



# IMPACT REPORT **2015**

If I were to ask “What was your transportation challenge last week?” Your story would most likely be “my flight got delayed”, “the train was late”, or “I was stuck in traffic”. We have so many transportation options at our fingertips that we think about it only long enough to fill our needs.

If I were to ask the same question in rural Zambia or other developing countries, the answer would be about walking. It would be about getting everything you needed to be done each day – for yourself and your family – while traveling only 2–3 miles per hour. Now add to that transportation challenge, carrying a 5-gallon bucket of water on your head (40lbs), or your bag of produce to market (60lbs), or your sick child.

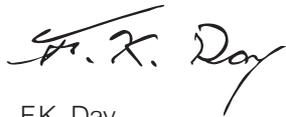
**Transportation plays an essential role in productivity and access to basic goods and services.**

With your support, we have seen how those transportation stories can change with a bicycle. Healthcare workers in Zambia are eliminating malaria, students in South Africa are getting an education and entrepreneurs in Zimbabwe are improving their productivity and livelihood.

Through ten years of implementing large-scale bicycle programs, World Bicycle Relief has developed an innovative model combining philanthropy with social enterprise. In 2015, we expanded our reach with new philanthropic programs in Kenya and Colombia. We also studied the long-term impact of a dairy cooperative’s employee purchase program, which has increased income and improved productivity for farmers and increased production and profitability of the dairy co-op.

As you read this 2015 Impact Report, I hope the deeper impact of our work reinforces your commitment to helping individuals overcome their transportation barriers to education, healthcare and economic development. Thank you for your continued support, we genuinely welcome your questions and feedback.

**A bicycle can cause a revolution in an individual’s life.**

A handwritten signature in black ink that reads "F.K. Day". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

F.K. Day

*Founder and President*



COVER: Identified by her community as a student in need, Mary received a Buffalo Bicycle to help her get to school.

THIS PAGE: Newly trained field mechanics make final adjustments to a fleet of Buffalo Bicycles just prior to an education program distribution.

# OUR IMPACT IN 2015

## 64,479 NEW BICYCLES DEPLOYED



### EDUCATION

» **37,052 NEW BICYCLES**

Providing Buffalo Bicycles for students, with the majority designated for girls, has significantly shown to reduce travel time and improve educational outcomes. Putting more bicycles into the hands of girls and boys in rural regions of the developing world will help to lift families and communities out of poverty.



### HEALTHCARE

» **13,340 NEW BICYCLES**

In the developing world, healthcare workers often walk long distances to visit sick people. Buffalo Bicycles help them reduce travel time, reach more patients and spend more time. The result is higher quality care and healthier communities.



### ECONOMIC DEVELOPMENT

» **14,087 NEW BICYCLES**

In areas of the developing world where walking is the primary mode of transportation, distance is a challenge to earning a livelihood. Transport plays an essential role in market access and productivity. With a Buffalo Bicycle, hardworking entrepreneurs are able to increase their capacity, earn more income and improve the quality of life for their families.

**55%**  
PHILANTHROPY

+

**45%**  
SOCIAL ENTERPRISE

=

**Mobility**

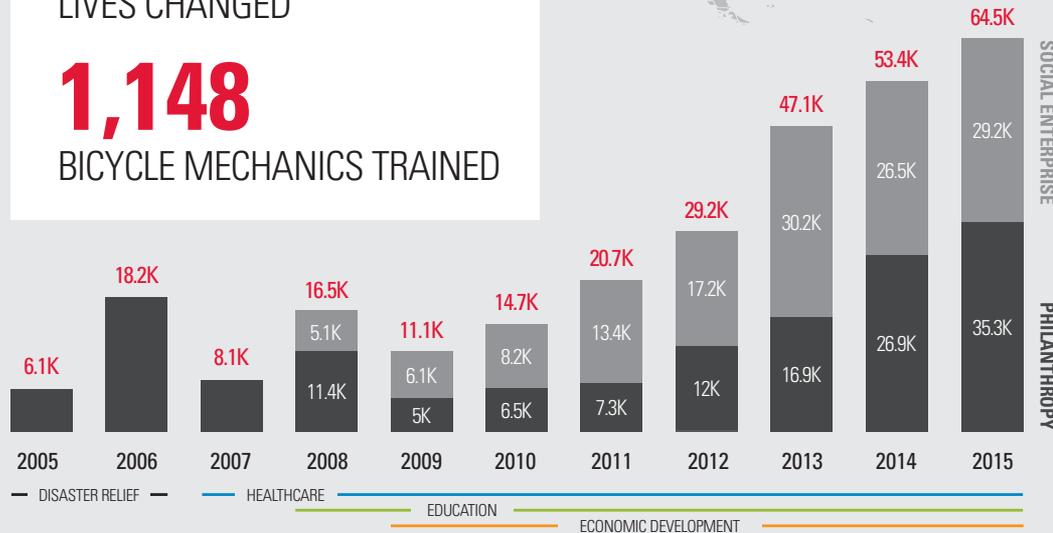
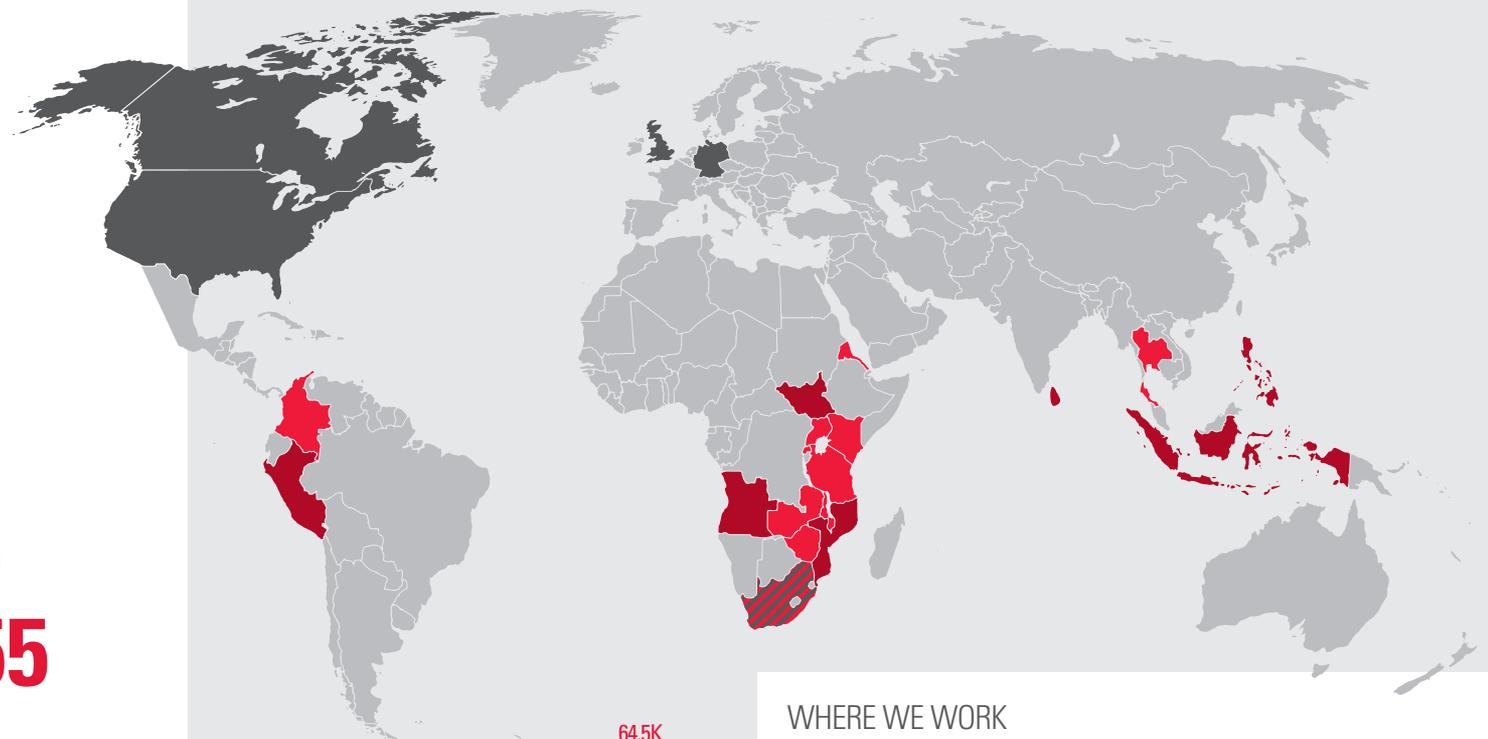
# OUR 10-Year IMPACT

**18**  
COUNTRIES SERVED

**289,591**  
BICYCLES DEPLOYED

**1,447,955**  
LIVES CHANGED\*

**1,148**  
BICYCLE MECHANICS TRAINED



## WHERE WE WORK

### DISTRIBUTION LOCATIONS (2015):

Colombia, Eritrea, Kenya, Malawi, Rwanda, South Africa, Tanzania, Thailand, Uganda, Zambia, Zimbabwe

### DISTRIBUTION LOCATIONS (HISTORICAL):

Angola, Indonesia, Mozambique, Peru, Philippines, South Sudan, Sri Lanka

**FUNDRAISING OFFICES:** US, UK, Germany, Canada, South Africa

## FIELD IMPLEMENTATION PARTNERS



\* Based on average family size in our program countries, one bicycle is changing the lives of five people.

# Mobility = EDUCATION

## COLOMBIA » POSTOBÓN » CORPORATE PARTNERSHIP

Postobón, one of Colombia's largest beverage companies and long-time sponsor of Colombian professional cycling, is using Buffalo Bicycles to improve education quality and performance in rural communities. To date, their program Mi Bici has provided 1,740 bicycles to students, teachers and community leaders in two districts where travel times average 45 minutes to two hours – even with access to a local bus. Postobón has observed that students with Buffalo Bicycles have reduced their commute by up to one hour plus absence rates have decreased by 80% on average.

“Education is key to development. Our goal is to improve [access to] education and reduce school dropout rates so that students have better opportunities.”

— **Paula Restrepo**, Director of Sustainability,  
Postobón

» Mi Bici's first bicycle recipients. Dayana, 16, dreams of going to law school to become a judge. Alier, 18, was specially selected to be a student Field Mechanic at Villa Nelly school and hopes to own a bike shop one day.



## ZIMBABWE » IGATE » FIELD PARTNERSHIP

To improve educational outcomes for girls in Zimbabwe, we partnered with World Vision on Improving Girls' Access through Transformative Education (IGATE). Built on the success of our Bicycles for Educational Empowerment Program (BEEP) in Zambia, IGATE has distributed more than 22,900 bicycles and trained nearly 300 mechanics to date. Girls who live up to 25 km from school now have safe, reliable transportation.

"The Buffalo Bicycle's impact on communities has been incredible. Midline results show a wonderful correlation between IGATE BEEP and improved school attendance for girls."

— **Craig Geddes**, IGATE Consortium Leader, World Vision Zimbabwe

**DISTANCE**  
**4X**  
OVER EQUAL UNITS OF TIME,  
AN INDIVIDUAL CAN RIDE A  
BICYCLE 4X THE DISTANCE  
AS SOMEONE WALKING.



"Improving children's education is one of the best investments we can make. We look forward to understanding the impact of WBR's program on education and on the lives of students and their families."

— **Maya Ziswiler**, Program Director, Education, UBS Optimus Foundation

## SOUTH AFRICA & ZAMBIA » UBS » CORPORATE PARTNERSHIP

With generous support from UBS Optimus Foundation and our donors, 2,500 students in South Africa's Limpopo Province now use Buffalo Bicycles to reach school. The foundation also helped lay groundwork for two BEEP research studies to examine the influence of Buffalo Bicycles on student attendance, retention and performance as well as overall bicycle use and BEEP program implementation.

« Students who received Buffalo Bicycles through Postobón's Mi Bici program have 80% fewer absences. »

## ZAMBIA » ZF » CORPORATE PARTNERSHIP

To mark its 100th anniversary, ZF, a leading global automotive supplier, initiated its "100 years – 100 schools" project with BEEP distributions in Solwezi, Zambia. This two-year funding campaign, providing bicycle transportation to students across Zambia and South Africa, is part of the company's larger humanitarian effort to build and equip schools.

"ZF's centennial is not only a reason for us to celebrate but also an opportunity to act on our social responsibility as a global company more strongly than ever before."

— **Jürgen Holeksa**, Member of Board of Management, ZF Friedrichshafen AG



When children are not riding the Buffalo Bicycle to school, the bike is available for family members to carry goods to market, visit the healthcare clinic, access water and visit distant relations. The Buffalo Bicycle serves as a household tool for development, leading to increased economic opportunity in communities.



# Wheels in the Field: KENYA

## KENYA » BICYCLES FOR EDUCATIONAL EMPOWERMENT PROGRAM » PHILANTHROPIC DISTRIBUTION

There are more than ten million school-age children in Kenya. Many of them have difficulty getting an education due to distance. **10.6%** live too far from school while **50%** live 3+ miles away. **One in 10** never completes primary school. Walking long distances increases tardiness, fatigue and absenteeism. Girls are more at risk of withdrawing from school altogether.\*

### EMPOWERING STUDENTS IN KENYA

In 2015, WBR applied lessons learned from BEEP implementation in other countries to Kenya, distributing 3,000 bicycles to 22 schools across three counties in partnership with the Ministry of Education and World Vision Kenya. Locally formed Bicycle Supervisory Committees select the students most in need and oversee bicycle use.

Now students with bikes arrive at school on time, safe and ready to learn. Other family members use the bicycle to ferry garden produce to market, transport the sick to health facilities, access water and mills, and visit distant relations.

### KEEPING BICYCLES ROLLING

As with every machine, the specially designed and well-built Buffalo Bicycles require regular maintenance and occasional access to spare parts to keep them rolling over the rugged terrain. BEEP in Kenya has trained 30 field mechanics – one for every 100 bicycles – to maintain them and provide spare parts. This helps keep students in school and leads to increased economic opportunities for mechanics and their families.

« In Kenya, distance is one of the main reasons students drop out of secondary school. Decreased attendance and low enrollment are particularly acute for girls who carry the burden of household chores.

\*Sources: Kenya Integrate Household Budget Survey, UNESCO's Education for All Global Monitoring Report.



« Before receiving a Buffalo Bicycle from BEEP in Kenya, Niller was sometimes too tired to walk the 4 kilometers to school. Now she never misses a day. Her family also uses the bicycle to run errands and transport food items to the market for sale.

“Having the bicycle has made me more confident. I’m getting better grades because I have more time to study.”

— **Niller**, 17, Future Nurse

“We are pleased to be the funding champion that sparked a campaign of gifts large and small to support the launch of BEEP in Kenya. As a result, thousands of children in rural areas can now get to school on time and ready to learn. ”

— **Saks Kavanaugh Foundation**

# Mobility = HEALTHCARE

## ZAMBIA » MACEPA » SOCIAL ENTERPRISE SALES

The Malaria Control and Elimination Partnership in Africa (MACEPA), a program by PATH, returned to WBR in 2015 to purchase an additional 680 Buffalo Bicycles to empower trained healthcare workers in rural Zambia. Community volunteers use the bicycles to travel from village to village with the aim to educate, test and treat every household.

“This strong, reliable bicycle is helping to eliminate malaria in Zambia, something no sub-Saharan African country has ever achieved.”

— **Brian Moonga**, Country Director,  
World Bicycle Relief, Zambia

» To fight malaria, members of a neighborhood health committee remove standing water, distribute bed nets, and help locate people who have been exposed.

Photo: PATH/Gabe Biencycki.



# Community On the Move: PALABANA



## ZAMBIA » CIDRZ » SOCIAL ENTERPRISE SALES

Every day, mothers with small children gather outside the Palabana Health Clinic. Doctors and nurses are not readily available, so the rural community relies on trained volunteer healthcare workers to visit, treat and educate patients, as well as to maintain accurate records of births, illnesses and deaths.

Brenda, a community research assistant at the Palabana Health Clinic, is trained as an HIV testing counselor. Using her Buffalo Bicycle to reach new mothers living with HIV, Brenda checks their HIV status, counsels them on self-care and discusses their treatment options.



Clive, a student at the Palabana Training Institute, is deeply committed to his community. Every day for over a year, he has volunteered at the Palabana Health Clinic, while pursuing his dream of becoming a doctor. When not on-site working with clients, Clive travels long distances on his bicycle to visit homebound patients.

The Center for Infectious Disease Research in Zambia (CIDRZ) purchased the Buffalo Bicycles that enable Brenda and Clive to visit more patients daily and make a greater impact on their community.



« Brenda primarily works with new mothers who are living with HIV: she checks their status, counsels them on self-care and discusses treatment options. Brenda's job requires regular home visits to new mothers, so the Buffalo Bicycle helps her work more efficiently.

« Volunteer healthcare worker, Clive rides his Buffalo Bicycle many kilometers each day to care for the homebound.

TIME **3hrs** 

FOR EVERY TEN MILES TRAVELED, A BICYCLE SAVES 3HRS OF VALUABLE TIME.



The CIDRZ purchased a Buffalo Bicycle to help Clive, a volunteer at the Palabana Health Clinic, visit more patients daily. Owning a Buffalo Bicycle comes with an extra benefit: Clive can use the bike for personal errands, instead of walking, leaving more time for his studies to become a doctor.

# Mobility = ECONOMIC DEVELOPMENT

## ZAMBIA » ENELISE MBANGULA » SOCIAL ENTERPRISE SALES

To ease the burden of transporting goods on foot, Enelise purchased a Buffalo Bicycle to access distant farms to obtain tomatoes, cabbage and greens for sale at her shop. When not in school, Enelise's children and niece use the bicycle to pick-up and transport goods to market, while she tends to other tasks. Owning a Buffalo Bicycle has helped Enelise to build and maintain her family business.

“The bicycle has helped me with many things. I now have both a stall in the market and a small shop nearby. My hope for my business is to get another bicycle.”

— **Enelise Mbangula**, Entrepreneur, Zambia

» Enelise stocks tomatoes, cabbage and leafy greens at her shop in the Pata market. With her bicycle, Enelise can transport more goods in less time to help improve her livelihood.



# THE BUFFALO BICYCLE: 50 lbs of Love



If you own a bicycle, chances are it wouldn't last long where we work. This would be clear once your tires hit the rugged roads and rocky paths where the Buffalo Bicycle must perform.

The constantly improving design of the Buffalo Bicycle has focused on strength, carrying capacity, reliability, ease of repair and cost. Time in the field with end-users provides valuable insights for improvement.

The Buffalo Bicycle is all steel—strong, rugged and repairable. We use a custom designed coaster brake hub that withstands the dirt, dust, and pounding environment in which the bicycle must perform. Heavy gauge steel rims and spokes with long-wear tires and tubes increase durability. We standardized the nuts, bolts, and fasteners to require fewer common tools and to simplify repair and maintenance.

To improve quality and lower cost, we assemble most Buffalo Bicycles at our facilities in Kenya, Zambia, Zimbabwe and South Africa. We have also developed a comprehensive Field Mechanic Training program to ensure transfer of maintenance and repair knowledge to the field.

Producing dependable bikes provides greater access to essential goods and services. Our Buffalo Bicycles not only help people survive, they help them thrive.

» Buffalo Bicycles arrive at our facilities in sets of unassembled components, where locally-trained staff assemble them with precision.

CAPACITY **5X**   
RIDING A BICYCLE  
INCREASES AN  
INDIVIDUAL'S  
CAPACITY BY 5X. 



“Bicycles are machines for social empowerment, and they can provide a quantum leap in productivity.”

— **Brian Moonga**, Country Director,  
World Bicycle Relief, Zambia



## Economic Opportunity FOR DAIRY FARMERS

Many dairy farmers in Palabana, Zambia transport milk cans over long distances on rough, mostly unpaved roads to sell their milk to the dairy cooperative. These factors limit the number of deliveries they can make in a day and the volume of milk they can transport. Farmers traveling on foot or using unreliable bicycles are often late in making deliveries. As a result, the quality of the milk suffers and may be rejected.

To help overcome these challenges, World Bicycle Relief and the Palabana Dairy Cooperative (PDC) formed a partnership to sell high-quality, rugged Buffalo Bicycles to the farmers starting in 2011. Dairy farmers bought 281 bicycles through the PDC's employee purchase program – a low-risk model that enables them to acquire a tool to increase their productivity and quality of life without any upfront capital. Payments are deducted from the farmers' milk sales over a three-month period, and to date, the PDC has maintained a 100% repayment rate.

« Georgina Stimbeke uses her Buffalo Bicycle to deliver milk twice a day to increase her income. "Since I got the Buffalo, I have never failed to deliver milk," she said.



» To reach the milk collection facility, Palabana dairy farmers travel distances of between 2 and 17 kilometers on rough, mostly unpaved roads. More than 40 percent live 6 kilometers or more from the cooperative.

**MEASURING RESULTS** » In a 2015 Research Study, WBR examined Buffalo Bicycle sales over a five-year period to measure their impact on dairy farmer productivity and quality of life. We found that using the Buffalo Bicycle, dairy farmers made up to **25%** more deliveries, transported **23%** more milk, increased their income **23%** and reduced their travel time to the cooperative by **45%** compared to farmers who walked or used inferior bikes and other transportation modes. Farmers reported less milk spoilage and waste due to faster deliveries and fewer bicycle breakdowns.

Discovering the Buffalo Bicycle's real impact and the effectiveness of this program model reinforces our plan to bring the Buffalo Bicycle to more dairy cooperatives and farmer groups in Zambia and beyond.

Learn more  
and contribute  
to our 2016 impact at  
**[worldbicyclerelief.org](http://worldbicyclerelief.org)**

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.



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