

2019 IMPACT REPORT



WORLD BICYCLE RELIEF®



Dear Friends,

As all of us are coping with the COVID-19 pandemic in 2020, we would like to share World Bicycle Relief’s impact and innovations achieved in 2019. The pandemic makes even more evident the importance of our mission to provide mobility to access healthcare, education and economic opportunity to individuals and communities in developing regions of the world.

Thanks to our generous supporters, we exceeded our milestone goal of 500,000 bicycles in 2019. We are inspired by the measured impact to reach more people with life-changing mobility.

Three themes emerge as highlights for 2019:

- **World Bicycle Relief is relentless about innovation.**
The ground-breaking, randomized controlled study to assess our Buffalo Bicycle’s impact on girls’ education and empowerment showed that girls with bicycles had reduced absenteeism by 28%, increased punctuality by 66%, and girls feeling more in control of the decisions affecting their lives.
- **We embrace that gender equality drives powerful cultural and systemic change.**
Our partnership with Village Enterprise made evident that bicycles help women in rural areas run their businesses more efficiently and profitably.
- **Our unique holistic ecosystem approach combining philanthropy and social enterprise facilitates sustainable impact.**
This is demonstrated with our growing retail footprint and our partnership with Onyx to pilot a flexible, pay-as-you-go model that offers our Buffalo Bicycles to customers in Zambia.

2019 also paved the way for an official launch in Colombia in 2020, where we have a goal to distribute 20,000 bicycles over the next three years.

More than anything, we care about the impact on people and communities we serve. Behind every metric and evaluation is the human whose life has forever changed. This is about so much more than bicycles.

Whether you’ve been with us since the beginning, or if we’ve just been introduced, we are driving this impact together.

Thank you.



F.K. Day
F.K. Day
Chairman & Co-Founder



Dave Neiswander
Dave Neiswander
Chief Executive Officer



Students at Bar Union Secondary School in Kisumu, Kenya celebrate the distribution of the 500,000th Buffalo Bicycle—a milestone moment made possible thanks to World Bicycle Relief supporters who surpassed our goal in 2019.

EMPOWERING WOMEN ENTREPRENEURS IN KENYA

In 2019, World Bicycle Relief continued our partnership with Village Enterprise, a leading innovator of the Graduation Approach for poverty reduction, to test the impact of providing quality bicycles to women entrepreneurs of micro-businesses in Migori County, Kenya. One hundred and forty-five business groups of women each received one Buffalo Bicycle to help them run their businesses more profitably, conveniently, and sustainably. Data collected on those who received bikes, compared with 136 who didn't receive bikes, suggest that businesses with bicycles were able to save money. A planned second implementation phase will build on our learnings and provide further evidence of impact.

"Since we received the Buffalo Bicycle, work has become easier. We now manage to get our stock twice a week. In a good week we can stock three times. This has increased our earnings and our savings as transport is no longer a liability." — MARY AKINYI, 45-YEAR-OLD MEMBER OF VILLAGE ENTERPRISE'S "YAW PACHI" BUSINESS GROUP



2019 A YEAR OF INNOVATION

World Bicycle Relief is committed to helping communities conquer the challenge of distance with sustainable, long-term mobility solutions. With your support, our innovative programming helps individuals achieve independence and thrive.



58,917

BUFFALO BICYCLES DISTRIBUTED



211

MECHANICS TRAINED



8

PROGRAM COUNTRIES

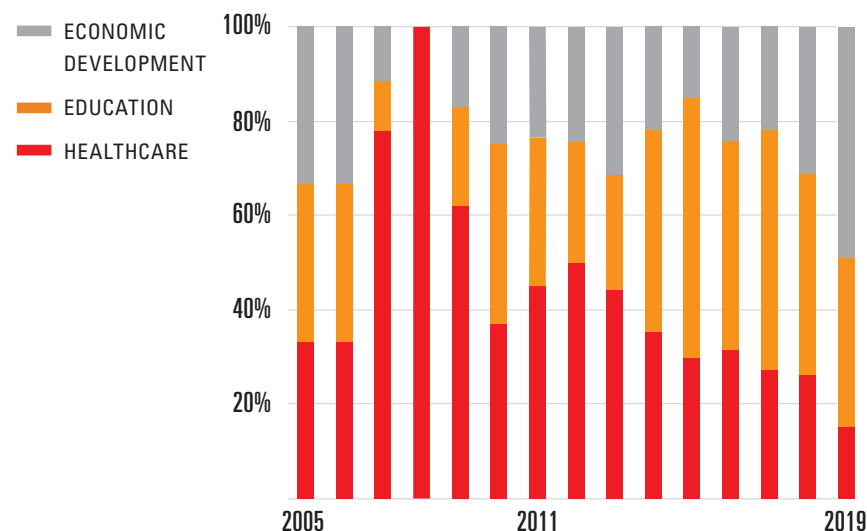


76% PROGRAMS | 18% FUNDRAISING | 6% MANAGEMENT

*Unaudited 2019 financials

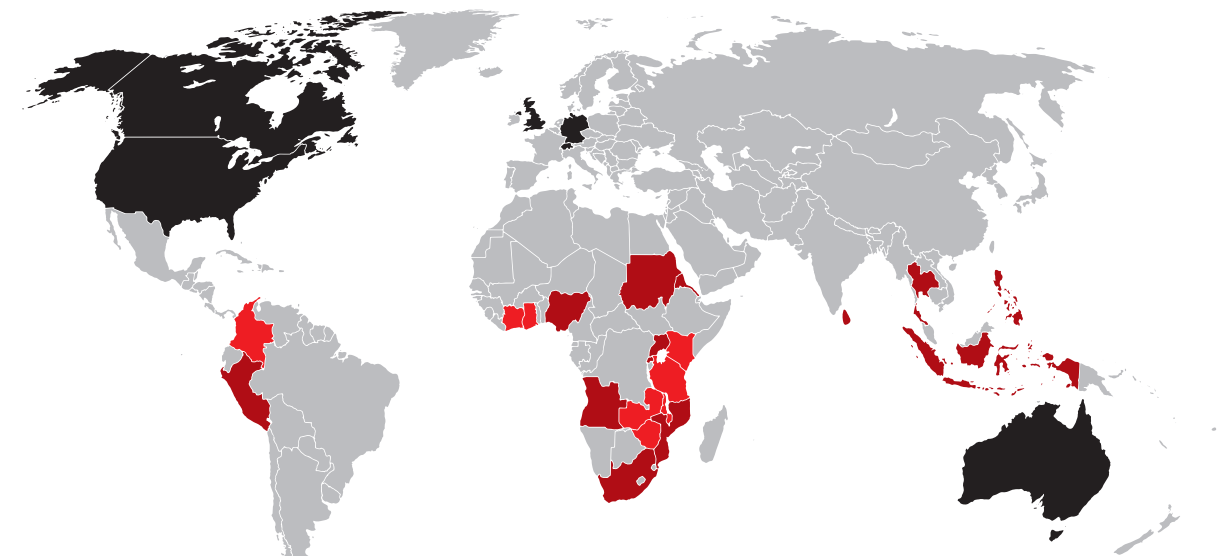
CROSS-CUTTING IMPACT

BICYCLES BY SECTOR 2005-2019



2019 FIELD PARTNERS: Baylor College of Medicine • CAMFED • Care International, Catholic Relief Services • Childfund International • Churches Association of Zambia (CHAZ) • Clinton Health Access Initiative • CMMB • Feed the Children • Feed the Future • GIZ • globalbike • Government of Kenya • Government of Malawi • Government of Zambia • Government of Zimbabwe • Greenline Africa Trust • Innovations for Poverty Action • JHPIEGO • Lutheran World Federation • Mana Pools National Park • Mothers2Mothers • One Community • PACT • Plan International • Postobon • PSI • SAFAIDS • Save the Children • Transaid • UNICEF • USAID • Village Bicycle Project • Village Enterprise • World Vision International • ZCCP

WHERE WE WORK

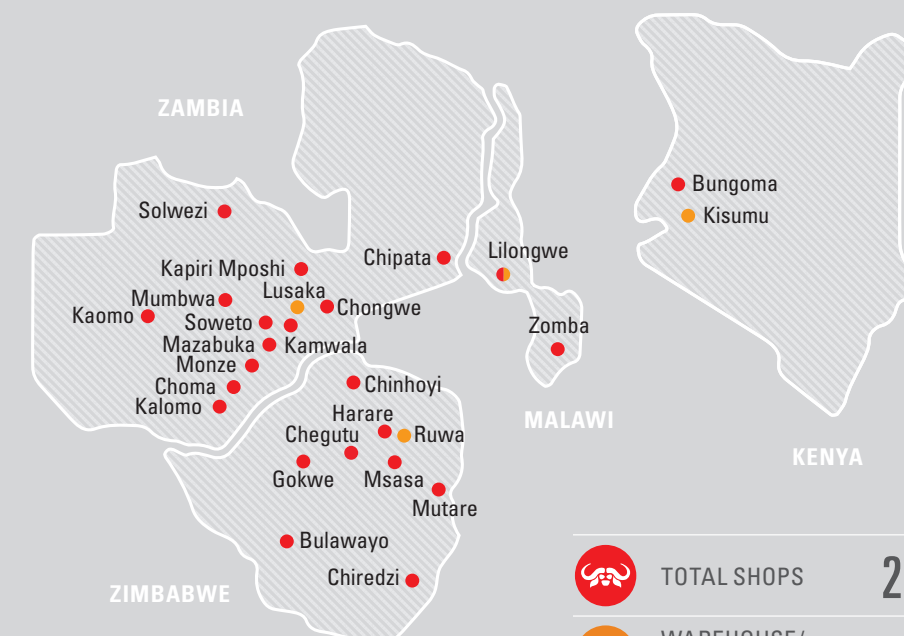


PROGRAM LOCATIONS (2019)
Colombia, Ghana, Ivory Coast, Kenya, Malawi, Tanzania, Zambia, Zimbabwe

PROGRAM LOCATIONS (2005-2018)
Angola, Eritrea, Indonesia, Mozambique, Nigeria, Peru, Philippines, Rwanda, South Africa, Sudan, Sri Lanka, Thailand, Uganda

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

BUFFALO BICYCLE RETAIL SHOPS



TOTAL SHOPS 23
WAREHOUSE/ASSEMBLIES 4



506,257
TOTAL BICYCLES
DISTRIBUTED



229,447
PHILANTHROPIC
BICYCLES



276,810
SOCIAL ENTERPRISE
BICYCLES



2,323
MECHANICS TRAINED

THE CASE FOR RURAL MOBILITY

Rural mobility receives less attention and funding in international development projects, despite evidence of its life-changing impact and intrinsic link with advancing gender equality, food security, and economic development. Reliable, sustainable transportation enables rural developing regions to integrate into the global economy by making supply chains, trade, education, markets, healthcare, and employment more accessible. Addressing rural mobility challenges from the end-user’s perspective ensures long-term change in the regions of the world that need it most.

WHEELS OF CHANGE

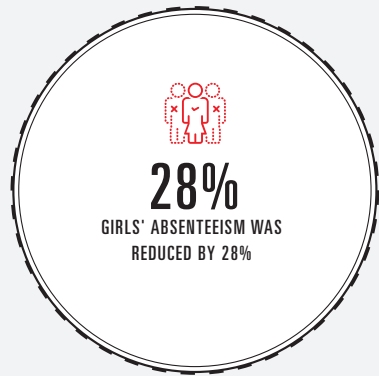
IMPACTING GIRLS’ EDUCATION AND EMPOWERMENT IN RURAL ZAMBIA

An **Innovations for Poverty Action (IPA)** study, co-funded by World Bicycle Relief and UBS Optimus Foundation, is the first independent, randomized controlled study to assess our Buffalo Bicycle’s impact on girls’ education and empowerment. The cohort for this study consisted of 2,471 girls across 100 government primary schools (45 treatment schools and 55 control schools). The results showed that girls with bicycles had:

- Reduced absenteeism by 28%
- Reduced commute time by 33%, saving over 1 hour per day
- Increased punctuality by 66%
- Improved mathematics assessment scores
- Reduced absenteeism or leaving early from school due to safety concerns by 33%

Girls with bicycles also reported feeling an increased locus of control, improved self-image, increased pro-sociality, and greater bargaining power within their households.

TOPLINE RESULTS



KEY FINDINGS

PERFORMANCE	 ATTENDANCE Reduced absenteeism by 28%. Girls with bicycles attended school five more days per year	 MATH SCORE Girls with bicycles scored higher on the Mathematics assessment		
	 TRAVEL TIME Reduced commute time by one third: a savings of over one hour per day	 PUNCTUALITY Increased punctuality by 66%. The bicycles reduced the days that girls arrived late by 1.45 days per week		
TIME & SAFETY	 SAFETY Girls were less likely to miss school due to safety concerns	 HARASSMENT Girls were 22% less likely to be whistled at or teased on their way to school		
	 LOCUS OF CONTROL Girls reported feeling more in control of the decisions affecting their lives	 SELF IMAGE Girls ranked themselves higher academically and believed more in their potential for success in life		
EMPOWERMENT	 PRO-SOCIALITY Girls were more willing to help a friend, join local clubs and their knowledge of leadership improved	 BARGAINING Girls with bicycles had access to and control over resources, and more communication with parents		
	 INCOME GENERATION Girls with bicycles were less likely to engage in income generating activities			

THE STUDY

 ONE YEAR STUDY (2017-2018)	 2,471 GIRLS	 100 PRIMARY SCHOOLS (Grades 5,6,7)
 THREE DISTRICTS OF ZAMBIA (Monze, Mazabuka, Kalomo)	 13 YRS AVERAGE AGE Of study participants	 4.5 KM AVERAGE DISTANCE Traveled to school (one way)

GIZ

ELEVATING RURAL MOBILITY ON THE GLOBAL AGENDA

Global development leader Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) hosted a Mobilise Development workshop in November 2019 to highlight the challenges of rural mobility. Issues such as financing, typical transportation needs, and vehicle types, maintenance, and ownership options were all explored. Following the workshop, we look forward to working with GIZ and other influential partners to identify new opportunities to integrate rural mobility solutions into the design of development projects.



EXPANDING SUSTAINABLE BICYCLE ECOSYSTEMS

In every region where we work, an ecosystem of support ensures that our end-users stay on the road for years to come. We keep bicycles rolling with local Bicycle Supervisory Committees (BSCs) that manage the programs, a network of trained and qualified mechanics, access to spare parts through a growing network of Buffalo Bicycles shops, and access to payment plans for our social enterprise customers.



TAROWORKS

USING TECHNOLOGY TO TRACK BICYCLE & PROGRAM METRICS

World Bicycle Relief continued our partnership with Salesforce, Vera Solutions, and TaroWorks to innovate our monitoring and evaluation practice. We developed a customized mobile data collection solution that streamlines the capture of important program indicators, including:

- Bicycle allocations, usage, repairs, and maintenance
- BSC activities
- Education outcomes
- Annual school profile indicators

In addition, TaroWorks barcode scanning functionality is now used to assign bicycles to students and manage repair or maintenance requests, saving time and creating a record of bicycle usage that can inform future design and program improvements. This has been rolled out in 51 schools across four countries and utilized for our mechanics data collection.

<<

"I enjoy working for World Bicycle Relief. I urge all women out there: you can do what you know to build your life."

— RUTH GATAWA, ASSEMBLER

MECHANICS DATA

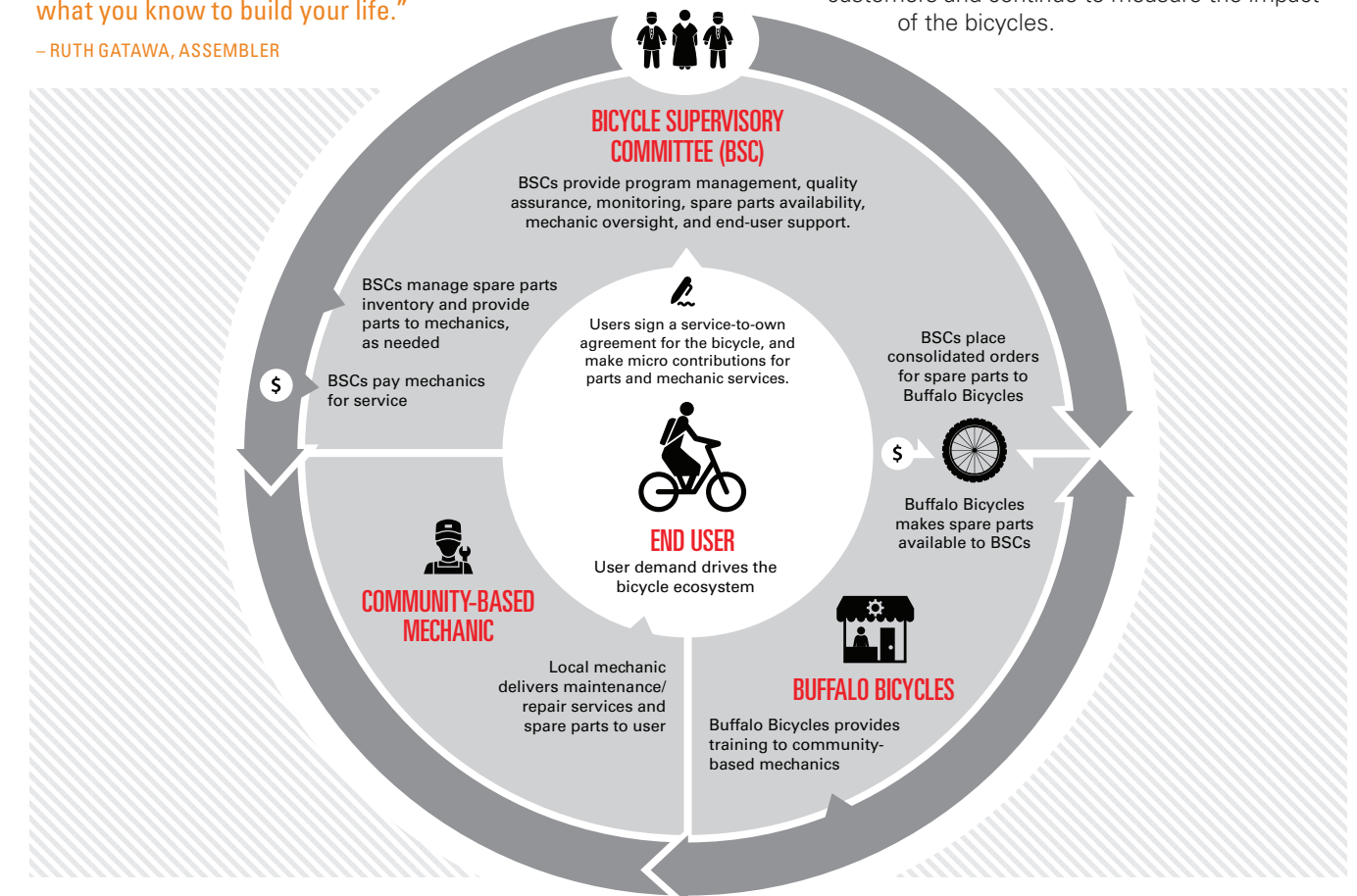
IMPROVING MECHANICS TRAINING & OPERATIONS

As part of our commitment to continuous learning and improvement, we used TaroWorks tablets to collect feedback from 217 WBR field mechanics about their day-to-day experiences as mechanics, perceptions of training opportunities, and income. The results of the field mechanics survey will be used to improve future training sessions and ensure that mechanics are better equipped for bicycle service and repair, can improve their income potential, and can continue to play their important roles in the sustainability of community mobility programs.

PAY AS YOU GO ONYX

REFINING AND EXPANDING A FLEXIBLE PAYMENT FINANCE STRATEGY

World Bicycle Relief has partnered with Onyx to pilot a flexible, pay-as-you-go model that offers our Buffalo Bicycles to customers in Zambia. Providing extended payment terms increases the financial accessibility of Buffalo Bicycles to more individuals. Now that the model is well established, with more than 470 bicycle sales and several thousand bicycle orders outstanding, we plan to scale the number of customers and continue to measure the impact of the bicycles.



BUILDING A BETTER BUFFALO

The value of a bicycle isn't in the object itself but rather in the function it provides. For our end-users, the value of a bicycle is ultimately measured in the time and effort it saves. And that extends beyond the bicycle itself to include access to mechanics' services and spares. Our guiding principle of "all answers are found in the field" means that our design decisions are always framed by the landscape of locally available spare parts, tools, and repair expertise, as well as cultural considerations about how bikes are likely to be used and maintained. We are committed to continuously improving our Buffalo Bicycle to better serve our end-users.

To meet the growing demand for high-quality bicycles in developing countries, our wholly-owned subsidiary, Buffalo Bicycle Ltd. sells bikes directly to non-governmental organizations, corporations and individuals in need of affordable, sustainable transportation.

Buffalo Bicycles Ltd. operates 23 shops across the globe, with profits directly re-invested into World Bicycle Relief's philanthropic efforts.



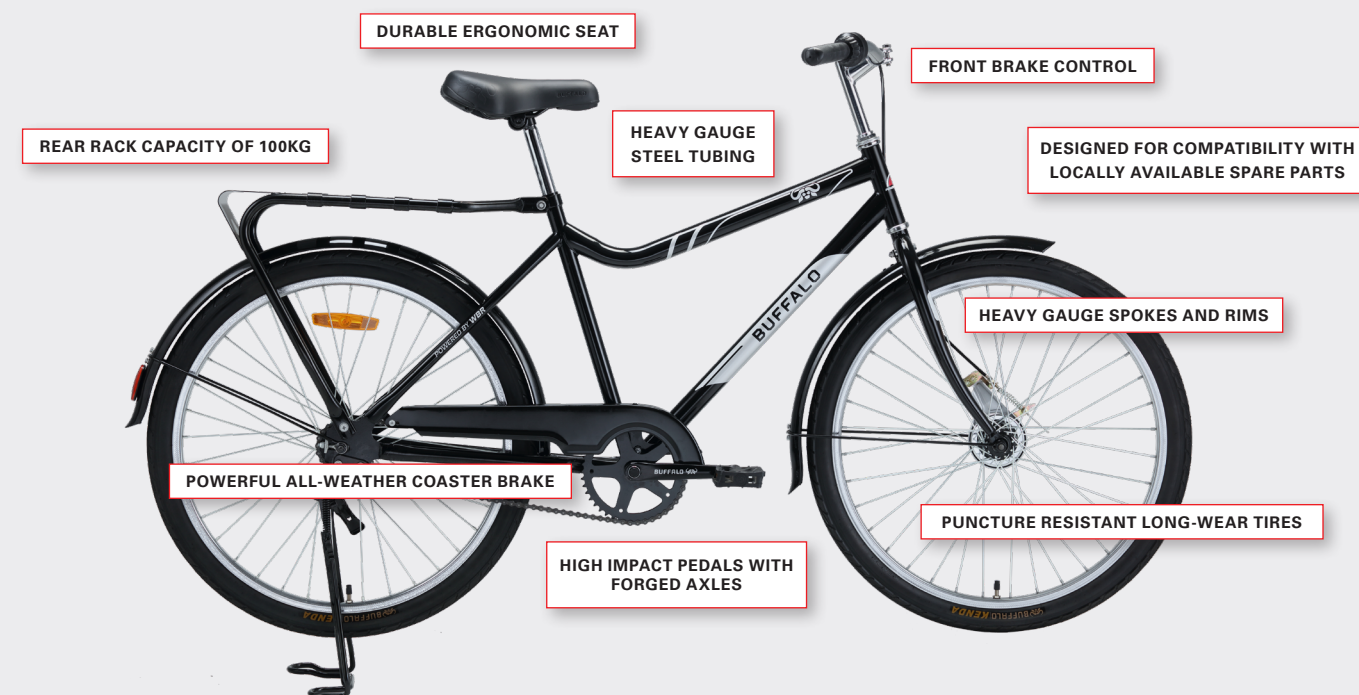
CONTINUOUS INNOVATION

PIONEERING A NEW ENGINEERING MODEL

Our team of engineers applies a world-class "Winning by Design" approach to elevate a utility bicycle from a commodity product to an elegant, capable tool that tackles the problem of mobility in regions of the world where access to affordable, reliable transportation is non-existent. Simply supplying a bicycle is not enough; the bicycle must be designed to survive in harsh environments with limited access to service and spares. A bicycle that works for years with minimal maintenance saves time and creates incredible impact. That's why we continuously refine our Buffalo Bicycle to be more affordable, functional, long-lasting, and easy to maintain.

"The unique challenges of the end user are at the heart of our development process. Technical execution is just one small part; true impact grows from the effort to identify and understand where existing solutions fall short of our user's fundamental needs. Our success relies on the discipline to stay focused on those core insights." – CHRIS RAYMO, PRODUCT DEVELOPMENT TEAM LEAD

>>



COMMUNITIES ON THE MOVE

Our unique model addresses the challenge of distance in rural areas by mobilizing as many individuals as possible across a spectrum of roles within their communities. Through our education, healthcare, and economic development initiatives, we empower diverse groups of people who in turn help their entire communities move forward with the Power of Bicycles.



MOBILIZED COMMUNITIES NEEDS ASSESSMENT

Developing Holistic Solutions to Complex Mobility Problems

Our new Mobilized Communities Needs Assessment engages community members to define the mobility challenges and opportunities in their communities. We apply DFID's Sustainable Livelihoods Approach to provide holistic, community-led, and integrated mobility solutions to vulnerable populations, ensuring long-term, intentional, and responsive support of a community's capital assets. Our first Mobilized Communities pilot will take place in Hwange, a rural district of Zimbabwe where residents have limited means of transport and walk long distances for most daily activities.

"These bicycles will ease our work as my colleagues and I visit all expectant mothers and young children who are under five years. With each bike in the field, a child's life is being saved." – JOYCE MBUCHU, CMMB COMMUNITY HEALTH VOLUNTEER >>

UNICEF

World Bicycle Relief partnered with UNICEF in three countries in 2019, supplying 11,667 bicycles into programs for healthcare, social development, and flood relief.

 **2,740**
BICYCLES IN
MALAWI

 **4,070**
BICYCLES IN
ZAMBIA

 **4,857**
BICYCLES IN
ZIMBABWE

CMMB

Improving Access to Healthcare in Kenya

CMMB works with target communities, donors, implementing partners, and the Government of Kenya to deliver health services to mothers and children, including following up on HIV-positive patients, tracing defaulters, dispensing drugs, and referring patients to nearby health centers. As part of a new healthcare pilot in 2019, we donated 145 of our Buffalo Bicycles to CMMB's Community Health Volunteers (CHVs). CMMB will monitor the impact of bicycle usage by comparing outcomes with a control group without bicycles in a nearby sub-county. Outcomes to be measured include:

- Number of households visited by CHVs
- Number of referrals to health centers made by CHVs
- Proportion of ART defaulters
- Number of CHVs using bicycles to attend meetings
- Number of CHVs submitting reports on time

GLOBALBIKE

Promoting Women-Owned Mechanic Businesses in Tanzania

To support bicycle-focused mobility solutions in rural Tanzania, globalbike's livelihood program trains women to acquire the technical and business skills needed to open bike rental and repair shops that serve local riders. In 2019, globalbike purchased 112 Buffalo Bicycles and received an additional match of 56 bicycles in support of their livelihood program. Through this initiative, globalbike plans to become a key supplier of Buffalo Bicycles and spare parts in Tanzania.

MOTHERS2MOTHERS

Mobilizing Health Workers to Support Mothers & Children

mothers2mothers (m2m) is dedicated to preventing mother-to-child transmission of HIV by providing education and support to pregnant women and new mothers living with the disease. This year, m2m received 110 bicycles for their healthcare workers in a region of Malawi where World Bicycle Relief has existing educational programs, ensuring good access to mechanic services and other support. To determine the impact of mobility on the organization's goals, m2m will monitor client outreach improvements, including:

- Percentage of HIV-positive clients on antiretroviral treatment (ART)
- Percentage of HIV-exposed infants tested at 2, 12, and 24 months
- Patient retention at 6 and 12 months

MANA POOLS

Supporting Conservation Efforts in Zimbabwe

In a pilot collaboration through the Zimbabwean Parks and Wildlife Management Authority and Mana Pools National Park, World Bicycle Relief distributed 400 Buffalo Bicycles to students and adult community supporters who are involved in wildlife conservation near the Mana Pools UNESCO World Heritage Site. Twenty-four schools with Wildlife Clubs received 15 bicycles apiece for the clubs' Junior Rangers, who perform conservation duties that include reporting poaching and other human-wildlife conflict. The program's framework is inspired by our education program, with club teachers managing bicycles, service-to-own bicycle contracts, and trained mechanics to support riders.

USAID/MALAWI

Mobilizing Extension Workers in Malawi

Since its launch in 2016, USAID's Feed the Future Agriculture Diversification Activity (AgDiv) has aimed to sustainably reduce poverty and hunger in Malawi by connecting smallholder farmers with extension workers and markets and reducing Malawi's economic reliance on tobacco. In 2018, AgDiv partnered with Meridian's Farm Services Unit (FSU) to strengthen agricultural extension services for farmers. To extend this network and reach more rural households, AgDiv provided 71 Buffalo Bicycles to extension workers who can now consistently reach 23,000 farmers for training on new technologies.



A GROWING WORLD OF SUPPORT

Our partners around the world continue to create innovative ways to give The Power of Bicycles to those who need it most. With a shared mission across the world, our global supporters are fueling our work in new and exciting ways.



CITIZENM

EXPANDING A MISSION TO MOBILIZE PEOPLE

In 2018, affordable luxury hotelier citizenM started their charity, citizenMovement, with a goal to shorten the distance between people and opportunities through the gift of mobility. A corporate partner that integrates World Bicycle Relief's mission into their own, citizenMovement engages staff and guests to make contributions through next-level events and activations. In 2019, citizenM raised more than £400k through:

- An invitation to hotel guests to forgo room cleanings and donate the value of those cleanings to WBR programs
- "Walk with me", an event inviting staff to walk to work for a first-hand perspective on mobility issues
- A 48-cyclist, 530km bike ride from Paris to Rotterdam funding 330 Buffalo Bicycles

Together, citizenMovement and World Bicycle Relief distributed 124 bicycles to students at a ceremony in Kafue, Zambia on World Bicycle Day (June 3, 2019). We look forward to further growing our partnership with citizenMovement in 2020 and beyond.

11 GRAN FONDO

RAISING FUNDS IN TORONTO

In 2019, we gathered with 120 supporters for our first annual 11 Gran Fondo in Toronto, Ontario to fund 3,000 bicycles for people in need. Riders chose between 40km and 80km road routes and a 60km gravel route for this exciting event, riding alongside special guests including cyclists Ryder Hesjedal and Ben Perry, SRAM CEO Ken Lousberg, and World Bicycle Relief Co-Founder, FK Day. We're thrilled about this new event in the Toronto area and are already planning to build on its impact in the years to come.



"I do many charity rides every year, but 11 Gran Fondo was especially unique. To start and finish from the Mattamy Cycling Centre in-field is truly special. And using my bike to raise funds for life-changing bikes for others is wonderfully satisfying. This intimate, very well-organised event was genuinely fun and friendly." – RUPERT DUCHESNE, LES DOMESTIQUES CYCLING CLUB



GHANA MONDELÉZ

INCORPORATING MOBILITY WITH GLOBAL CORPORATE SUSTAINABILITY

Since 2016, a collaboration between World Bicycle Relief, Cadbury/Mondeléz International, World Vision Ghana, and Mondeléz's Cocoa Life initiatives have promoted sustainability for all community members in Cadbury/Mondeléz's cocoa-growing regions of Ghana. Together, we've distributed more than 7,000 Buffalo Bicycles, trained 70 local mechanics, implemented our educational programming, and ensured the availability of spare parts and service for end-users. The partnership continues to be an incredible model for effective corporate investment in communities that produce essential raw materials.

"World Bicycle Relief is inspired by the commitment of Cadbury/Mondeléz on behalf of students in rural Ghana. The bicycles they've funded will have an immediate and positive impact on the educational outcomes of these vulnerable students." – DAVE NEISWANDER, WORLD BICYCLE RELIEF CEO

THE ROAD AHEAD

After 50 years of civil war, the country of Colombia is now building a new future - but significant challenges remain. Years of conflict have displaced children and families into rural areas with social and gender inequality. Only 17% of rural students attend secondary school, compared to almost 83%¹ of students who live in cities. And 12.6% of the rural population age 15 years and older are illiterate, versus only 5.2% nationally.² Similar gaps exist across health and livelihood outcomes.

Nearly nine million people in rural Colombia have insufficient infrastructure, underfunded public transportation options, and a lack of resources to purchase individual transportation. Walking is the primary mode of transportation and distance is a pervasive issue.

Since 2014, World Bicycle Relief has collaborated with local partners to establish the infrastructure for our Bicycles for Educational Empowerment Program (BEEP) in Colombia. An initial distribution of more than 10,000 bicycles has already had a significant impact, with students decreasing travel time to school by 45% and class absences by 31% with bicycles.³

With our first operations center now established in Barranquilla, we have a goal to distribute 20,000 more bicycles over the next three years through our philanthropic and social entrepreneurship programs. Together, with help from our partners and supporters, we look forward to the road ahead and contributing to Colombia's new, brighter future.

^{1,2} Dane.gov 2018

³ Postobon, Informe De Sostenibilidad 2018



20,000+
BUFFALO BICYCLES
IN COLOMBIA

2020-2022 GOAL



WORLD BICYCLE RELIEF ENVISIONS A WORLD WHERE DISTANCE IS NO LONGER A BARRIER TO INDEPENDENCE AND LIVELIHOOD.

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

For partnership opportunities, please
contact: partners@worldbicyclerelief.org



WORLD BICYCLE RELIEF®

© 2020 World Bicycle Relief. All rights reserved.

World Bicycle Relief
1000 W. Fulton Market, 4th Floor
Chicago, IL 60607
USA
T: 312-664-3836

contact@worldbicyclerelief.org
facebook.com/worldbicyclerelief
twitter.com/PowerOfBicycles
instagram.com/worldbicyclerelief

World Bicycle Relief, NFP is a 501c-3
organization (EIN) 20-5080679

WORLDBICYCLERELIEF.ORG

