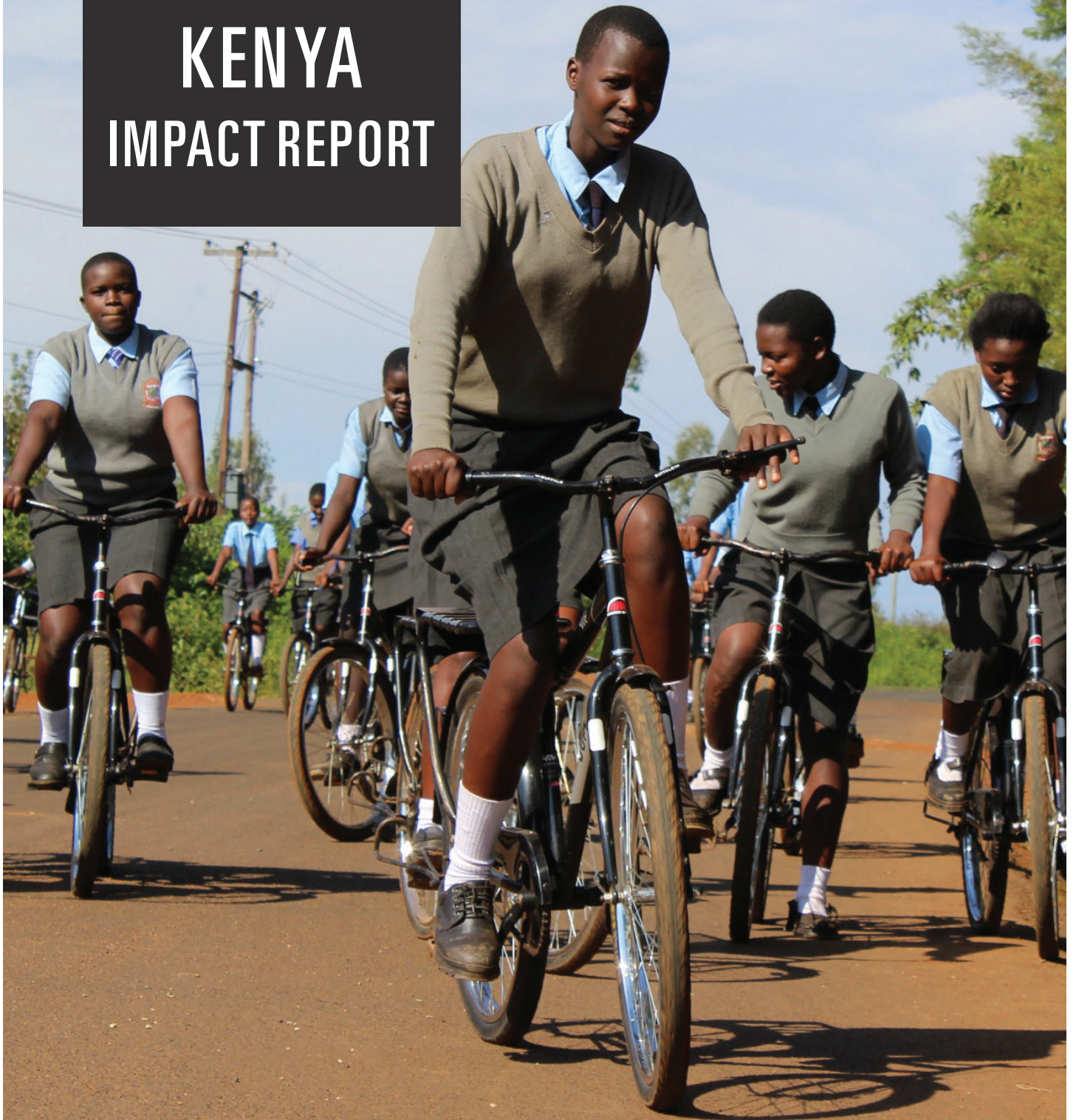


2018 KENYA IMPACT REPORT



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.

KENYA COUNTRY PROFILE



49.7 M
POPULATION¹



79.2 /Km²
POPULATION DENSITY²

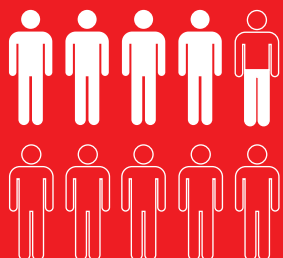


70% LIVE IN RURAL AREAS¹



30% LIVE IN URBAN COMMUNITIES¹

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



46%
OF RURAL KENYANS
LIVE ON LESS THAN
\$2 PER DAY³



SCHOOL ENROLLMENT RATE⁴

84%



PRIMARY
GIRLS

49%



SECONDARY
GIRLS

80%



PRIMARY
BOYS

52%



SECONDARY
BOYS



LIFE EXPECTANCY⁵
67 YEARS



HIV PREVALENCE⁶
8%



ACCESS TO SAFE WATER⁷
56%

In areas where distance is a challenge, meeting everyday needs is a struggle against time and fatigue.



52%
OF RURAL RESIDENCES
ARE MORE THAN 6KM FROM
PRIMARY SCHOOLS⁸



35%
OF RURAL RESIDENCES
ARE MORE THAN 6KM FROM
SECONDARY SCHOOLS⁸



5Km
AVERAGE DISTANCE TO
A HEALTHCARE FACILITY⁹

REFERENCES:

1) World Bank 2017

2) KNBS2017

3) <http://uis.unesco.org/country/KE>

4) UNESCO 2013

5) WHO 2016

6) UNICEF 2013

7) UNICEF2017

8) Ministry of Education 2016

9) Ministry of Health 2016

DEAR FRIENDS

World Bicycle Relief Kenya continues to invest in new and established partnerships to ensure that disadvantaged populations can access the basic human needs of education and health while we help create sustainable economic opportunities at the community level. 2018 has been a huge success for us in this regard. Notably, we diversified our program offering through a livelihoods support program targeting 145 trained women business groups in Migori – this was made possible through our partnership with Village Enterprise and Lwala Community Alliance. Additionally, we successfully launched “Fund-A-School” in four schools. This new initiative offers donors the opportunity to fund our Bicycles for Educational Empowerment Program (BEEP) implementation at a specific school or sub-county, enhancing their involvement.

Those working to support the grassroots economy recognize the multi-faceted impact of reliable transport. A Buffalo Bicycle in the hand of a beneficiary opens a new world of opportunity. We provide a reliable mobility solution with quality bicycles designed to withstand the harshest of conditions, backed up by trained field mechanics to maintain and fix our bikes, a robust spare parts network as well as Program and Monitoring and Evaluation (M&E) support. This support allows us to work with organizations aimed at addressing the United Nation’s Sustainable Development Goals (SDGs), helping them achieve their objectives.

Our footprint within East Africa has continued to grow. This year we extended our reach by distributing over 500 Buffalo Bicycles in countries bordering Kenya through partnerships with Abt Associates, CESOPE, Lightray and the Ugandan Government’s Health and Education programs. Wheels are in motion to launch scalable programs with more like-minded organizations/stakeholders and we look forward to further interaction with our supporters and institutional friends from the greater East African region.

2019 will be a challenging yet exciting year full of possibilities to grow our reach through the Power of Bicycles. Join us in creating access to all the opportunities we take for granted – opportunities that will enable communities to lead productive, dignified lives!

We welcome you to our 2018 Impact Report – Karibuni!



Charles Kimeu
 Chief Operations Officer
 World Bicycle Relief – Kenya
 Cathy Flats Suite 5,
 Lenana Road Kilmani,
 Nairobi, Kenya
 +254 724 277 483
ckimeu@worldbicyclerelief.org





OUR IMPACT IN KENYA

WHERE WE WORKED IN 2018



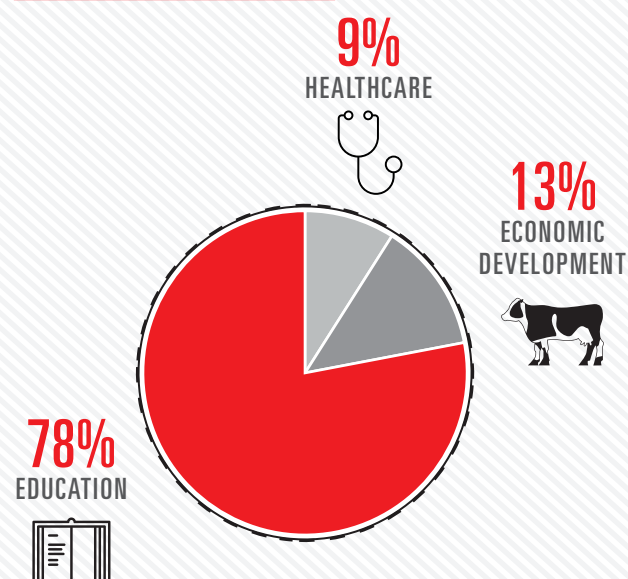
Program Sector	Type	Location	Partner	# of Bicycles
EDUCATION	PHILANTHROPIC	Kisumu County	Plan International	1,343
		Homa-Bay County		
		Kakamega County	Ministry of Education Science and Technology	1,307
		Uasin Gishu County	World Vision Kenya	1,089
		Trans-Nzoia County		
		Siaya County		
		Busia County	Child Fund Kenya	735
		Various	Various	326
		TOTAL		4,800
EDUCATION	SOCIAL ENTERPRISE	Various	Various	509
HEALTHCARE		Various	Various	623
ECONOMIC DEVELOPMENT		Various	Various	859
		TOTAL		1,991

PHILANTHROPIC DISTRIBUTIONS & SOCIAL ENTERPRISE

	2018	TOTAL TO DATE
 PHILANTHROPIC PROGRAMS	4,800	19,221
 SOCIAL ENTERPRISE	1,991	18,398
 TOTAL BICYCLES DISTRIBUTED	6,791	37,619
 MECHANICS TRAINED	19	136

Program Sector percentages are based on 2018 bicycle distribution data.

BY PROGRAM SECTOR



MONITORING & EVALUATION

At World Bicycle Relief we believe that all answers are found in the field. As this ethos lies at the heart of our organization, we have a dedicated Monitoring and Evaluation (M&E) team that extensively measures the impact of our bicycles and programs in the communities in which we operate. Through data collection and face-to-face interactions, we capture data and process the results, not only to demonstrate where our donor money goes, but also to help us continuously improve our programs and our Buffalo Bicycles.

What we measure:

PERFORMANCE

We monitor attendance, performance, empowerment and retention as well as overall bicycle usage

ACCOUNTABILITY

We ensure accountability through monthly reporting and termly meetings with our Bicycle Supervisory Committees (BSCs) and partners

DURABILITY

We evaluate trends related to the durability of our bicycles through service logs and conversations with our specially-trained Buffalo Bicycle mechanics

SUSTAINABILITY

We look at baseline through to endline evidence and monitor all aspects of our programs to ensure longevity and sustainable impact



PROPELLING GIRL EMPOWERMENT

WBR Kenya's implementing partner Plan International established the Girls Advocacy Alliance in response to needs associated with gender-based issues in the country. The program pays special attention to empowering vulnerable girls and young women who face sexual violence, early and forced marriages and forced labour. Through the program, girls are encouraged to form their own support networks in their schools and in their communities to act as a safe environment where they can share their experiences without fear of being victimized.

Silvia, a 17-year-old girl from Bar Union Secondary School in Kisumu County, is a member of the Girls Advocacy Alliance program. She was recruited into the program in 2016 when she was in Form 1 and received a Buffalo Bicycle to help with her duties.

As a Girl Advocate, Silvia works towards ensuring all girls are given equal opportunities to thrive and are aware of their rights. She also uses her position to inspire other girls to reach their potential. Besides ensuring that she travels to school and home safely, the bicycle helps her reach more girls to teach them about their rights.

"The bicycle has really helped me reach many girls who have dropped out, and after counselling them, I often see them return to school. These girls need someone who can relate to their problems listen to them. I inform girls in my school and in the community about their rights. Together with our school Guiding and Counselling teacher we have created a safe space for girls," says Silvia.

Silvia wants to be an advocate of the High Court after school. She believes this will give her a platform to champion for the rights of vulnerable girls and ensure all live in a just and equal society. Before she finishes school she plans to launch a Girl Advocacy Club which will be open to both girls and boys, teaching them about their rights and talking about their boundaries.

Through the Power of Bicycles, Silvia is becoming an agent of change in the community, educating and empowering many more girls to know their education, health and children's rights. "I would wish to be remembered as a student who rode a bike to save other girls from oppression and discrimination," adds Silvia.

BEEP ACTIVITIES IN 2018



BICYCLES
DISTRIBUTED

4,800



SCHOOLS
REACHED

73



SCHOOLS ATTENDED
TERMLY COORDINATION
MEETINGS

99%



BICYCLE SUPERVISORY
COMMITTEES TRAINED

15



NEW MECHANICS
TRAINED
(80 MECHANICS
UPSKILLED)

19

BICYCLES FOR EDUCATION EMPOWERMENT PROGRAM (BEEP)

CASE STUDY: TAITA-TAVETA COUNTY

In 2018, WBR partnered with World Vision Kenya to implement BEEP for the first time in Taita-Taveta County in the Coastal Region of Kenya. Due to the proximity of the Tsavo West National Park, villagers in the area are often at risk of attacks by wild animals, especially in the early mornings and evenings when many school students are walking to and from school. The partnership supplied 420 Buffalo Bicycles across four primary schools and recipients were selected based on the distances that they needed to travel.

Data on attendance, performance and daily living was collected from a sample of the students before they received the Buffalo Bicycles. The same students were interviewed one year later to see if the bicycles contributed to the attendance and performance (amongst other factors) of those who received bicycles.

Findings from the one-year study included:

- **Time travelled:** The time taken to travel from home to school reduced from an average of 67 minutes before bicycles to 40 minutes after the bicycles, a 40% decrease.
- **Days missed:** There was a 32% decrease in the number of school days missed in the previous month.
Before the bicycles, 36% of students missed 10+ days a term, after the bicycles this decreased to 5%.
- **Days late:** Student tardiness decreased by 76%, from 5 days late per week to 1.2 days late.

In addition, the students who received bicycles reported feeling safer when traveling to school, increasing from 48% before bicycles to 95% after the bicycles.



EASING THE BURDEN

In most rural areas of Kenya, sourcing clean, safe water for drinking and cooking is often accompanied by long and sometimes dangerous walks. It is primarily the responsibility of the children of the household to ensure that the family has water to drink and bathe. Due to the distance and scarcity of this natural resource, collection of water becomes a real burden for the school students, and they spend many hours a day walking to find water before or after school.

In Kitobo Village, near the massive Tsavo West National Park in Taita-Taveta County, the already scarce water must be shared between human beings and domestic and wild animals including cattle, zebras, buffalo and the occasional lion. The water source is often contaminated and the children regularly encounter dangerous wild animals at the water points, and there is often no water at all during the dry season.

Buffalo Bicycles have helped ease the burden of students from Kitobo Primary School who previously walked long distances in search of water, especially during the dry season. Since receiving their bicycles as part of BEEP, the students now carry empty water cans on their bicycles when they leave home in the morning and collect water from a stream near the school, returning home in the evening with water cans full of clean water for domestic use.

Being able to transport the water from the stream near their school makes it possible for students to stay in school knowing they will ride back home with clean water. In the past they would often miss school to find water during the day or they would be too tired to go to school after being out at night to collect water.

Mukei, a 13-year-old girl from Kitobo Primary School, says "I used to dislike getting home from school as I knew that the hardest time of the day had just started. I had to walk far in search of water and often saw wild animals in the evening. When I knew I was going to be a beneficiary of a bicycle, I was filled with joy. I use my bicycle to carry water home and now I even get home with some energy to spare for my homework and personal studies."

OUTCOME IMPROVEMENTS



40%
DECREASE
IN TIME



32%
DECREASE
IN DAYS MISSED



76%
DECREASE
IN DAYS LATE

OUR SOCIAL ENTERPRISE MODEL

The sustainability and scalability of our programs are key for us at WBR. To ensure the sustainability of our programs, our model combines philanthropic distributions with social enterprise sales, helping us achieve greater efficiencies of scale and distribute more bicycles per donor dollar.

Buffalo Bicycles Ltd., WBR's wholly-owned for profit subsidiary, was created in 2008 to meet the demand for our quality Buffalo Bicycles that grew out of our philanthropic programs. The majority of our bicycles are purchased by other non-profits for their own philanthropic programs, but we also sell direct to the public through our shops in various towns throughout our operating locations.

DESIGN AT OUR CORE

The Buffalo has been specially designed to withstand tough conditions and rural roads, and our expert team of Product Developers are constantly looking at ways of improving the bicycle to ensure its durability. Since our first Buffalo was introduced into the field, every aspect of the bicycle has undergone thorough testing and development to ensure that it can survive the terrain and contribute to livelihoods.

Besides our product teams in Chicago and Taiwan, in 2018 we appointed Jake Butynski as Global Product Manager based in Kisumu, Kenya. Jake grew up in both Kenya and the United States and before joining the team and moving back to Kenya, he worked as a product engineer at SRAM in Colorado.

Jake leads our field test program which includes a number of test riders who put our Buffalo Bicycles to their paces and he is refining the way we evaluate prototypes in real world applications. His role acts as a bridge that connects the rest of the organization to the Product Development team, working to communicate proposed changes and the status of projects to the primary stakeholders and acting as a resource for technical product specific information. Together with the After Market Sales, Monitoring and Evaluation (M&E) and Quality Monitor and Mechanic Training teams across our locations, he collects data from the field to prioritize adjustments that ultimately make a better bicycle for the end user.

With quality design at the core of our Buffalo brand, it is critical that we are able to evaluate issues and resolve them as well as make improvements at a design or supplier level where necessary. The support of our Quality Monitors allows us a deeper understanding from the field. The Product Development team also has a number of projects under review, including concepts that have not yet made it into production.

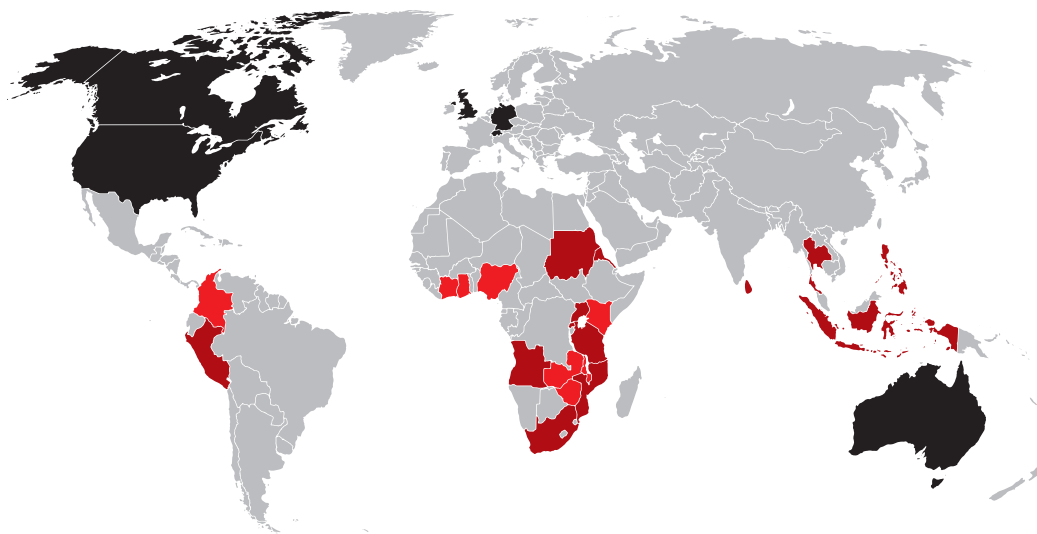


STRONG LIKE A BUFFALO



The Buffalo Bicycle has been specially designed to withstand tough conditions and rural roads. From the solid steel frame, to the braking system, spokes, tyres, heavy-duty carrier (with a carry load of up to 100kg), seat and handlebars, right through to the optimal brand of grease needed to maintain the bicycle, World Bicycle Relief is committed to excellence in product development and to using well-designed parts that improve the bicycle's functionality, reliability and strength – keeping the bicycles rolling. Our Buffalo Bicycles are locally assembled by our specially-trained team of assemblers, creating local jobs and ensuring that each bicycle is of the same high-quality.

WHERE WE WORK



PROGRAM LOCATIONS (2018)
Colombia, Ghana, Ivory Coast,
Kenya, Malawi, Nigeria,
Zambia, Zimbabwe

**PROGRAM LOCATIONS
(2005-2017)**
Angola, Eritrea, Indonesia,
Mozambique, Peru,
Philippines, Rwanda, South
Africa, Sudan, Sri Lanka,
Tanzania, Thailand, Uganda

FUNDRAISING OFFICES (2019)
U.S., U.K., Germany, Canada,
Australia, Switzerland

OUR GLOBAL IMPACT



208,480

PHILANTHROPIC
BICYCLES



238,860

SOCIAL ENTERPRISE
BICYCLES



447,340

TOTAL BICYCLES
DISTRIBUTED



2,201

MECHANICS
TRAINED



WORLD BICYCLE RELIEF®

WORLD BICYCLE RELIEF MOBILIZES PEOPLE THROUGH THE POWER OF BICYCLES.

WORLDBICYCLERELIEF.ORG



BUFFALO BICYCLES
KENYA

OFFICE/WAREHOUSE

Lake Basin Development Authority Rice Mill,
Kondele-Kibos Road, Kisumu, Kenya
Patrick Wanyama
+00 25 472 744 1939

BUILT FOR BIG LOADS ON TOUGH ROADS IN AFRICA
www.buffalobicycle.com

OFFICE

Cathy Flats Suite 5, Lenana Road,
Kilmani, Nairobi, Kenya
Charles Kimeu
+254 724 277 483