

2017 GHANA IMPACT REPORT



WORLD BICYCLE RELIEF MOBILIZES PEOPLE THROUGH THE POWER OF BICYCLES.
We envision a world where distance is no longer a barrier to independence and livelihood.

GHANA COUNTRY PROFILE



29.4M
POPULATION²



123/Km²
POPULATION DENSITY²



46% LIVE IN RURAL AREAS³



54% LIVE IN URBAN COMMUNITIES³

In areas of Ghana where walking is the primary mode of transportation, distance is a challenge to earning a livelihood.



12%
OF GHANIANS LIVE BELOW THE NATIONAL
PROPERTY LINE³

SCHOOL ENROLLMENT RATE³

85%



PRIMARY GIRLS

53%



SECONDARY GIRLS

84%



PRIMARY BOYS

52%



SECONDARY BOYS



LIFE EXPECTANCY²
61 YEARS



HIV PREVALENCE⁵
1.6%



ACCESS TO SAFE WATER⁶
72%

REFERENCES:

1) <https://data.worldbank.org/country/ghana>

2) <http://countrymeters.info/en/Ghana>

3) <http://povertydata.worldbank.org/poverty/country/GHA>

4) <http://uis.unesco.org/country/GH>

5) <https://tradingeconomics.com/ghana/prevalence-of-hiv-total-percent-of-population-ages-15-49-wb-data.html>

6) <https://data.worldbank.org/indicator/SH.H2O.SMDW.ZS>

DEAR FRIENDS

The year 2017 was an exciting year for us in Ghana. We completed our distribution of Bicycles for Educational Empowerment Program (BEEP) bicycles to students early in the year and were able to observe their impact as the year progressed. So far, we see evidence of the same positive impact we've seen in other countries where similar programs have been in place for years.

With every BEEP, many more people are impacted beyond the students. Community members are trained as Bicycle Supervisory Committee (BSC) members and take ownership of the program. When school is not in session, students' families are able to use the bicycles to transport produce, visit friends, access healthcare, and make household chores easier. We also train field mechanics to keep our Buffalo Bicycles in good working order, which generates new streams of income. In this update, you'll read stories from an individual impacted by BEEP in Ghana: Gifty, a 12-year-old girl and Addon, a Buffalo Bicycle mechanic. We look forward to sharing many more such stories of our positive impact in Ghana in the future.

WBR wishes to thank Mondelez International, owner of the Cadbury chocolate brand, who invested in mobility in Ghana by funding 5000 BEEP bicycles for students in partnership with World Vision Ghana and Village Bicycle Project. Our partners' capacity and coverage throughout Ghana have made this program possible in the North, the East, and in the Cocoa-growing Southwest Regions.

We are also grateful to our staff for their commitment and hard work throughout the year. Thank you for collaborating with us as we strive to support our rural children and develop flourishing communities.



A handwritten signature in black ink, consisting of stylized, overlapping loops and lines, representing the name Eric Showell.



Eric Showell
Global Director of Programming
Ghana
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OUR IMPACT IN GHANA

WHERE WE WORKED IN 2017



PHILANTHROPIC DISTRIBUTIONS & SALES

	2017	2016-2017
 PHILANTHROPICALLY FUNDED BICYCLES	2,000	5,000
 MECHANICS TRAINED	24	19

BEEP IMPACT IN 2017

WBR's BEEP programs have a strong Monitoring & Evaluation (M&E) component to ensure that we are making a difference in students' lives and to identify where and how we can improve.



19

SCHOOLS REACHED



24

BICYCLE SUPERVISORY COMMITTEES TRAINED



24

MECHANICS TRAINED



100%

OF SCHOOLS ATTENDED TERMLY COORDINATION MEETINGS

GIFTY EXPERIENCES THE POWER OF THE BICYCLE

Gifty Apedaa, 12, is in grade 4 at Kandiga Primary School in the Kassena-Nankana East AP. She lives in Kaasi, about 4km away from school. Before the Bicycle Education Empowerment Program was implemented at Apedaa's school, mornings were difficult for her. "When I woke up in the morning, I did my household chores and walked far to fetch water to bathe before school. I spent about 2 hours walking to school each morning and usually got there late and with dirty legs, mostly after the first lesson is over," she said. "My academic performance was affected as I stayed away from school to hide from my classmates who teased me because I made mistakes in my speech and all manner of punishment meted out to me by my teachers." As a result of the humiliation of arriving late, the punishment she received from her stepmother and teachers and the long distances she walked to school, Gifty considered dropping out.

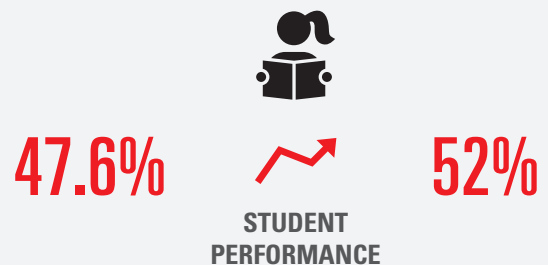
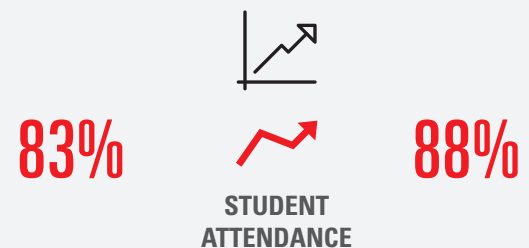
On 8 February, 2017, Gifty received a Buffalo Bicycle and was taught how to ride. The bicycle has reignited her enthusiasm for school. "I was encouraged to join my juniors at the reading camp in Kaasi and I'm now able to ride home fast to do my homework and come back to attend the reading camp activities. I do my chores early and I no longer miss school or arrive late. My dream of becoming a nurse in future is very much alive!"

MULTI-YEAR BEEP IMPACT

To track progress and the impact of the Buffalo Bicycle, baseline data are collected for BEEP programs. In a cohort sample of 285 students who received bicycles in 15 schools in Kassena-Nankana West, the following key findings were identified:

- All students interviewed walked to and from school before they received bicycles and covered an average one-way distance of 3.7km (ranging from 2km to 15km).
- On average, students attended school for 53 days out of the total 64 days in a term, translating into attendance rate of 83%
- The main reasons reported for missing school were sickness (47%), household chores (45%), distance (12%), and care of the sick (8.3%)
- Reasons for reporting late to school were mainly household chores (77%) and distance (54%)

One year later, data from Kassena-Nankana West district shows improvements among beneficiaries in terms of attendance and performance. Average class attendance improved by 5% from 83% at baseline to 88% at 12 months post-distribution. Average performance score improved by 4% from 47.6% at baseline to 52% after 12 months of program implementation.



BICYCLES FOR EDUCATIONAL EMPOWERMENT PROGRAM (BEEP)

In rural developing countries, the biggest barrier to education is often the physical act of getting to school. To break this cycle and change the course of students' lives, World Bicycle Relief provides bicycles to students through its flagship philanthropic program, BEEP. 70% of bicycles go to girls, who face even greater challenges to their education than boys.

BEEP programming is designed to make the maximum impact in the most sustainable way possible. To ensure each program's success long after implementation, we rely on a network of support made up of partners and community members. Regular evaluation of BEEP effectiveness informs program evolution and improvements.

- **Partners:** WBR partners with NGOs, the Ministry of Education and community-based organizations that have deep ties to the target schools and extensive experience in community development and mobilization.
- **Field Mechanics:** WBR trains community-based bicycle field mechanics prior to the bicycle distribution. With this training, a proper set of tools, and a bicycle, the mechanics are present at the distribution ceremony and enter into their own service-to-own contract to support the school and the program.
- **Bicycle Supervisory Committees:** Bicycle Supervisory Committees (BSCs) are critical to the success of our educational programming and the creation of sustainable bicycle infrastructure. Each 12-person BSC is comprised of teachers, parents, students, and community leaders and is responsible for making important decisions about their communities' BEEPs. BSCs ensure the terms of the 'service to own' contracts are adhered to by students and parents regarding the use of bicycles for school access and ensuring preventative maintenance is paid for regularly.
- **Monitoring & Evaluation:** At the heart of the program is impact, and WBR employs a strong M&E model across the schools, beneficiaries, mechanics, and BSC members to collect data on how bicycles impact the lives of students.
- **Spare Parts:** The supply of quality spares is another important step to support the extended usability of the bicycles. A scheme that has worked well is having the BSC collect a small contribution from beneficiaries to purchase a start-up spare parts kit. The spares stores are managed by the committee or a school official. As spares are required, beneficiaries pay for them and that income is used to replenish the spares store. This system creates a readily available supply of spares.



In 2017, World Bicycle Relief added Termly Coordination Meetings (TCMs) to the Bicycle Supervisory Committee's (BSC) activities. The meetings are conducted every school term – usually during school holidays – to gain insights on BEEP achievements, review progress of the program, analyze attendance and student performance, and develop action plans for the next term.

The TCMs offer an opportunity to provide additional training to improve BSC members' skills. During the 2017 TCMs, BSC members received training in advanced spare parts and financial management and received guidance on how to correctly complete the Monitoring & Evaluation forms that are submitted to WBR on a monthly and quarterly basis.

- The meetings provide a platform for the BEEP schools to share learnings based on experiences, successes, and challenges. BEEP implementation can be reviewed at a local level and planned activities can be harmonized.
- TCMs are an excellent opportunity for continued provision of timely and helpful performance feedback to BSC members and schools.
- Based on feedback from the BSCs, we have committed to adopting a more convenient method of data collection and reporting. Schools have reported that paper-based documentation and reporting is resource-heavy and challenging to submit to WBR. We aim to launch mobile data collection Ghana in 2018.

OUR INNOVATIVE SOCIAL ENTERPRISE MODEL

Our model combines philanthropic distributions with social enterprise sales that enable us to achieve greater efficiencies of scale, distribute more bicycles per donor dollar, and create deeper impact where we work. We work closely with our partners, supporters, and end-users to design and implement sustainable programs, leveraging best practices and local expertise.

Supplying bicycles into World Bicycle Relief's philanthropic programs created strong local demand for our quality Buffalo Bicycles. In 2008, World Bicycle Relief formed Buffalo Bicycles, Ltd., a wholly owned for-profit subsidiary, to sell Buffalo Bicycles to nonprofits, businesses, and individuals to meet this market demand. Today, World Bicycle Relief oversees the philanthropic programs and Buffalo Bicycles, Ltd. produces the bicycles that enable individuals to achieve mobility and thrive.

Combining philanthropic programs with social enterprise sales has multiple benefits:

- Increased impact from more bicycles in the field
- Lower philanthropic program costs due to economies of scale
- Profits from Buffalo Bicycles, Ltd. fund WBR programs
- Best business practices applied to development
- Customer-informed product development and innovation

The majority of our bicycles are purchased from other non-profits for their own philanthropic programs, but we also have strong individual sales.



THE BUFFALO BICYCLE

Named after the iconic and fierce African buffalo, the Buffalo Bicycle is engineered for durability and challenging terrain. Sturdy steel alloy frames, forks, and spokes and a rear carrier capacity rated to 100kg support big loads and passengers over long distances in remote areas. High-quality, well-designed parts improve the bicycle's functionality, reliability, and strength - which keeps bicycles rolling.

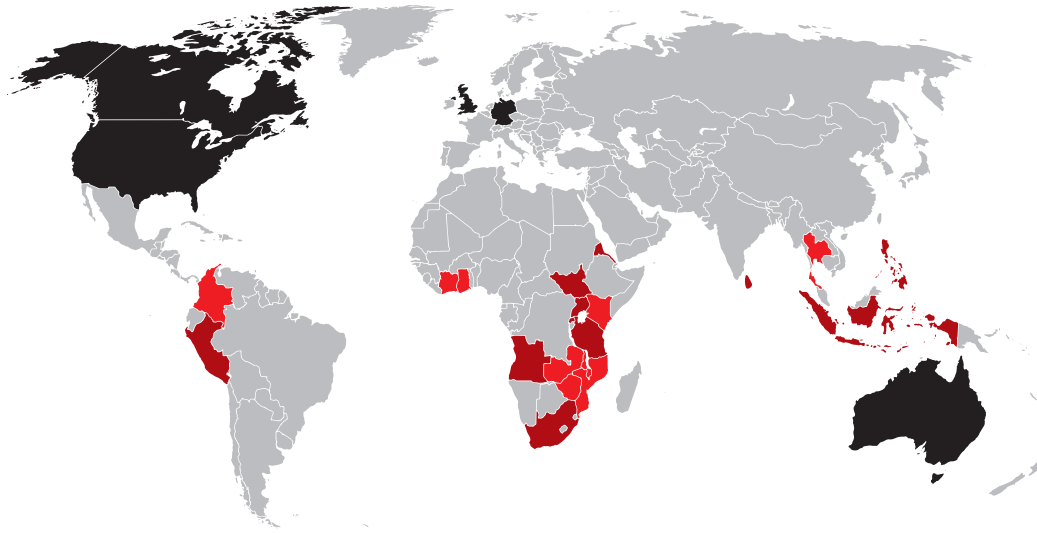
MEET ADDON, A TRAINED BICYCLE MECHANIC

Buffalo Bicycles trains local mechanics to service the Buffalo as part of our commitment to sustainable impact and local economic development. Having satisfied the basic selection criteria, Addon was selected by the Keri BSC to attend the BEEP mechanic training and earned his certification after completing the 10-day mechanic workshop successfully. The skills he acquired in the workshop transformed his mechanic business above and beyond servicing Buffalo Bicycles.

Addon is not the only bicycle mechanic in Keri, but his participation in the workshop has boosted his standing in the community. Prior to completing his Buffalo Bicycle certification, Addon used to repair an average of two bicycles per day. Now he repairs an average of 10 bicycles a day, a fivefold increase.

"There are days I am unable to fix all the bicycles that come to me for servicing in a day, and so I have to continue with them the following day," he says. "After the training by World Bicycle Relief and Village Bicycle Project, I work faster and smarter now. I used to spend almost a whole day on lacing one wheel. This was because I fixed each spoke one after the other. But I was taught a better strategy which makes it possible for me to fix multiple spokes very easily. I am now able to lace a wheel in less than one hour. This means more money to care for my family."

WHERE WE WORK



PROGRAM LOCATIONS (2017)
Colombia, Ghana, Ivory Coast, Kenya, Malawi, Mozambique, Thailand, Zambia, Zimbabwe

PROGRAM LOCATIONS (2005-2016)
Angola, Eritrea, Indonesia, Peru, Philippines, Rwanda, South Africa, South Sudan, Sri Lanka, Tanzania, Uganda

FUNDRAISING OFFICES (2018)
U.S., U.K., Germany, Canada, Australia



392,000+

TOTAL BICYCLES
DISTRIBUTED



186,000+

BICYCLES SOLD



206,000+

BICYCLES FUNDED



1,900+

MECHANICS TRAINED



WORLD BICYCLE RELIEF®

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