

**57.5M\***  
POPULATION

**68.1%**  
RURAL

**31.9%**  
URBAN

**5.4%**  
UNEMPLOYMENT  
RATE

**39.8%**  
IN POVERTY

**20.3**  
MEDIAN AGE

**2010**  
YEAR  
ESTABLISHED

**90,734**  
BICYCLES  
DISTRIBUTED\*\*

**528**  
MECHANICS  
TRAINED

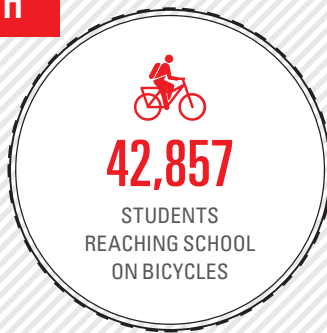
**19 & 74**  
BUFFALO  
SHOPS SALES  
OUTLETS

**48**  
STAFF  
EMPLOYED

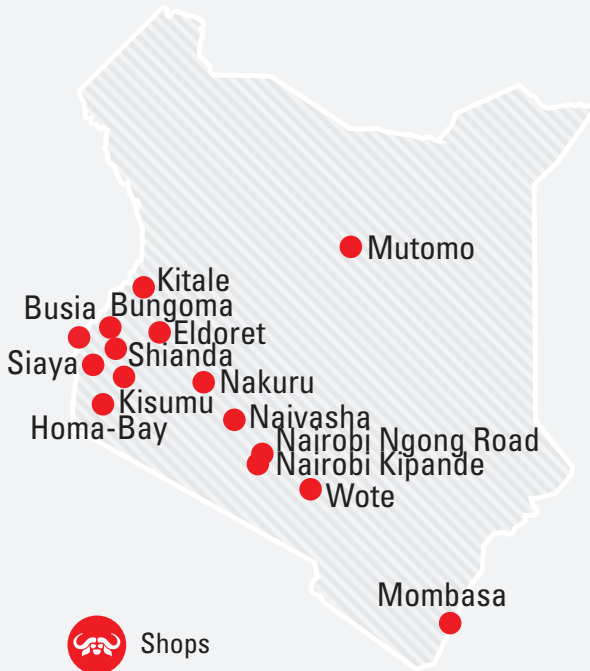
**\$167,320**  
SPARE PARTS  
SALES ('25)

## OUR REACH

2010-2025



## OUR PRESENCE



Content above reflects activity through December 31, 2025

\*Sources - population figures: World Bank Development Indicators; poverty and unemployment rate and median age: National Statistical Agency

\*\*Includes bicycles distributed in the environment sector

# PATHWAYS TO IMPACT 2024-2026

## GROW



- 19 shops operational
- 95 more mechanics trained
- 74 Sales outlets opened
- 9,998 bicycles sold to consumers
- \$510,320 in spare parts sales

Expanded geographic footprint: County of Kajiado, Narok and Kwale

*\*\*World Bicycle Relief-funded Buffalo Bicycles will be distributed through the Grow and Partner pathways.*

## PARTNER



- Government Engagement**  
National collaboration with Ministries of Health and Education, plus 7 county governments: Kakamega, Siaya, Kitui, Kwale, Kilifi, Makeni, and Kajiado.
- Sector and NGO Collaboration**  
Partnerships with AMREF, Living Goods, CMMB, CHU4UHC, CBM, Ripple Effect, and One Acre Fund/Tupande.
- Financing and Ecosystem Partnerships**  
Bank partnerships for bicycle financing, engaging SACCOs, VSLAs, CBOs, cooperatives, and women/youth groups, targeting 20,000+ bicycles.
- Impact, Learning & Evidence**  
MERL systems generate evidence, inform policy, and scale inclusive mobility.

## INFLUENCE



- Target** high-level government relationships at the national and county level to advocate for a transport policy for health, education, livelihoods and position WBR as a technical partner offering mobility solutions for last-mile access.
- Lead** with compelling impact data to speak to policy priorities such as gender equity and rural inclusion.
- Drive** policy engagement through a consortium such as CHU4UHC & Council of Governors.
- Present** our strategy, theory of change, and evidence of impact to key funders and policy influence. Convene strategic stakeholder forums and ecosystem dialogues to address mobility poverty and sustainable transport.

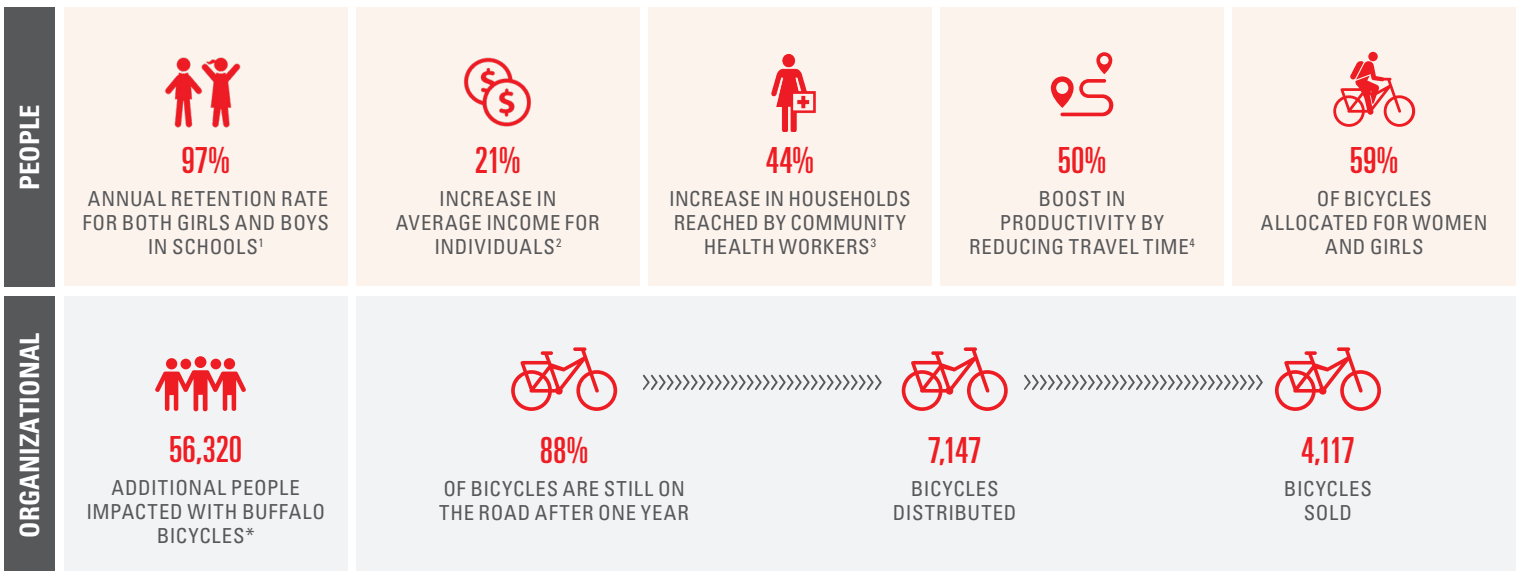
## GLOBAL STRATEGY

In 2024, World Bicycle Relief (WBR) launched its new three-year strategy (2024–2026) to scale the Power of Bicycles, prioritizing bicycle ownership and use among women, youth, and marginalized groups to improve outcomes in healthcare, education, and economic opportunities. Over three years, we aim to mobilize an additional 300,000 individuals, impacting 1.5 million lives in seven operating countries, including Kenya.

## KENYA IMPACT IN 2025

World Bicycle Relief combines impactful bicycle mobility solutions with social enterprise sales to meet the staggering need for reliable, accessible transportation in underserved markets. We measure progress toward reaching our 3-year global impact targets in two key areas: impact on People and Organizational performance.

### KENYA OUTCOMES IN 2025



*\*In the areas where World Bicycle Relief operates, the median household size exceeds 5 people, and research shows that bicycles in these households have multiple users and purposes. This results in a substantial 5x impact multiplier for each distributed bicycle.*

<sup>1</sup>WBR Kenya Monitoring Data, 2025 <sup>2</sup>WBR Kenya Mobilized Communities Assessment, 2025 <sup>3,4</sup>WBR Kenya and Living Goods Partner Assessment, 2025



View our latest global impact report from 2025: <https://worldbicyclerelief.org/your-2025-impact-report/>