneficiary schools. This partnership highlights the power of bicycles in supporting broader educational and empowerment development goals.



Bicycles are easing educational transitions and helping to sustain learning gains for these at-risk girls in Zimbabwe.

IMPACT STUDY OF NEED-BASED IMPLEMENTATION IN ZAMBIA

In 2016, a needs assessment indicating a high level of absenteeism helped us identify the Namwala district of Zambia as a candidate for BEEP. The resulting program, which distributed 2,408 Buffalo Bicycles across 15 schools in Namwala, took place from 2016-2018.

To study the program in schools over time, we sampled attendance and performance data from beneficiaries and non-beneficiaries across 10 schools. After two years of program implementation, the schools that we studied reported the following improvements:

- **Reduced Travel Time:** Students reduced their travel time from 80 to 55 minutes, a 31% decrease.
- **Increased Punctuality:** Students with bicycles arrived late to school on six occasions, compared with 12 days, a 50% reduction.
- **Improved Sense of Safety:** There was an 81% increase in students reporting they feel safer traveling to school.
- **Multiplier Effect:** 75% of the beneficiaries said that they always carry someone on their bicycle when riding to school.

LAST-MILE SOLUTION FOR HEALTH

For millions living in rural areas of developing countries, an army of volunteer caregivers provide a vital lifeline to quality healthcare and support.

Providing a last-mile transportation solution for healthcare is a key focus for World Bicycle Relief. We work with government and NGO partners to design sustainable programs that incorporate Bicycle Supervisory Committees, bicycle field mechanic training and much-needed access to quality spare parts. This together contributes to building mobilized communities with access to healthcare.

To date, through our philanthropic and social enterprise programs, World Bicycle Relief has distributed more than 128,383 bicycles in seven countries to support healthcare programs.

With a quality Buffalo Bicycle, caregivers can see more patients, spend more time at their homes, deliver more goods and even provide transportation to the clinic. Besides being a critical work tool, a Buffalo Bicycle is a valuable incentive for caregivers to continue to volunteer, producing a greater continuity of care and healthier communities.



OUR NEW WISH PROGRAM APPLIES OUR EXPERTISE IN BUILDING SUSTAINABLE AND COST-EFFECTIVE BICYCLE PROGRAMS TO HEALTH SERVICE DELIVERY. BY PROVIDING BICYCLES TO HEALTH WORKERS ADMINISTERING HOME-BASED CARE, WISH CAN CREATE AND MAINTAIN HEALTHIER COMMUNITIES.

PILOTING WHEELS FOR INTEGRATED AND SUSTAINABLE HEALTH (WISH) IN MALAWI

The long distances between villages and rural health clinics or hospitals are one of the biggest barriers to achieving positive health outcomes in developing countries like Malawi. In 2018, with partners Baylor College of Medicine and Save the Children, we piloted our Wheels for Integrated and Sustainable Health (WISH) program, which provides Buffalo Bicycles to community health workers. The program aims to improve last-mile community health service delivery by ensuring reliable transportation.

2018 Program Results:

- **501 Buffalo Bicycles** distributed through 43 health facilities in the Malawi districts of Balaka, Mwanza, Neno and Ntchisi
- **33 Bicycle Supervisory Committees (BSCs)** formed and trained to oversee quality implementation of bicycles in a health program and monitor usage
- **27 bicycle field mechanics** trained throughout the communities to maintain and repair the bicycles and ensure sustainability

2018 Program Impact:

- **More patients reached:** Data from several facilities demonstrated that community health workers were able to see more than double the number of patients per day, reportedly five patients compared with two before the bicycles. Another facility reported doubling their average reach from three to six patients per day with the bicycles.
- **Greater reach:** Community health workers would walk up to 18 km to visit some households in their catchment area. The bicycles ensured a shorter travel time and that they could reach these families on a more regular basis.
- **Improved treatment adherence:** Community health workers traveling both farther and more frequently to rural communities sharing key messages and reminders to patients has resulted in a decrease in the number of defaulters - patients living with HIV who have failed to take their treatment. A facility reported the number of defaulters dropped from 109 to eight over several months after receipt of the bicycle.

While WISH has demonstrated many successes, its challenges present an opportunity to learn and improve the program as we take it to scale. The next step: to bring WISH to communities that overlap with our education programs – mobilizing a new cohort of health workers with the increased benefits of existing program infrastructure and support.

“I’ve been encouraged. Before in a week, I could go to four villages. I couldn’t even get the work done because I was so tired. Now I am able to go on. The bicycle has helped energize me for my work.” – COMMUNITY HEALTH

WORKER ON THE BENEFITS OF A BUFFALO BICYCLE



For volunteer health workers, whose transportation needs were previously unmet, a bicycle allows one to travel farther and spend more time with beneficiaries.

DELIVERING HEALTHCARE TO UNDERSERVED AREAS IN ZAMBIA

Churches Health Alliance Zambia (CHAZ) is an interdenominational umbrella organization for coordinating health services in Zambia. CHAZ has been a principal recipient of funding from the Global Fund – a partnership between governments, civil society and the private sector to accelerate the end of HIV/AIDS, tuberculosis and malaria as epidemics.

In 2018, we partnered with CHAZ to provide 8,737 Buffalo Bicycles to help in the fight against HIV/AIDS and malaria, and to improve access to infant vaccination. The institutions benefitting from the bicycles include 34 hospitals, 77 rural health clinics, and 31 community-based organizations throughout Zambia. In 2019, we are working with CHAZ and its partners to measure the impact of this program.

REDUCING POVERTY AND STRENGTHENING COMMUNITIES

Reliable transportation is vital for anyone running a business or seeking a livelihood. When entrepreneurs earn more money, their families have improved access to education, clean drinking water, nutritious food and quality healthcare. In developing countries, walking or poor-quality bicycles are often the only transportation options.

We address this transportation challenge in two ways:

- **Partnering with leading development non-governmental organizations (NGOs)** to supply quality bicycles, field mechanic training and spare parts for innovative high-impact programs in agriculture and poverty alleviation.
- **Creating direct-to-consumer channels** through dairy cooperatives, employee purchase programs, micro-finance partners and individual sales via our growing Buffalo Bicycle retail shop network.



A RELIABLE AND AFFORDABLE BUFFALO BICYCLE SERVES AS A TOOL FOR ECONOMIC DEVELOPMENT THAT HELPS LIFT FAMILIES OUT OF POVERTY. ALSO CRUCIAL TO OUR SUSTAINABLE MODEL IS CREATING EMPLOYMENT OPPORTUNITIES BY ASSEMBLING BICYCLES LOCALLY AND TRAINING COMMUNITY-BASED FIELD MECHANICS.

SUPPORTING BUSINESS WOMEN IN KENYA

In Kenya, men own most assets, leaving women in deep poverty. Village Enterprise, a community-based entrepreneurship program, strives to empower rural African women through training, mentoring and investments to help them build micro-businesses of their own. Each business group, made up of three women, is involved in a venture that requires transportation to purchase and sell goods within a 20 km radius, such as livestock or produce. On average, the groups spend \$22 per month on motorcycle taxis to fulfill their transportation needs.

In 2018, we launched a pilot in Migori County, Kenya, to contribute one Buffalo Bicycle to each of 145 Village Enterprise business groups. We hypothesized that bicycles would save each group the majority of their transportation costs, allowing them to run their businesses more profitably, conveniently and sustainably. Using our existing program framework to ensure the success of this pilot, we included mechanics training, support through the creation of a Bicycle Supervisory Committee, and spare parts kits for repairs.

To bring this pilot full circle, one year after its launch, we will evaluate the impact of Buffalo Bicycles on the Village Enterprise program model by measuring the cost of transport, business profitability and functionality of access to spare parts and mechanics.

“I have been able to support my family by providing daily meals unlike before. I am able to run errands using the bike, and it has eased our mobility around the community.” – DOREEN ATIENO, VILLAGE ENTERPRISE BUSINESS GROUP MEMBER

REFRESHING THE FIELD MECHANICS' TRAINING PROGRAM IN KENYA

World Bicycle Relief unveiled a revamped field mechanics training program in 2018, with an updated curriculum informed by data from the field, end-user experiences, and insights from our field mechanics at biannual Mechanics Roundtable events in Kenya.

In 2018, 46 field mechanics attended refresher training sessions that offered education on preventative maintenance, bicycle modification and quality standards. All of our 2018 BEEP schools in Kenya now have field mechanics who have attended preventative maintenance refresher training sessions.

Increased engagement with our field mechanics has strengthened and enriched our field mechanics program overall, as mechanics feel a closer connection to our mission. Work output and service delivery quality both increased over the past year.



With bicycles, extension workers can more effectively connect with rural farmers as part of their program support activities.

PEDALING FOR SUSTAINABLE AGRICULTURE IN MALAWI

Feed the Future is a USAID program aiming to sustainably reduce poverty and hunger by connecting smallholder farmers with extension workers and markets.

In 2018, WBR partnered with Feed the Future Malawi to provide 71 Buffalo Bicycles to help extension workers in Nsundwe and Lilongwe access rural farms and share new, sustainable agricultural practices.

In 2019, we look to further partner with Feed the Future to help empower and educate more rural farmers.

WORKING TOGETHER TO SUPPORT REFUGEES IN KENYA

The UN Refugee Agency (UNHCR) and International Rescue Committee (IRC) assist and protect refugees at the Kakuma Refugee Camp and Kalobeyei Integrated Settlement in Kenya. In 2018, IRC Kakuma purchased 225 Buffalo Bicycles for staff working to support their gender-based violence programming.

We discovered more than 800 Buffalo Bicycles being used by aid organizations and refugees for transporting water, firewood and other supplies – making everyday life easier for aid workers and refugees alike.

WHY & HOW WE MONITOR AND EVALUATE OUR PROGRAMS

At World Bicycle Relief, we believe in the philosophy that *all answers are found in the field*. Our dedicated Monitoring & Evaluation (M&E) team extensively measures the impact of our bicycles and programs in the communities in which we operate. Some of the information we collect includes:

- Baseline data before program implementation
- School performance and attendance records from BEEP teachers and administrators
- Buffalo Bicycle shop sales and repair service figures
- Beneficiary interviews to uncover need, impact, and personal experiences

We make significant investments in M&E because it is the best way to measure the impact of bicycles on recipients to inform decisions around program evolution, product innovation and future development opportunities.



OUR WEALTH OF DATA AND STUDIES CAN
BE SHARED WITH OTHERS TO INSPIRE NEW
DEVELOPMENT IN THE FIELD OF MOBILITY AND
HELP DEFINE INTERNATIONAL BEST PRACTICES
TO BENEFIT COMMUNITIES CHALLENGED
BY DISTANCE WORLDWIDE.

CONTRIBUTING ORIGINAL RESEARCH TO THE FIELD OF MOBILITY

In 2017, we embarked on a ground-breaking randomized control trial (RCT) with the independent research organization Innovations for Poverty Action (IPA). Through this multi-year study, co-funded by the UBS Optimus Foundation, we measured the impact of our Bicycles for Educational Empowerment Program (BEEP) and Buffalo Bicycles on girls' short-term educational outcomes and long-term personal outcomes in the Southern Province of Zambia.

While enrollment and gender parity in Zambia have improved at the basic education level, more girls still drop out. School factors, economic constraints, early pregnancy and marriage, as well as harassment on the way to school, all influence the high dropout rate amongst girls.

One year of impact data was collected in 2018 as a followup to the baseline data compiled prior to bicycle distribution in Kalomo, Mazabuka and Monze districts. The impact evaluation focused on the bicycles' influence on outcomes such as class performance, attendance and retention in school, as well as girls' empowerment and bargaining position in their homes. Early results show that the in-kind transfer of a bicycle is a useful tool for improving girls' well-being in developing countries where distance is a barrier.

The independent report findings will finalize in mid-2019, and will contribute to policy discussions informing institutional strategies for keeping girls in school in developing countries.

SOLVING DATA COLLECTION CHALLENGES

As our programs grow, they generate a wealth of data on field activities and program outcomes. Paper-based data collection makes it challenging to gather, process and analyze data promptly.

With mobile technologies accessible even in remote areas, we invested in a data collection application that integrates with our existing database and uploads data automatically.

Working alongside Vera Solutions to transform the way we collect, manage, analyze and use data, in 2018, we implemented a pilot using TaroWorks, a simple platform for mobile data collection. The app improves our data collection efforts while helping schools easily support program monitoring. Fifteen schools in Kenya, Zambia and Zimbabwe received tablets to collect real-time data and capture program-related photography and videos.

Increasing our mobile data collection to more schools in 2019, while continuing in-person support visits, will improve the receipt and consolidation of program monitoring information, reduce the dependence on paper, and motivate beneficiary schools to keep sharing their data.



"We have a unique opportunity in Zambia to study key topics related to empowerment and mobility. With positive results, the policy implications will be broad."
—NISHITH PRAKASH, LEAD STUDY RESEARCHER, UNIVERSITY OF CONNECTICUT, IZA, CREAM & HICN

INCREASING ACCESS THROUGH BUFFALO BICYCLE SHOPS

In areas of the world where people get from place to place on foot, access to affordable and reliable Buffalo Bicycles helps lift families and communities out of poverty. Extending our range through social enterprise brings the Buffalo Bicycle and sustainable bicycle infrastructure within reach of more communities.

Expanding our network of Buffalo Bicycle shops is a vital element of our work to support mobilized communities. Shops are strategically located based on a geo-mapping concentration of our philanthropic program bicycles and social enterprise bicycle sales. Each shop provides community access to bicycles and spare parts, as well as support and resources to keep bicycles in working order.

The bicycle’s cross-cutting benefits flourish when access to bicycles becomes a self-sustaining community pursuit. By working together with communities, our collective knowledge creates stronger solutions that serve more communities. We are continuously exploring different paths and piloting new and innovative approaches.

In 2018, we opened five new Buffalo Bicycle shops, with plans in 2019 to open seven more across four countries - 19 retail shops in all.



19

BICYCLE SHOPS

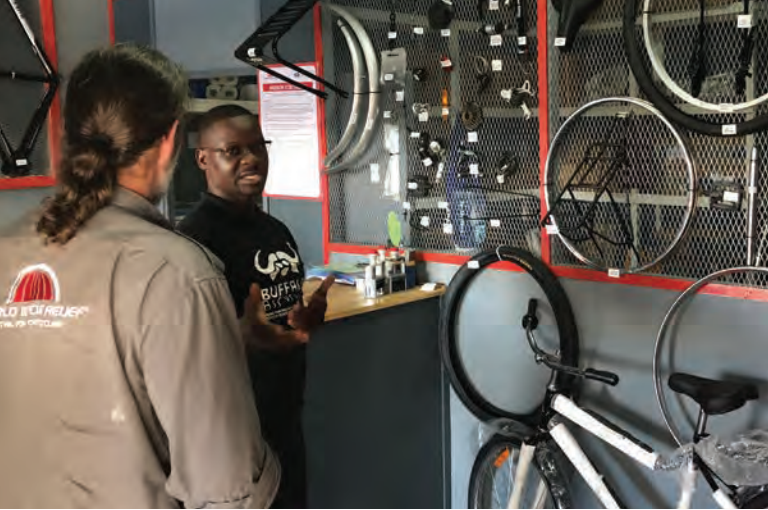
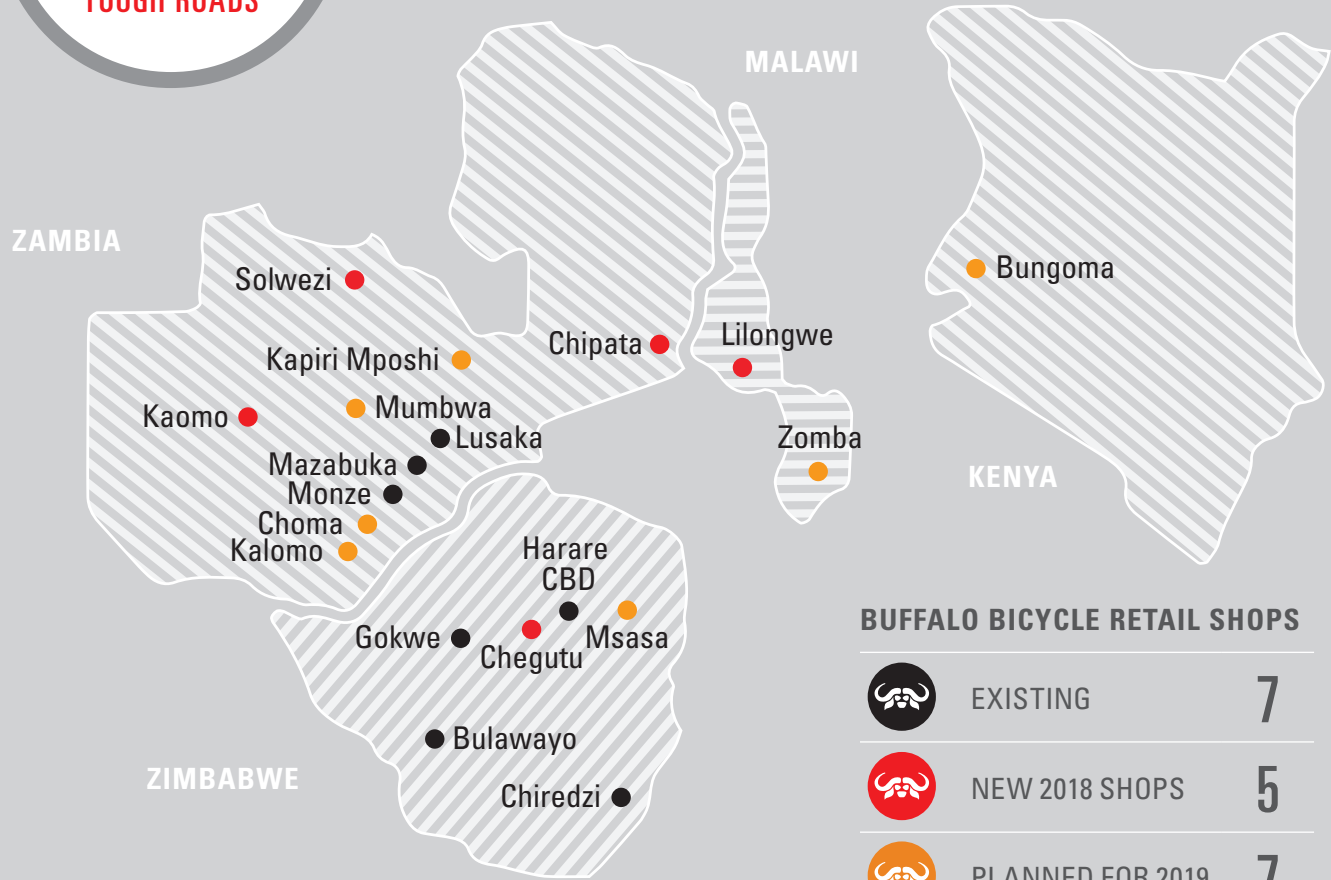
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COUNTRIES





BUILT FOR
BIG LOADS ON
TOUGH ROADS



Access to quality spare parts is an essential ingredient for a mobilized community. Our expanding network of Buffalo Bicycle shops connects us to the community and the end-user.





THE POWER OF PARTNERSHIPS

When walking is your primary mode of transportation, everyday tasks quickly become a struggle against time, fatigue and safety. Bicycles help people access education, gain employment and stay healthy. Your support provides those bicycles and programs to students, health workers and entrepreneurs who serve as catalysts to drive progress for their communities.

Through a partnership with World Bicycle Relief, you can contribute to projects and initiatives that align with your values while connecting your brand to the functionality, reliability and strength of Buffalo Bicycles.

Partner with us to create an immediate and shareable impact. Together, we can mobilize more people, help communities thrive, and make the world a better place. Please contact partners@worldbicyclerelief.org to discuss your opportunities.

PARTNERING IN THE NAME OF MOBILITY

In 2018, affordable luxury hotelier citizenM started a charity organization called citizenMovement. The charity focuses on mobilizing citizens to shorten the distance between people and opportunities - World Bicycle Relief as its very first charity partner.

With a goal of raising 1,000 Buffalo Bicycles for our education programs, citizenMovement invited hotel guests to forgo room cleanings and donate the value of those cleanings to the cause. By the end of 2018, citizenMovement achieved its goal of donating 1,000 bicycles.

In 2019 and beyond, as citizenM expands and opens more hotels worldwide, citizenMovement plans to develop their initiatives and partnerships to mobilize even more individuals around the world.

“As mobile citizens of the world, we often take our gift of mobility for granted, while for some it is one they simply cannot afford. Our goal is to shorten the distance between people and opportunities by giving them the gift of mobility.” – MICHAEL LEVIE,

COO OF CITIZENM



MATCHING ELECTRIC BICYCLES WITH BUFFALO BICYCLES

In 2018, Story Bikes' Step Through bike was selected as one of the prestigious items on "Oprah's Favorite Things" annual list. This was featured in O magazine's December issue and has helped raise awareness for their company as well as our mission.

Story Bikes, born from a fascination with electric bikes and love for philanthropy, enhances the way people commute while mobilizing students with bicycles through our Bicycles for Educational Empowerment Program (BEEP). As part of our ongoing partnership, for every electric bike purchased, Story Bikes donates one Buffalo Bicycle to a student who needs a means of transportation to get to school.

In addition to the increased awareness spurred by Oprah's mention, Story Bikes funded an additional 120 Buffalo Bicycles for students at Nejambezi Secondary School in Zimbabwe. The bicycles for Nejambezi were distributed through our implementing partners, Greenline Africa Trust, who work across sectors with communities in the Victoria Falls area.

COMPLEMENTING ADVENTURE TRAVEL WITH PHILANTHROPY

With an emphasis on active adventure travel, Backroads is keenly aware of the transformative power of the bicycle. In partnership with WBR and in keeping with core company values, Backroads has helped to mobilize students, health workers and local entrepreneurs, making a real difference in everyday lives.

In 2018, Backroads partnered with WBR in a variety of ways. They provided generous gifts, campaign matches and social media support for #GivingTuesday and our July Campaign. They were a key sponsor of our "Give Go" event in San Francisco this year and purchased WBR t-shirts for Backroads Trip Leaders to wear and share on their worldwide adventures. Backroads also implemented a t-shirt opt-out program, donating the value of a new Backroads t-shirt to WBR for every guest who elected to forego this gift in favor of supporting WBR.



SUPPORTING HOLISTIC PROGRAMMING IN GHANA

In Ghana, 2018 heralded continued growth in our collaborative partnership with Mondelez International. Through their Bicycle Factory and Cocoa Life programs, Mondelez funds holistic and sustainable support of cocoa growing communities. As in previous years, we partnered with World Vision Ghana and Village Bicycle Project to integrate BEEP within Mondelez's activities. The 1,080 Buffalo Bicycles in 2018 will benefit students across four cocoa-growing districts to help combat the long distances traveled to get to school. Since 2016, Mondelez has funded more than 6,000 BEEP Buffalo Bicycles into Ghana.

A World Vision impact evaluation of program activities for students in Kassena District revealed:

School attendance: 80% of students had perfect attendance the month preceding the evaluation and overall; 20% of students reported having missed at least one day of school in the month, a decrease of 74% from the baseline study.

Performance: The average exam score for pupils in the previous term was 57%, an increase of 19% from the baseline.

Punctuality: There was a 36% reduction in the number of days students reported being late to school.



**WORLD BICYCLE RELIEF
MOBILIZES PEOPLE THROUGH
THE POWER OF BICYCLES.**

**WE ENVISION A WORLD WHERE
DISTANCE IS NO LONGER A
BARRIER TO INDEPENDENCE
AND LIVELIHOOD.**

We believe that mobility is a fundamental human right. With bicycles, individuals can more easily access education, healthcare, and economic opportunities, empowering people to make positive change in their lives and communities. Through our innovative model and mobility solutions, we are committed to achieving the UN's Sustainable Development Goals to end poverty, protect the planet, and ensure prosperity for all by 2030.



WORLD BICYCLE RELIEF®

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