

2022 IMPACT REPORT



Dear Friends,

With the support of our donors and partners, World Bicycle Relief’s momentum continued to grow in 2022. **Together, we:**

- **Surpassed more than 700,000 bicycles distributed since our inception;**
- **Distributed over 76,000 life-changing bicycles through our programmes and social enterprise sales;**
- **Opened 22 Buffalo Bicycle retail shops (with a total of 72 at year-end);**
- **Enjoyed record-high sales for consumer bicycles and spare parts;**
- **Laid the groundwork for Uganda’s country expansion;**
- **Conducted bicycle market systems assessments in five African countries, funded by USAID’s Bicycles for Growth grant; and**
- **Expanded our board membership globally**

The lives of individuals, families, and communities profoundly improved by the Power of Bicycles are our ongoing inspiration and motivation. Each bicycle holds a story of impact – the freedom, power, and joy to overcome distance and time to achieve an education, care for a sick loved one, and improve a household’s resilience.

World Bicycle Relief’s holistic approach combines world-class product development, measured community-led mobility programmes, and a growing social enterprise. As a learning organisation, we embrace innovation and data-informed continuous improvement.

For us, it’s all about sustainable impact – how a Buffalo Bicycle continues to be a productive tool for 3, 5, and 10 years. An ecosystem of support is created with 3,000 trained mechanics and a growing retail shop network for spare parts and bicycle availability.

And our journey is just beginning ... 2023 anticipates innovations for a new multi-gear drivetrain product launch, expansion into Uganda, partnerships to improve consumer access through financial inclusion, and coverage on the world stage as the global charity partner for the 2023 UCI Cycling World Championships in Scotland.

With you, our mission is to mobilise communities in rural regions worldwide so they can thrive with life-changing bicycles. We could not do this without your support and partnership, and we are truly grateful.



A handwritten signature in black ink.

Dave Neiswander
Chief Executive Officer



“Before the bicycle programme, our school operations were affected by an array of challenges relating to the distances that students have to travel to get to school, including absenteeism and coming to school late. Some of our students live about 7 km from the school, and they had to walk a total of 14 km to and from school each day. With the Buffalo Bicycles, we have seen the pass rate improve greatly as students get to school on time, don’t miss as many classes, and have time to do homework. School enrollment has also increased significantly – this shows that there were children who would have lost out on learning due to the long distances.”

– MR NYATI, DEPUTY HEAD TEACHER, HWANGE, ZIMBABWE

GAINING SPEED: 1M BICYCLES FOR 5M PEOPLE BY 2025

World Bicycle Relief's goal of providing **1 million** Buffalo Bicycles worldwide to empower **5 million** people by **2025** is well within reach. In 2022, we put more than 76,000 additional bicycles in the hands of people working to change their lives—bringing our lifetime distribution to over 700,000 bicycles! We also introduced our Mobilised Communities programmes to four new communities and added 22 new retail shops to our bicycle ecosystem.

Our bicycles have a multiplier effect. As many as five people can experience the positive impact from just one Buffalo Bicycle. This is a game-changer for people living in rural areas who lack reliable transportation, putting critical services and opportunities out of reach. Through our Mobilised Communities programmes, individuals from various sectors, backgrounds, and age groups mobilised with life-changing bicycles can unlock their potential with access to health, education and livelihoods, and help create a brighter future for their entire community.

World Bicycle Relief has built incredible momentum with our communities and partners, and we're not slowing down anytime soon.



“
The bicycles have been a force for good. They are integral to addressing education, health, agriculture, economic development, and well-being in my community.” — RITA, HEAD TEACHER AND COMMUNITY LEADER IN LA GUAJIRA, COLOMBIA



“
For us, the bicycle is our main form of transportation. It's also our inspiration to keep going.”



SEE ASURINA & ANGELA'S STORY

SISTER STRENGTH: MEET ASURINA & ANGELA

In 2019, sisters Asurina, 16, and Angela, 17, returned to Colombia with their parents, fleeing dire circumstances in Venezuela. Upon returning, they started a family sewing business to make ends meet. As the business started to grow, their mother suddenly lost her eyesight. Their father stepped in and learned how to sew and lead the family business. The family overcame the impact of their mother's vision loss only to tragically lose their father and grandfather to COVID-19 in 2021.

Prior to his death, Asirina and Angela's father had witnessed them receiving Buffalo Bicycles—and he felt incredibly proud and hopeful for a brighter future. The sisters

understood the importance of staying in school, and they promised their father that no matter what, they would continue their studies. On two wheels, their journey to school decreased from 1.5 hours to under 40 minutes, helping them keep that promise.

Today, Asurina and Angela continue to sew goods—including mochilas (traditional Wayuu handbags), hammocks, and bracelets for their family's business—propelled by their bicycles and their dreams of building a better life.

RIDING OUT GLOBAL CHALLENGES

Across the globe, increases in the cost of food, oil, fuel, and fertiliser are being driven by the Russia-Ukraine conflict. All while most countries have yet to recover from the impacts of COVID-19. Devaluation of currencies, compounded by inflation, also increased the cost of living worldwide. Add to this the impact of extreme weather events, such as droughts and floods, on already-challenged rural communities, making overall conditions for survival even more challenging.

In 2022, World Bicycle Relief put additional focus on the livelihoods sector, partnering with community-based development programmes to help people mitigate these global problems. Buffalo Bicycles give farmers and small business owners easier access to lucrative markets, and others vital access to health and conservation services, and schools. With a bicycle, farmers can increase delivery rates by 25% and earnings by 23%, while reducing travel time by 45%.



“
My community depends on fresh deliveries each day. One trip with my bicycle can feed around 480 people.”
JACKTON, BREAD SUPPLIER, KENYA



SEE JACKTON'S STORY



41%
WITH A BICYCLE,
WYNESS INCREASED
HER INCOME BY 41%

BOOSTING BUSINESS WITH HER BICYCLE

Wyness lives in the Kasungu district of Malawi. She has a plot of land 10km from her home, where she grows vegetables to sell at the local market. When her harvest is poor, Wyness sources extra vegetables from local small-scale farmers in her community.

In 2021, Wyness received a Buffalo Bicycle through the Mobilised Communities programme. With her bicycle, her commute takes only 40 minutes each way instead of 2 hours on foot. The bicycle can carry a heavy load, which means she can transport more vegetables to sell. This has helped her nearly double her weekly income—an increase of 41%. The better her business does, the more she is able to order from other farmers, which improves their incomes too.

“
I always wanted to have [a bicycle] and it was just out of reach. I am so grateful. It's such a great asset in my household, which is not only changing my life but that of my family and my community.”

MOBILISING MORE COMMUNITIES

In 2022, we further expanded our footprint, setting up four additional Mobilised Communities programmes —across Zimbabwe, Zambia, Malawi, Kenya, and Colombia—has been co-designed with members of that specific community and adapted to meet their needs. Once sites are selected, the programmes are implemented, managed, and monitored by the communities. The resulting data and information allows us to learn, adapt, and evolve the programme model to improve future programmes.

The Mobilised Communities model prioritises supporting women and girls, aiming for 70% of distributions to that demographic because global evidence shows better access to healthcare, education, and incomes for women and girls benefit entire families and communities.

Our programming directly contributes to achieving nine of the United Nations’ 17 Sustainable Development Goals (SDGs) that aim to end poverty, protect the planet, and ensure prosperity for all by 2030.



PEDALLING FOR PATIENT CARE

Withy is a Community Healthcare Worker in Siaya County, Kenya, who received a Buffalo Bicycle as part of the Mobilised Communities programme in 2021.

On two wheels, essential caregivers like Withy can visit up to 88% more patients to provide preventative care, deliver vaccines, support maternal and infant needs, and share life-saving information.



“
With the bicycle,
I am able to talk to
many more people and
plan more frequent
patient visits.”



EXPANDING TO THE PEARL OF AFRICA

In 2023, our operations in East Africa will expand to include Uganda. We have already begun to set up the infrastructure needed for programming and Buffalo Bicycle social enterprise opportunities in the country, including a bicycle assembly facility, warehouse, staffing, and more. Uganda already has a strong cycling culture, and this access to programming and Buffalo Bicycles will help those in rural communities in Uganda access markets, healthcare, schools, and opportunities.

ZF hilt e.V. funded a large portion of our pilot of Mobilised Communities in Hwange, Zimbabwe. As we reach the three-year mark, ZF hilt e.V. has committed to keep helping us grow the programmes in the region.

HIGHLIGHTS FROM THE PILOT

39% WITH A BICYCLE, TRAVEL TIME
TO SCHOOL REDUCED BY 39%

49% WITH A BICYCLE, TRAVEL TIME
TO A HEALTHCARE FACILITY
REDUCED BY 49%

35% WITH A BICYCLE, SERVICES
PROVIDED BY COMMUNITY
VOLUNTEERS INCREASED BY 35%

Results of a one-year assessment of the pilot



LEVERAGING OUR INFLUENCE

With limited data available about bicycles as a tool to improve rural access, bicycles are often overlooked as a transportation solution. In addition to our core bicycle programmes that create pathways to mobility for people in rural areas, World Bicycle Relief is committed to helping increase evidence and awareness in what is still very much an under-researched area.

Developers and policymakers repeatedly fail to systematically evaluate access to transportation when designing rural projects. World Bicycle Relief is committed to identifying partnerships to build awareness and strengthen the case for rural mobility, and strengthen government and funder willingness to act: to increase investment in and integration of rural mobility into policies, programmes and budgets.



BUILDING TECHNICAL KNOWLEDGE

We partnered with Nepal Flying Labs, through the EPFL Tech4Dev grant, to build a Participatory Geographic Information System (PGIS) toolkit to evaluate transportation needs in Kenya, Malawi, and Zambia. The toolkit engages communities to collect geodata that is then displayed on a digital map to plan routes, calculate distances, and evaluate the suitability of bicycles for those areas. Ultimately, the toolkit will inform local transport planning, but it can also be publically shared thanks to its integration with OpenStreetMap (OSM), a free global platform creating digital maps in rural areas using crowdsourcing data. The ultimate goal is to develop and share an open-source app for use by development planners and communities.



PUTTING BICYCLE MOBILITY ON THE MAP

In 2022, World Bicycle Relief continued to work with partners to highlight the global need for access to transportation and benefits of bicycle mobility. In June, we presented at the *Regional Africa Forum for Action – Inclusive and Active Mobility in a Changing Climate* hosted by *United Nations Environment Program (UNEP)* in Kigali, Rwanda, co-hosting a session on the impact of investing in rural mobility. We collaborated with Bridges to Prosperity and Transaid in the Africa Network for Walking & Cycling (ANWAC) rural mobility working group to strengthen advocacy for rural transportation. The UN Habitat/UNEP published a report in 2022, *Walking and Cycling in Africa – Evidence and Good Practice to Inspire Action*, that featured the results of our Wheels of Change randomised control trial in Zambia, which looked at the impact of bicycles on girls' education.



LEARNING MORE: BICYCLES FOR GROWTH

The Bicycles for Growth programme marked a second year of partnership between World Bicycle Relief and J.E. Austin Associates. The project, funded by the United States Agency for International Development (USAID), aims to strengthen bicycle market systems (supply, demand, access) through research and approaches to address barriers to fit-for-purpose bicycles in Ghana, Malawi, Rwanda, Uganda, and Zambia. In 2022, the project team worked with local research partners and key stakeholders in-country to understand barriers to accessing bicycles. We captured responses from 1,170 quantitative surveys, 329 key informant interviews and 41 focus group discussions with people using bicycles to earn income. From these findings, our teams will design and implement pilot bicycle programmes with participants in two of these countries to help increase access to bicycles and promote inclusive economic growth.



PRIORITISING LOCAL PARTNERSHIPS

Our collective efforts are making a difference—improving bicycle culture, access to bicycles, and building partnerships to promote bicycle mobility in the countries where we work. This year, in Zambia, we successfully advocated for a reduction in bicycle import duties. In Zimbabwe, we signed an agreement with USAID to promote ways bicycles can address rural exclusion and inequality. In Malawi, we collaborated with Last Mile Health supporting the Ministry of Health to strengthen healthcare in rural communities. In Kenya, we furthered our engagement with car-free days in partnership with the city of Kisumu, the Institute for Transport Development Policy and others. And in Colombia, we partnered with the education departments and mayors of 62 towns in Antioquia to train government officials on implementing elements of our programmes to sustain bicycles for student transportation.

* 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.



GROWING LEGISLATIVE SUPPORT IN THE US

In the fall of 2022, US Congressman Earl Blumenauer, founder and co-chair of the Congressional Bike Caucus, introduced the Bicycles for Rural African Transport Act in the House of Representatives after working with World Bicycle Relief to design the bill. Senator Dick Durbin of Illinois then introduced this bill in the Senate. Rep. Blumenauer and Sen. Durbin have been strong advocates for investing in sustainable bicycles to help rural communities increase their access to critical services and opportunities, particularly for women and girls. The bill calls for the creation of a mobility programme within USAID's Office of Gender Equality and Women's Empowerment to expand rural access to healthcare, education, livelihoods, and other services.



ACCELERATING IMPACT

We know that bicycles are changing lives all around the globe. We also know there is still so much more work to do when we consider the scope and scale of needs in rural communities. To continue to scale our impact, we look to our social enterprise partnerships to help us address the enormous demand for transportation. World Bicycle Relief's partners use Buffalo Bicycles to strengthen and support the objectives of their own programmes. Beyond the bikes, we offer technical advisory services on our supportive programming. Our experienced team members provide training to communities and partners to help accelerate, measure, and grow the impact of their bicycle programmes.

1M BICYCLES
TO EMPOWER
5M PEOPLE*
BY 2025



YOUR IMPACT UP CLOSE


This year, we delivered more life-changing Buffalo Bicycles into our programmes than ever before. With your help, together we are making progress toward our goal of distributing 1 million bicycles by 2025 through our sustainable, community-led and community-managed programmes. To date, we have put over 700,000 bicycles on the road, expanding access to education, markets, and the vital services people need to thrive.

2022 IN NUMBERS



380,775
LIVES
CHANGED*





76,155
BUFFALO BICYCLES
DISTRIBUTED




5
PROGRAMME COUNTRIES



22
SHOPS OPENED





326
MECHANICS
TRAINED



**WHERE YOUR
DONATION GOES
\$28 M**

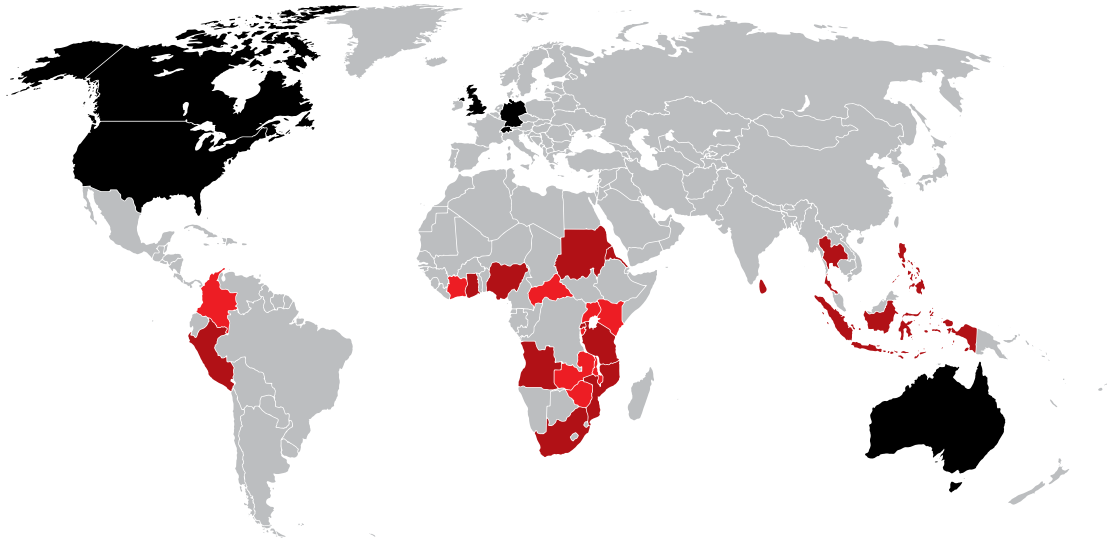
77%
PROGRAMMES

15%
FUNDRAISING

8%
MANAGEMENT

* 5 x multiplier

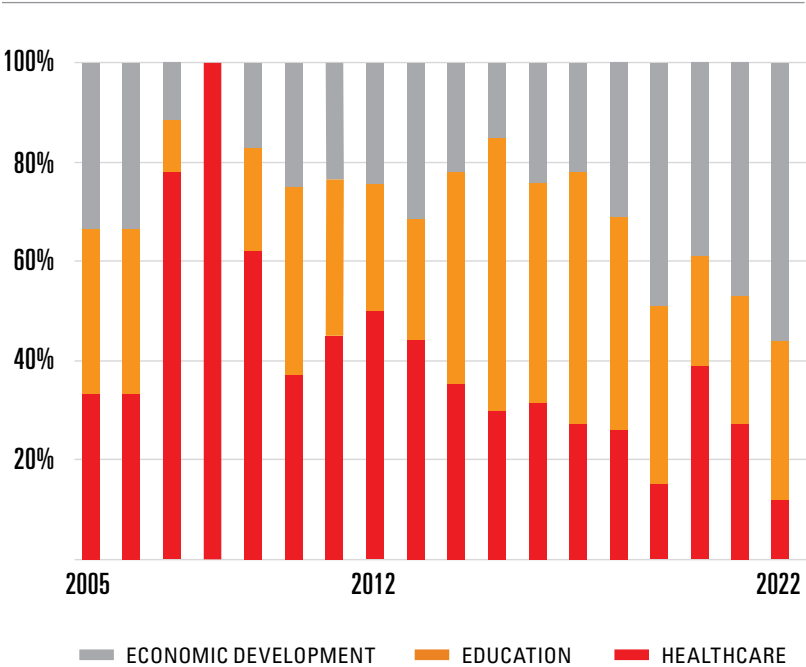
WHERE WE WORK








- **IMPACT COUNTRIES (2022)**
Central African Republic, Burundi, Colombia, Ivory Coast, Kenya, Malawi, Uganda, Zambia, Zimbabwe
- **IMPACT COUNTRIES (2005-2021)**
Angola, Eritrea, Ghana, Indonesia, Mozambique, Nigeria, Peru, Philippines, Rwanda, South Africa, Sri Lanka, Sudan, Tanzania, Thailand
- **FUNDRAISING OFFICES (2022)**
Australia, Canada, Germany, Switzerland, UK, US

CROSS-CUTTING IMPACT

BICYCLES BY SECTOR 2005-2022



IMPACT TO DATE

- **711,633**
BICYCLES DISTRIBUTED
- **300,291**
PROGRAMME BICYCLES
- **411,342**
SOCIAL ENTERPRISE BICYCLES
- **3,006**
MECHANICS TRAINED
- **72**
BUFFALO BICYCLE SHOPS

COUNTRY SNAPSHOTS

COLOMBIA



Year Established: 2020

Programme Areas: Córdoba (Mid-Sinú), La Guajira, Atlántico, Antioquia

Partners: Office of the High Commissioner for Peace, National Ministry for Education, Rural Development Agency (ADR), Gobernación de Antioquia, Education Secretary of Antioquia, Bicycle Manager of Antioquia #AntioquiaEnBici, Gobernación de Córdoba, Gobernación de La Guajira, Toyota, EF Easypost, Fundación Postobón, Fundación BIOS, Colo Coffee, Scotia GBS, Giro de Rigo

	2022	TOTAL TO DATE
Programme Bicycles	7,450	22,497
Social Enterprise Bicycles	139	5,307
Total Bicycles Distributed	7,589	27,804
Mechanics Trained	62	94
Shops Opened	3	5

KENYA



Year Established: 2010

Programme Areas: Siaya, Kakamega, Bungoma, Migori, Busia, Homa Bay, Kitui, Vihiga

Partners: Ministry of Education, Ministry of Health, Ministry of Trade and Industry, Ministry of Labor and Social Protection, Kanyaboli Ecosystem community-based organization, Anglican Development Services (ADS) Western, Community Asset Building and Development Agency (CABDA), Catholic Medical Mission Board (CMMB), Green Africa Foundation, Ripple Effect Kenya, RUNELD, VIYAN-GIZ, Africa Women Rising, Center for the Study of Adolescence

	2022	TOTAL TO DATE
Programme Bicycles	6,720	36,635
Social Enterprise Bicycles	2,391	31,946
Total Bicycles Distributed	9,111	68,581
Mechanics Trained	61	310
Shops Opened	1	5

MALAWI



Year Established: 2017

Programme Areas: Zomba, Kasungu

Partners: Plan International, K2TASO, The Sparkle Foundation, Action Hope Malawi, Pakachere Institute for Health and Development, Malawi Union of the Blind, Central East Education Division (CEED), Kasungu District Council Kasungu, South East Education Division (SEED), Zomba District Council, Last Mile Health

	2022	TOTAL TO DATE
Programme Bicycles	7,660	22,430
Social Enterprise Bicycles	4,087	34,481
Total Bicycles Distributed	11,747	56,911
Mechanics Trained	68	175
Shops Opened	10	19

ZAMBIA



Year Established: 2007

Programme Areas: Mumbwa, Petauke, Shibuyunji, Sesheke, Nalolo, Lukulu, Monze, Kafue

Partners: Ministry of Education, Ministry of Health, Ministry of Agriculture, Ministry of Livestock and Fisheries, Ministry of Community Development and Social Services: Department of Community Development, Ministry of Tourism: Department of Wildlife and National Parks, Catholic Relief Services, ActionAid Zambia, Cheshire Home Society of Zambia

	2022	TOTAL TO DATE
Programme Bicycles	8,549	87,213
Social Enterprise Bicycles	19,969	181,434
Total Bicycles Distributed	28,518	268,647
Mechanics Trained	60	1,281
Shops Opened	4	28

ZIMBABWE



Year Established: 2010

Programme Areas: Hwange, Chiredzi, Gwanda

Partners: Greenline Africa, Rural District Council, Ministry of Primary and Secondary Education (MOPSE), No Barriers, Kujwe Development Trust

	2022	TOTAL TO DATE
Programme Bicycles	8,400	62,637
Social Enterprise Bicycles	8,174	115,672
Total Bicycles Distributed	16,574	178,309
Mechanics Trained	75	944
Shops Opened	4	15

DRIVEN BY OUR GROWING COMMUNITY

The opportunity the Power of Bicycles has to influence change is made possible by the passion and support of our donors, volunteers, partners, fundraisers, and influencers. With its shared purpose, our community continues to grow stronger, making our collective impact bigger every year. We're grateful for your ongoing support and excited to accomplish even more together in the future.

PEDAL TO EMPOWER

In 2022, in celebration of World Bicycle Day on June 3, more than 305,000 riders from 89 countries pedaled together to support women and girls by joining our annual Pedal to Empower event. People of all ages and abilities joined together in spirit and generated over \$295,000. Pedal to Empower participants choose the distance they want to ride, knowing that their support will make a long-lasting impact. To join the movement in 2023, register for free at pedaltoempower.com.
When you ride, she rides.



A WIN-WIN

With support from Nino Schurter, Kate Courtney, and the SCOTT/SRAM MTB RacingTeam, **SCOTT Sports** activated their incredible community to raffle off a one-of-a-kind World Bicycle Relief-edition of the SCOTT Spark RC mountain bike, raising more than €135,000.

LET'S DO THIS, DAD

Five-year old EmmyLou and her dad, Kiel, took on the 100-mile gravel ride at long-term supporter Rebecca Rusch's **Rebecca's Private Idaho**. Together, they raised enough money to fund 26 Buffalo Bicycles for young girls in our programmes.



COMMUNITY SPOTLIGHT

WORKFORCE ON WHEELS

Pictet Group, a global investment firm, joined Pedal to Empower and challenged its employees to ride 40,000km in 14 days to raise funds to help effect change in the lives of women and girls through sustainable mobility. More than 300 employees worldwide participated, collectively riding 47,484km.



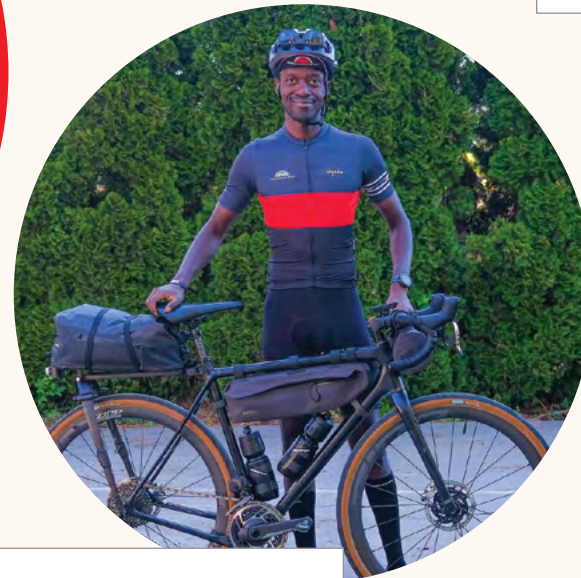
RIDING TO THE CHALLENGE

German online cycling retailer and podcast **ENJOYYOURBIKE** started fundraising for World Bicycle Relief after an episode on the impact of our programmes gained traction. This coincided with a fundraising campaign and activation that took place at the Brelinger Berg 24 hour bike marathon. In total they raised over €170,000 for our programmes.



JABIG GOES BIG

Rwandan-born international DJ **JaBig**, made it his mission to ride his bike 10,000 miles around the U.S. to raise over \$20,000 and awareness for World Bicycle Relief's youth-targeted programmes.



MORE PARTNERS, MORE BICYCLES, MORE IMPACT

We couldn't do what we do without the steadfast support and generous contributions of individuals, partners, foundations, and institutions who share our passion and purpose. Every pound, every action, every story counts. We want to highlight a few of the partnerships that made an impact in 2022, putting tens of thousands more Buffalo Bicycles on rural roads to help riders unlock their potential.

BUILDING BICYCLES AND BUILDING RELATIONSHIPS

Our partnerships are critical to our ability to create lasting change by bringing life-changing bicycles to rural communities around the world. We believe collaboration brings mutual benefits to our partners. Working together creates tangible and lasting impact while building brand loyalty, providing employee engagement opportunities, and multiplying the importance of our mission through customers. If you, your company or organisation are interested in exploring opportunities to partner with World Bicycle Relief, please email us at partners@worldbicyclerelief.org.



PARTNERS SINCE DAY ONE

This year, we were thrilled to honor **Trek Bicycle**, a partner who has supported us since our inception over 17 years ago, with our 2022 Trailblazer Award. This award recognises those who challenge conventional thinking around transportation, poverty, social justice, and access while illuminating a new path forward. For the second year, Trek supported our programmes by running a holiday campaign—raising over \$1.5 million through employees, retailers, customers, and supporters across the globe.



THE BUFFALO BICYCLE BASH

Our 2nd annual Buffalo Bicycle Bash was attended by over 100 people, in person at the Rapha Melbourne Clubhouse, and online. Supported by **Quad Lock**, **Rapha** and **Trek Bicycle**, the festive crowdfunder featured inspirational stories from our frontline staff in Africa, and raised more than \$100,000 for rural communities.



See Lachlan's
epic Colombian
adventure.

THE ALT TOUR COMES FULL CYCLE

In May, Australian pro cyclist Lachlan Morton, of **Team EF Education-Easy Post**, visited Colombia to attend the distributions of the Buffalo Bicycles for which he raised \$765,000 in funds during his "Alt Tour" campaign (with partners, **EF Education**, **Rapha**, and **Cannondale**) in 2021.

These bicycles, funded by support from Lachlan's fans around the world, will bring reliable transportation to thousands of students in Colombia and Africa for years to come.



PROMOTING PEOPLE'S POSSIBILITIES

Human resources industry leader **Randstad** has committed to supporting Mobilised Communities programming in Hwange, Zimbabwe, for the next three years with a generous donation of €810,000. To raise awareness of this partnership internally, they gave each of their employees a small bicycle as a symbolic end-of-year gift.



HOSPITALITY MEETS MOBILITY

Our long-term partner, **citizenM** Hotels, gives its guests the option to forego room cleaning services so those funds can be redirected to World Bicycle Relief programmes. At the end of 2022, citizenM surpassed €1 million in donations, reaching a goal they've championed for years. In 2023, they pledged to support the Mobilised Communities programmes in Malawi, shortening the distance between people and opportunities by giving them the life-changing gift of mobility.

THE BUFFALO BICYCLE: A FORCE FOR SOCIAL CHANGE

We didn't just design the ultimate bike for rural transportation—we created a sustainable bicycle ecosystem that supports people while they build better lives for themselves. The Buffalo Bicycle isn't your typical lightweight, recreational bike. It has a job to do, running on extremely rugged terrain, with heavy cargo (220lb/100kg capacity), giving people of all ages vital access to services and schools.

World Bicycle Relief and Buffalo Bicycles Ltd. are proud of our unique social enterprise model. We don't inundate communities and economies by simply giving away bicycles. Instead we have built a sustainable model that includes careful planning and research, supply chain operations and a network of shops that prioritise access to bicycles and spare parts, complemented by regular maintenance from our shop managers and the community-based mechanics that we train.

Our social enterprise model grew out of the demand for our quality, purpose-built Buffalo Bicycles. As the demand for our bicycles continues to increase, so do the innovations we implement based on rider feedback. In 2023, we are set to launch an innovative product that will further ease the burden of distance for Buffalo riders.



CRANKING HIS WAY UP THE RANKS

Princeley Nyandebvu joined World Bicycle Relief full time in 2010, after doing contract work for our Zimbabwe office. He started his journey in the assembly facility and worked his way up the ranks to Bicycle Monitor and Mechanic Trainer, responsible for programme training and quality control.

At the end of 2022, Princeley was again promoted and now works as a Product Specialist across all programme countries. In this role, he focuses on the end-user experience and feedback.



OPENING DOORS TO FINANCIAL OPPORTUNITY

There is such a great need for reliable transportation in the countries where we work that we look for opportunities **beyond our programmes** to help people access bicycles. One such effort is our work around Financial Inclusion models, to improve access to finance so more people can buy our bicycles by paying over time. In 2022, we partnered with PHB Development in Zambia to study the needs and opportunities that will enable us to create sustainable, affordable financial solutions for people in rural areas.

BUFFALO BICYCLE RETAIL SHOPS



World Bicycle Relief has given me opportunities and trust. I look at where I come from, to what I have achieved ... I just keep focusing and pushing forward, trying new things and learning from all the experiences."

The Buffalo Bicycle mechanics training programme that Princeley has helped support is an essential part of our self-sustaining model. Once Buffalo Bicycles are available in a community, they never need to leave that community for repair or maintenance, and local residents with an interest in mechanics can create a new income stream for themselves.

3,006 BUFFALO BICYCLE MECHANICS
TRAINED TO DATE

THE POWER OF WOMEN ON WHEELS

There is a reason we focus on distributing 70% of our bicycles to female participants—a vital reason. Countless studies show the positive impact of female empowerment on families, whole communities, and the world.

According to the study by children's rights group Plan International and financial services firm Citi's Global Insights team, every \$1 spent on girls' rights and education will generate a \$2.80 return—equivalent to billions of dollars in extra GDP.¹

We prioritise women and girls in our programmes to help close the gap on gender disparities—further worsened by the COVID-19 pandemic. In many regions, women and girls face cultural obstacles that limit their access to quality education, well-paid employment, reproductive healthcare, and property rights. With two wheels, women can access work and health services, while girls can reach school on time with energy to learn.

Educated girls can boost national economies by entering the workforce, where they can earn more with a secondary education to help lift themselves and their families out of poverty. Forced marriage rates, mortality rates, and maternal mortality rates all decrease when we invest in girls' education. Beyond the self-esteem they gain, they're also able to raise healthier children, creating sustainable change for generations to come.²

“
When you send a girl to school, the good deed never dies. It goes on for generations, advancing every public good, from health to economic gain to gender equity and national prosperity.” – MELINDA FRENCH GATES, THE MOMENT OF LIFT



“
I was so happy to receive the bicycle. I now don't have to walk the 5 km to school, and it only takes me 25 minutes to get there. With the bicycle, I am always on time and I am not so tired; I have energy to actively participate in class. We also use my bicycle to access clean water from the water point. This helps my family a lot.” – GRACE, STUDENT, KASUNGU, MALAWI

“

Poultry production is the main source of income for most of the youth in my area, so I have stiff competition. For me to get more customers and more profits, I have to travel more than 25 km [one way]. This bike has changed my life beyond measure. Having an easy way of getting around with the Buffalo Bicycle has improved the growth of my business and my income. I use my bike to advertise and deliver my chickens to new customers in further away areas. I have increased the number of chicks from 30 to 100 because I have increased the number of customers.” – DORCAS, POULTRY FARMER AND BUSINESS WOMAN, CHIREZI, ZIMBABWEROTARIAN MALARIA PARTNERS, ZAMBIA



“
I used to walk long distances to do my work in the community, up to 15 km in a day. I use the bicycle to reach the Safe Motherhood action groups that I host, provide family planning in the community, and conduct health monitoring programmes. With the time I save, I can attend our savings group meetings more often. The bicycle has helped improve my income, and I save on taxi fares.” – JOSEPHINE, COMMUNITY HEALTH WORKER, MUMBWA, ZAMBIA

**DO YOU BELIEVE
GIRLS CAN CHANGE
THE WORLD?**

We certainly do! With a bicycle, women can access critical services and opportunities, giving them the tools to break the cycle of gender disparity and thrive. Join us in mobilising women and girls, helping them unlock their full potential.



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: uk@worldbicyclerelief.org



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