

Dear Friends,

For so many around the world, 2021 was another year of unimaginable challenges. Illness, lockdown restrictions, school closures, and supply chain issues required tremendous resilience, ingenuity, and innovation.

Yet with these challenges, we witnessed profound hope. Community leaders, community-based organisations, governments, schools, farmers, supporters, and our incredible global team came together to mobilise people through the power of bicycles. Since our beginning in 2005, we have distributed more than 635,000 Buffalo Bicycles, increasing access to education, healthcare and livelihoods for communities challenged by distance. And we aren't stopping there. Our goal is to provide one million bicycles and empower five million people by 2025.

This report shares a few stories of our impact last year. Despite the many challenges of 2021, our global team and partners pulled together for a record-breaking year in distributing bicycles. As we prepare to scale even further, we embrace the tenets of continuous improvement to listen, learn and iterate based on input from the communities we serve.

Our commitments to programme innovation, evaluation, and product development continue to be our priorities. Implementing financial inclusion models so more women can access our bicycles; creating a robust dual-speed drivetrain to improve rider experience; and researching bicycle market systems and transportation needs are all examples of how we can better serve our communities and promote sustainability. Equally important is to share our learnings with the broader development community so we can ignite the conversation around rural mobility, convene experts, and begin to influence policies and strategies based upon impact data.

Thank you for helping us create a brighter future. I am humbled and proud of our partners and our global team's dedication, hard work and resilience to make such a profound positive impact.

With gratitude,



Dave Neiswander
Chief Executive Officer



RISING TO THE CHALLENGES POSED BY COVID-19

When the World Health Organization (WHO) declared the COVID-19 outbreak a pandemic in 2020, World Bicycle Relief shifted its efforts in response. In the early stages, new partnerships with health and livelihoods organisations promoted better support for communities coping with the changes and new challenges of everyday life. Women and girls were the hardest hit, elevating the urgency to mitigate the effects of the pandemic and put them in a stronger position to rebound. Lockdown restrictions, school closures, limited access to programme sites, supply chain issues, and shipping delays persisted through 2021, requiring ongoing flexibility while providing insights to inform future programming.

"My commute to work on my Buffalo Bicycle is 25 minutes. I leave home at 5.15 a.m. I call the bike my 'daily warrior' because it helps me get to work and it helps me move around on the farm, which is quite big. I also use the bike to go to the market, where I can load a heavy bag of corn on the carrier. The bicycle is very comfortable and it has benefited me a lot."—LUZ EMILISE ORTIZ LOZANO, SUPERVISOR: LA CONCHITA FLOWER PLANTATION, COVID-19 LIVELIHOODS RESPONSE PARTNERSHIP WITH PACT-VAMOS TEJIENDO IN BOGOTA



THE PANDEMIC'S IMPACT ON GIRLS' EDUCATION

Once schools reopened, the COVID-19 pandemic resulted in increased school dropouts and a decrease in school attendance among all students in our program countries. UNICEF¹ reports that school closures affected roughly 250 million students in sub-Saharan Africa alone. Worldwide, 31% of all students had no access to remote learning options, and 75% of those students live in rural areas. Girls have long faced greater cultural challenges to staying in school than their male classmates and bear the brunt of these disruptions.

A randomised controlled trial study by Innovations for Poverty Action (IPA) studied our Bicycles for Educational Empowerment Program (BEEP) between 2017 and 2018 and revealed that bicycle access improves the educational and empowerment outcomes of girls in rural Zambia. Follow-up studies in 2019 and 2020 revealed that bicycles continued to keep girls in school despite the effects of the pandemic and subsequent school closures.

In 2021, we partnered with Munich Technical University to conduct a final follow-up on this student cohort. The key research objectives will assess long-term bicycle ownership, status, and use among recipients to understand how bicycles influence students' sense of empowerment. This new research will investigate the pandemic's impact on child marriage, sexual and reproductive health, and domestic violence in Zambia and examine how cultural and contextual differences shaped the impact of the pandemic on the above gender equality outcomes.



https://www.unicef.org/esa/press-releases/covid-19-catastrophe-for-children-in-sub-saharan-africa

 $^{^2}$ 2019-2020 follow up data from the Wheels of Change Randomized Controlled Trial (RCT) cohort in Zambia



COMMUNITIES ON THE MOVE

An evolution of our work since 2005, the Mobilised Communities model drives sustainable bicycle use through community-led programming to improve rural access to health, education, conservation, and livelihoods. In partnership with communities, non-governmental organisations (NGOs), governments and the private sector, targeted regions benefit from an infusion of quality bicycles, programming and mechanic training.

With widespread access to reliable transportation, individuals within these communities can begin to lift themselves out of poverty by increasing productivity, income and access to education and healthcare. Women and girls, in particular, whose empowerment is essential for community wellbeing, are prioritised under the Mobilised Communities model.





"The coming of the bicycle is a great relief for me and my

work. It means I will be able to support my family and, for

the community, it means more boreholes will be functional."

"Having a bicycle now is a huge motivation, and I can meet more

people in a day. With this bicycle, I will make sure women in my

community are not left out."

EVOLVING MOBILISED COMMUNITIES

With established Mobilised Communities pilots in Colombia, Kenya, Malawi, and Zambia, we plan to deepen our commitment and expand to a second programme site in each of these countries to join the two sites in Zimbabwe. Expansions will include improvements informed by impact data and strengthened partnerships with communities, local organisations and institutions. We are working with these communities to help them achieve the United Nations' Sustainable Development Goals (SDGs), many of which depend on expanding rural access to education, healthcare and economic opportunity.

With Mobilised Communities, we aim to increase bicycle usage and expand support of bicycle ecosystems through programming, mechanics training, and a ready supply of quality bicycles and spare parts through Buffalo Bicycle retail shops.





Through funding from our partners Cartier Philanthropy and Puma Energy Foundation, we have expanded our Mobilised Communities programme in the Mumbwa district of Zambia. These commitments will help communities in Mumbwa, with a particular focus on women and girls, gain increased access to critical services and opportunities.

MEET LOCADIA

Locadia Mpofu (37) is a passionate advocate for women and children, working as a childcare volunteer (with duties similar to a social worker) and a facilitator in a number of women's savings groups in Kachechete ward in Hwange rural district of Zimbabwe.

When Locadia received her Buffalo Bicycle in 2020, she had never ridden a bicycle. Within months, with the support of Greenline Africa, our partner on the ground, and the local Buffalo Bicycle mechanic, Locadia learned to ride with confidence and opened up a whole new world for herself.

"I developed an interest in learning more about bicycles, and I requested that the team from World Bicycle Relief and Greenline Africa also consider me for the Buffalo Bicycles mechanics training."

Locadia completed the six-day mechanics training course in Victoria Falls as one of the top performers. After receiving her certification, she shadowed one of the longest-standing Buffalo Bicycles mechanics in the Hwange area, Mr. Mlilo, to hone her newly acquired skills.

SCALING OUR INFLUENCE

ACCELERATING OUR IMPACT

In the past 16 years of World Bicycle Relief's programming and Buffalo Bicycle distribution, more than 3.5 million* women, men, and children in rural communities have gained better access to education, healthcare, marketplaces, and economic opportunity.

In line with our 2021-25 Strategic Plan to reach a cumulative total of one million bicycles and empower five million people, World Bicycle Relief advocates for a global transformation in rural transportation. Key to our vision: Fostering a sustainable bicycle ecosystem, deepening collaboration with partners, and publicising our data and learnings about rural mobility.



BUILDING TECHNOLOGICAL SOLUTIONS

Mobility is an often overlooked aspect of investing in rural development. With funding support from Tech4Dev, we are partnering with Swiss university EPFL and Flying Labs Nepal to build a Participatory Geographic Information System (PGIS) toolkit to evaluate the accessibility, utilisation, and sustainability of mobility options in rural communities. Once built and field-tested, we will share the data, learnings, and open-source tools with governments and the international development sector to help them assess and integrate mobility needs into development planning.



SERVING AS TECHNICAL ADVISORS

Accelerating our impact includes serving as technical advisors for communities and development organisations responding to rural access challenges. As technical advisors, we help organisations build mobility into their programmes and advise on how to best structure and manage community-led programmes. In 2021, we provided 1,337 Buffalo Bicycles, remote-based programmatic training, and mechanics videos to the United States Agency for International Development (USAID)-funded Efficiencies for Clinical HIV Outcomes (ECHO) programme in Mozambique to improve efficiency of health workers to reach rural clients. The tools and resources developed for ECHO are now being deployed in a new technical advisory engagement in Kenya, with Compassion International.





ASSESSING BARRIERS TO ACCESS

USAID announced two awards totaling \$3.5 million for the Bicycles for Growth Initiative. Coordinated by J.E. Austin Associates and World Bicycle Relief with USAID support, the Bicycles for Growth initiative aims to increase mobility in rural areas by improving sustainable access to affordable bicycles for individuals in sub-Saharan Africa who cannot afford or do not have access to other transportation. The awards will support research on the supply, demand, and supporting systems for access to bicycles in Ghana, Malawi, Rwanda, Uganda, and Zambia. Based on the results of the assessment phase, the teams will implement pilot projects with the goal of reducing barriers to increased supply and uptake of low-cost, durable, and fit-for-purpose bicycles.



COLLABORATING WITH GOVERNMENTS

From our programming to our social enterprise and beyond, we seek opportunities to foster a culture of cycling and promote bicycles as an accessible, affordable, healthful, eco-friendly, and sustainable means of transport. In 2021, we worked with government agencies to promote bicycle usage, including Car-Free Days in Lusaka, Zambia, and Kisumu, Kenya. Cyclists, pedestrians, and parades took over city streets in a reimagination of the role of public spaces. In Kisumu, Car-Free Days are part of the Non-Motorised Transport (NMT) policy, which envisions a liveable city through sustainable urban mobility.

EXPANDING OUR PARTNERSHIPS IN OUR PROGRAMME COUNTRIES

Social enterprise partnerships foster scalable growth to reach more people in need of reliable transportation. In 2021, bicycle sales to other organisations expanded and accelerated the impact of mobility in their own programmes and initiatives. We continue to grow our partnerships with organisations like the Food and Agricultural Organization of the United Nations (FAO), to which we supplied 9,305 Buffalo Bicycles in 2021 that were distributed to agricultural extension workers in Malawi. These agricultural extension workers provide vital information to farmers on climate change mitigation, and how to improve yields through crop diversification and agricultural technologies. With a bicycle, they gain greater reach and influence.

*The median household size is 5+ in the rural areas where World Bicycle Relief operates. Research shows the cross-utility and multi-users of bicycles in a household. This is the basis of estimating a 5x multiplier impact for each bicycle distributed.

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YOUR IMPACT UP CLOSE

Despite the complex challenges of the enduring COVID-19 pandemic, we distributed a record-breaking 84,736 Buffalo Bicycles in 2021, helping to create widespread impact. Together, we are contributing to long-lasting, sustainable change through community-led and community-managed bicycle programmes.

2021 IN NUMBERS



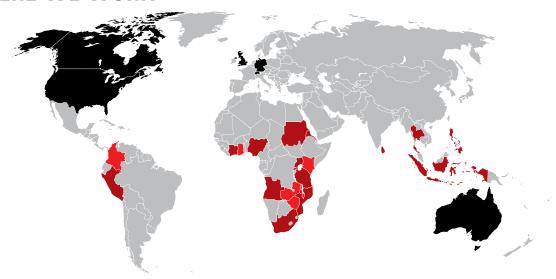
84,736

BUFFALO BICYCLES
DISTRIBUTED





WHERE WE WORK



PROGRAMME LOCATIONS (2021)
Colombia, Kenya, Malawi,
Mozambique, Zambia, Zimbabwe

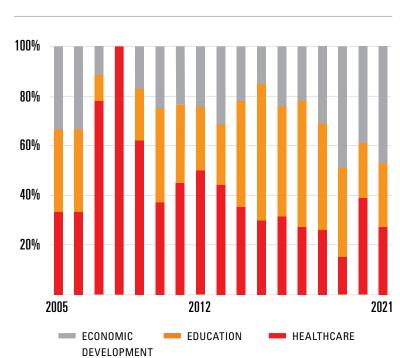
PROGRAMME LOCATIONS (2005-2020)

Angola, Eritrea, Ghana, Indonesia,
Ivory Coast, Nigeria, Peru, Philippines,
Rwanda, South Africa, Sri Lanka,
Sudan, Tanzania, Thailand, Uganda

FUNDRAISING OFFICES (2021) Australia, Canada, Colombia, Germany, Switzerland, UK, US

CROSS-CUTTING IMPACT

BICYCLES BY SECTOR 2005-2021



IMPACT TO DATE



635,478
BICYCLES DISTRIBUTED



3,177,390 PEOPLE EMPOWERED*



260,262 PROGRAMME BICYCLES



375,216 SOCIAL ENTERPRISE



2,680 MECHANICS TRAINED



50 SHOPS

^{*}A 5x impact multiplier is based upon the median household size of 5+ in the rural communities where World Bicycle Relief operates.















COUNTRY SNAPSHOTS

COLOMBIA

Year

Areas

in 2021

Programme

Programme

Social Enterprise

Total Bicycles

Distributed

Mechanics

Shops Opened

Trained

Bicycles

Bicycles

Partners

in 2021



Córdoba (Mid-Sinu), La Guajira, Atlantico

Postobon Foundation; Colombian Office for the High Commissioner for Peace; PACT; PLAN; National Ministry for Education of Colombia; Departmental Government of Córdoba; Departmental Government of La Guajira



Programme Siaya, Kakamega, Areas Kisumu in 2021

2010

of Labor and Social

Protection: Siaya

Ministry of Education, Programme **Partners** Science and Technology: Kakamega, Kisumu and in 2021 Siaya; Department of Health: Siaya; Ministry

TOTAL **TOTAL** 2021 TO DATE TO DATE 2021 Programme 5,157 15,047* 4,200 29,915 **Bicycles** Social Enterprise 2,335 5,168* 1,340 29,555 **Bicycles Total Bicycles** 7,492 20,125* 5,540 59,470 Distributed Mechanics 32 15 249 Trained 4 Shops Opened





ZAMBIA



ZIMBABWE



Year Established	2017	Year Established	2007	Year Established	2010	
Programme Areas in 2021	as Lilongwe		Mumbwa, Kalomo, Monze, Mazabuka	Programme Areas in 2021	Hwange, Chiredzi	
Programme Partners in 2021	Plan International; K2TASO; Soliaridad; Kasungu District Commission; South East Education Division (SEED); Central West Education Division (CWED)	Programme Partners in 2021	Ministry of Education; Ministry of Health, Ministry of Agriculture; Ministry of Tourism and Arts; Department of National Parks and Wildlife; Ministry of Fisheries and Livestock; Ministry of Community Development and Social Services; Department of	Programme Partners in 2021	Chiredzi Rural District Council; Greenline Africa; African Parks; and Save Valley Conservancy	

			_	- Community Development					_
	2021	TOTAL TO DATE	_	2021	TOTAL TO DATE		2021	TOTAL TO DATE	
Programme Bicycles	5,640	11,880	Programme Bicycles	3,231	87,037	Programme Bicycles	5,040	54,237	
Social Enterprise Bicycles	15,001	38,769	Social Enterprise Bicycles	19,503	160,161	Social Enterprise Bicycles	19,313	107.498	
Total Bicycles Distributed	20,641	50,649	Total Bicycles Distributed	22,734	247,198	Total Bicycles Distributed	24,353	161,735	
Mechanics Trained	35	107	Mechanics Trained	29	1,221	Mechanics Trained	43	869	_
Shops Opened	5	9	Shops Opened	8	24	Shops Opened	1	11	
									-

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^{*} We had a presence in Colombia through partners prior to opening our office in 2020

POWERED BY OUR COMMUNITY

Around the world, donors, supporters and volunteers of all ages have joined our movement to empower communities, raising funds and increasing awareness of the need for mobility in rural regions. We thank this amazing community of supporters and welcome all newcomers who would like to join us in transforming rural transportation.

Our gender-focused programming aims to ensure that women and girls make up at least 70% of the individuals we support through bicycles and programming. We honored these riders – and raised funds to further mobilise more women and girls - during our mid-year campaign, Women on Wheels, which culminated in our annual Pedal to Empower event.



Existing gender disparities deepened during the pandemic. On two wheels, women and girls have the opportunity to build back a stronger future. Highlighting the power of some of our powerful female programme participants and mechanics in our campaign inspired supporters to help more women and girls gain the mobility they need to access school, work, and healthcare as their communities reopen and rebuild.



A total of 920 supporters from 33 countries joined Pedal to Empower for World Bicycle Day (June 3rd) to celebrate the vital role bicycles play in accessing education, healthcare, and sustainable development. For this annual event, participants chose their own challenges and distance to collectively show their support for women and girls around the world. The Pedal to Empower community together raised \$450K in June.

920 PARTICIPANTS

33 COUNTRIES

JOIN THE GLOBAL MOVEMENT AT PEDALTOEMPOWER.COM

PARTNERING FOR GREATER IMPACT

We are inspired and grateful for the generosity of all the individuals, families, corporate partners, foundations and institutions who have supported World Bicycle Relief through the years. Each contribution – no matter how big or small – has helped empower individuals and communities to tackle the challenges of distance. Thanks to several outstanding partnerships in 2021, World Bicycle Relief's mission gained the attention of new audiences around the world.

LACHLAN MORTON'S ALT TOUR WITH RAPHA AND EDUCATION FIRST

A collaboration between The Rapha Foundation, Education First (EF), and Australian professional road racing cyclist and mountain biker Lachlan Morton resulted in the first ever "Alt Tour." This challenge was inspired by the inaugural Tour de France of 1903. Morton recreated this event by riding every stage and every transfer of the Tour de France on his own, covering a distance of 5,500km and climbing over 65,000 meters in just 18 days. With a strong finish, Morton beat the peloton to Paris by four days.

To make every kilometer count, Rapha and EF contributed to World Bicycle Relief, encouraging "dot watchers" around the world to do the same, raising over £585,000 (and counting).

Rapha looks forward to continuing its impact and has committed to a three-year partnership to help mobilise communities in Malawi.

£585,000 CONTRIBUTED

5,500 KM RIDDEN



TREK BICYCLE'S BIKE OF THE YEAR

Trek Bicycle, one of our first corporate partners, named World Bicycle Relief's Buffalo Bicycle its "Bike of the Year," – an honour typically reserved for one of their own bikes. Trek launched a holiday campaign in 26 countries and 11 languages with a goal to raise \$1 million. With Trek committing to match the first \$500K in donations, the campaign ultimately raised more than \$1.8 million from staff, dealers, customers and supporters across the globe. This has been World Bicycle Relief's largest-ever partner activation.





"At Trek we believe the bicycle is a simple solution to a lot of the world's problems, and we believe those to whom much is given, much is required. By providing a Buffalo Bicycle to a schoolgirl, farmer, or tradesman, you immediately positively impact a life—actually, several lives—in immeasurable ways. We are proud to support this important work."—JOHN BURKE, PRESIDENT OF TREK BICYCLE CORPORATION.



"Trek has been integral to the success of World Bicycle Relief since the beginning. Many people do not know that Trek helped us design the Buffalo Bicycle in its Wisconsin facility. While Trek and the Burke family have taken a leadership role since our inception, in 2021 they activated their global community, producing unprecedented results. I cannot overstate the significant impact the Trek campaign will make in our work going forward."

— FK DAY. CO-FOUNDER OF WORLD BICYCLE RELIEF

KEY TO SUCCESS

We believe that growing our partnerships is the key to mobilising more individuals, families and communities. We're always excited to find new ways to collaborate. If you or your organisation are interested in exploring partnership opportunities with World Bicycle Relief, please contact us at adufosee@worldbicyclerelief.org.

MOVING PEOPLE FORWARD: THE BUFFALO BICYCLE

Designed to be stronger, simpler, and more sustainable than other bikes, the Buffalo Bicycle serves the needs of rural people who travel long distances over rugged terrain with heavy cargo. As our programmes grew, so did demand for the Buffalo Bicycle. Today, our social enterprise model includes an expanding network of shops to supply spare parts, bicycles, and mechanics' services into a growing bicycle ecosystem.

The power of the Buffalo Bicycle isn't in just the object itself. Coupled with the rider, it is a fierce force for change. We intentionally designed the Buffalo Bicycle to survive in harsh terrain and carry heavy loads with minimal maintenance. Some unique features: a rugged and unconventional frame geometry; a strong "coaster" (back-pedaling) brake that requires no cables; a robust stand; and a rear carrier with a 100kg capacity. The design of our bicycle is dynamic and constantly evolving. With input from bicycle owners and communities, we continuously refine our Buffalo Bicycle to be more affordable, functional, long-lasting, and simple to maintain.



We built a better bicycle so that rural individuals and families can build better lives.

BUFFALO BICYCLE RETAIL SHOPS



Year-over-year growth in Buffalo Bicycle shops reflects increased demand and brand recognition.



40[%] **↑** TOTAL SALES



46%
BICYCLE SALES



34[%]
SPARE PARTS SALES



50 SHOPS/OUTLETS



5WAREHOUSE/ASSEMBLIES



THE ROAD AHEAD

More than one billion people have moved beyond poverty over the last 25 years, and progress has been unequal. Many people living in rural communities are often left behind without access to critical services that can help end the cycle of poverty. Women and girls remain the majority of the one billion rural people still living in poverty without access to reliable transportation.

We envision a world where partners come together – the private sector, governments, non-governmental organisations (NGOs), communities, and funders need to work together to build inclusive systems, programmes, and policies that connect rural residents with the opportunities they need.

Sustainable mobility solutions are essential to achieving the the United Nations' Sustainable Development Goals (SDGs), and World Bicycle Relief is uniquely positioned to advocate for rural mobility and access. We pledge to build the evidence base and advocacy case to fuel a global conversation about mobility that will inspire and equip others to address the injustice of rural exclusion through community-driven, gender-intentional programming. We hope you join us.



"When I am on the bike, I feel happy,
I feel free! I just can't believe that I
have my own transport. I am so grateful
because I will be able to go to school
faster. My family uses the bicycle to
collect water up to two times a day. Now
it is much hotter, so we go for more water
and the bicycle really helps to transport
the heavy containers. No more heavy
loads on our shoulders!" – DAYANA (16),
STUDENT, LA GUAJIRA, COLOMBIA



"The bicycles are important to our organisation as they help to ease the movement of the community health workers in COVID-19 information dissemination. Most of the people who are impacted are from remote areas and have little or no access to current affairs. Equipping community health workers to provide accurate information is essential." – MARTHALUNGU, EXECUTIVE DIRECTOR OF ROTARIAN MALARIA PARTNERS, ZAMBIA



"The bicycle has greatly transformed my life. Gatherings have been restricted, and we are counting more on door-to-door visits. I now visit between 15 and 30 households. Before the bicycle, I could visit less than 10. My day doesn't start as early as it used to and I return home at a good time. I have time to support my kids' school work and I also tend to my vegetable garden."—JALASI MDALA, CHILD PROTECTION WORKER, NTCHEU, MALAWI



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 working with communities to help achieve the United Nations' Sustainable Development Goals to end poverty, protect the planet, and ensure prosperity for all by 2030.

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



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