2019
MALAWI
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.
DEAR FRIENDS

As I look back over the past year, which was filled with political turbulence in Malawi, it is remarkable how much we have achieved, not only in terms of sales performance but also in our steadfast dedication to helping recipients and their communities through our philanthropic interventions.

Among this year’s highlights are:

World Bicycle Relief (WBR) Malawi continued its partnership with the Ministry of Education, Science and Technology (MoEST) to implement our Bicycles for Educational Empowerment Program (BEEP). We currently operate BEEP in 36 schools in the Zomba and Machinga districts, and distributed a total of 3,007 Buffalo Bicycles to schools in 2019.

WBR Malawi also focused on the improvement of the integration of mobility in community health service delivery. Using our learnings from the Wheels for Integrated and Sustainable Health (WISH) pilot, with our partners Baylor College of Medicine and Save the Children International, we widened our health interventions by entering into new partnerships with mothers2mothers Malawi and One Community.

Through our programs and social enterprise sales, Buffalo Bicycles continues to increase its footprint and brand recognition in Malawi, which was reflected in our social enterprise sales growing by 142% over the course of the year. In addition to the organizations purchasing Buffalo Bicycles, we are seeing an increasing trend of individuals buying our bicycles. The opening of a Buffalo Shop in Zomba has further increased brand visibility, improved access to spare parts and helped to support BEEP implementation.

As we celebrate these achievements, we remain committed to continuing our work to serve communities in Malawi. Through teamwork we will achieve much. Our focus in 2020 is to successfully launch Mobilized Communities, a new integrated mobilization program approach, and to continue to increase our social enterprise endeavors.

We are grateful for your support in changing the lives of children and helping communities thrive and flourish through The Power of Bicycles. We could not achieve any of this without our generous donors, partners, staff and friends. Specifically, we wish to thank the MoEST and our partners Baylor College of Medicine, Save the Children, UNICEF and PSI, among others, as well as all our valued customers for their support in 2019. We also wish to thank our staff for their commitment and hard work throughout the year.

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## OUR IMPACT IN MALAWI

### 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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td><strong>PHILANTHROPIC</strong></td>
<td>Machinga</td>
<td>Ministry of Education</td>
<td>1,201</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Zomba</td>
<td>Ministry of Education</td>
<td>1,806</td>
</tr>
<tr>
<td><strong>HEALTHCARE</strong></td>
<td></td>
<td>Machinga</td>
<td>One Community</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Zomba</td>
<td>mothers2mothers (m2m) &amp; One Community</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Various districts</td>
<td>Population Services International (PSI)</td>
<td>100</td>
</tr>
<tr>
<td><strong>ECONOMIC DEVELOPMENT</strong></td>
<td></td>
<td>Ntchisi</td>
<td>Farmers Union of Malawi</td>
<td>63</td>
</tr>
</tbody>
</table>

**TOTAL** 3,360

| Program Sector     | **SOCIAL ENTERPRISE** | Zomba          | Save the Children International (SCI) | 120           |
|                    |                       | Various districts | UNICEF                                | 2,740         |
|                    |                       | Various districts | Population Services International (PSI) | 300           |
| **ECONOMIC DEVELOPMENT** |               | Various districts | Various partners and individuals       | 1,163         |

**TOTAL** 4,323

## PHILANTHROPIC DISTRIBUTIONS & SOCIAL ENTERPRISE

<table>
<thead>
<tr>
<th>2019</th>
<th>TOTAL TO DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL BICYCLES DISTRIBUTED</strong></td>
<td>7,683</td>
</tr>
<tr>
<td><strong>PHILANTHROPIC PROGRAMS</strong></td>
<td>3,360</td>
</tr>
<tr>
<td><strong>SOCIAL ENTERPRISE</strong></td>
<td>4,323</td>
</tr>
<tr>
<td><strong>MECHANICS TRAINED</strong></td>
<td>20</td>
</tr>
</tbody>
</table>

Program Sector percentages are based on 2018 bicycle distribution data.
MALAWI - THE NEED

According to the 2018 Census, Malawi has an estimated population of 17.5 million. With almost 84% of the population living in rural areas and an estimated 59% of Malawians living below the poverty line\(^1\), Malawi remains one of the poorest countries in the world. In areas of Malawi where walking is the primary mode of transportation, distance is a challenge to earning a livelihood. This also has detrimental effects on school enrollment and retention rates as students often have to cover long distances to get to school.

\(^1\) http://www.nsomalawi.mw

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.

A LIFELINE FOR FELISTUS

Felistus (17) lives with her parents and four siblings in the remote Kalino village in the Zomba district of Malawi. There are very few work opportunities in the area and, like most of the villagers, Felistus’ dad is a subsistence farmer, growing food to feed his family and to sell when possible.

Felistus attends the Magomero Community Day Secondary School, which is located 9km from her village. Traveling that far on foot, she struggled to attend school every day as she was often too tired and felt demotivated.

“Each and every day, I would wake up around 4am to prepare for school. After finishing my household chores of sweeping and washing dishes, I would start my two-hour journey to school at 5am. Despite waking up that early, I was late most of the time and would miss most of the morning lessons,” says Felistus.

On her way to school she would often hear men along the sides of the roads make comments like: “Why are you bothering yourself walking this far when you will not find a job after finishing your schooling? Your friends are getting married and are better off.” Hearing their words all the time made her consider dropping out of school. Just before she made the decision to leave school for good, she was selected to receive a Buffalo Bicycle when WBR implemented BEEP at her school. This has made a world of difference for Felistus.

With her bicycle, Felistus no longer arrives at school late and she doesn’t miss morning classes anymore. Her long two-hour journey has been reduced to around 45 minutes and she doesn’t have to leave for school in the dark, which was a major safety concern when she walked to school. Besides having a greater ability to concentrate, she can fully participate in study circles after school because she can still get home in good time with her bike.

While the bicycle is primarily used by students to travel to and from school by students, for Felistus, the bicycle is also used for other livelihood activities. She says, “During weekends, my father loads tomatoes and other vegetables on the bicycle and cycles to the market, which is almost 5km away from our village, to sell.”

<table>
<thead>
<tr>
<th>2019 MALAWI BEEP IMPACT:</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIRL / BOY STUDENTS RECEIVED BICYCLES</td>
</tr>
<tr>
<td>TOTAL SCHOOLS REACHED</td>
</tr>
<tr>
<td>NEW BICYCLE SUPERVISORY COMMITTEES TRAINED</td>
</tr>
<tr>
<td>NEW MECHANICS TRAINED</td>
</tr>
<tr>
<td>EXISTING MECHANICS UPSKILLED</td>
</tr>
<tr>
<td>SCHOOLS THAT ATTENDED TERMLY COORDINATION MEETINGS (TCMS)</td>
</tr>
<tr>
<td>AVERAGE BICYCLE USAGE</td>
</tr>
<tr>
<td>AVERAGE STUDENT ATTENDANCE</td>
</tr>
</tbody>
</table>

12% PRIMARY BOYS
32% SECONDARY BOYS
36% PRIMARY BOYS
28% SECONDARY BOYS

SCHOOL ENROLLMENT RATE\(^2\)
CASE STUDY

Since 2017, WBR has partnered with the MoEST to implement BEEP in schools in two districts of Malawi: Zomba and Machinga. BEEP provides bicycles to low income or vulnerable students, teachers, and school volunteers facing distance challenges, to improve access to education and reduce travel time with the aim of improving educational outcomes. To date, 6,627 Buffalo Bicycles have been distributed to students and community supporters across 36 schools in Malawi.

Before the Buffalo Bicycles were allocated, a baseline study was conducted. In 2019, WBR worked with the schools to obtain current data from the bicycle recipients to measure the progress of the program. The average student age was 16 and they traveled an average of 8.5km to school and back.

Follow up one year later on a sample of students who received Buffalo Bicycles in 2018 showed:

- The bicycles reduced the students’ travel time to school by 41% (44 minutes each way).
- After receiving a bicycle, the students' punctuality increased from arriving late 22 days per term to three days per term.
- Students with bicycles missed five fewer days of school per term than before they received the bicycles.
- Providing a bicycle increased the feeling of safety among students when traveling to school with 39% reporting that they felt safer traveling to school by bicycle than walking.

SAFE ON THE ROAD

Grenar (16) is a form two student at Mpiri Secondary School in the Machinga district of Malawi. She lives with her parents and two siblings in Issa Village, where her father is a small-scale farmer, selling the vegetables that he is able to grow to support his family.

Grenar’s school is located 9km from her village. When she walked to school, her father would accompany her on part of her 18km roundtrip due to safety concerns. “I used to wake up very early in the morning while it was dark. Each and every day, my father was escorting me and would leave me to continue with the journey to school after sunrise,” says Grenar.

The distance she would walk every day had a major effect on her attendance and punctuality, which impacted her academic performance. She would often arrive late, missing classes, or choose not to attend school when she was too tired to walk the far distance.

When BEEP was implemented at Grenar’s school in 2019, she was selected to be part of the program. The Buffalo Bicycle that she received has helped to improve her attendance and she arrives at school on time. The journey is no longer as tiring for Grenar and her parents are less worried about her safety on the road as she arrives home before it gets dark.

“The bicycle has really helped me and my family. I am no longer late at school. I don’t miss lessons. My father no longer has to escort me and can work earlier because with the bicycle, I start off to school after sunrise,” she adds.
For Buffalo Bicycle Field Mechanics like Annie Chisale, being associated with World Bicycle Relief (WBR) not only creates an additional income stream, it gives them a sense of credibility in their community. “I am trying to dismiss the myth that only men can fix bicycles. Being the first woman, the youth in our village and surrounding area look up to me and understand that they can do anything to improve their lives and the community. I am the role model and am proud of that. Women can,” says Annie.

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 they are 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 MALAWI:

- On average, mechanics spend 17 hours a week on BEEP work and 10 hours on non-BEEP work
- Mechanics spend around 10 days in a month at BEEP schools
- 41% 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 (50%)
- Other noted benefits included gaining respect/confidence from their communities (18%) and earning income from repairs (23%)

### CONTRIBUTING TO FOOD SECURITY

The Feed the Future Agriculture Diversification (AgDiv) project helps small-scale farmers in Malawi diversify the range of crops they grow to sustainably reduce poverty and hunger and decrease the country’s economic reliance on tobacco.

Through a strategic partnership with Meridian’s Farm Services Unit, AgDiv has created an extension network that provides information, training and inputs for farmers in central and southern Malawi. The project focuses on improving productivity of key, nutrient-rich produce, including soy, groundnuts and orange sweet potatoes.

To help extend its network and reach more rural households, at the end of 2018 AgDiv supplied Buffalo Bicycles to 71 extension workers, also known as Agronauts. As a result of the collaboration, 23,000 farmers are now being reached consistently with training on new productivity- and quality-enhancing technologies.

One of the technologies being promoted through the Agronauts is Purdue Improved Crop Storage (PICS) bags. These bags help with food security by enabling farmers to store a variety of legume and cereal crops for more than a year after harvest, and offer a simple and cost-effective way of storing grain and seed without using chemicals to control pests.

The Buffalo Bicycles allow the Agronauts to reach more rural farmers to teach them about the benefits of the PICS bags and provide an affordable and effective way of transporting technologies like this to rural communities.

Last year, the total number of PICS bags sold in Malawi reached 393,784—a 71% increase from the previous year. While many activities across AgDiv’s portfolio have contributed to this growth, the Agronauts and their Buffalo Bicycles have played an important role in providing a sustainable access point for small-scale farmers and are key to ensuring that rural farmers in Malawi do not get left behind.
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.

THE ANATOMY OF A BUFFALO

- Durable ergonomic seat
- Heavy gauge steel tubing
- Designed for compatibility with locally available spare parts
- Rear rack capacity of 100kg
- Powerful all-weather coaster brake
- High impact pedals with forged axles
- Puncture resistant long-wear tires
- Front brake control

Our collaboration with industry leaders reflects a commitment to creating a stronger, simpler, and sustainable bicycle that can withstand harsh rural conditions

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

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WORLDBICYCLERELIEF.ORG

BUFFALO BICYCLES
MALAWI

BUILT FOR BIG LOADS ON TOUGH ROADS IN AFRICA
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