

2023 IMPACT REPORT



Dear Friends,

We're thrilled to unveil World Bicycle Relief's refreshed strategy, poised to drive even greater impact in the years ahead. In 2023, our global team came together to reflect on our 18-year journey and collaborate on a path forward to scale the Power of Bicycles more effectively. Witnessing our team's dedication and innovation has been truly inspiring as we tackle challenges head on and raise our ambitions.

Our mission remains unwavering: to confront the stark reality that a lack of reliable transportation is a key factor keeping nearly 1 billion people worldwide trapped in poverty. We envision a world where bicycles catalyse improved healthcare, education, and economic opportunities, with a focus on empowering women and girls, youth, and marginalised communities.

Our strategy for bringing this vision to life includes:

GROWTH

Enhance and expand our bicycle ecosystem to meet evolving needs.

- Develop bicycles and components that surpass users' expectations
- Innovate community-based bicycle solutions and programmes to accelerate development objectives
- Promote sustainability through mechanic training and component supply expansion
- Drive community engagement via technology, financial access, and retail expansion

PARTNERSHIPS

Tailor our bicycle solutions and ecosystem for widespread development impact.

- Forge partnerships for co-designed solutions with governments, development agencies, the private sector, and funders
- Develop technical toolkits to extend our reach to new regions

INFLUENCE

Elevate bicycle mobility's role in advancing development goals.

- Continue to build evidence through research and evaluation
- Engage stakeholders across sectors for systemic change

We extend heartfelt appreciation to our partners and supporters. Together, we pedal toward a brighter future for all.

With gratitude,



A handwritten signature in black ink, reading "Dave Neiswander".

Dave Neiswander
Chief Executive Officer



"The bicycle has changed my life and that of my family. The business I do, buying and selling dry maize, involves a lot of travelling. I would waste 3 hours walking to a good market to order goods, but now I am able to reach this place within an hour. My household is benefiting a lot from the extra money I am making. My neighbours are also able to borrow it to run different errands in their households. It has brought us peace and unity."
– ESNART, ENTREPRENEUR IN ZOMBA, MALAWI

EMBARKING ON A NEW STRATEGIC JOURNEY

For millions of people who live in rural, under-served communities, bicycles serve as powerful mobility solutions that can provide access to opportunities and services often out of reach, improving their lives and strengthening their families and communities. Since 2005, World Bicycle Relief has distributed over 780,000 bicycles to help people realise their potential – and our momentum has only grown.

In 2024, we embark on a strengthened strategic direction. As we continue to mobilise individuals and communities – particularly women and girls, youth, and marginalised communities – we will deepen our focus on **growth, partnerships, and influence** to scale our impact.

Our ecosystem solution centres on the Buffalo Bicycle, purpose-designed and constantly evolving to meet riders’ needs, especially on harsh terrain. To keep bicycles on the road, we train local mechanics and ensure access to after-market components through our 80+ Buffalo Bicycle retail shops. This holistic approach, along with innovative community-based mobility solutions, improves productivity, social inclusion, and outcomes in education, healthcare, and economic opportunities – ultimately helping people thrive.

World Bicycle Relief is a non-profit social enterprise that leverages innovative strategies to create positive social impact and long-term sustainability.



CREATING SUSTAINABLE IMPACT THROUGH A SYSTEMS APPROACH

To create sustainable impact, it is important to confront the root causes of poverty and inequality. We actively collaborate with communities, leaders, and organisations to transform structures, mindsets, customs, and policies to support change. Our new strategy embraces a systems change approach, ensuring long-lasting impact by:

- Analysing why rural communities face obstacles in accessing basic goods and services
- Influencing change by creating a supportive, collaborative environment like our bicycle ecosystem, and partnering with key stakeholders
- Meeting the needs of the most vulnerable through appropriate interventions like our community-led programming

Collaboration around a shared goal is key to success. World Bicycle Relief’s research for the multi-year Bicycles for Growth project, funded by United States Agency for International Development (USAID) and conducted in partnership with J.E. Austin Associates, examined bicycle market systems in Malawi, Ghana, Rwanda, Uganda, and Zambia.

The report concluded that “access to bicycle financing, policy support and commitment, supportive import taxation regimes, supplier/retailer feedback systems, and strong advocacy networks, are particular weaknesses in the overall system.” Cooperatively addressing each of these root challenges will be essential to successful mobility programmes.

PATHWAYS TO **IMPACT**

Our mission is to mobilise individuals and communities through the Power of Bicycles.

THE BICYCLE ECOSYSTEM



2026 GOALS

25% annual growth in the sale of bicycles through consumer finance

1.5 million new people mobilised with Buffalo Bicycles

40% boost in productivity by reducing travel time

30% annual growth in aftermarket sales of bicycle components

At least 85% of bicycles are still on the road after one year

30% increase in households reached by community health workers

70% of bicycles owned and used by women and girls

Over three years, a 90% annual retention rate is maintained for both boys and girls in schools

25% increase in average income

STRATEGY



GROW

Expand and improve bicycle ecosystems
Usability | Mobility Solutions | Outreach



PARTNER

Partner to scale impact, shift outcomes, and expand geographies
Engagement | Technical Advisory



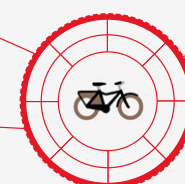
INFLUENCE

Ensure bicycles are part of the global development and community resilience conversation
Awareness | Evidence | Positioning

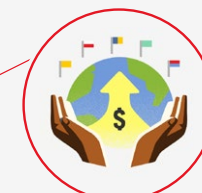
OUTCOMES



Scale bicycle ownership and use among **women and girls, youth and marginalised groups.**



Inspire demand for high quality, affordable bicycles, maintenance and service ecosystems.



Drive global and national action for and investment in bicycle mobility.

IMPACT

We envision a world where bicycles improve healthcare and education outcomes and broaden economic opportunities so **individuals and communities can THRIVE.**

VALUES



Integrity



People-driven



Accountable Empowerment



Dynamic Collaboration



Relentless Learning

INNOVATING WITHIN OUR PROGRAMMES

We do not adopt a one-size-fits-all approach to our programming. Evolving to better respond to the needs of our end users is key, which is why we:

- **Partner closely with the communities we serve** to understand how to improve our support
- **Study feedback loops through programme monitoring** to evolve how programmes should be structured
- **Establish frameworks** that drive repeatable success
- **Customise programme elements** to suit each unique community

Our Mobilised Communities model will continue to be an important programme where we generate rich learnings and can demonstrate the cross-sectoral impact of bicycles. Additionally, as our programmes continue to evolve, we're also working with some partner communities to pilot new approaches based on their feedback, including:

- **School ownership of bicycles.** Through feedback from schools and government stakeholders, we are piloting a model in which the school reallocates bike ownership when students graduate. This approach reinforces community ownership, mobilises more students overall and streamlines programme management and maintenance.
- **Financial inclusion.** Under a systems approach lens, adult participants in registered savings and lending organisations are incentivised for their group purchase. They ultimately receive additional bikes thanks to a lower cost per bike through our pilot programme. This increases the scale of access for the group, while unlocking opportunity and improving outcomes.

Programme participants across our Mobilised Communities programmes were surveyed a year after receiving their Buffalo Bicycles. The key findings revealed that in all of the communities:

- **Students' punctuality increased and they missed fewer days of school.**
In Kenya, the number of days students were late declined by an average of 81%, while in Zambia, the number of days students missed school declined by nearly 90%.
- **The time that students spent traveling to school was reduced by up to 44%.**
- **The bicycles motivated service workers, improved the retention of community volunteers, and improved their reach.**
More than 90% of health workers in Kenya and Zambia are still providing services to their communities 1-2 years after receiving bicycles, and more than 85% report that bicycle access has increased the number of clients they see.
- **Access to healthcare improved, with travel time reduced by as much as 50%.**
- **The bicycles positively impacted household incomes as community members can access more lucrative markets and more customers.**
In Malawi and Zimbabwe, more than 95% report that bicycles have increased household income levels.
- **Recipients saved on travel costs.**
In Zimbabwe and Kenya, participants saw an average of 50% decline in transportation expenditure.



EVALUATING THE MOBILISED COMMUNITIES PROGRAMME IN MUMBWA

Through a robust randomised controlled trial (RCT) study, World Bicycle Relief and IDinsight are collaboratively assessing the impact of the Mobilised Communities programme on adult Buffalo Bicycle owners in Mumbwa, Zambia. The research team completed a baseline survey in 2023.

Key findings include:

- Participants, with an average age of 41, rely heavily on walking and cover approximately 25 km a day.
- Monthly transportation costs average US\$21, representing a quarter of a family's average monthly disposable income, and these costs hinder livelihoods for 91% of participants.
- Subsistence agriculture is a primary income source and earns households a monthly average of US\$86.
- 83% of respondents are members of savings groups.
- Women experience lower business revenues and limited bicycle access compared to men.

We look forward to sharing with you the impact captured from the endline survey slated for mid-2024.



MAPPING OUT MOBILITY

World Bicycle Relief collaborated with Volvo Research & Educational Foundations (VREF), the Institute for Social Development (ISD), and the University of the Western Cape to grow the body of knowledge around the need for mobility to create sustainable change. We also joined forces with Nepal Flying Labs, and Ecole Polytechnique Fédérale de Lausanne on the Tech4Dev programme, developing an open-source participatory geographical information system (PGIS) to support local communities. To read more about our mobility research, visit worldbicyclerelief.org/impact.



"Before I received the bicycle, it was really tough for me. I used to walk for 5 to 6 hours carrying the vegetables on my back, shoulders, or head. Now all of my journeys have been cut in half. I feel like I have two more legs."
— PHALES, SMALL-SCALE FARMER IN MUMBWA, ZAMBIA

DELIVERING LAST MILE HEALTH TO THOSE IN NEED

Accessing distant healthcare facilities is a challenge in rural regions. Community health workers, often volunteers, act as the lifeblood of communities, taking pressure off facilities and saving lives by conducting house visits within vast catchment areas. These health workers provide primary health services along with education, medications, and monitoring, and they make referrals when necessary. Ensuring access to essential medication through last-mile medicine delivery is particularly challenging for health workers on foot. This affects treatment for conditions like HIV/AIDS and tuberculosis (TB). With bicycles, they increase their reach by 88%*, and carry essential medications and vaccines with ease.

World Bicycle Relief continues to work with local organisations to empower community health workers in providing crucial care.

In 2023, we supported the health network through partnerships with:

Anglican Council of Malawi
•
AHF Uganda Cares
•
AVSI Uganda
•
CMMB
•
End Malaria Council in Zambia
•
K2TASO Kasungu
•
Ministry of Health
(in Kenya, Malawi, and Uganda)
•
Rafiki wa Maendeleo
•
Shine Africa Foundation (SAF)-TESO
•
Uganda Red Cross
•
UNICEF Malawi



ACCELERATING HEALTH OUTCOMES

As a community health worker in Kakamega, Kenya, Zainab has the incredible target of visiting 104 households each month, providing 538 people with primary health support. Zainab's health duties require her to travel an average of 10 km daily (one way). Receiving a Buffalo Bicycle significantly improved her work efficiency, allowing her to reach her patients faster and provide better care to more households.

"The bicycle has been a great asset and value add to me and my fellow community health workers. It has made work not only easier, but enjoyable too. We are so motivated, and the community appreciates this." — ZAINAB, KENYA

88%

WITH A BICYCLE,
COMMUNITY HEALTH
WORKERS CAN INCREASE
THEIR REACH BY 88%*

SUPPORTING "EN MI BICI A LA ESCUELA" IN COLOMBIA

Since 2022, World Bicycle Relief Colombia and the Antioquia regional government have partnered on the "On my Bike to School" project aimed at reducing school dropout rates and improving school attendance. For the project, we distributed 4,080 Buffalo Bicycles to children in 68 rural towns, and provided technical assistance and training. In recognition of the success of the project, the team received a special award for innovation by the national Ministry of Education of Colombia.

BUILDING CLIMATE RESILIENCE WITH BICYCLES

Rural communities are particularly susceptible to the impacts of climate change as their economies are closely tied to the natural environment, with livelihoods often based in agriculture, fishing, and forestry. We continue to promote the bicycle as a tool to help communities build their resilience against shifting weather cycles. Along with our work in conservation, in 2023, we partnered with the County Government of Kakamega in Kenya to provide bicycles to environmental and climate workers who help build communities' resilience to climate change. In Colombia, we worked with Fundación EPM and Universidad Pontificia Bolivariana to position the bicycle as an emissions-reducing tool that promotes the balance between nature and economic development, and generates opportunities for young people.

* Bicycles That Make a Difference in Tuberculosis Care (TB-ARC). PATH, 2015. Nairobi, Kenya.

CMMB

In 2023, World Bicycle Relief honored global health organisation CMMB (Catholic Medical Mission Board) with our annual Trailblazer award for their commitment to improving lives in rural areas of the world.



"Now with the bicycle it has become very easy to go door-to-door to train households on how to fight malnutrition, and bring more accurate measurements of malnutrition through our outreaches. They are so helpful." — ANNET, CAREGIVER FOR THE HUNGER PROJECT, UGANDA

EXPANDING OUR FOOTPRINT

In March 2023, we officially launched operations in Uganda, a country with a vibrant cycling culture and need. Through our newly established team, we've built valuable partnerships with the government, NGOs, and community organisations in the country, and will continue to grow our presence in 2024.



YOUR IMPACT UP CLOSE

Together, we're driving long-lasting, sustainable change. This year, World Bicycle Relief achieved the significant milestone of 750,000 life-changing bicycles distributed to date. With your help, we are closing in on our goal of putting 1 million bicycles on the road!


2023 IN NUMBERS



368,490

LIVES CHANGED*





73,698

BUFFALO BICYCLES DISTRIBUTED



6

OPERATING COUNTRIES



18


SHOPS OPENED





382

MECHANICS TRAINED



73% PROGRAMMES

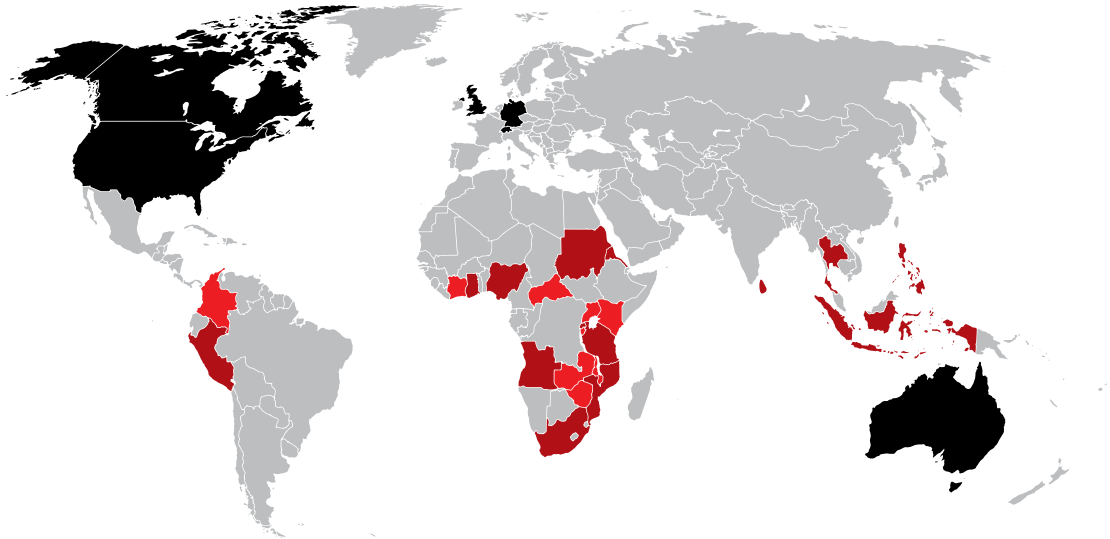
19% FUNDRAISING

8% MANAGEMENT

WHERE YOUR DONATION GOES
\$30 M

* 5 x multiplier

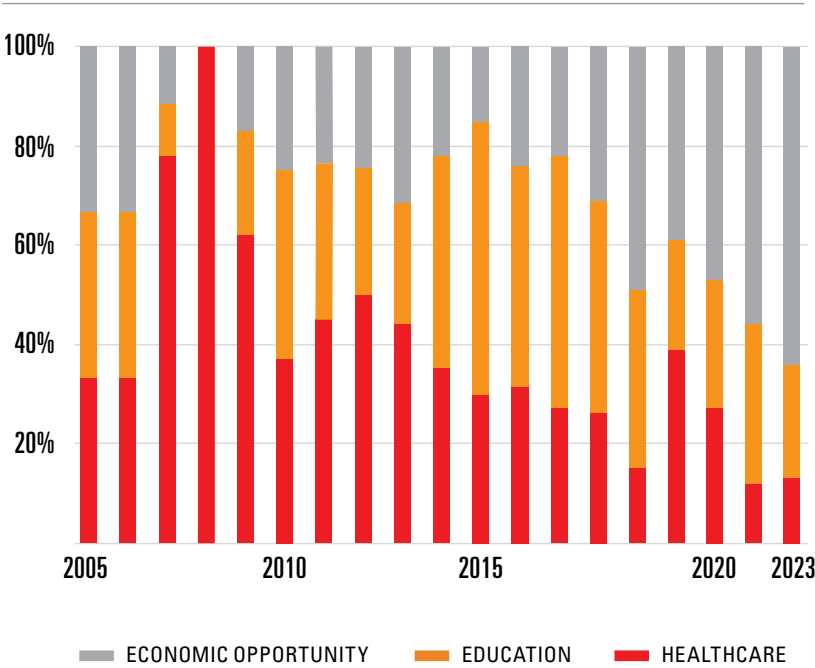
WHERE WE WORK








-  **OPERATING COUNTRIES (2023)**
Colombia, Kenya, Malawi, Uganda, Zambia, Zimbabwe
Extension Countries: Central African Republic, Burundi, Ivory Coast
-  **IMPACT COUNTRIES (2005-2022)**
Angola, Eritrea, Ghana, Indonesia, Mozambique, Nigeria, Peru, Philippines, Rwanda, South Africa, Sri Lanka, Sudan, Tanzania, Thailand
-  **FUNDRAISING OFFICES (2023)**
Australia, Canada, Germany, Switzerland, UK, US

CROSS-CUTTING IMPACT

BICYCLES BY SECTOR 2005-2023



IMPACT TO DATE

-  **785,331**
BICYCLES DISTRIBUTED
-  **328,712**
WBR FUNDED BICYCLES
-  **456,619**
SOCIAL ENTERPRISE BICYCLES
-  **3,388**
MECHANICS TRAINED
-  **88**
BUFFALO BICYCLE SHOPS

COUNTRY SNAPSHOTS



COLOMBIA



Year Established: 2020

Programme Areas in 2023: Córdoba, La Guajira, Atlántico, Antioquia

Programme Partners in 2023: Automotores Toyota de Colombia, El Giro de Rigo, Fundación Postobón, Gobernación de Antioquia, Indeportes Antioquia, Mitsui Colombia, Productos Ramo, Scotia GBS, Secretario de Educación de Antioquia, Toyota Financial Services Colombia, World Vision

	2023	TOTAL TO DATE
WBR Funded Bicycles	5,972	28,469
Social Enterprise Bicycles	3,453	8,760
Total Bicycles Distributed	9,425	37,229
Mechanics Trained	86	196
Shops Opened	1	5

KENYA



Year Established: 2010

Programme Areas in 2023: Busia, Kakamega, Kisumu, Siaya

Programme Partners in 2023: ADS Nyanza, ADS Western, ADT, CDF Canada, Energy, FLEP,GAP Kenya, Ministry of Education: Kakamega and Siaya Counties, Ministry of Environment, Ministry of Health: Kakamega and Siaya Counties, Ministry of Natural Resources, Water and Forest: Kakamega County, Rafiki wa Maendeleo, USAID4TheChild

	2023	TOTAL TO DATE
WBR Funded Bicycles	5,766	42,401
Social Enterprise Bicycles	2,658	34,604
Total Bicycles Distributed	8,424	77,005
Mechanics Trained	74	404
Shops Opened	7	12

MALAWI



Year Established: 2017

Programme Areas in 2023: Kasungu, Zomba

Programme Partners in 2023: Anglican Council of Malawi, K2TASO, Kasungu District Council, Ministry of Education Central-East Education Division (CEED), Ministry of Education South-East Education Division (SEED), Pakachere Institute for Health and Development, Plan International, The Sparkle Foundation, Zomba District Council, UNICEF

	2023	TOTAL TO DATE
WBR Funded Bicycles	5,898	28,328
Social Enterprise Bicycles	11,903	46,384
Total Bicycles Distributed	17,801	74,712
Mechanics Trained	63	260
Shops Opened	1	20

UGANDA



Year Established: 2023

Programme Areas in 2023: Adjumani, Amuria, Bugiri, Bukedea, Gulu, Kamwenge, Kampala, Karamoja, Kikuube, Kitgum, Lamwo, Lango, Lira, Mayuge, Namutumba, Omoro, Soroti, Yumbe

Programme Partners in 2023: African Women Rising, AVSI, HealthCare Foundation (AHF), Uganda Cares, Irene Gleeson Foundation (IGF), Jesuit Refugee Service (JRS), Ministry of Health, Our Community Needs Uganda (OCONE), PEAS Uganda, Shine Africa Foundation (SAF-TESO), Windle International

	2023	TOTAL TO DATE
WBR Funded Bicycles	1,592	2,842
Social Enterprise Bicycles	384	384
Total Bicycles Distributed	1,976	3,226
Mechanics Trained	49	49
Shops Opened	2	2

ZAMBIA



Year Established: 2007

Programme Areas in 2023: Chongwe, Kafue, Kalomo, Kasama, Lukulu, Monze, Mumbwa, Mungwi, Nalolo, Petauke, Sesheke, Shibuyunji, Solwezi

Programme Partners in 2023: ActionAid Zambia; Cheshire Home Society of Zambia; End Malaria Council; Ministries of Agriculture, Community Development and Social Services, Education, Health, Livestock and Fisheries, Tourism, Wildlife and National Parks; Natwange Community Fund Project; West Lunga; PEAS Zambia

	2023	TOTAL TO DATE
WBR Funded Bicycles	4,463	91,676
Social Enterprise Bicycles	17,539	197,973
Total Bicycles Distributed	22,002	290,649
Mechanics Trained	50	1,355
Shops Opened	3	30

ZIMBABWE



Year Established: 2010

Programme areas in 2023: Beit Bridge, Binga, Chiredzi, Hwange, Muzarabani

Programme Partners in 2023: Greenline Africa Trust, International Fund for Animal Welfare (IFAW), Kujwe Development Organization, Ministry of Primary and Secondary Education (MOPSE), No Barriers, Rangelands Regeneration, SATWILD

	2023	TOTAL TO DATE
WBR Funded Bicycles	4,730	67,367
Social Enterprise Bicycles	6,874	122,546
Total Bicycles Distributed	11,604	189,913
Mechanics Trained	60	1,047
Shops Opened	3	16

THANKING OUR EVER-EXPANDING COMMUNITY

The donors, volunteers, supporters, and fundraisers that make up the World Bicycle Relief community are always surprising us with the new ways in which they help deliver the Power of Bicycles to those who need it most. We're grateful for your continued support and look forward to achieving even more together in the years to come.



Visit our wall of honour, showcasing the transformative generosity of those who have made a lasting impact through their giving this year.



THE 11 GRAN FONDO IN TORONTO

Raising more than CA\$928,000 in 2023, the 11 Gran Fondo in Toronto, Canada, not only provides crucial support for World Bicycle Relief's mission but also creates a platform for passionate individuals to work together to make a meaningful difference.

LAEL WILCOX

Ultra-endurance cyclist Lael Wilcox used her passion for pedalling to support World Bicycle Relief on Giving Tuesday. Lael committed to riding one mile for every donation made in celebration of the annual day of giving, inspiring our community to give 1,000 gifts!



COMMUNITY SPOTLIGHT



RADELN & HELFEN E.V.

Under the motto "Cycling together – helping together," Gerhard Dashuber, founder of Radeln und Helfen e.V., and his fellow cyclists once again came together to support students with bicycles. To date, this committed group has donated more than €91,000 toward our education programmes.

PEDAL TO EMPOWER 2023

Our annual Pedal to Empower movement brought World Bicycle Relief supporters together on World Bicycle Day weekend in June. Supported by partners like Backroads, Quadlock, SCOTT Sports, along with riders from around the world, the campaign raised US\$825,000 to mobilise women and girls. Join the fun again this year at pedaltoempower.com



DOWN UNDER

In December, Maureen Kolenyo, regional director of World Bicycle Relief East Africa, inspired donors at the annual Buffalo Bash in Sydney and visited Australia's Parliament House to highlight the need for rural mobility among policy makers.



UCI CYCLING WORLD CHAMPS

We were honoured to be selected as the global charity partner of the inaugural UCI Cycling World Championships in Scotland in August. This mega event saw some of the world's best cyclists competing for championships across 13 disciplines. Incredible volunteers helped us raise funds and spread the message of the Power of Bicycles. And four legendary female cyclists – Kate Courtney, Evie Richards, Marianne Vos, and Annemiek van Vleuten (and their brand sponsors) – raffled replicas of their championship bicycles in support of women and girls in our programmes.



YEAR-END EVENT GENEVA, SWITZERLAND

In November, our year-end event at the Velodrome in Geneva, Switzerland (our first in Europe!), inspired donors, new and old. The event included professional track cycling shows, insightful speakers, a raffle, and a live auction - raising almost CHF180,000.



RECOGNISING OUR VALUED GLOBAL PARTNERS

We are grateful for the support of the individuals, institutions, corporations, and foundations that we partnered with in 2023, each of which is absolutely essential to the work we do. Every engagement with our partners expands our reach and impact.

PARTNER WITH US

We're always looking for ways to grow our partnerships, which have significant benefits for all involved. Partnering with World Bicycle Relief provides opportunities to engage employees and customers, drive brand loyalty, and ultimately amplify our shared impact to create lasting change in rural communities around the world. If you, your company, or your organisation are interested in exploring partnership opportunities, please email us at partners@worldbicyclerelief.org.



CELEBRATING 10 YEARS IN GERMANY

In 2013, World Bicycle Relief established its German fundraising office and quickly gained momentum through dynamic partnerships with organisations, individuals, foundations, corporates, ambassadors, and media outlets. We are honoured to have partnered with the likes of the UBS Optimus Foundation, Accell Group, and various cycling corporations and their employees, while also receiving the support of community platforms like MTB News, which helps raise awareness at the grassroots level. Other key partnerships over the years include those with ZF hilt e.V., Randstad, the Alstom Foundation, Jobrad, Techbikers, Rotary clubs, Cycle Service Nordic, and Schwalbe - Ralf Bohle GmbH, amongst others.



REACHING A 5-YEAR MILESTONE WITH CITIZENM

In 2023, we celebrated five years of partnership with hotel group citizenM. A deep mutual commitment has made our partnership with citizenM's charity foundation, citizenMovement, an exceptional example of what's possible. When guests staying two nights or more say 'no' to unnecessary room cleaning, citizenM donates €3 to citizenMovement on their behalf. citizenM has helped mobilise over 11,000 people and their families with Buffalo Bicycles since the inception of our partnership.

A DECADE OF TECHBIKERS

Techbikers is a collaboration of tech startup community members who ride to network and help children in need through charity support. Over the past decade, this committed group of German supporters has raised more than €600,000 for our programmes – and cultivated a community of friendship centered around cycling and fundraising.



HONOURING OUR LONG-STANDING PARTNERSHIP WITH TREK

Over the past three years, Trek Bicycle, one of World Bicycle Relief's longest-standing partners, has mobilised its global community through its holiday campaign to raise more than US\$4 million for our programmes. Despite a challenging year in the cycling sector, Trek continued to support us with gusto — and we couldn't be more thankful.

THE BUFFALO: BUILT FOR BIG LOADS ON TOUGH ROADS

In contrast to the typical lightweight recreational bike, the Buffalo Bicycle is built to carry 100kg (220lb) cargo loads over rugged terrain. Designed to be stronger, simpler, and easier to maintain than other bikes, every aspect of the Buffalo has been considered to ensure reliable performance on some of the world’s harshest roads. Over the past 17 years, the product development team has used rider feedback, supply-chain innovations, and industry knowledge to constantly evaluate and improve the Buffalo – from bike frame geometry to saddle design.

The new multi-speed drivetrain on the Buffalo Utility S2 consists of a switchable freewheel with two cogs that are each paired with a corresponding chainring via their own single-speed chain.



LAUNCHING IN 2024: UTILITY S2

World Bicycle Relief is proud to introduce a revolutionary new component that provides Buffalo Bicycle riders a boost. Our product development team’s pioneering innovation, the two-speed freewheel with back pedal shifting, marks the milestone of our first patented product. Featured on the new Buffalo Utility S2, the drivetrain offers a simple and intuitive choice between gears: high for speed and low for climbing. These gears allow riders to cover more distance in less time and with less effort and better navigate undulating terrain.



CREATING JOBS AND SUSTAINABILITY

The assemblers we employ in each of our programme countries become true experts in every aspect of our bicycles. In their hands, each bicycle is assembled with care. Our assembly facilities are key to building sustainable bicycle ecosystems, serving as hubs for distributions and sources of local economic opportunity, while ensuring our bicycles and programmes create a lasting impact for the people we serve.



“I have been working as a Buffalo Bicycles assembler since 2017. I have learned so much. This job has also given me the opportunity to travel across Malawi to train mechanics and interact with people I had never had a chance to meet before. And having this source of income has helped my family. A lot of people in Malawi are struggling to find employment.” – JOHN CHAPOTERA, SENIOR BICYCLE ASSEMBLER, MALAWI



“After I finished work as a nanny, I was looking for work to survive. Here, they needed a female assembler, and I rose to the occasion because I am adventurous. I am the least experienced mechanic here, but I have the business knowledge because I am studying Business Administration. These degrees will help me grow with Buffalo Bicycles. When there are opportunities, I can apply. I will be qualified with experience.” – BARBARA, BICYCLE ASSEMBLER, UGANDA



“Our design decisions are driven by user needs. Our team has a tagline: ‘More distance in less time, more load with less effort.’ Essentially, we aim to offer something robust that more people can use in more places.” – CHRIS RAYMO, WORLD BICYCLE RELIEF’S NEW PRODUCT DEVELOPMENT TEAM LEADER

BUFFALO BICYCLE RETAIL SHOPS



“



Receiving a bicycle is one of my biggest blessings. My life has totally changed. Since I now ride the bicycle to school every day, I get to class on time - no more missing the first lessons. I am out of danger of asking for lifts, and I also carry my friend to school.

– GRACE, STUDENT, EASTERN UGANDA

“



The bicycle has given me the freedom to manage my time effectively. It has also become an invaluable conservation tool in our community, contributing to the reduction of illegal activities like tree cutting. It has not only transformed my life, but has also made our Eco Ranger guardians team more effective in preserving our precious natural resources. It's a true blessing.

– BERNARD, CONSERVATION VOLUNTEER, HWANGE, ZIMBABWE

“



Since I received the bicycle, my life has improved greatly as it is very useful in my home. I primarily use the bicycle for transportation to sell my handicrafts, I travel on average 8 km a day. When I'm not working, I use it for household chores, to transport water for the household, and gather firewood for cooking.

– LUCILA, ENTREPRENEUR, LA GUAJIRA, COLOMBIA

THIS IS NOT A BIKE. IT'S A LIFE-CHANGER.

A reliable bicycle saves time and creates access to essential goods and services, education, new markets, and new possibilities – and a way out of the cycle of poverty.

For Buffalo Bicycle riders, the value of the bicycle is ultimately measured in the time and effort it saves. Our bicycles dramatically increase efficiency, giving people more time, money, and energy to focus on other things.

Through test rider evaluations, as well as through the monitoring and evaluation of our programmes and our work with Bicycle Supervisory Committees (BSCs) and mechanics, we have a constant feedback loop that informs innovations to best meet the needs of end users. We work with some of the world's leading bicycle manufacturers, like the Giant Group, to create a simple yet quality bicycle that's built to last.



Watch our newest short film and see how people are changing lives with their Buffalo Bicycles.

WE ENVISION A WORLD WHERE
BICYCLES IMPROVE HEALTHCARE
AND EDUCATION OUTCOMES
AND BROADEN ECONOMIC
OPPORTUNITIES SO INDIVIDUALS
AND COMMUNITIES CAN THRIVE.

Bicycles are cross-cutting tools that improve outcomes for development interventions and corporate initiatives. Partnerships and collaborations create greater access to life-changing bicycles.

In addition, World Bicycle Relief can provide technical advisory services for programmes and projects, support employee purchase programmes to help workers purchase bicycles, or design a partnership customised to your specific needs. **Contact us at partners@worldbicyclerelief.org to explore collaboration opportunities.**



WORLD BICYCLE RELIEF®

© 2024 World Bicycle Relief. All rights reserved.

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

WORLDBICYCLERELIEF.ORG

