We envision a world where distance is no longer a barrier to independence and livelihood.
DEAR FRIENDS

At the end of 2019, through your continued support, World Bicycle Relief (WBR) celebrated the delivery of the 500,000th Buffalo Bicycle in the field! Thanks to you, millions of lives have changed and communities have been empowered and given the chance to thrive. It has been a journey of learning, evolution and sustainable growth—and our accomplishments would not be possible without your collaboration.

WBR Kenya 2019 highlights:

• This year, we expanded our partnership with the Ministry of Education, Science and Technology (MOEST) in Kakamega and Kisumu Counties for our flagship Bicycles for Educational Empowerment Program (BEEP).

• WBR continues to support ‘last mile’ health initiatives in partnership with development partners and government ministries. WBR partnered with various counties to provide Buffalo Bicycles to Community Health Volunteers (CHVs) and, through a partnership with CMMB, CHVs received bicycles to increase home-based care and the number of household visits and patient referrals.

• In a pilot program, WBR partnered with Village Enterprise to provide 145 Buffalo Bicycles to women business owners in Migori County to help improve their livelihoods by easing their challenges with transportation.

• Through our partnership with World Vision and the Ministry of Agriculture in Siaya County, 240 farmers received Buffalo Bicycles to help improve their outputs and livelihoods.

• We have seen continued growth in our social enterprise sales within the East Africa region, and our shop expansion strategy is growing our brand footprint and creating accessible after-market support and spare part availability for the growing number of Buffalo Bicycles in the field.

• A true highlight for us was having WBR Kenya’s work showcased on German radio station WDR, this year.

With 15 years of experience in community-led mobility interventions, WBR continues to develop partnerships that amplify impact. In 2020, we will be piloting our Mobilized Community approach—a multi-sectoral programming model aimed at addressing mobility challenges for people across a geographic area. The aim of this strategic approach is to generate synergies between the different sectors, creating a powerful bicycle ecosystem that will help the whole community thrive.

We welcome you to our 2019 Impact Report—Karibuni!

Charles Kimeu
Chief Operations Officer
World Bicycle Relief – Kenya
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+254 720 102 939
ckimeu@worldbicyclerelief.org
### OUR IMPACT IN KENYA
WHERE WE WORKED IN 2019

<table>
<thead>
<tr>
<th>Program Sector</th>
<th>Type</th>
<th>Location</th>
<th>Partner</th>
<th># of Bicycles</th>
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<tbody>
<tr>
<td>EDUCATION</td>
<td></td>
<td>Kisumu County</td>
<td>Ministry of Education</td>
<td>1,474</td>
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<tr>
<td></td>
<td></td>
<td>Siaya</td>
<td>World Vision Kenya</td>
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<td></td>
<td></td>
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<td></td>
<td></td>
<td>Kisumu/Homa Bay</td>
<td>Plan International</td>
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<td>HEALTHCARE</td>
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<td>Siaya</td>
<td>CMMB</td>
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<tr>
<td></td>
<td></td>
<td>Kitui</td>
<td>CMMB</td>
<td>75</td>
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<td></td>
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<td>Kilifi</td>
<td>County Government of Kilifi</td>
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<tr>
<td>ECONOMIC DEVELOPMENT</td>
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<td>Migori</td>
<td>Village Enterprise</td>
<td>145</td>
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<tr>
<td></td>
<td></td>
<td>Siaya</td>
<td>World Vision</td>
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<tr>
<td></td>
<td></td>
<td>Various</td>
<td>Various</td>
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<tr>
<td></td>
<td>TOTAL</td>
<td></td>
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### PHILANTHROPIC DISTRIBUTIONS & SOCIAL ENTERPRISE

<table>
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<tr>
<th></th>
<th>2019</th>
<th>TOTAL TO DATE</th>
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</thead>
<tbody>
<tr>
<td>TOTAL BICYCLES DISTRIBUTED</td>
<td>9,836</td>
<td>47,455</td>
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<tr>
<td>PHILANTHROPIC PROGRAMS</td>
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<tr>
<td>SOCIAL ENTERPRISE</td>
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<td>23,194</td>
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<tr>
<td>MECHANICS TRAINED</td>
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<td>162</td>
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</table>

### BY PROGRAM SECTOR

- **Healthcare**: 37%
- **Education**: 49%
- **Economic Development**: 14%

Program Sector percentages are based on 2019 bicycle distribution data.
KENYA - THE NEED

According to the World Bank’s 2017 report, 70% of Kenya’s 49.7 million population live in rural areas. In areas of Kenya where walking is the primary mode of transportation, distance is a challenge to earning a livelihood with 46% of rural Kenyans living on less than US $2 per day. This also affects school enrollment and retention rates as students often cover long distances to get to school.

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

http://uis.unesco.org/country/KE

BICYCLES FOR EDUCATIONAL EMPOWERMENT PROGRAM (BEEP)

BEEP is World Bicycle Relief’s flagship program. Across the globe, to date we have provided over 209,743 life-changing Buffalo Bicycles to students in rural areas where distance affects their ability to obtain education.

2019 KENYA BEEP IMPACT:

| GIRL / BOY STUDENTS RECEIVED BICYCLES | 2,833/1,233 |
| TOTAL SCHOOLS REACHED | 54 |
| NEW BICYCLE SUPERVISORY COMMITTEES TRAINED | 9 |
| NEW MECHANICS TRAINED | 26 |
| EXISTING MECHANICS UPSKILLED | 20 |
| SCHOOLS THAT ATTENDED TERMLY COORDINATION MEETINGS (TCMS) | 100% |
| AVERAGE BICYCLE USAGE | 80% |
| AVERAGE STUDENT ATTENDANCE | 90% |

PEDALING TO SUCCESS

Seventeen-year-old Eileen received a Buffalo Bicycle in 2015 as part of the Bicycles for Educational Empowerment Program (BEEP) at Bukhaywa Secondary School where she was enrolled. At the end of 2018, Eileen ranked as the top student at the school, passing the national examinations with a B+ (75%) grade. She secured admission to Jomo Kenyatta University of Science and Technology where she will pursue a Bachelor of Science degree in Nursing. Having been raised by a single mother, Eileen felt that she had to work extra hard to make her mother and community proud.

“I was so nervous before the results were announced and when I saw my results, I jumped up with joy. I also patiently waited to know which course I had been selected for at university and am glad I got a nursing course,” says Eileen. “In our community many people have health complications, yet health personnel are very few in the local hospitals and that gave me morale to work hard and pursue a medical related course. I want to come back after my studies to help my community as most people will come to the general hospital and I will attend to them.”

Alongside Eileen was MollyAnn, who also received a BEEP bicycle in 2015. MollyAnn secure a passing grade that will allow her to pursue a Bachelor’s degree in Education. MollyAnn will be the 7th person in her family to train as a teacher. She believes a teacher is a very important person in the community and that BEEP has helped her on her way to achieve her goals. “I attribute my success to my Buffalo Bicycle as I was able to attend my classes on time, I never missed classes and my parents used the money I would have spent on transport to pay my fees,” says MollyAnn.

As both girls pursue their dreams at university, Bukhaywa Secondary School continues to implement BEEP. Current BEEP students ride to school every morning and back home before sunset knowing that each trip will get them closer to their dreams.

“Riding my Buffalo Bicycle every day to and from school motivated me. I always remembered the BEEP Program Manager’s address to students - that they should use the bicycle as a stepping stone to their success,” says Eileen.
CASE STUDY

In January 2019, WBR partnered with Village Enterprise, an NGO working to end extreme poverty in rural Africa through entrepreneurship and innovation. WBR provided 145 bicycles to women’s business groups in Migori County in Kenya. The aim of the collaboration was to help improve livelihoods for rural women and to measure the effects of improved mobility on women in business groups’ savings, success and sustainability.

Village Enterprise offers a one-year graduation program that creates business groups of three female entrepreneurs who are provided with seed capital, training and ongoing business mentoring. They further organize the business groups into Business Savings Groups (BSGs) comprising 10 business groups (30 women entrepreneurs in total) who work together and pool their savings. The model allows access to capital, provides a safe place for savings and builds social capital among women entrepreneurs in the community.

For the pilot, one Buffalo Bicycle was provided to each business group to use for their business and household errands, to help save on transport costs and to help make them more efficient. To measure the impact of the initiative on group savings and the amount spent on transport, the 145 business groups received bicycles, and an additional 127 business groups were designated as a control group that did not receive bicycles.

Overall, the preliminary quantitative and qualitative findings show promise. A second proof of concept pilot with a more robust evaluation design is planned in the future.

KEY OUTCOMES

Compared to the control group that did not receive bicycles, business groups with Buffalo Bicycles:

- Saved approximately US $15 more over the duration of the pilot
- Saved on average US $6 per month on transport
- Had an average business value at graduation from the Village Enterprise program of US $210 vs $133 for the control group

SAVING TIME AND MONEY

The “We Nyiego” (meaning “Don’t be jealous”) business group was one of the Village Enterprise groups that benefited from the contribution of Buffalo Bicycles. Dorothy Atieno (36), Doreen Atieno (34) and Millicent Atieno (34) connected to Village Enterprise when they heard about the entrepreneurship program that provides startup capital and mentoring to women. As they are passionate about cooking, the three women set up a local restaurant to provide basic meals to motorbike riders and school children in the area. At the end of each week, they calculate their expenditure and calculate their profits, part of which is divided amongst themselves and the other part is used to boost their savings.

The ladies from We Nyiego purchase supplies from the market at the beginning of each week. The market is 6km away from their restaurant and they would have to carry the produce or pay motorbike delivery men to transport their goods. The group received a Buffalo Bicycle in early 2019 and Dorothy, the group’s treasurer, is the custodian of the bicycle.

“I have seen some changes mostly in cash savings as the money we used to hire motorbikes to deliver our goods from the market has been channeled into our savings as one of us can ride the bike to the market and bring back what is needed as others are cooking and attending to our customers,” says Dorothy. “It has also made our work easier. When we lack a certain ingredient when cooking, I can quickly dash to the market and come back immediately.”

The group plans to save more and purchase improved jikos (wood-fired stoves), so that they can be able to prepare several meals at the same time. Dorothy adds: “I have advised my business partners that if we save enough money, we can also purchase another Buffalo Bicycle so that we can use it to supply mandazi (fried bread) to schools that are within the community and increase our income.”
For Buffalo Bicycle Field Mechanics like Daniel Teti, being associated with WBR not only creates an additional income stream, it gives them a sense of credibility in their community. “Through my work with WBR, I got to understand the bike more and gained invaluable insights into bicycle repair and maintenance. I attained an official certificate to show I am a qualified bicycle mechanic—an achievement that makes me so proud!” says Daniel. “And most of all I have earned respect beyond measure in my community, they even gave me a new name—the ‘Bike Doctor’!”

Field mechanics are an essential component of WBR’s program offering. They ensure that the Buffalo Bicycles are regularly maintained to prevent damage and also correctly fit spare parts and conduct repairs when necessary. All mechanics are trained by our team of expert Field Mechanic Trainers and keep in regular contact with them.

True to WBR’s commitment to continuous improvement, in 2019 our Strategic Information and Innovation (SII) team conducted a survey of Bicycles for Educational Empowerment Program (BEEP) field mechanics across four of our countries of operation, Zambia, Malawi, Kenya and Zimbabwe. The aim of this survey was to evaluate, after 12 years of training Buffalo Bicycle field mechanics, the successes of the mechanics program, the challenges faced by mechanics, the common wear and tear of the Buffalo Bicycles and to identify areas for improvement.

KEY FINDINGS IN KENYA:

- On average, mechanics spend 8 hours a week on BEEP work and 10 hours on non-BEEP work
- Mechanics spend about two days in a month at BEEP schools
- 82% of the mechanics are currently only engaged in fixing and maintaining bicycles
- Acquiring new knowledge and skills was by far the most cited benefit of the training (43%)
- Other noted benefits included gaining respect/confidence from their communities (16%), earning income from repairs (13%) and receiving a bicycle tool kit (21%)

EXTENDING THE REACH OF EFFECTIVE HEALTHCARE

WBR partnered with CMMB, an international organization that provides quality health services to mothers and their children in Kenya, to provide bicycles to Community Health Volunteers (CHVs) in Siaya County. The 145 Buffalo Bicycles will help a pool of 276 CHVs to increase their outreach in their communities and to reach households that would otherwise be inaccessible due to distance.

CMMB’s CHV program focuses on community health education, assessments and referrals to health facilities (where necessary), follow ups with HIV infected patients, monthly drug dispensing, and tracing those who default on their HIV/AIDS treatment. The aim of the program is to improve health indicators for those with HIV/AIDS, to educate expectant mothers and to help prevent mortalities in children under five years old.

CHVs have a target of between 70 to 200 households to reach each month. On foot, this task was often impossible due to the vast distances between some of the households, and many of the volunteers are women who perform a variety of roles at home before they can conduct health visits. The Buffalo Bicycles will help CHVs realize their set targets and will help improve access.

“These bicycles will ease our work as my colleagues and I visit all expectant mothers, drug defaulters and young children who are under five years,” says Community Health Volunteer Joyce Mbuchu. “With each bike in the field, a child’s life is being saved, a new defaulter is traced, and a new referral is being made.”

In other countries, we’ve seen an increase of up to 85% in the number of households visited per month, and we look forward to see what impact this pilot with CMMB will achieve.
BUFFALO BICYCLES

Designed by World Bicycle Relief, the Buffalo Bicycle isn’t your typical bike. It was born out of a need for quality bicycles in countries where complex, lightweight bicycles often fall apart in months due to harsh rural conditions and heavy loads. Our team of designers collaborated with industry leaders to create a simple, durable, purpose-built bicycle that has a greater carrying capacity and can withstand extreme terrain.

THE PROOF IS IN THE DEMAND

As more Buffalo Bicycles were distributed in rural areas through our philanthropic programs, the demand for the sturdy, reliable Buffalo grew, and consumers from the communities and development organizations asked where they could purchase Buffalo Bicycles. This is how WBR’s wholly-owned for profit subsidiary, Buffalo Bicycles Ltd., came to be in 2008. Not only does our innovative social enterprise allow rural consumers to invest in a quality bicycle that helps their everyday life, it allows us to multiply our impact by working with partners and helps us achieve greater efficiencies of scale and distribute more bicycles per donor dollar. At the end of 2019, through a combination of our philanthropic program work and social enterprise sales, we proudly delivered our 500,000th Buffalo Bicycle.

INCREASING ACCESS THROUGH BUFFALO BICYCLES SHOPS

Over the past five years, Buffalo Bicycles has expanded its network of retail outlets to help ensure recipients from WBR and partner programs as well as consumers are able to purchase new Buffalo Bicycles and quality spare parts, and access help from our trained staff. We currently have 23 shops and four warehouse outlets across four countries in Africa, with the aim of expanding our reach each year.
WHERE WE WORK

PROGRAM LOCATIONS (2019)
Colombia, Ghana, Ivory Coast, Kenya, Malawi, Tanzania, Zambia, Zimbabwe

PROGRAM LOCATIONS (2005-2018)
Angola, Eritrea, Indonesia, Mozambique, Nigeria, Peru, Philippines, Rwanda, South Africa, Sudan, Sri Lanka, Thailand, Uganda

FUNDRAISING OFFICES (2020)
U.S., U.K., Germany, Canada, Australia, Switzerland

OUR GLOBAL IMPACT

506,257 TOTAL BICYCLES DISTRIBUTED
229,447 PHILANTHROPIC BICYCLES
276,810 SOCIAL ENTERPRISE BICYCLES
2,323 MECHANICS TRAINED

WORLD BICYCLE RELIEF MOBILIZES PEOPLE THROUGH THE POWER OF BICYCLES.
WORLDBICYCLERELIEF.ORG

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Patrick Wanyama
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OFFICE
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Charles Kimeu
+254 720 102 939

SHOP
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Bakari Isaya
+254 770 660 823

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