

# WHY BICYCLES FOR EDUCATION?



**28%**

WITH A BICYCLE,  
STUDENT ATTENDANCE INCREASES  
UP TO 28%



**59%**

WITH A BICYCLE,  
ACADEMIC PERFORMANCE INCREASES  
UP TO 59%



**126,104**

NUMBER OF STUDENTS  
MOBILIZED WITH BUFFALO  
BICYCLES (2009-2016)





Education is a way forward, and bicycles are making a difference.

When children are educated, they lead healthier more productive lives.

---

## THE RIGHT TO EDUCATION FOR ALL

At World Bicycle Relief, we dream of a world where every child has access to a life-changing education.

With an education, a child is far more likely to become an adult with higher skilled, better paid, and more secure employment. Educated children have a greater chance of reaching their potential, breaking the cycle of intergenerational poverty, and helping their community prosper.

Unfortunately, children are often denied their basic right to an education by factors beyond their control, such as poverty, gender, race, disability—and geography.

Since 2009, World Bicycle Relief has mobilized students, especially girls, to access education. With a bicycle, children and their families are empowered, and education becomes a priority.



## THE EDUCATIONAL LANDSCAPE IN SUB-SAHARAN AFRICA

Of the 59 million primary-school-aged children around the world who are not in school, more than half live in sub-Saharan Africa (UNICEF). In Malawi, where the average journey to school is 3 to 10 km, 57% of students do not complete primary education (World Vision Malawi).

The situation is particularly acute for girls. Only 2 out of 35 countries in sub-Saharan Africa educate girls and boys in equal numbers. In fact, 80% of young women in the region have not completed their secondary education, and cannot read (UNICEF).

Children deprived of an education have limited opportunities and will most likely raise their own children in poverty. If current trends continue, 90% of the world's children living in extreme poverty in 2030 will be from sub-Saharan Africa (UNICEF).

## THE ROLE OF BICYCLES IN EDUCATION

The biggest barrier to education for those living in rural developing countries may be the distance to get to school. With a bicycle, children's commute time can be reduced by up to 75%.

**IN THE SHORT TERM,** bicycles help children attend school regularly and arrive better rested.

**IN THE LONG TERM,** bicycles help children complete their education, preparing them for better jobs and reducing the likelihood of extreme poverty.

On average, each additional year of education a child receives increases her or his adult earnings by 10%. And for each additional year of schooling completed by young adults, the country's poverty rate falls by 9%. Some of the highest returns of all are associated with educating girls.





BEEP recipients receive training in riding and caring for their new bicycles, so that every student can ride with confidence.

## BICYCLES FOR EDUCATIONAL EMPOWERMENT

World Bicycle Relief's Bicycles for Educational Empowerment Program (BEEP) first launched in Zambia in 2009 in collaboration with the Ministry of Education. BEEP provides bicycles to students, teachers and school volunteers to improve access to education.

Students sign a study-to-own contract, agreeing to attend class regularly. The bicycle becomes the student's personal property after completing school. When the bikes are not being used by students, they are available to the household as a tool for development, which leads to increased economic opportunity for the community.

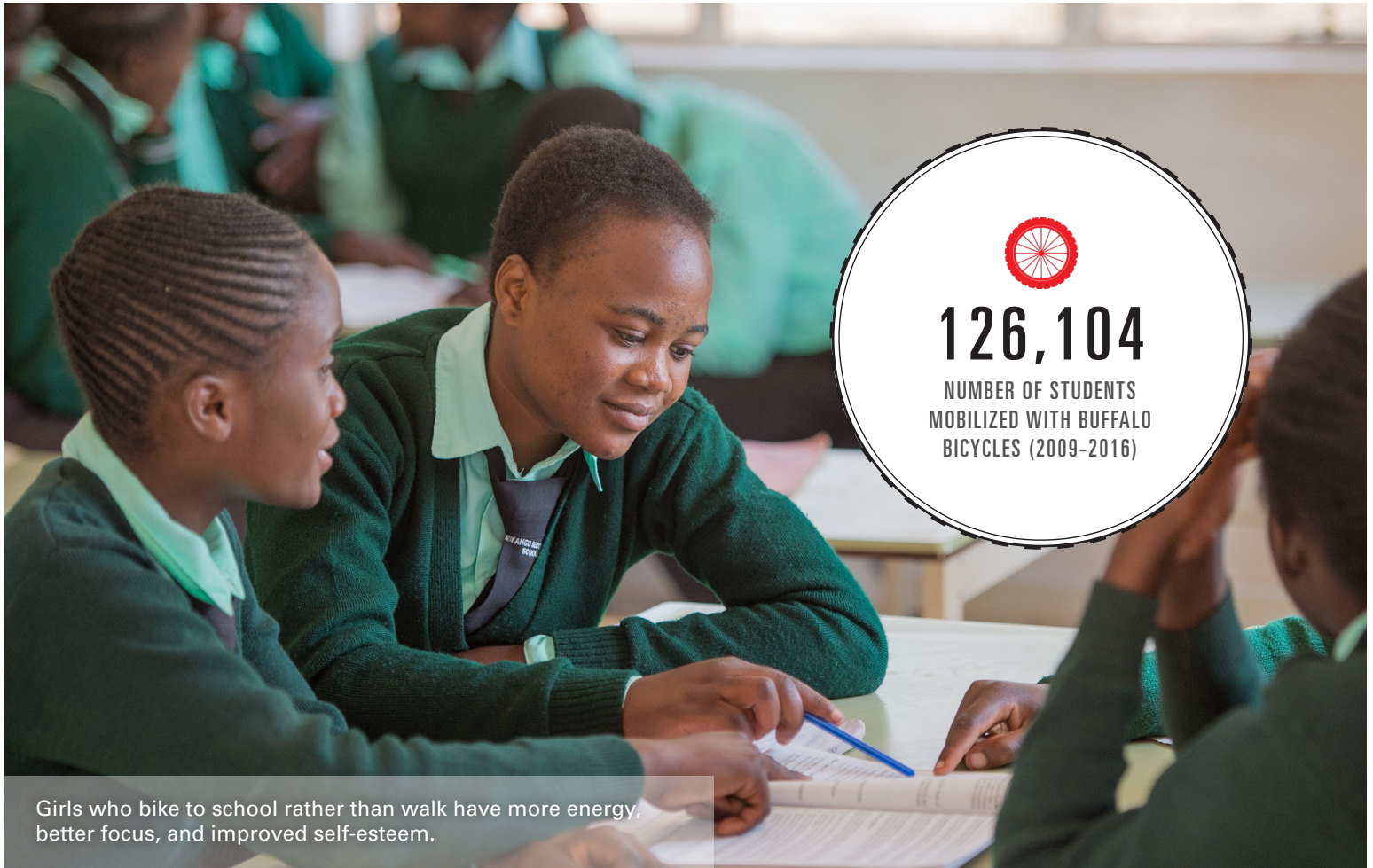
## COMMUNITY INVOLVEMENT

To help oversee the program, each community forms a Bicycle Supervisory Committee (BSC). Members of the BSC identify program recipients and monitor bicycle use. The following are some of the criteria used to determine need:

- Relative distance traveled to school
- Dropped attendance due to distance or chores
- Identified orphans and vulnerable children or students from households of limited resources

BSCs also elect candidates for field mechanic training. Promising applicants are interviewed by World Bicycle Relief to maintain and repair bicycles distributed through BEEP.





Girls who bike to school rather than walk have more energy, better focus, and improved self-esteem.

## EMPOWERING GIRLS WITH A BRIGHTER FUTURE

At World Bicycle Relief, we recognize the value in breaking down barriers for girls by distributing 70% of our bikes to girls. Gender equality progresses holistically when families and village leaders collectively commit to their girl students riding to school. We can facilitate more opportunities for girls by sensitizing whole communities to the importance of their education.

Giving a girl a way to get to school safely and quickly empowers her to stay in school and gain the skills she needs to succeed. With an education, women can create lasting positive change for themselves and their families.

## WHAT HAPPENS WHEN GIRLS COMPLETE SCHOOL

In sub-Saharan Africa, 80% of young women have not completed their secondary education and cannot read. If girls in this region finished their secondary education, teen pregnancies (under 17 years old) would be reduced by almost 60% (USAID), and there would be 1.5 million fewer annual deaths of children under age 5. In sub-Saharan Africa, only 4% of literate girls are married as children compared with 20% of illiterate girls (UNICEF). Evidence also shows that a year of secondary education for girls correlates to a 25% increase in wages later in life.

An educated girl has a positive ripple effect on her health, family, community, and society as a whole. They are less likely to marry as children. They seek better healthcare during pregnancy, in childbirth, and during their children's early years. They gain the skills, knowledge, and self-confidence to escape the cycle of poverty. They become better citizens, parents, and breadwinners. (Source: USAID)



## EMPOWERING GIRLS WITH BICYCLES IN KENYA

There are more than 10 million school-age children in Kenya. Many of them have difficulty getting an education due to distance. 10.6% live too far from school while 50% live 3+ miles away. One in 10 never completes primary school. Walking long distances increases tardiness, fatigue, and absenteeism. Decreased attendance and low enrollment are particularly acute for girls who carry the additional burden of household chores. Girls are more at risk of withdrawing from school altogether. (Sources: Kenya Integrate Household Budget Survey, UNESCO's Education for All Global Monitoring Report)

In 2015, WBR applied lessons learned from BEEP implementation in other countries to Kenya, distributing 3,000 bicycles to 22 schools across 3 counties in partnership with the Ministry of Education and World Vision Kenya.

In July 2015, 100 Buffalo Bicycles were distributed at the Mahanga Secondary School in Kakamega, Kenya. A full 70% of the bicycles were given to girls, who are at a higher risk of dropping out of school due to distance, time constraints, and pregnancy. The remaining 30% went to boys to encourage good citizenship and strong community.

Nine months later, school administrators reported the following impact on students with Buffalo Bicycles:

- Improved student performance
- Increased self-esteem, especially among girls
- Hours of travel time saved each day
- Safer commutes to school

When the children aren't using the bicycles, they are available to family members for economic development and social activities.



"I want to leave a legacy by discovering the medicine for HIV and AIDS."

-Angela, 15

Angela's passion is to be a doctor so that she can help cure HIV/AIDS. After receiving a bicycle, Angela is now number one in her class with plans to attend college.



## DEEPENING OUR COMMITMENT

World Bicycle Relief continues to invest resources and engage community members while striving to develop sustainable ecosystems for communities. Between 2009 and 2016, we mobilized 126,104 students with Buffalo Bicycles.

### PROVIDING PATHS IN KENYA

Since rolling out BEEP in Kenya (2015), we have partnered with Plan International, Child Fund, World Vision and more to reach a greater number of people within the community.

- 7,647 bicycles distributed (2015–2016)
- 119 mechanics trained (2015–2016)
- 77 schools impacted (2015–2016)

### CHANGING GIRLS' LIVES IN ZIMBABWE

The Improving Girls' Access through Transforming Education (IGATE) is an innovative, DFID Girls' Education Challenge project with a multi-layered approach to improving educational outcomes for girls in Zimbabwe. IGATE operates with the involvement of partner organizations, each of which is vital to making a deep investment that impacts more girls. Our partnership in the project resulted in:

- 29,529 bicycles distributed (2014–2016)
- 316 Field mechanics trained (2014–2016)
- 258 schools impacted (2014–2016)

## WHERE WE'VE IMPLEMENTED BEEP



## PARTNERING FOR GREATER SUCCESS

Customized programs and unique approaches through our corporate partnerships allow greater benefits for all. ING Bank partnered with WBR to develop a 5-year, sustainable transportation relief program in accordance with their corporate values: The ING Orange Bike project. The initiative has tapped into employee engagement to yield impressive results in the Philippines, Indonesia and Thailand.

- 3,200 bikes distributed (2014–2016)
- \$344,731 raised by employee fundraisers to date

## KEEPING BICYCLES ROLLING

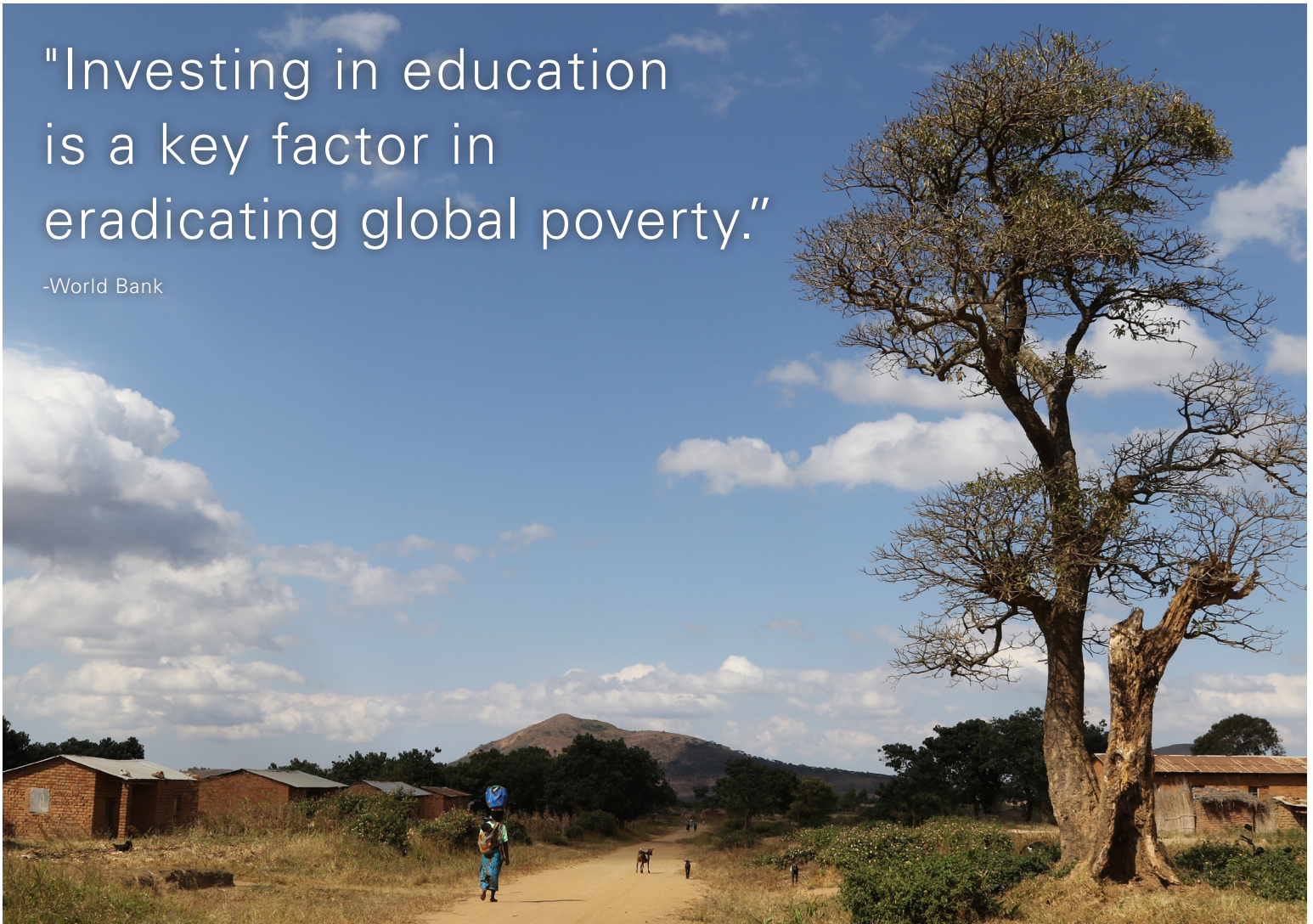
As with every machine, the specially designed and well-built Buffalo Bicycles require regular maintenance and occasional access to spare parts to keep them rolling over the rugged terrain. For every 100 bicycles, WBR trains one field mechanic to maintain the bikes and provide spare parts. This helps keep students in school and leads to increased economic opportunities for mechanics and their families.





# "Investing in education is a key factor in eradicating global poverty."

-World Bank



## WHY BICYCLES?

For many people in the developing world, walking is their primary mode of transportation. Add the challenge of distance and seemingly simple tasks become difficult and sometimes impossible. With no choice but to walk, meeting everyday needs is a struggle against time and fatigue. When you provide a bicycle, you empower people with the opportunity to make choices. Over time, bicycles enrich the lives of children, households, and entire communities.

## WHY WORLD BICYCLE RELIEF?

World Bicycle Relief (WBR) builds and distributes specially-designed, locally assembled, rugged bicycles. With the experience and expertise gained over the years, WBR has developed an efficient, innovative, and scalable model to successfully address the need for reliable, affordable transportation in rural areas of developing countries. Our Buffalo Bicycles not only help people survive, they help them thrive.

## GET INVOLVED.

- **DONATE** the gift of a bicycle
- **FUND** programs through a corporate giving program
- **FUNDRAISE** with friends and family
- **RIDE** with one of our many cycling events
- **FOLLOW** us on [Facebook](#), [Twitter](#), and [YouTube](#)

