



WORLD BICYCLE RELIEF®

TRUSTEE APPLICATION PACK



WELCOME

Dear Potential Trustee,

Thank you for your interest in becoming a Board Trustee for World Bicycle Relief UK.

World Bicycle Relief UK is part of the World Bicycle Relief organisation, which mobilises people through the Power of Bicycles. We envision a world where distance is no longer a barrier to education, health services, and economic opportunity. We are a mission-driven, global not-for-profit that manages a highly refined bicycle supply chain from design through final distribution.

We partner with communities to deliver specially designed, locally assembled, rugged bicycles for people in need. We've developed an efficient, innovative, and scalable model to empower communities of students, health workers, and entrepreneurs in rural regions with life-changing mobility. Currently, World Bicycle Relief is operating in Colombia, Kenya, Malawi, Zambia and Zimbabwe.

World Bicycle Relief (UK) (WBR UK) is a subsidiary of World Bicycle Relief (WBR NFP) which is a 501c3 organisation. UK fundraising has grown substantially over the past three years, and we expect to reach audit level of over £1 million in 2022.

As a non-profit, WBR NFP works with its wholly owned for-profit subsidiary, social enterprise Buffalo Bicycles Limited to establish and manage a sustainable transportation ecosystem through the power of bicycles.

Our robust Buffalo Bicycles are a cost-effective and reliable means of overcoming obstacles posed by long distances in developing countries. Buffalo Bicycles offers users repair and maintenance services via a retail network of shops and local mechanics which facilitates the creation of a community-led sustainable transport solution.

We're looking for passionate, dedicated and committed individuals who share our vision to address the transportation essentials for nearly one billion people who need to get to school, work or access healthcare.

If you share our vision we would love to hear from you!

With my best wishes,

John Haynes
Chair of Trustees World Bicycle Relief UK

ABOUT US

ABOUT WORLD BICYCLE RELIEF

World Bicycle Relief is an innovative, philanthropic non-profit organisation that works in tandem with our for-profit subsidiary social enterprise (Buffalo Bicycles Ltd.) to establish and manage a sustainable transportation ecosystem through the Power of Bicycles. World Bicycle Relief's holistic rural community programming is funded by generous global supporters and complemented by sales of Buffalo Bicycles and spare parts.

Currently in five countries, World Bicycle Relief programming prioritises empowering women and girls, students, entrepreneurs and community health caregivers. We strive for economic development through job creation (trained mechanics), increased access to education, livelihoods (delivery of fresh produce and products to local markets), and quicker access to healthcare - all while promoting community cohesion and positive environmental impact.

The social enterprise for-profit, Buffalo Bicycles, has developed a stronger, simpler, and sustainable bicycle that can withstand harsh rural conditions which are sold in shops in the countries where we implement our programming. The bicycle was designed through collaboration with communities and cycling industry leaders.

Throughout World Bicycle Relief's 17 years of operation, we have measured a 19% reduction in girl's school dropouts, an 88% increase in community health workers' patient reach and a 25% increase in dairy farmer incomes. To date, we've distributed over 640,000 Buffalo Bicycles, benefiting over three million people. Our goal is to distribute a cumulative total of one million Buffalo Bicycles, positively impacting five million people, by 2025.

MISSION AND VISION

World Bicycle Relief partners so individuals, families, and communities in rural regions around the world can thrive through the Power of Bicycles.

By combining product development with community-led programming and social enterprise, students, community service providers, farmers and entrepreneurs can improve their access to education, healthcare and economic opportunities with a purpose-designed Buffalo Bicycle supported by an ecosystem of sustainable mobility.

Our long-term vision is to inspire all sectors to address the transportation needs for nearly one billion people who need to get to school, work or healthcare. We will work with companies, governments, collaborators, and competitors to scale the availability of quality bicycles, especially for women and girls.

WORLD BICYCLE RELIEF STRATEGY

As a learning organisation, we will:

- Continue to build an organisation of excellence that values its team members.
- Implement impactful, cost-effective, holistic bicycle mobility programmes that are community-led and managed, based on an evidence-based approach and with gender intentionality.
- Leverage rigorous impact data and stories to inspire and influence.
- Innovate and create a supply-chain for purpose-designed bicycles and components focused on a value/quality proposition to end-users.
- Sell bicycles, spares and services by expanding retail presence and financial accessibility for consumers and value-added services for organisations.
- Commit to continuous improvement through measurement, learning, innovation and communication.

You can learn more about the WBR 3-year strategy here: <https://worldbicyclerelief.org/who-we-are/>



WORLD BICYCLE RELIEF THEORY OF CHANGE



World Bicycle Relief engages communities to determine the transportation needs of community service workers, vulnerable groups, and students.



Communities establish local committees to determine and manage bicycle programs.

World Bicycle Relief trains community mechanics and establishes Buffalo Bicycle retail operations.



Bicycles improve access to education, healthcare and livelihoods.

Trained mechanics and retail network improves access to bicycle maintenance and spare parts.



Individuals have increased productivity with improved education, income, health, and well-being measures.

Bicycle usage and longevity is increased.



Individuals and Communities Thrive through the Power of Bicycles.

World Bicycle Relief partners with communities, especially women and girls, in rural areas to establish and manage a sustainable transportation ecosystem, to improve people's access to critical poverty-reducing services and opportunities with gender integration.

IMPACT

World Bicycle Relief is a catalyst for change, helping individuals, their families, and entire communities to thrive through the Power of Bicycles.

MEASURING OUR IMPACT

We believe that all answers lie with the people and communities with whom we work, so we rely on data from our riders to measure the impact and define our path forward. Read more [here](#).

EDUCATION

Bicycles help children get to school and stay in school. On two wheels, students in low-income regions can lift themselves and their families out of poverty. In rural communities worldwide, the biggest barrier to education is often getting to school – especially for girls. Our community-based programming provides bicycles to students in need, prioritising girls in particular. Access to reliable transportation mobilises girl students to access schools and clinics, support their communities, and realise dreams. By providing bicycles, we empower students to fulfill their potential and break the cycle of poverty. Read more [here](#).

HEALTHCARE

Bicycles enable health workers to visit more patients' homes, more often. Increased quality of care leads to improved health for entire communities. With two wheels, health workers are saving lives. They're working to combat COVID-19, eliminate malaria, teach health and nutrition, and visit more homebound patients. Read more [here](#).

ECONOMIC DEVELOPMENT

Buffalo Bicycles provide greater carrying capacity, enabling farmers and entrepreneurs to transport more goods and save valuable time. With a bicycle, farmers and entrepreneurs increase their carrying capacity, earn more income and improve the quality of life for their families and communities. Read more [here](#).

GENDER EQUALITY

Distance, safety concerns and household chores often prevent girls from receiving education. Bicycles help girls stay in school and pursue their dreams. Investing in women and girls will change the world. With bicycles, they can access education, healthcare and livelihoods to break the cycle of poverty and thrive. Read more [here](#).

ROLE DESCRIPTION

THE ROLE OF THE BOARD OF TRUSTEES

We are recruiting for a number of Trustees to join our UK Trustee Board. The Board is responsible for ensuring World Bicycle Relief UK adheres to its charitable purposes and mission. Board Trustees (who will also be Directors of WBR UK) provide their advice and assistance, according to their experience, supporting high-quality leadership of our organisation in the UK.

The Board is responsible for setting the strategy and ensuring robust operational processes that ensure that funds and other assets from donors are kept safe and applied to the charitable purposes of WBR UK. The trustee board must always act in the best interests of WBR UK, exercising the same standard of duty of care that a prudent person would apply if looking after the affairs of someone for whom they have responsibility. The trustee board must act as a group and not as individuals.

LOCATION:

United Kingdom - Mainly remote

TIME COMMITMENT:

Four trustee board meetings per year. These typically run for about three hours. Some ad-hoc work outside of the trustee board meeting cycle will be required. Participation in at least one Board Committee is expected, which will involve occasional additional meetings. Trustees may be asked to support or mentor particular staff members on key issues and are invited to the annual staff strategy day held in London.

REMUNERATION:

This is a voluntary, unremunerated role. Reasonable out-of-pocket expenses can be reimbursed.



DUTIES OF TRUSTEE BOARD MEMBER

The duties of trustee board member are to:

- Ensure that WBR UK complies with its governing document (its Articles of Association), charity law, company law and all other relevant legislation or regulations.
- Ensure that WBR UK operates within its objects as defined in its governing document.
- Ensure WBR UK applies its resources exclusively in pursuance of its objects. For example, it must not spend money on activities not included in the objects, however worthwhile they may be.
- Contribute actively to the board of trustees by giving strategic direction to WBR UK, setting overall policy, defining goals, setting targets, and evaluating performance against agreed targets.
- Safeguard the good name and values of WBR UK.
- Ensure the financial stability of WBR UK.
- Provide support and guidance to the CEO of WBR UK
- Work with the CEO to ensure a positive and supportive culture is developed in WBR UK.

In addition to the above statutory duties, each trustee should use any specific skills, knowledge or experience to help the board of trustees reach sound decisions. This may involve leading discussions, identifying key issues, providing advice and guidance on new initiatives, and evaluating or offering advice on other areas in which the trustee has particular expertise.

For more information visit: <https://www.gov.uk/guidance/charity-commission-guidance>

PERSON SPECIFICATION

If you are interested in becoming a Trustee of World Bicycle Relief UK, you should be able to demonstrate the following characteristics:

- Sound independent judgement, strategic vision, and creativity.
- A wholehearted commitment to the values and principles of World Bicycle Relief.
- A collegial approach with strong relationship-building abilities with a commitment to fairness and to promoting equality and inclusion.
- An understanding and acceptance of the role and responsibilities of a Board Director and Trustee.
- An interest in the NGO sector and the operating environment of World Bicycle Relief.
- The ability and willingness to represent the organisation and to play an ambassadorial role with policymakers, supporters and others.
- Previous senior leadership experience and an ability to contribute effectively to a high-performing board.

In addition to the above, you will bring experience operating at a senior strategic level, and bring respected insights and relational networks.

In particular, we are interested in people who have skills and experience in:

- Financial management, analysis, reporting and auditing.
- Income generation and fundraising experience through channels including consumer mass markets, corporations and institutions such as foundations and trusts.
- Senior-level work experience in government, public policy and public affairs or national and local voluntary sectors.
- Working experience in the bicycle sector or related industries.
- Marketing, public relations and communication strategy expertise.
- Entrepreneurs and development leaders who are from, or connected to, Africa

EXPRESSIONS OF INTEREST

To apply for the role of Board Trustee with World Bicycle Relief (UK) please email your CV together with a supporting statement to uk@worldbicyclerelief.org. In your supporting statement please tell us your motivation for applying for this role and explain how you will contribute to the work of WBR UK. (500 words maximum).

Please ensure that you have included all contact numbers and dates when you will not be available or might have difficulty with the recruitment timetable.

RECRUITMENT TIMETABLE

Deadline for applications: 11 December 2022

Interviews from: w/c 9 January 2023



QUERIES

If you would like to have an informal discussion about the opportunity, please contact our CEO Allison Dufosse via email: adufosse@worldbicyclerelief.org.

We expect all meetings to be held virtually. If you require any special provision as a result of any disability, please do let us know.

World Bicycle Relief UK is an inclusive organisation and believes that diversity brings valuable perspectives to our mission. We value our employees' and trustees' unique identities and experiences (including but not limited to disability, gender, gender expression, national origin, race/ethnicity, and sexual orientation). World Bicycle Relief UK is committed to creating and nurturing an environment that fosters respect, equity, and opportunity for all employees and trustees.

Registered charity number: 1141613