

# MOBILIZED COMMUNITIES



Over the past 25 years, the world has witnessed the largest reduction of poverty in human history. Despite this remarkable progress, today, nearly a billion people risk being left behind. A majority are women and girls living in rural areas, far from the nearest paved road, unable to access key poverty reduction resources including education, healthcare, agricultural outreach, and other critical government services.

**Geography needn't condemn these communities to poverty.**

## LEAVING NO ONE BEHIND

Since 2005, World Bicycle Relief has collaborated with thousands of communities to connect hard-working rural women, men, girls, and boys with the services and opportunities they need to thrive.

We have demonstrated more than 785,000 times in 21 countries that our purpose-designed Buffalo Bicycle—50 pounds of rugged, durable steel—can help reduce inequity and change the trajectory of individuals, families, and communities. Our Buffalo Bicycles are a powerful tool that support rural economic development, promote gender equality, and foster environmentally sustainable transportation systems.

In rural communities around the world, cut off from resources, services, and markets, our Buffalo Bicycle is more than a vehicle—it is a productive asset that can be used to launch or expand businesses, access clinics, schools and markets, and realize dreams.

Where girls make long daily walks for water and firewood—with climate change now extending the distance they travel—our bicycle can help them do their chores faster and stay in school.

Where women face barriers to accessing education, livelihoods, economic opportunities, and healthcare, our bicycle can serve as an empowering lifeline.

That's why World Bicycle Relief's approach prioritizes women and girls. At least 70 percent of participants receiving our bicycles are female, and we prioritize women in leadership roles within the program.

This positions women as capable and responsible community leaders, and boosts access to critical services.

In their hands, the Buffalo Bicycle is a transformative asset that can improve their standing in their homes, communities, and their own mind's eye.

## THRIVING IN A MOBILIZED COMMUNITY



23%

DAIRY FARMERS DELIVER MORE MILK AND INCREASE THEIR INCOMES BY 23 PERCENT WITH A BUFFALO BICYCLE.<sup>1</sup>



88%

COMMUNITY HEALTH WORKERS SERVE 88 PERCENT MORE PATIENTS WHEN THEY USE A BUFFALO BICYCLE TO SPEED THEIR TRAVELS BETWEEN PATIENTS.<sup>2</sup>



28%

GIRL STUDENTS REDUCED THEIR ABSENTEEISM BY 28 PERCENT WITH A BUFFALO BICYCLE.<sup>3</sup>





## THE CATALYST FOR RURAL EMPOWERMENT

World Bicycle Relief doesn't simply create opportunities one bicycle at a time. Rather, we partner with communities that create change at scale through integrated, multi-year programming. Here's how:

### COMMUNITY MOBILITY NEEDS ASSESSMENT

Our iterative approach starts with an assessment of each community's needs and an analysis of potential impact of our programming. Each community contributes to the design of its own program, adapting and adjusting as needed over the length of our multi-year partnership, with the goal of maximizing long-term impact.

### STRATEGIC PARTNERSHIPS

World Bicycle Relief partners with governments, businesses, and NGOs working in health, education, and livelihoods to magnify their impact. We also establish links to our social enterprise business Buffalo Bicycles Ltd. to sell Buffalo Bicycles and spare parts. Doing so ensures that our innovation reaches more at the base of the economic pyramid.



### BICYCLE SUPERVISORY COMMITTEE

Our field team helps local leaders establish a Bicycle Supervisory Committee, which identifies how to distribute bicycles to maximize impact.

- Which promising students are most vulnerable to dropping out because of distance?
- Which farmers have the longest commute to markets?
- Which Community Health Workers or Agricultural Extension Agents or other service providers could increase their impact with a bicycle?
- How might strategically distributed bicycles accelerate gender equality and the empowerment of local women?
- Who should be trained as a local mechanic to keep the bikes on the road?

This approach means communities do not just gain access to previously out-of-reach opportunities. They also begin creating opportunities—together, as a community.

### SERVICE-TO-OWN CONTRACT

World Bicycle Relief doesn't simply give out bicycles and walk away. Program participants are selected by their community's Bicycle Supervisory Committee based on their role in their community, the distances they travel, and the impact a bicycle will have on their daily tasks.

Each participant enters into a time-bound term agreement with their Bicycle Supervisory Committee and owns the bike when they have achieved their specified requirements, such as finishing their studies, providing health or economic services, or supporting community development initiatives.



**“[We] share experiences, skills, and knowledge. We share challenges, successes, and [find] solutions [to] the challenges. We are here to learn more about how to facilitate...[education programming] and implement procedures for [creating] impact.” – BICYCLE SUPERVISORY COMMITTEE MEMBER AT TERMLY COORDINATION MEETING, KENYA**

# COMMUNITY-POWERED APPROACH

At every step of our holistic, community-based approach, people come together to help power participants forward to sustainable success.



**“When I was about to give up, World Bicycle Relief came to my rescue. With the bicycle, the two hour journey to school now takes me 30 minutes. No more punishments, no fear of insults along the way, and my performance has tremendously improved.”** – BRIDGET, STUDENT AT ST MARY’S COMMUNITY DAY SCHOOL, MALAWI



**“These bicycles will ease our work as my colleagues and I visit all expectant mothers and young children who are under five years. With each bike in the field, a child’s life is being saved.”** – JOYCE MBUCHU, CMMB COMMUNITY HEALTH VOLUNTEER, ZAMBIA



**“I have been able to support my family by providing daily meals unlike before, I am able to run errands using the bike and it has eased our mobility around the community.”** – DOREEN ATIENO, 34, SMALL BUSINESS OWNER, KENYA

<sup>1</sup> World Bicycle Relief, 2015. *Mobility: Buffalo Bicycles Impact on Dairy Farmer’s Productivity*. Lusaka, Zambia.

<sup>2</sup> PATH, 2015. *Bicycles That Make a Difference in Tuberculosis Care (TB-ARC)*. Nairobi, Kenya.

<sup>3</sup> Innovations for Poverty Action, 2019. *Wheels of Change: Impact of Bicycles on Female Education and Empowerment in Zambia*. New Haven, CT.

