

2021
KENYA
IMPACT REPORT

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DEAR FRIENDS

This year has been an exciting year for World Bicycle Relief Kenya. Despite ongoing challenges posed by the COVID-19 pandemic and the weakening currency, our team has been dedicated to the communities that we serve and we have been able to establish new partnerships that will help us grow in the coming years. In 2021 we distributed a total of 5,540 Buffalo Bicycles in the country.

Some highlights from the past year include:

- We launched the pilot of our Mobilized Communities program approach in Siaya County where we distributed 1,290 Buffalo Bicycles. This model will drive sustainable bicycle use through inter-sectoral, community-informed program design, supported by our social enterprise with access trained mechanics.
- A number of exciting partnerships helped us reach children in rural areas. We continued our partnership with international non-governmental organization (NGO) World Vision, distributing 300 Buffalo Bicycles in their school programs. In a pilot program, we partnered with Compassion International to provide 100 Buffalo Bicycles to school students in Makueni County. We also partnered with Anglican Development Services (ADS) to provide Buffalo Bicycles for Early Childhood Development promoters in the Nyanza region, and we partnered with Grow against Poverty through their Pedal Power initiative.
- Through our partnership with the United Nations' Food and Agriculture Organization (FAO), 50 extension workers received Buffalo Bicycles in the Kakuma region, to aid in mobility and access in refugee camps.
- Through our shop expansion strategy, to ensure sustainable access to our bicycles, spare parts, and servicing, there has been growth in our social enterprise sales in the country. This year, we opened our flagship shop and program office in Kisumu, along Oginga Odinga Street.
- We participated in Car Free Day organized by ITDP, the United Nations (UN) Habitat and the County Government of Kisumu. We also participated in the D9212 Rotary Bikeathon with an objective of raising awareness and funds for prevention of cancer.

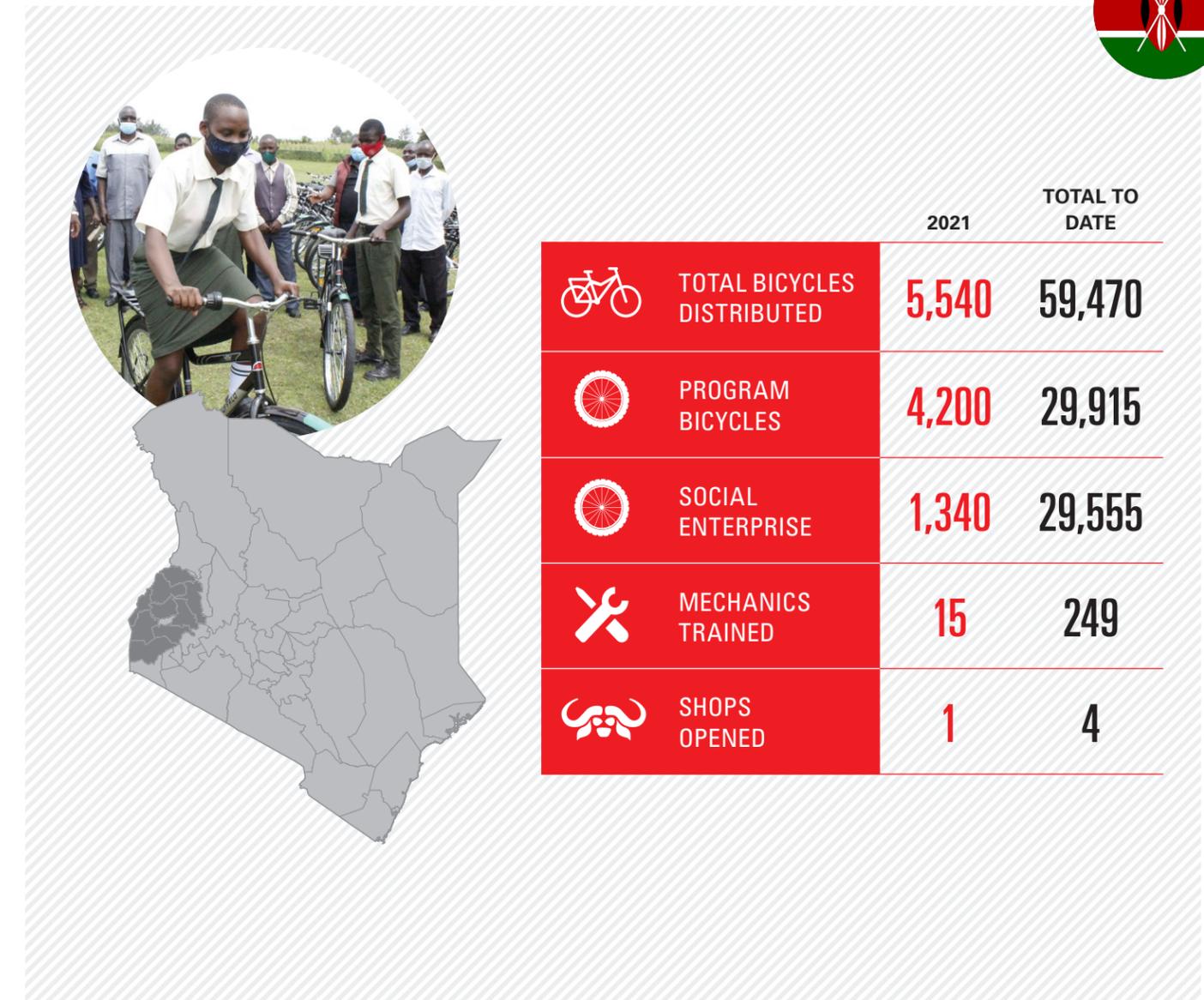
Looking ahead, we have ambitious plans for 2022. We aim to launch a second Mobilized Communities site in Kakamega and expand our shop network to ensure a steady supply of Buffalo Bicycles and spare parts across the country. In August, Kenya will be hosting governmental elections, which may affect operations slightly, but we are working on our overall strategy and to grow our brand awareness by expanding local partnerships and leveraging international connections. We also look to build our body of evidence on our impact and to contribute to the sustainable mobility agenda, specifically in rural areas.

I would like to thank all donors, supporters, partners, and staff for their valued contributions this year. We look forward to creating more sustainable change together.



Maureen Kolenyo
Regional Director: East Africa
World Bicycle Relief

OUR IMPACT IN KENYA WHERE WE WORKED IN 2021



OUR GLOBAL IMPACT TO DATE (2021)

635,478
TOTAL BICYCLES
DISTRIBUTED

260,262
WBR PROGRAM
BICYCLES

375,216
SOCIAL ENTERPRISE
BICYCLES

2,680
MECHANICS
TRAINED

MOBILIZED COMMUNITIES

SIAYA COUNTY



In our baseline survey, although over half of the Mobilized Communities participants reported that they are in some form of employment, the majority of these are "working poor". Their employment is not necessarily sufficient to allow them to live above the country's national poverty threshold and would typically be precarious or poorly paid, with little or no job security. A bicycle is a tool that can help individuals access better opportunities, improve their productivity, and diversify their revenue streams.

SIAYA BASELINE SUMMARY

48%

HAVE NO FORM OF EMPLOYMENT

62%

REPORT A LACK OF TRANSPORT AFFECTS THEIR DECISION TO TRAVEL OUTSIDE OF THEIR VILLAGE

35%

REPORT DISTANCE AND LACK OF TRANSPORT AS A CHALLENGE TO ACCESSING WATER

25%

TRAVEL AT LEAST ONE HOUR (ONE WAY) TO THE NEAREST HEALTH FACILITY

45%

HOLD VOLUNTEER POSITIONS IN THEIR COMMUNITY

The baseline survey was conducted in September 2021 and included 226 participants

WHAT IS 'MOBILIZED COMMUNITIES'?

An evolution of World Bicycle Relief's work since 2005, the Mobilized Communities model drives sustainable bicycle use through community-led programming to improve rural access to health, education, conservation, and livelihoods. In partnership with communities, non-governmental organizations (NGOs), governments and the private sector, targeted regions benefit from an infusion of quality bicycles, programming and mechanic training.

With widespread access to reliable transportation, individuals within these communities can begin to lift themselves out of poverty by increasing productivity, income and access to education and healthcare. Women and girls, in particular, whose empowerment is essential for community wellbeing, are prioritized under the Mobilized Communities model.

WHY SIAYA?

Siaya County is located in the southwestern region of Kenya, approximately 318 km northwest of Kenya's capital, Nairobi. World Bicycle Relief has an existing footprint in this area due to the success of its programs in education and healthcare. Thirty-eight percent of the district's population live below the poverty line*, significantly due to lack of access to education, essential services, and economic opportunities. Further, Siaya's growing population, environmental degradation, and climate change continue to put communities' food security and economic development at risk. The focus for the first few years of Mobilized Communities implementation will be around the sub-county of Alego Usonga.

* Kenya National Bureau of Statistics

COMMUNITY HEALTHCARE HEROES ON WHEELS

The Kenya Community Health Strategy was launched by the Ministry of Health in 2006 to promote basic health services in the country. The strategy includes the engagement of Community Health Volunteers who work in a geographical area called a Community Unit, covering approximately 1,000 households. Community Health Volunteers are supervised by Community Health Extension Workers (CHEWs), who are government employees mandated to provide health services at household and community levels and make referrals to health facilities if needed.

Community Health Volunteers' main duties include visiting homes to undertake household registrations, sensitize community members on key health messages, treat common ailments and injuries, and implement protocols for community maternal and newborn health. Areas with strong and functional community health programs have reported positive health indicators, including the effective treatment of diseases, and safe deliveries for mothers.

Over the past few years, World Bicycle Relief has partnered with the Ministry of Health to help empower over 1,000 Community Health Volunteers in different parts of Kenya with Buffalo Bicycles. The bicycles help the volunteers reach more households in their communities - providing health support to those who need it most. The partnership has gone a long way in promoting knowledge on preventable diseases, increasing access to health services, and contributing to the reduction of maternal and child mortality in Siaya County.

In 2021, 380 Community Health Volunteers in Alego Usonga, a sub-county of Siaya County and World Bicycle Relief Kenya's first Mobilized Communities program site, received Buffalo Bicycles to support their community work and help ease their challenges with reaching all of the households in their Community Unit.

Millicent Odhiambo and Alex Odhiambo (both 43 years old) were among the Community Health Volunteers who benefited from the program. They have both been working in Siaya for a number of years to support their communities with primary healthcare service.



Millicent Odhiambo monitors a baby



Alex Odhiambo attending to an expectant mother

After having access to the Buffalo Bicycle for six months, Millicent says: *"With the bicycle my work has been eased. I have also increased the number of households I visit in a month from 30 to 50. I take my reports to the health facility on time and have saved on transport."*

"I was motivated to become a Community Health Volunteer when I saw a lot of children under the age of five die as well as women dying during childbirth when traditional birth attendants were not skilled enough to handle complicated cases," says Millicent. "I am happy that I have contributed positively to my County as the number of women visiting the hospital for antenatal care has increased, the number of 'under five' deaths has also reduced and households are more informed on the importance of hygiene."

Alex has been a Community Health Volunteer for the past seven years. He works with pregnant mothers and youth groups on reproductive health, referring them to youth-friendly health facilities. "I first worked with youth in a program which promoted sexual reproductive health funded by the Global Fund. After the program ended, I was motivated to become a Community Health Volunteer."

"The bicycle has helped me, especially in delivering my monthly reports. The facility I am attached to is 12kms from my house. I used a lot of money to deliver these in the past but now I save money and time in delivering the reports as I cycle to the facility," says Alex.

As the link between the Ministry of Health and the community, Alex also plays a key role in sensitizing the community about cholera, public health messages, follow-ups, and championing maternal and child health in his village.



"Bicycles have become an integral part in our group as we have used it to transport farm produce and hay for our cattle to various locations. That has enabled us to have more shares among members in the S4T merry go round savings group. During this time with Corona, bicycles are the safest mode of transport."

- Dinah Achieng, Livelihoods program, Siaya



"Most people still do not want to come to the hospital. The government has encouraged us to focus more on home-based care. With the bike I can bring health services such as testing and supplying drugs close to home and on severe cases refer to the nearest health facility."

- Patrick John Onduu, Community Health Worker, Catholic Medical Mission Board (CMMB), Siaya

GROWING OUR BRAND PRESENCE IN KISUMU



In November, we officially opened our flagship Buffalo Bicycles shop and World Bicycle Relief program office in Oginga Odinga Street in Kisumu. The opening was attended by the Deputy General of Kisumu, Dr Ochieng Owili, who praised World Bicycle Relief for its investment and work done in the region, and how it ties into the Kisumu County Development Plan.

PROMOTING CYCLING CULTURE



From our programming to our social enterprise and beyond, we seek opportunities to foster a culture of cycling and promote bicycles as an accessible, affordable, healthful, eco-friendly, and sustainable means of transport. In Kenya, we participated in Car Free Day organized by the Institute for Transportation Development Policy (ITDP), UN-Habitat and the County Government of Kisumu. The event raised awareness around walking and cycling, advocating for best practice designs that improve safety for pedestrians and cyclists in line with the County's sustainable mobility plan.

MOBILITY FOR REFUGEES



Through our partnership with the United Nations' Food and Agriculture Organization (FAO), 50 Buffalo Bicycles were distributed to extension workers in the Kakuma refugee camp. FAO supports refugees through livelihood programs such as small-scale farming to increase self-reliance and integrate refugees with the local people. The bicycles help the extension workers access the Nanyee Irrigation Scheme site and to train more community members.

BUFFALO BICYCLES

Designed to be stronger, simpler, and more sustainable than other bikes



Buffalo Bicycles Ltd. is a for-profit subsidiary of World Bicycle Relief that sells bicycles to consumers and institutions across Africa and Colombia. Profits help fund our programs, providing bicycles for those who cannot afford to buy them, including rural students, farmers and volunteer health workers.

The Buffalo Bicycle, the result of over ten years of product development, is a new category of high-quality yet affordable bicycles created specifically to withstand rugged terrain and harsh climate conditions, based on the needs and preferences of the women, men, and children who ride it.



BUFFALO BICYCLES
KENYA

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