

# 2024 IMPACT REPORT



WORLD BICYCLE RELIEF®



Dear Friends,

As we look back on 2024, we recognise a year marked by challenges—climate crises, political shifts, and economic uncertainty. These forces continue to strain global development efforts, putting vital programmes at risk for the communities that need them most.

**Yet, even in the face of these headwinds, we have seen the undeniable power of two wheels.** A bicycle is more than just transportation—it's a lifeline. In rural communities around the world, it unlocks access to education, healthcare, and economic opportunity, offering independence and hope when it's needed most.

At World Bicycle Relief, we take a unique approach. As a nonprofit social enterprise, we go beyond simply providing bicycles—we build sustainable market-based mobility solutions that create lasting impact. Through innovation and strong partnerships, we strive for a world where bicycles empower families and communities to build a brighter, more resilient future.

This year, World Bicycle Relief advanced a strategy focusing on growth, partnerships and influence to scale our impact. A key highlight was our expansion into Tanzania, our seventh operating country, in collaboration with the Ministry of Health and local leaders to address transportation barriers for community health workers. This initiative is already mobilising frontline workers with life-changing bicycles to reach communities with limited healthcare access.

**Another milestone reinforced what we've long known: bicycles drive measurable change.** We collaborated with an independent evaluator, IDinsight, to conduct a groundbreaking randomised controlled trial in Zambia, **confirming that bicycles can significantly improve access to essential services, boost economic productivity, and build resilience in rural and marginalised communities.**

With your support, we distributed 82,969 Buffalo Bicycles in 2024 alone, bringing our total to 868,300 since our inception in 2005 and impacting more than 4 million lives. As we enter our 20th anniversary in 2025, we remain committed to alleviating mobility poverty with the Power of Bicycles so individuals, families, and communities can thrive.

All of us at World Bicycle Relief are grateful for your unwavering support and partnership.

With gratitude,



A handwritten signature in black ink, appearing to read "Dave Neiswander".

**Dave Neiswander**  
Chief Executive Officer



“  
The Buffalo Bicycle has expanded my agriculture business, and I am able to reach out to different clients. Without the bicycle, my progression in the agriculture sector was very minimal. The carrier amazes me a lot because I carry heavy loads to the market. When riding, I feel relaxed. Thank you, World Bicycle Relief for the initiative.”  
— OLIVIA, MALAWI

# MOBILITY IMPACTED AT SCALE

World Bicycle Relief works globally in underserved markets with millions of people living in mobility poverty who lack reliable transportation and must travel long distances to reach services and opportunities.

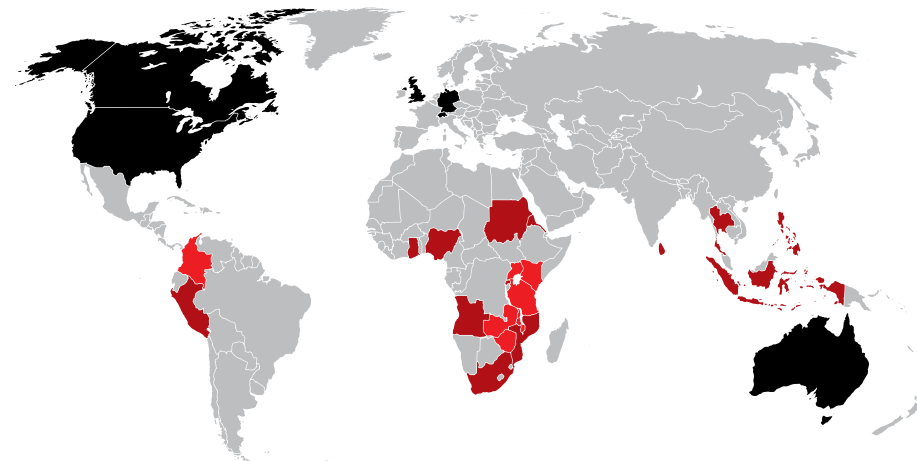
Central to our bicycle ecosystem is our purpose-built and durable Buffalo Bicycle, capable of navigating the harsh terrain in the regions where we operate. Local repair and retail shops, trained mechanics, and community-led bicycle solutions to inform user feedback form a simple yet powerful mobility solution.

On two wheels, communities can access healthcare, education, and economic opportunities, creating a brighter future for themselves.



**Since 2005,**  
World Bicycle Relief has distributed 868,300 bicycles, mobilising over 4 million people across 21 countries - and trained 3,657 community-based mechanics.

## WHERE WE WORK



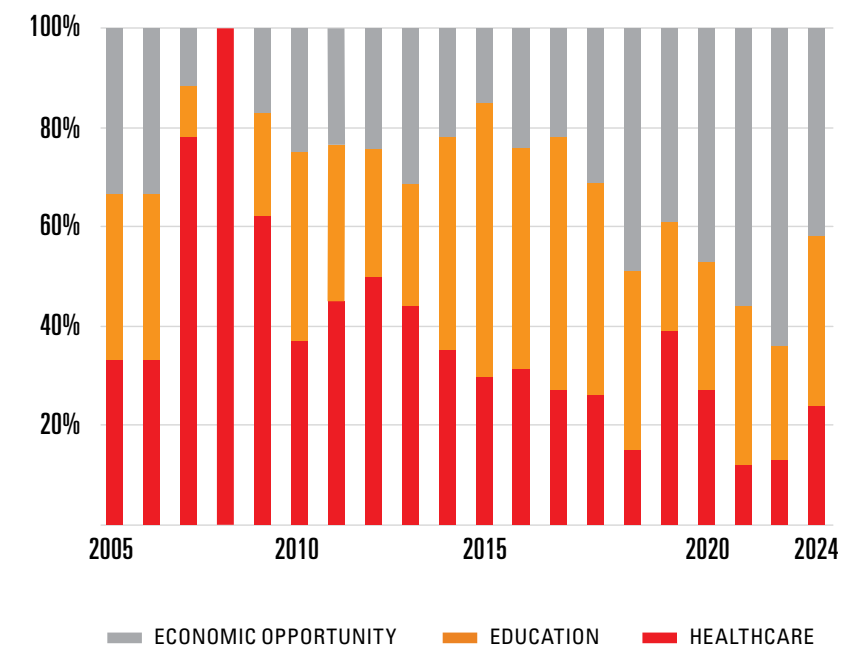
**OPERATING COUNTRIES (2024)**  
Colombia, Kenya, Malawi, Tanzania, Uganda, Zambia, Zimbabwe

**IMPACT COUNTRIES (2005-2023)**  
Angola, Eritrea, Ghana, Indonesia, Mozambique, Nigeria, Peru, Philippines, Rwanda, South Africa, Sri Lanka, Sudan, Thailand

**FUNDRAISING OFFICES (2024)**  
Australia, Canada, Germany, Switzerland, UK, US

## CROSS-CUTTING IMPACT

BICYCLES BY SECTOR 2005-2024



## GLOBAL IMPACT TO DATE

**868,300**  
BICYCLES DISTRIBUTED

**358,441**  
WBR FUNDED BICYCLES

**509,860**  
SOCIAL ENTERPRISE BICYCLES

**3,657**  
MECHANICS TRAINED

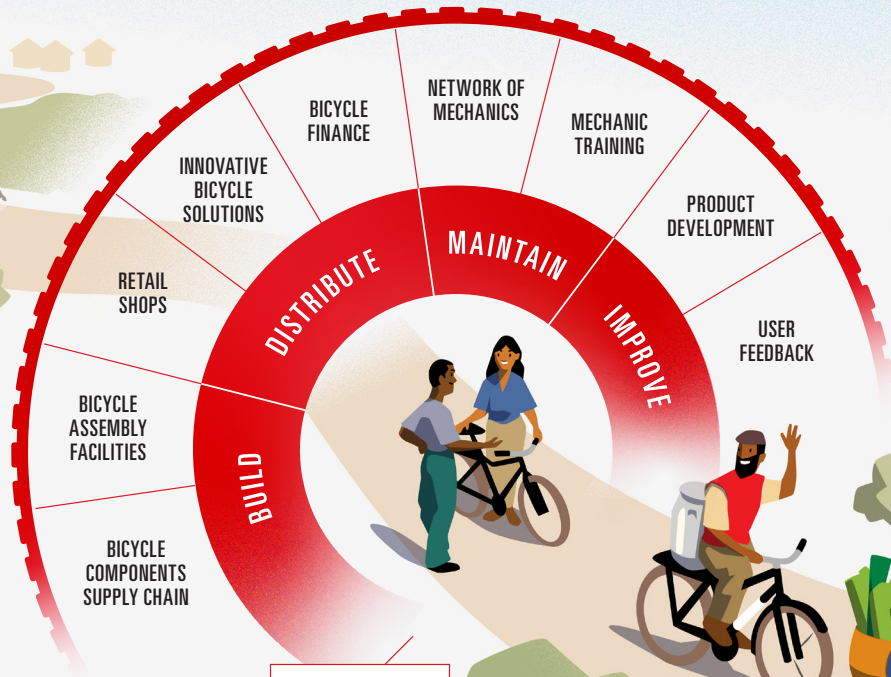
**105**  
BUFFALO BICYCLE SHOPS

**WORLD BICYCLE RELIEF** combines impactful bicycle mobility solutions with social enterprise sales to meet the staggering need for reliable, accessible, transportation in underserved markets.

# 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

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

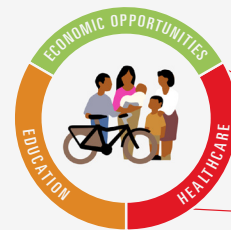
Partner to scale impact, shift outcomes, and expand geographies  
**Engagement | Technical Advisory**



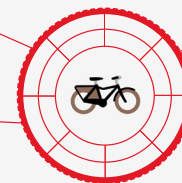
### INFLUENCE

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



Relentless Learning



Accountable Empowerment



People-driven



Integrity



Dynamic Collaboration


# YOUR IMPACT UP CLOSE

This past year, significant strides were made to improve mobility for individuals in rural regions who walk long distances to access essential services. With your help, we surpassed a key milestone of 850,000 bicycles on the road. Together, we're helping communities create long-lasting, sustainable change.

## 2024 IN NUMBERS



**414,845**  
LIVES  
CHANGED\*

**82,969**  
BUFFALO BICYCLES  
DISTRIBUTED




**22**  
SHOPS OPENED




**7**  
OPERATING  
COUNTRIES




**269**  
MECHANICS  
TRAINED

# PATHWAYS TO PROGRESS

In 2024, we launched our new three-year strategy (2024–2026) to scale the Power of Bicycles. Through this strategy, we aim to mobilise an additional 300,000 individuals across the education, health, and economic opportunity sectors, impacting 1.5 million additional lives.

We met most of our 2024 outcome targets, especially in boosting income for bicycle users and improving community health access. However, we fell short of our target to distribute 70% of our bicycles to women and girls due to bicycles allocated to partnerships and incentivized sales. Organisational target results were impacted by the worst drought in 40 years across Southern Africa, which significantly reduced individuals' purchasing power. We've refocused our 2025 efforts on improving financial access to bicycles, prioritising reaching women.

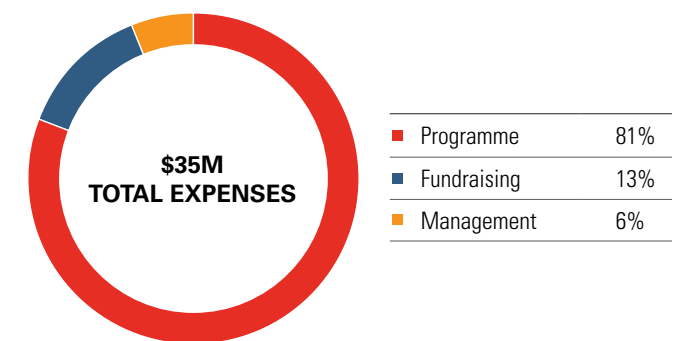
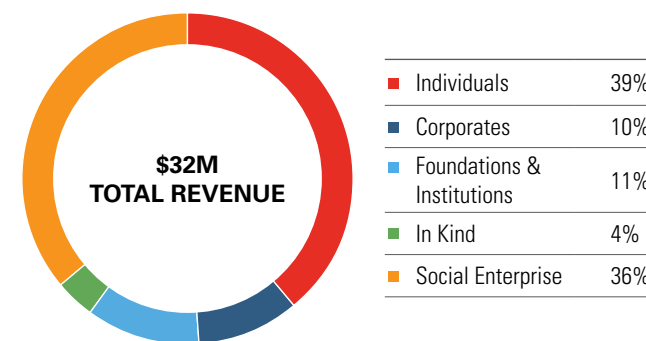
These achievements reflect our commitment to empowering marginalised groups, including adolescent girls and women, and scaling impact as we build momentum toward a thriving future.

## 2024 IMPACT HIGHLIGHTS

PEOPLE	Target 2024	Actual 2024
90% annual retention rate for both boys and girls in schools	90%	91%
25% increase in average income	25%	43%
30% increase in households reached by community health workers	30%	63%
40% boost in productivity by reducing travel time	40%	42%
70% of bicycles allocated for women and girls	70%	63%

ORGANISATIONAL	Target 2024	Actual 2024
1,500,000 additional people mobilised with Buffalo Bicycles	500,000	414,845
300,000 new bicycles over 3 years	98,935	82,969
At least 85% of bicycles are still on the road after one year	85%	87%
25% annual growth in the sale of bicycles	25%	11%
30% annual growth in aftermarket sales of bicycle components	30%	16%



Based on 2024 Unaudited Financial Results. For audited financials, please visit: <https://worldbicyclerelief.org/financials-governance/>.

\* 5 x multiplier

# COUNTRY SNAPSHOTS



## COLOMBIA



Year Established: 2020

Programme Areas in 2024: Antioquia, Bolivar, Cundinamarca, Huila, La Guajira

Programme Partners in 2024: Fundacion Postobon, Giro de Rigo (Rium SAS), Mision La Guajira, Renault Foundation, Scotia GBS, UNICEF Colombia, World Vision

	2024	TOTAL TO DATE
WBR Funded Bicycles	4,682	33,151
Social Enterprise Bicycles	1,211	9,971
Total Bicycles Distributed	5,893	43,122
Mechanics Trained	38	234
Shops Opened	2	5

## KENYA



Year Established: 2010

Programme Areas in 2024: Alego Usonga, Bungoma, Busia, Eldoret, Kakamega, Kisumu, Kitale, Kitui, Kwale, Lunga Lunga, Mombasa, Mumias East, Nairobi, Siaya

Programme Partners in 2024: AMREF, Anonymous Foundation, Catholic Medical Missions Board, CRS, Grow Against Poverty, Kakamega County, KIDS MANIA, Ministry of Education, Ministry of Health, One Acre Fund, Precious Tears Initiative, Ripple Effect, Safari Doctors, USAID4THECHILD, Vi-Agroforestry, Welt Hunger Hilfe

	2024	TOTAL TO DATE
WBR Funded Bicycles	3,863	46,306
Social Enterprise Bicycles	2,719	37,281
Total Bicycles Distributed	6,582	83,587
Mechanics Trained	29	433
Shops Opened	6	20

## MALAWI



Year Established: 2017

Programme Areas in 2024: Kasungu, Lilongwe, Mangochi, Ntchisi, Zomba

Programme Partners in 2024: AMREF, Bike Town Africa, CADECOM, CAMFED, CARE, Children of the Nations, Malawi Schools Trust, Ministry of Education, Ministry of Tourism, Ministry of Youth, NICE, NONM, ROSAF, Self Help Africa, World Vision

	2024	TOTAL TO DATE
WBR Funded Bicycles	6,027	32,356
Social Enterprise Bicycles	10,020	58,403
Total Bicycles Distributed	16,047	90,759
Mechanics Trained	25	285
Shops Opened	2	22

## UGANDA



Year Established: 2023

Programme Areas in 2024: Adjumani, Amuria, Bugiri, Bukedea, Fort Portal City, Gulu, Iganga, Isingiro, Jinja, Kabale, Kalaki, Kampala, Koboko, Lamwo, Lira, Luwero, Madi Okollo, Mayuge, Namayingo, Namutumba, Omoro, Oyam, Palabek, Serere, Soroti, Terego, Obang and Koboko, Wakiso, Yumbe

Programme Partners in 2024: Africa Women Rising, AHF Uganda Cares, AMREF FCA, Geneva Global, IGF, International Rescue Committee, JRS, Learn to Read, Ministry of Health, PEAS, SOS, TASO, UNICEF, War Child, Windle International, World Vision Uganda

	2024	TOTAL TO DATE
WBR Funded Bicycles	5,981	8,823
Social Enterprise Bicycles	2,018	2,402
Total Bicycles Distributed	7,999	11,225
Mechanics Trained	126	175
Shops Opened	8	10

## ZAMBIA



Year Established: 2007

Programme Areas in 2024: Chadiza, Chinsali, Chipili, Chisamba, Chongwe, Isoka, Kabwe, Kalumbila, Kaoma, Kapiri Mposhi, Kasama, Kazungula, Luampa, Luanshya, Lufwanyama, Mansa, Masaiti, Mazabuka, Mkushi, Monze, Mumbwa, Mwinilunga, Namwala, Ndola, Nkeyema, Petauke, Senga, Sioma, Solwezi

Programme Partners in 2024: CHAZ, Chikuni, CITAMPLUS, DAPP, End Malaria Council, Jhpiego, Orbis, Right to Care, World Vision, ZRDF

	2024	TOTAL TO DATE
WBR Funded Bicycles	4,487	96,163
Social Enterprise Bicycles	20,250	219,223
Total Bicycles Distributed	24,737	315,386
Mechanics Trained	17	1,372
Shops Opened	4	32

## ZIMBABWE



Year Established: 2010

Programme areas in 2024: Beitbridge, Binga, Chiredzi, Hwange, Kariba, Mberengwa, Muzarabani

Programme Partners in 2024: Action Against Hunger, IFAW, No Barriers, Rangelands

	2024	TOTAL TO DATE
WBR Funded Bicycles	4,690	64,381
Social Enterprise Bicycles	9,234	131,715
Total Bicycles Distributed	13,924	196,096
Mechanics Trained	34	1,081
Shops Opened	0	16

# GROWTH WITH PURPOSE

World Bicycle Relief is focused on improving and expanding our Buffalo Bicycle ecosystem that meets the market needs and promotes sustainability, including:

- **Conducting a Know Your Customer Survey** in 80 Buffalo Bicycle shops to learn more about consumer needs.
- **Opening 22 retail shops** to meet the market demand for access to aftermarket components and bicycles.
- **Piloting new programmes for consumer access** to bicycles - leveraging financial institutions and incentivized sales.
- **Training 269 bicycle mechanics** and actively connecting them to our retail outlets.
- **Launching our ground-breaking Buffalo Utility S2 bicycle** to meet the need for reliable gears.
- **Evolving our Zimbabwe operations** into an independent dealership.

## EXPANDING OUR FOOTPRINT

### A comprehensive solution for Tanzania's mobility challenges

This year, we expanded our operations into Tanzania, supporting our broader mission of scaling bicycle mobility worldwide. The initial focus will address one of Tanzania's most pressing health sector challenges: a dearth of qualified health workers with vacancy rates as high as 70% in rural areas. Over the next five years, with support from the Merck Family Foundation, Darmstadt, Germany, funded by members of the German Merck family, World Bicycle Relief will partner with the Ministry of Health to mobilise 10,000 community health workers with bicycles, reaching 1 million households with limited access to health services.

Prior to launching bicycle solutions for community health workers in Tanzania, we conducted a mobility market assessment. With a bicycle, volunteer frontline health workers will:

- **Reach more households:** In our assessment, 69% of existing volunteers reported that long distances and lack of transportation are challenges they experienced in their work in the past.
- **Cover greater distances:** In rural areas, community members reported walking long distances (10-13 km) to access healthcare.
- **Deliver essential healthcare services more efficiently.**

As World Bicycle Relief continues to grow our operations in Tanzania with local assembly facilities, trained mechanics, and retail shops, we look forward to building a strong relationship with the community and fostering a culture of bicycle mobility.



## LAUNCHING THE BUFFALO ACADEMY

The World Bicycle Relief Colombia team piloted The Buffalo Academy, a bicycle maintenance and repair training, in La Guajira. This innovative approach, which has trained 800 students to date, supports long-term sustainability and equips participants with valuable skills and economic opportunities. In 2025, the Academy aims to triple its reach and launch an online training platform!

## SCALING BICYCLE OWNERSHIP

To make reliable transportation more widely available, World Bicycle Relief is pioneering incentivised sales models to promote bicycle access, ownership and affordability for low-income communities. We use innovative financing strategies, including an initiative where community savings groups—focusing on women and youth—receive two bicycles for every one they purchase at market price, reducing cost barriers to ownership. By leveraging collective purchasing power, this model enables groups to pool resources, making bicycles more attainable while fostering economic empowerment and self-reliance.

**Noralba** was recommended to receive a Buffalo Bicycle through her local association, which participated in the incentivised sales programme in Colombia.

For Noralba, the bicycle isn't just a tool—it's freedom, efficiency, and a better quality of life.

“

*"I received a Buffalo Bicycle [through the recommendation of my local association] because I didn't have a way to get to the fields to gather the crops we rely on for food. What I love most about the bicycle is that it's multifunctional. I can carry heavy things on the grill, go wherever I want, and do everything so much faster. It's my favorite way to get around."* – NORALBA, COLOMBIA



Expanding our geographic reach, launching into Tanzania in partnership with the Ministry of Health.



# PARTNERING FOR MOBILITY

Through strategic partnerships with NGOs, government ministries, financial institutions, and foundations, we're scaling the transformative Power of Bicycles. Co-creating solutions with in-country partners allows us to address mobility challenges and expand access to education, healthcare, and economic opportunities in communities across our operating countries.

## A SHARED VISION FOR EDUCATION

In Colombia, World Bicycle Relief continues to build data to influence national and regional government policy to provide bicycle transport to school in rural and urban areas of the country. Following the award-winning "On My Bike to School" programme in Antioquia, where 4,080 Buffalo Bicycles were provided to school children in 68 rural towns, the Ministries of Education and Transport have now officially recognised bicycles as a formal mode of school transport, including the possibility of financing programmes from the National Royalties System.

IN 2024, WBR Colombia signed three further MoU's with Governmental Agencies to further scale our work in the education sector in 2025 and beyond.



## EMPOWERING UGANDA'S FARMERS

2024 marked the second year of expanding our footprint in Uganda. A new partnership with Access Agriculture provided Buffalo Bicycles to Entrepreneurs for Rural Access (ERAs) to deliver vital education to smallholder farmers sowing seeds of sustainable farming to help transform Uganda's agricultural landscape.

Ezra, Access Agriculture Entrepreneur coach for East Africa, says ERAs experience numerous benefits, increasing their motivation, including:

- **Improved mobility:** ERAs can now reach remote villages and communities more quickly than traveling on foot. This allows them to cover larger areas and serve more farmers.
- **Increased efficiency:** Buffalo Bicycles enable ERAs to carry their smart projectors and other equipment more efficiently over rough terrains.
- **Reduced transportation costs:** One of the main benefits highlighted is the significant reduction in transportation costs for ERAs, which were previously very high. This allows them to allocate resources more effectively.

## BOOSTING BUSINESS WITH A BICYCLE

As a small-scale trader supporting her family in Kenya, Josephine lost both time and money because of a lack of affordable transportation.

In addition to daily trips to collect water, take her children to school, and attend community meetings, Josephine also visits the market several times a week to purchase new stock. Before owning a bicycle, each round trip took 1.5 hours on foot or required spending valuable income on public transportation.

When the local Department of Trade partnered with World Bicycle Relief to provide the women's livelihoods group with bicycles, it didn't take long for Josephine to seize the opportunity to change her life.

“

*I have had the bicycle for nearly two months, and I have already saved around 4000 Ksh (USD\$32). I am now able to use this money to boost my business and to improve my home.”* – JOSEPHINE, KENYA



READ MORE ABOUT OUR PARTNERSHIPS ON OUR NEW BLOG.



# BICYCLES AS A LAST-MILE SOLUTION

A commitment to rigorous research and learning from users and communities allows us to demonstrate the Buffalo Bicycle's incredible impact on last-mile access, the critical final step of connecting remote communities to essential services. Three pioneering studies revealed that providing bicycles to individuals in rural communities increases household income, healthcare access, and social empowerment, especially among women.



## EMPOWERING RURAL COMMUNITIES THROUGH MOBILITY

World Bicycle Relief commissioned an independent evaluator, IDinsight, to conduct a groundbreaking randomised controlled trial in Zambia's Mumbwa District involving 1,488 participants across 19 rural communities. This rigorous study assessed the impact of Buffalo Bicycles on economic productivity, healthcare access, and social empowerment. Through this research, we have found that compared to those without bicycles, Buffalo Bicycle owners in Mumbwa had, on average:

- **43%** higher household income
- **24%** higher average consumption
- **50%** higher earnings among women compared to their peers
- **4.2** hours saved on weekly travel
- **63%** more clients visited by community health workers

Conducted during a severe drought, this is the first rigorous analysis of how bicycle mobility interventions can address systemic challenges, especially for women and marginalised groups. The findings serve as a roadmap for integrating bicycles into development programmes to drive sustainable change in rural communities.

## RESILIENCE IN TIMES OF ADVERSITY

World Bicycle Relief used travel diaries, GPS tracking, and household survey data from the randomised controlled trial to conduct a multifaceted Bicycle Tracking Project in Mumbwa, Zambia to explore how Buffalo Bicycles help rural communities persevere. Participants with bicycles travelled farther, faster, and more frequently, accessing distant markets and unlocking new economic opportunities. On average, bicycles travelled 20 kilometers per day, spending an average of 2.1 hours. Some participants recorded up to 100 kilometers travelled in a single day. This data aligns with other findings from the RCT in Zambia that show high bicycle usage and the links to improved economic and health outcomes, further confirming bicycles' transformative role in sustainably overcoming mobility barriers and building resilience against environmental and economic adversity.



SEE THE FINDINGS FROM OUR GROUND-BREAKING RCT STUDY WITH IDINSIGHT.

## EVIDENCE-BASED MOBILITY SOLUTIONS

In 2023 and 2024, we assessed the impact among children and adults who have owned Buffalo Bicycles for more than two years and found that impacts recorded in the first year of bicycle usage were sustained:

- In **Zimbabwe**, children missed 69% fewer school days more than two years after bicycle usage. This is a greater improvement when compared to the 57% decline in the first year.
- Significant gains continue to be made in time spent on after-school study in **Zambia**. In 2023, children spent 68% more time on after-school study than at baseline; notably, this is higher than the 24% increase reported in the first year.

- Bicycles continue to be important for healthcare access. In **Kenya**, 33% of community health workers transport patients to healthcare facilities with their Buffalo Bicycles.
- In **Colombia**, 79% of adults report that bicycles increased their household income. In Kenya, household income increased by 41% after more than two years of bicycle usage.
- In **Zimbabwe**, adults spent 79% less on transportation expenditure more than two years after bicycle receipt, sustaining savings recorded after one year of bicycle usage.
- Households continue to accumulate assets. In **Malawi**, 84% of adults increased their assets, acquiring land, goats, pigs and solar panels.



“

*The bicycle changed everything,” Chrissy says. “All these tasks used to be done with goods on my head or by hiring costly transport. As a small-scale business owner, the high transport costs were a major stumbling block to my growth.” – CHRISSEY, MALAWI*

# TOGETHER, WE RIDE FOR CHANGE

Thank you to our incredible donors, volunteers, supporters, fundraisers and influencers for driving the Power of Bicycles forward. From impactful events to creative campaigns, your dedication inspires change and uplifts communities. We look forward to riding into 2025 together as we celebrate our 20th anniversary.



Visit our Wall of Honor, celebrating the transformative generosity of those whose contributions made a lasting impact in 2024.



## THE 11 GRAN FONDO IN TORONTO, CANADA

The 6th annual 11 Gran Fondo in Canada carried forward its incredible legacy, driving meaningful change and raising funds to contribute more than 3,500 Buffalo Bicycles around the world.

## ROTARY RIDE IN EUROPE

In May, members of several European Rotary Fellowship Cycling to Serve clubs cycled from Paderborn to Prague in support of World Bicycle Relief. They exceeded their goal by over €11,000 and raised more than €56,000!



## COMMUNITY SPOTLIGHT



## 2024 PEDAL TO EMPOWER

For our 5th annual Pedal to Empower, more than 54,000 participants worldwide came together to mobilise 5,200+ women and girls with life-changing bicycles. A special thank you to our friends Nino Schurter and the SCOTT MTB Racing team, Marley Blonsky, Eliot Jackson, Juan Pedro Lopez and many others, as well as our partners at Quad Lock, Intrepid Foundation, Giant Group, Johnson & Johnson, Backroads, Randstad, Deloitte, SRAM, Pictet Group, and more!

Join us for Pedal to Empower 2025 at [pedaltoempower.com](https://pedaltoempower.com).



## CAPE EPIC RACE IN SOUTH AFRICA

Professional cyclists Nino Schurter and Sebastian Fini teamed up for the Cape Epic premiere mountain bike race, creating Team World Bicycle Relief and raising more than €88,000 for the Power of Bicycles with the raffling of their bikes.

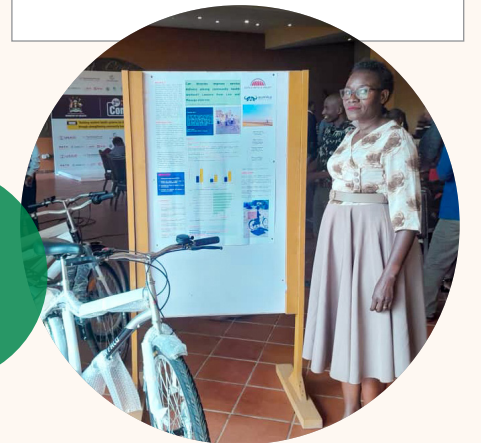
## BUFFALO RIDE IN AUSTRALIA

The Intrepid Foundation and Quad Lock partnered to raise funds for World Bicycle Relief through a global Buffalo Ride event, raising more than \$67,000 AUD with over 130 riders taking part from 15 countries.



## SHARING MOBILITY ASSESSMENT INSIGHTS IN UGANDA

In October, Specioza Namakula, Monitoring & Evaluation Manager for World Bicycle Relief in Uganda, presented at the 3rd Health Promotion Conference organised by the Uganda Ministry of Health. Specioza shared insights from a recent assessment she conducted on the role of Buffalo Bicycles in improving service delivery among community health workers in Lira and Mayuge.



# BICYCLES FOR BETTER FUTURES: PARTNERSHIPS THAT MAKE AN IMPACT

Across the globe, our institutional, foundation and corporate partners empower communities with life-changing bicycles. Together, we're driving deeper impact by expanding access to education, healthcare and economic opportunities. These partnerships fuel sustainable change to help communities move forward and thrive.

## LET'S PEDAL TOGETHER

Join us in creating lasting change through partnership. Collaborating with World Bicycle Relief offers opportunities to engage employees and customers, strengthen brand loyalty, and expand our collective impact in underserved communities worldwide. Together, we can empower more lives with bicycles. To explore partnership opportunities, please email us at [partners@worldbicyclerelief.org](mailto:partners@worldbicyclerelief.org).



## DELIVERING MOBILITY

This year marked citizenM's 6th year of partnership with World Bicycle Relief, having supported more than 90,000 people in communities across Malawi and donated over €4 million. Thanks to their latest funding, over 7,000 Buffalo Bicycles were distributed in 2024, contributing to a total of over 18,000 Buffalo Bicycles. Together, we have delivered more life-changing bicycles into Malawi than ever before, helping to shorten the distance between people and opportunities.



## GROWING TOGETHER

ScotiaGBS Colombia and World Bicycle Relief Colombia forged a new partnership in 2022. With their support over the past two years, we delivered 1,000 Buffalo Bicycles, primarily to students in our Mobilised Community in La Guajira, Colombia. We always seek to change lives and provide a better educational future through the Power of Bicycles.



## TRAILBLAZER AWARD

Longtime partners Giant Group received our Trailblazer Award for their dedicated commitment to our work and their role in the development of the Buffalo Bicycle. The 16th annual Ride Like King event, inspired by Giant Group founder King Liu, drew close to 10,000 participants from all around the world and resulted in funding for 600 Buffalo Bicycles for communities in need.



## STERNE KESSLER

Our friends at Sterne Kessler not only provided pro-bono legal services and intellectual property expertise for World Bicycle Relief, but also served as presenting sponsor of our 2024 Communities on the Move benefit in Chicago.



## GLOBAL VOICES IN ACTION: SHOWCASING BICYCLE MOBILITY

World Bicycle Relief Research and Evaluation Manager Winnie Sambu spoke to the impact of bicycle mobility at the Velo-City Conference in Belgium and the Cycling Research Board annual meeting in Zurich.



# THE GROUNDBREAKING BUFFALO

The Buffalo Bicycle is constantly evolving, with our product development team making changes based on user feedback to create a simple, yet durable tool to help riders tackle the toughest terrains. Our latest innovation, the Buffalo Utility S2, introduces an industry-first two-chain drivetrain featuring a patented 2-speed freewheel and offering greater efficiency and adaptability, making it easier to transport heavy loads, tackle inclines, and cover longer distances with less effort.



“  
It’s not just a mode of transportation—it’s a symbol of resilience, determination, and hope for a sustainable future. I not only talk about the benefits of non motorised transport, I live it, and everybody in my community can see it!”  
— GEORGE, KENYA

## WOMEN IN MOTION

World Bicycle Relief partners with women in the communities where we work by offering specialised training in bicycle assembly and mechanics. This programme supports women in building on their technical skills, expanding access to meaningful employment, and strengthening gender equity. With community support and expert instruction, women are advancing their careers and contributing to sustainable development in their communities.



## WINNER: EUROBIKE GOLD AWARD

The Buffalo Bicycle Utility S2 has earned international recognition, winning both the prestigious 2024 Eurobike Gold Award and the German Design Award for excellence in engineering. These honors celebrate its groundbreaking design, durable innovation, and transformative impact. By combining cutting-edge engineering with user-driven design, the Buffalo Utility S2 continues to set a new standard for reliable, life-changing transportation worldwide.



“  
I am very happy because I am now a Buffalo Bicycle trained mechanic. I had lost hope in life because I stopped in primary 6 and I thought I would not be able to do anything. But my hope was restored. I have repaired three Buffalo Bicycles since I completed training in December 2024.” — SUSAN, UGANDA

## BUFFALO BICYCLE RETAIL SHOPS 2024



TOTAL SHOPS 105



## BUFFALO ON THE BIG SCREEN

World Bicycle Relief’s short film, Building the Buffalo, was featured at the Telluride Mountainfilm Festival and Big Bike Film Night. Highlighting innovation and impact, it also screened globally with partners including Sterne Kessler, Trek Travel and Backroads, connecting audiences worldwide with a powerful narrative of change and hope.



WATCH THE FILM

# PEDALING TOWARD BRIGHTER FUTURES

In rural areas, distance to school is a significant barrier to education, especially for girls. World Bicycle Relief's community-based solutions provide durable bicycles to students in need, prioritising girls. With bicycles, students arrive at school on time, energised, and ready to learn, empowering them to fulfill their potential and break the cycle of poverty. By mobilising the next generation, we pave the way for brighter futures and stronger communities.



“

*A lot of bicycle recipients arrive on time, and pregnancy cases have reduced because most bicycles were provided to girls. I can say bicycles have helped the community to see changes as a culture of riding has been introduced and a sense of unity created as more students now share the bicycles amongst themselves.*

— JOAN, SIAYA COUNTY, KENYA



“

*The bicycle has greatly improved my life; I now feel more motivated to ride to school every day. I am confident that I will achieve my goal of one day studying in the city and supporting my family. With my bicycle, I am the change my family needs; I can fly and make my family and school proud.*

— LIBATAMIKE, BINGA, ZIMBABWE



“

*I am very thankful for the bicycle. The durability of the bicycle is complemented by the availability of mechanics who constantly check our bicycles at the school. [When I ride the bicycle], I feel empowered.*— CAROLEEN, KASUNGU, MALAWI



Learn how bicycle mobility can close the education gap for the world's underserved girls

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

Our mobility solutions directly contribute 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.



**WORLD BICYCLE RELIEF®**

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