

2020 MALAWI IMPACT REPORT



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.

DEAR FRIENDS

2020 has been a year like no other in modern times. In the midst of a global pandemic that has impacted billions of people, we have also witnessed political turbulence in Malawi. As I look back at a year of turmoil, World Bicycle Relief (WBR) Malawi has been able to grow from strength to strength because of our values. It is remarkable how much we have achieved, not only in terms of sales performance, but also in our steadfast dedication to helping communities through our programs.

Some highlights from the past year include:

- Despite the COVID-19 pandemic and the ongoing restrictions, Buffalo Bicycles continued to increase its footprint and brand recognition in Malawi through our programs and social enterprise. Not only were Buffalo Bicycles bought by organizations, but also increasingly by individuals. I was pleased to see our social enterprise sales grow by 2% in 2020.
- The opening of Buffalo Bicycles shops in Kasungu and Mzuzu further increased brand visibility and access to spare parts, and supported the implementation of our programs.
- WBR Malawi continued to work with the Ministry of Education, Science and Technology (MoEST) to implement our Bicycles for Educational Empowerment Program (BEEP). BEEP is operational in 36 community schools in the Zomba and Machinga districts.
- In response to the COVID-19 pandemic, WBR Malawi health program partners urgently required more bicycles for healthcare workers who are the first line of defense in rural communities. When schools closed due to the pandemic, we diverted 300 Buffalo Bicycles previously intended for education initiatives to COVID-19 specific health and awareness programs.

We are thankful for the achievements of 2020 and look forward to continuing this momentum in 2021. Even with the ongoing challenges, we aim to achieve much through teamwork. Our focus for 2021 is to continue laying the foundations of World Bicycle Relief's Mobilized Communities approach in the Kasungu District. Mobilized Communities is an integrated mobilization approach to demonstrate the interconnectedness of a community and how bicycles can contribute to its upliftment. We hope to learn from this pilot to scale up this new holistic approach to our transportation solutions.

As we look back on an unprecedented year, it's clear that our staff, donors, supporters and partners believe in the mission of our organization. We are grateful for your support in changing the lives of our communities and helping them thrive through the Power of Bicycles. We could not have achieved this much without you.

Specifically, we wish to thank the MoEST and our partners World Education Bantwana, Partners In Hope, Protelligent, and Sakaramenta, among others, as well as all our valued customers for their support in 2020. We also wish to thank our staff for their commitment and hard work throughout the year.



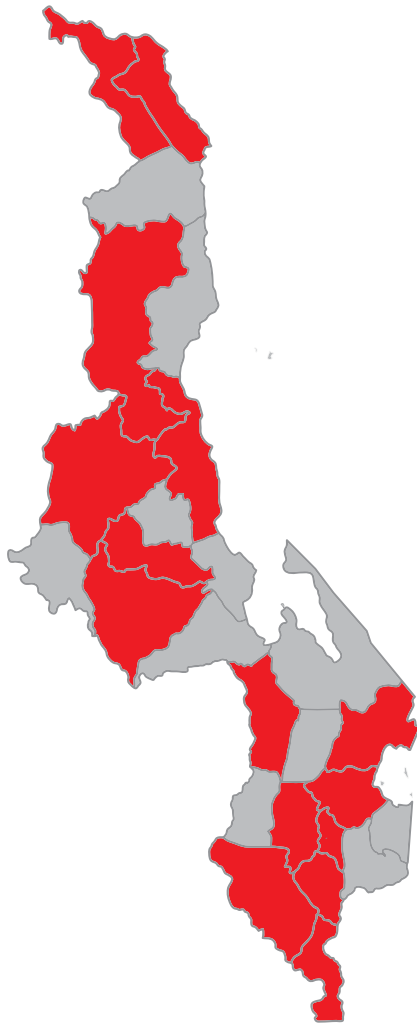
A handwritten signature in black ink that reads "Farayi Mtangadura".

Farayi Mtangadura
Country Director

WBR Malawi

OUR IMPACT IN MALAWI

WHERE WE WORKED IN 2020



| Program Sector | Type | Location | Partner | # of Bicycles |
|----------------------|-------------------|---------------------------------|---------------------------------|-------------------------|
| HEALTHCARE | PROGRAMS | Blantyre, Chiradzulu and Thyolo | mothers2mothers | 100 |
| | | Mzimba, Ntcheu and Phalombe | Save the Children | 100 |
| | | Thyolo | Norwegian Church Aid | 50 |
| | | Zomba and Machinga | One Community | 50 |
| | | TOTAL | | |
| EDUCATION | SOCIAL ENTERPRISE | Thyolo | Rotary International | 70 |
| ECONOMIC DEVELOPMENT | | Various | Partners in Hope | 369 |
| | | Blantyre | World Education | 2,500 |
| | | Dowa | Operation Smile | 100 |
| | | Lilongwe | Lilongwe Mechanical Development | 71 |
| | | Lilongwe, Mzuzu | Protelligent | 355 |
| | | Various | Sakarameta | 386 |
| | | Various | Various | 515 |
| | | AGRICULTURE | Lilongwe | Ministry of Agriculture |
| TOTAL | | | 4,386 | |

OUR GLOBAL IMPACT TO DATE



550,742

TOTAL BICYCLES
DISTRIBUTED



235,617

WBR PROGRAM
BICYCLES



315,125

SOCIAL ENTERPRISE
BICYCLES



2,511

MECHANICS
TRAINED

BICYCLE HELPS SUSTAIN FAMILY'S INCOME

While schools were closed in Malawi due to the COVID-19 pandemic, Elizabeth (17) helped her family with its small business of making and selling a traditional non-alcoholic sweet beer known as thobwa.

Elizabeth, a Form four (twelfth grade) student at Pirimiti Community Day Secondary School in Zomba District, received a Buffalo Bicycle as part of World Bicycle Relief's Bicycles for Educational Empowerment Program (BEEP) in October 2019. The bicycle helped her reduce her commute time to school by an hour each way.

Due to the economic effects of the pandemic, Elizabeth's parents needed her to assist them with income generation. In addition to the thobwa that they sell at the market, her parents are subsistence farmers who sell their produce surplus to support their family.

The Buffalo Bicycle helped the family earn additional income during the pandemic and it was the only means of transport readily available to take family members to various markets to sell their produce. They also use it to take maize to the grinding mill, for shopping, for visiting relatives and to get to healthcare facilities.

Elizabeth is looking forward to schools opening again and says that the bicycle makes her want to go to school. Her dream for the future is to study law at the University of Malawi.



"This Buffalo Bicycle is a traveling companion for me. I am with it when schools are in session or closed. It takes me to school for my studies and to the market for my business. Through it I am able to access my education and income for survival now and in the future. I will take special care of it so that it serves me better and longer,"— Elizabeth, 17



In 2020, we partnered with health organizations and distributed 300 Buffalo Bicycles in response to the COVID-19 pandemic

ADAPTING TO A GLOBAL PANDEMIC

The COVID-19 pandemic required immediate and thoughtful pivoting of World Bicycle Relief's programming, operations, and priorities. Besides the effects on the health of people around the world, the pandemic threatened livelihoods and pushed vulnerable communities to even greater levels of poverty.

THE RESTRICTIONS

As neighboring countries began entering into hard lockdowns, the Malawian government announced its intention to impose a three-week lockdown on 18 April 2020. This was blocked by the High Court due to limited means of social relief, the economic situation in the country, and the populations' reliance on the informal economy. To ensure that livelihoods were protected as much as possible, the government then created guidelines and restrictions, including the mandatory wearing of masks in public, social distancing of at least one meter, regular hand washing and the use of hand sanitizer, and self-isolation for anyone presenting with symptoms associated with COVID-19. Public gatherings were restricted, and borders and academic institutions, including schools, were closed to prevent transmission. There were also increases in transport fares due to new government directives on public transport.

OUR PROGRAMS

World Bicycle Relief partnered with a number of organizations in the health sector to ensure that communities had continued access to health services and that they were well informed about the dangers of COVID-19 and how to reduce the transmission and spread of the virus. We partnered with mothers2mothers Malawi, Save the Children International, Norwegian Church Aid and One Community.

OUR OPERATIONS

The safety of our staff and our communities is of the utmost importance to us. Where possible, our staff worked remotely while we endeavored to create an environment that was as safe as possible for our assembly and operations staff and shop managers. Our staff were trained on preventive measures to adhere to while at work, home and commuting to work, individual workstations were distanced, and staff were equipped with hand-washing basins, masks, and hand sanitizers. All of our assemblers and shop managers have bicycles and used them to travel to work.

We experienced longer production lead times due to the closure of borders, but our stock levels were not significantly affected and we were able to satisfy all 2020 orders and program commitments. Some sales revenue was lost due to restricted movement in the country, as well as economic issues created by the pandemic.



Buffalo Bicycles were used to inform communities about the dangers of COVID-19 and how to reduce the spread of the virus.

BICYCLE TRANSFORMS CHILD PROTECTION WORKER'S LIFE

Jalasi (40) has been a child protection worker in the Ntcheu District of central Malawi since 2013. Amid COVID-19, child protection issues like child marriage and abuse have been on the rise, demanding even more of his time.

The area that Jalasi covers includes 14 villages and over 400 households, requiring him to travel far distances to attend to cases. He often relied on bicycle taxis to take him where he needed to go. For a recent case, Jalasi had to travel 28 km (one way) to investigate three cases of child marriage. Unfortunately for Jalasi, he didn't have the financial resources to commission a taxi on that day and had to walk the 56 km roundtrip to perform his duties.

"So I started off at 6am and I was back home at 6pm. This had been a recurring experience. I had been spending a third of my earnings on mobility," says Jalasi.

Fourteen days after this brutal 56 km walk, a new dawn arose for Jalasi when he received a Buffalo Bicycle as part of World Bicycle Relief's COVID-19 response bicycles, distributed through Save the Children Malawi.

"Due to COVID-19, gatherings have been restricted, and we are counting more on door-to-door visits. The bicycle has greatly transformed my life. On a typical field day, I now visit between 15 and 30 households. Before I got the bicycle I could visit fewer than 10," says Jalasi.

"With the bicycle, my day doesn't start as early as it used to and I also return home in good time, usually by 3pm. I don't arrive as tired as I used to. I have time to support my kids' school work and I also have time for gardening," he says.

MOBILIZED COMMUNITIES

As part of our strategic plan, using 15 years of learnings and insights, World Bicycle Relief is evolving our programming from a solely sector-specific approach to a holistic multi-sector, multi-year model in defined geographies. The Mobilized Communities approach looks at the interconnectedness of the community and how bicycles can make a difference to individuals across the different sectors like education, health, livelihoods and conservation, and help improve the community as a whole.

To ensure that the program is sustainable and suited to each community's specific needs, Mobilized Communities starts with an assessment of the situation done with the community and an analysis of the potential impact of our programming. Each community contributes to the design of its own program, adapting and adjusting it as needed over the length of our multi-year partnership, with the goal of maximizing long-term impact.



The **Mobilized Communities** model supports long-term bicycle use through a sustainable bicycle ecosystem that includes community management of programming, access to bicycles and spare parts through our social enterprise retail shops, and trained Buffalo Bicycles field mechanics in the community.

MOBILITY NEEDS ASSESSMENT

In December 2020, the WBR Malawi team undertook a five-day mobility needs assessment in the Kasungu District. This included meeting with various stakeholders, including government sectoral heads and potential partners; focus group discussions with community representatives to get a better understanding of the needs of the community; and a community field visit.

COMMUNITY ORGANIZATIONS IN THE AREA:

- Local government departments (including health, education, agriculture), non-governmental organizations (NGOs), national parks, and registered cooperatives.



We believe improved access to transportation for individuals across all sectors will have a multiplier effect and result in increased and diversified household incomes, improved education and healthcare access, and greater empowerment.

ABOUT KAPELULA CHIDAOLA, WIMBE WARD, KASUNGU



8,000

APPROX. POPULATION*

Main sources of livelihoods: Crop farming: tobacco, soy, groundnuts and maize, livestock farming: poultry, goats and pigs, small-scale trading, casual labor (ganyu), and Village Savings and Loan Associations.

Main concerns in the community: High poverty rates, long distances to access essential services like healthcare and schools, high cost of transporting goods to market, recurring droughts and lack of water, population growth and the associated pressure on limited resources, instances of child labor, and deforestation and soil erosion.

TRANSPORTATION CHALLENGES

- Transportation is limited, infrequent and expensive.
- Besides walking, common forms of transportation include motorcycle taxis, bicycle taxis, motor vehicle taxis and ox carts.
- Households spend an average of \$35 to \$85 a month on transport if running a small-scale business.
- The average distance to school is 4 km to 7 km.
- The average distance to local markets is 5 km and the average distance to main district markets is 45 km.
- The average distance to health services is 8 km.
- The average distance to a water source is 3 km.



REACHING OUT TO THOSE IN NEED

At the end of 2019, we partnered with mothers2mothers (m2m), an international nonprofit organization dedicated to supporting community HIV treatment through peer-based psychosocial support. We provided 110 Buffalo Bicycles to their Expert Clients to assist them in reaching the clients that they support in the Zomba District of Malawi. Due to the COVID-19 pandemic, we contributed a further 100 Buffalo Bicycles to m2m for their programs in 2020.

The bicycles are playing a vital role in linking newly diagnosed HIV-positive clients to antiretroviral therapy through the education and guidance provided by m2m's Expert Clients. With the bicycles, the Expert Clients are able to actively follow up with clients who miss clinical and non-clinical appointments and ensure that they do not default on their treatment.

Despite the challenges with COVID-19, and m2m suspending some of their field operations for a short period, they reported the following improvements thanks to the Buffalo Bicycles:

- **Client tracing:** The bicycles helped increase client tracing and follow-up to 100%.
- **Cost savings:** The costs associated with tracing active cases (transport) have been reduced by 60%.
- **Time savings:** Due to this cost saving, Expert Client Coordinators have more time to dedicate to supporting the Expert Clients that they oversee, thus improving the program. In the past, this time was used to coordinate, collect and distribute funds to the Expert Clients for transport.



Loveness, m2m Expert Client

PATIENT TRACING MADE EASIER

Loveness (30) joined m2m as an Expert Client in 2018. A mother of five and the breadwinner of her family, Loveness is based at Mlambe Mission Hospital in the Blantyre District of Malawi.

As an Expert Client, Loveness visits the households of clients who have missed appointments or defaulted on their antiretroviral treatment, or who have a high viral load and have not received their results. She reminds them about their appointments and follows up on infants who are HIV-exposed and need to be tested. She also visits clients who have recently tested positive for HIV/AIDS and started their treatment journeys to provide psychosocial support.

"If I don't trace these clients, some of them could develop drug resistance due to lack of adherence, some would default from treatment, and children would not have their HIV test done in time which would delay treatment for those that are HIV positive," says Loveness.

To reach clients, Loveness travels between 6 km and 15 km. The distances between clients affect how many she is able to attend to in a day. Loveness received a bicycle as part of World Bicycle Relief's COVID-19 response. Before receiving the Buffalo Bicycle, she could only follow up with two to three households in a day and required money for transport.

"With the Buffalo Bicycle, I am now able to reach more clients. Now I can reach about six households in a day. More people in the community are now being provided with support and encouraged to adhere to treatment," she says.

"I am now able to reach clients with ease, including those who come from areas where there is no public transport. Furthermore, I don't need transport funds, I conduct household visits using the Buffalo Bicycle."

BICYCLES FOR FOOD SECURITY

Promoting Sustainable Partnerships for Empowered Resilience (PROSPER), a program implemented by the Food and Agriculture Organization (FAO), in collaboration with the Malawian government and other stakeholders, has signed an agreement to provide Buffalo Bicycles to more than 8,200 agricultural extension workers in rural areas of Malawi in 2021. This program is aimed at resilience building, including reducing extreme poverty in Malawi and breaking the recurrent cycle of food crises and need for humanitarian assistance. It also looks to combat the negative effects of climate change, land degradation and the over reliance on rain-fed agriculture in the country. The agricultural extension workers will use the bicycles to train farmers on technologies and practical solutions that are tailor-made for their locations.

BUFFALO BICYCLES



Buffalo Bicycles Ltd. is a for-profit subsidiary of World Bicycle Relief that sells bicycles to consumers and institutions across Africa and Colombia. Profits help fund our programs, providing bicycles for those who cannot afford to buy them, including rural students, farmers and volunteer health workers.

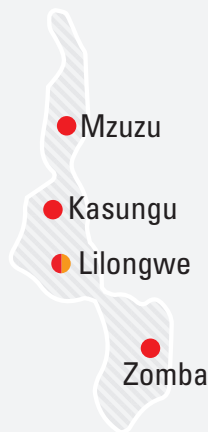
The Buffalo Bicycle, the result of over ten years of product development, is a new category of high-quality yet affordable bicycles created specifically to withstand rugged terrain and harsh climate conditions, based on the needs and preferences of the women, men, and children who ride it.



The Buffalo Bicycle is extremely durable, easy-to-maintain and longer-lasting than other models on the market. It is field-tested and assembled in the countries in which we work.

Our collaboration with industry leaders reflects a commitment to creating a stronger, simpler, and sustainable bicycle that can withstand harsh rural conditions

EXPANDING OUR REACH IN MALAWI



Through increased brand recognition and a growing consumer demand for our bicycles, we expanded our footprint in Malawi by opening two new Buffalo Bicycles retail outlets in 2020. These outlets help support a healthy “bicycle ecosystem” by providing high-quality Buffalo Bicycles, spare parts and after-sales servicing. This year we opened a shop in Mzuzu and piloted a container kiosk concept in Kasungu. We look forward to expanding our reach in the years to come to support sustainable mobility for all.



SHOP



WAREHOUSE/ASSEMBLY



BUFFALO BICYCLES
MALAWI

BUILT FOR BIG LOADS ON TOUGH ROADS
www.buffalobicycle.com

OFFICE/WAREHOUSE

Plot number 21/2/25,
Njewwa, Lilongwe

LILONGWE SHOP

Area 1, Bwaila Street,
Shop Number 5, (Next
to Simsoil Filling
Station), Lilongwe

ZOMBA SHOP

Blantyre-Zomba Road,
(Next to TNM Offices)
Zomba

MZUZU SHOP

Mtendere Building,
Mataifa Market,
Mzuzu

KASUNGU KIOSK

Mtendere Building,
(Next to My Bucks
Bank), Kasungu



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