

Education Sector Impact Program Outline

“Girls on the Go”

THE POWER OF BICYCLES

In many rural regions around the globe, children, especially girls, face unique challenges in accessing education due to distance, terrain, and socio-economic barriers. These challenges limit their ability to attend school, leading to lower enrollment rates and higher dropout rates. For these children, walking is often the primary means of transportation.

World Bicycle Relief (WBR) aims to break down the barriers created by distance and limited transportation options to empower children, especially girls, in rural regions to thrive through the Power of Bicycles. We combine product development—our rugged, purpose-designed Buffalo Bicycle—with community-led programming and a social enterprise model to foster an ecosystem of sustainable mobility.

When you support “Girls on the Go” - WBR’s Education Sector Impact Program, you are providing more than just bicycles. You are investing in sustainable, mobilized communities and empowering girls to transform their lives and their communities.

THE NEED

Globally, 258 million children are currently not attending school, including 12 million who never enrolled¹. In Sub-Saharan Africa alone, 34 million girls are out of school at the secondary level, with only 27% completing secondary education². A majority of these out-of-school children are girls. According to the World Bank, distance from school is the single most important determinant of school enrollment. The further children are from school, the less likely they are to attend, especially girls.

Mobility poverty—a lack of safe, accessible transportation—exacerbates these challenges. Girls in remote areas are most affected, facing cultural obstacles, gender-based violence, and economic pressures that deprioritize their education in favor of boys. As a result, girls are more likely to drop out, marry young, and miss out on economic opportunities that would otherwise uplift their families and communities. To thrive, girls must overcome barriers to distance, gain the skills necessary to pursue economic opportunities, feel empowered to make decisions regarding their lives, and have access to education and basic healthcare services.

¹ UNESCO Institute for Statistics (UIS). 2019. New Methodology Shows that 258 Million Children, Adolescents and Youth Are Out of School. Fact Sheet no. 56 September 2019 UIS/2019/ED/FS/56

² Hassani. 2024. [A critical moment to prioritize girls’ secondary education in Sub-Saharan Africa](#). World Bank.

Key Challenges:

- **Distance:** The long walk to school can leave girls exhausted, vulnerable to harassment, and at risk of assault.
- **Gender equity:** Girls face cultural obstacles limiting their access to quality education, well-paid employment, quality reproductive healthcare, and property rights.
- **Child marriage:** Girls who marry at a young age are more likely to drop out of school, while the likelihood of a girl marrying before the age of 18 decreases the longer she pursues her education.
- **Healthcare:** Education decreases girls' chances of child pregnancies, early marriage, and the risk of contracting HIV/AIDS.
- **Empowerment:** Without education, girls feel less in control of their decisions and later, less confident in pursuing economic opportunities.

THE SOLUTION

Our "Girls on the Go" Program aims to improve educational outcomes for girls through increased mobility. Over the next three years, Girls on the Go intends to mobilize 66,600 girls in upper primary and secondary schools, support them with a sustainable bicycle ecosystem, and promote sustainable change through school ownership of bicycles.

Program Approach:

1. Bicycle Provision and School Ownership:

- WBR provides Buffalo Bicycles directly to schools, which take ownership of the bicycles. School committees, which include community members and parents, oversee participant selection based on criteria such as distance, dropout risk, and gender, with 70% of bicycles allocated to girls.
- Students sign study-to-use contracts, using the bicycles for the duration of their education. After completing secondary school, the bicycles are recirculated to new students, ensuring an expected 12 years of use for each Buffalo Bicycle™.

2. Bicycle Maintenance and Ecosystem Support:

- WBR trains and equips local mechanics to provide monthly preventive maintenance and repairs. This market-based system is sustained through affordable contributions from families, with spare parts sourced from Buffalo Bicycle retail shops.
- A robust ecosystem of mechanics, spare parts supply, and community support ensures that bicycles remain operational, creating a self-sustaining mobility system.

3. Systems Support and Community Engagement:

- School committees, supported by WBR, manage all aspects of the bicycle program, including maintenance, finances, and student selection. By embedding ownership and transparency within local communities, the model ensures that girls' mobility needs are proactively addressed.
- The inclusion of gender and disability equity in the selection process, with representation on school committees, ensures that marginalized groups are prioritized.

4. Government Alignment:

- World Bicycle Relief partners closely with Ministries of Education in each country, ensuring that the bicycle mobility system is aligned with national education goals and government budgeting processes.
- By embedding the program into school and government structures, the *Girls on the Go* model ensures long-term sustainability and scalability. WBR has already reached agreements with key government stakeholders in Kenya, Tanzania, and Uganda, with letters of support documenting this approach

5. Diversity, Equity and Inclusion:

- WBR's *Girls on the Go* program is built on principles of equity and inclusion, ensuring that marginalized groups such as people with disabilities and internally displaced persons (IDPs) are prioritized.
- The school committees responsible for selecting students are designed to represent the diversity of the community, ensuring transparent decision-making that benefits those most in need.

IMPACT TARGETS || 2024 TO 2026:

Reach:

- 95,400 bicycles for education
- 66,600 girls empowered
- 477,000 individuals impacted

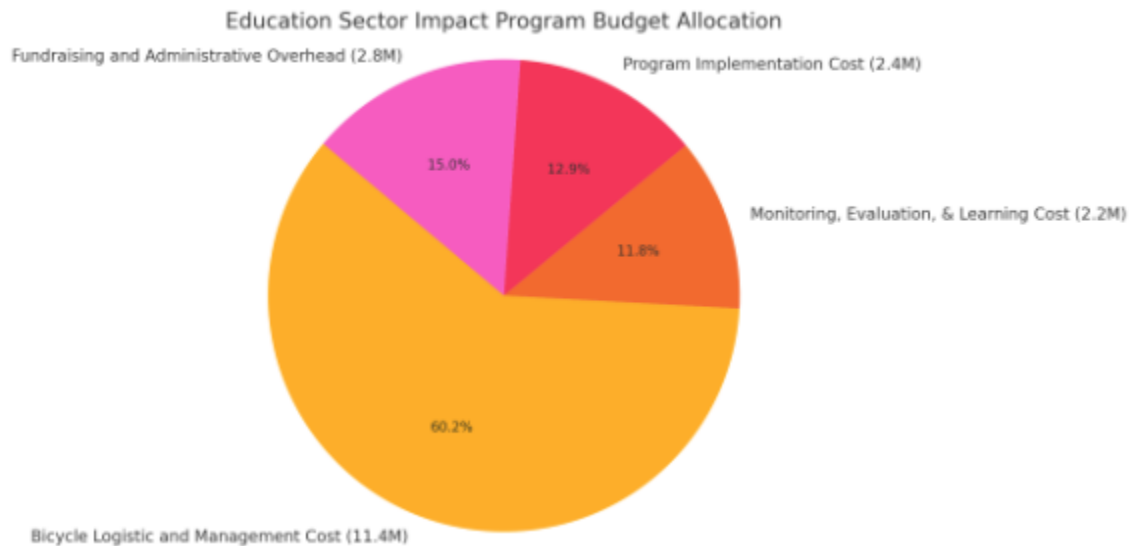
Impact Targets:

- 90% annual retention rate for both boys and girls in schools

- 40% reduction in travel time to school
- 30% reduction in absenteeism
- 70% of bicycles allocated to girls
- 85% bicycle usage

Program Budget (\$USD)

Education (Girls on the Go)	2024	2025	2026	Fund Total
Men and Boys	9,116	9,632	9,860	28,608
Women and Girls	21,156	22,360	23,276	66,792
Total Bicycles	30,272	31,992	33,136	95,400
Bicycle Logistic and Management Cost	3,457,000	3,781,000	4,124,000	11,362,000
Monitoring, Evaluation, & Learning Cost	680,000	744,000	811,000	2,235,000
Program Implementation Cost	741,000	811,000	884,000	2,436,000
Influence and Advocacy and Support	-	-	-	-
Total Program Fund Requested	4,878,000	5,336,000	5,819,000	16,033,000
Fundraising and Administrative Overhead	861,000	942,000	1,027,000	2,830,000
Grand Total	5,739,000	6,278,000	6,846,000	18,863,000



EVIDENCE OF IMPACT

Since 2009, World Bicycle Relief has implemented over 220,000 bicycles in the education sector. With a Buffalo Bicycle, girls have experienced³:

- 66% increase in punctuality
- 28% reduction in absenteeism

- 19% lower dropout rates
- 33% reduction in travel time to school, saving nearly 6 hours/week
- Increased math scores
- Statistically significant improvements in measures of girls' empowerment (e.g., pro-sociality, locus of control, bargaining power, fertility preferences, self-image)
- Increased feelings of safety

Illustrative Results from Education Programs³:

- 44% time savings: Bicycles reduce travel time, allowing girls to allocate more time to studying and participating in school activities.
- 29% increase in time spent on after-school study: With improved mobility, girls can engage more fully in educational activities, increasing their academic performance.
- 44% reduction in absenteeism: Enhanced access to education translates into higher attendance rates, especially among girls.
- 59% increase in children feeling safe: Better travel experiences during school commute, especially among girls.

PAIRING OUR PROVEN MODEL WITH A NEW, SUSTAINABLE APPROACH TO EDUCATION

WBR will pair our successful model—featuring the Buffalo Bicycle and a supportive bicycle ecosystem—with a new, sustainable approach to education piloted in Zambia and Kenya: school ownership of bicycles.

Strengthening the Bicycle Ecosystem:

- Local Operations: Employing local team members for operations and assembly in our warehouses.
- Mechanics Training: Training community-based mechanics to service bicycles.
- Spare Parts Supply Chain: Linking mechanics and programs to our spare parts supply chain.
- Buffalo Bicycle Shops: Opening shops in various regions to ensure access to new bicycles, spare parts, and maintenance and repair services.

The Product:

Buffalo Bicycles are designed specifically to navigate rugged terrain while carrying heavy loads, continually tested in real-world conditions, and assembled in the countries in which they are

distributed. We back each Buffalo with an industry-leading five-year warranty on the frame, fork, and carrier.

The Ecosystem:

A bicycle cannot stand alone. Bicycle users require access to preventative maintenance, repair services, spare parts, new bicycles, access to credit, rider safety equipment and training, and rules and regulations that protect cyclists. WBR works to ensure bicycles remain a convenient, affordable, and accessible transportation option for both rural and urban residents by addressing these issues and fostering a self-reinforcing bicycle ecosystem.

Durability of Impact:

The Buffalo Bicycle, with an expected life span of over 12 years, provides a durable solution that serves multiple cohorts of students, reducing the need for additional bicycles while maintaining the same level of impact.

The recirculation of bicycles through schools ensures that future students will continue to benefit from improved mobility, with a significant reduction in absenteeism and dropout rates, particularly for girls. This long-term approach to resource use maximizes the impact of donor investments while ensuring sustainable development outcomes.

MONITORING AND EVALUATION (M&E)

Our programs are designed to mobilize vulnerable populations—including girls, youth, and isolated rural communities—and are built on our theory of change, a conceptual framework that ensures our activities reach intended populations and maximize impact.

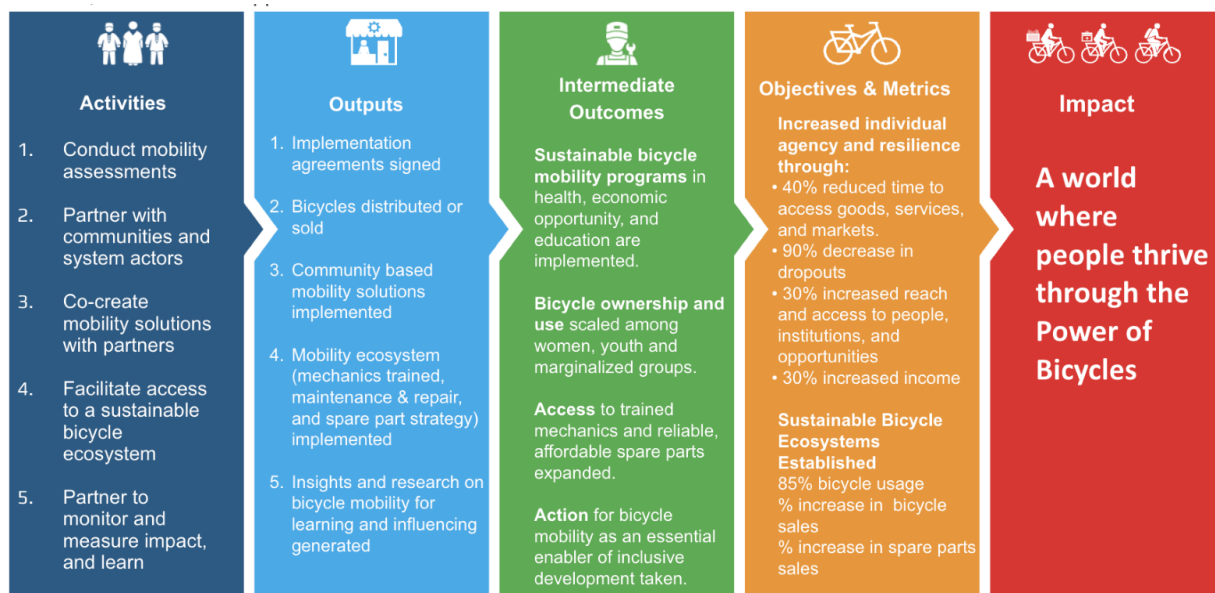


Figure 1. WBR's Theory of Change

Theory of Change:

Our learning agenda, the culmination of our past learnings and future ambitions, is the cornerstone of the organizational strategic plan launched in 2024. The learning agenda is a 'living document' and is a series of questions, activities, and products with the key objectives to:

- Build on valuable insights: Refining and strengthening the impact of our programs and informing decision-making at organizational, country, and team levels.
- Inform innovation: Developing new operational and partnership strategies to scale impact.
- Generate knowledge: Positioning WBR as a leading authority on rural bicycle mobility in developing regions.

Measuring Impact:

WBR's educational impact, empowerment, and resilience indicators measure outputs and short and long-term outcomes.

- Target Setting: Using historical data and learning from past programs.
- Baseline Data Collection: Gathering data on school attendance, academic performance, and travel time to school.
- Follow-Up: Conducting follow-ups with bicycle recipients after six months.
- Long-Term Impact: Measuring the impact of the bicycles on education after one year.
- Monthly Monitoring: Capturing program operations through monthly reports using TaroWorks, our mobile data collection platform, or WhatsApp.
- Data Management: Entering monthly monitoring data into our data management system, Salesforce.
- Program Dashboard: Reviewing key program achievements and learnings on a monthly basis.
- Annual Reviews and Learning Workshops: Conducting annual reviews and periodic, long-term learning workshops to refine our approach.

DONOR BENEFITS

WBR will report on the Education Sector Impact Program's activities and results annually. In addition, you will receive:

- Yearly Financial Reports: Overview of program fund allocation and usage.

- Impact Reporting: Annual updates showcasing the tangible impacts of donor contributions on mobility, productivity, retention, healthcare access, and economic opportunities.
- Engagement Opportunities: Regular communications, including stories from program participants and field updates.

JOIN THE MOMENTUM

By supporting WBR's Education Sector Impact Program, you are empowering girls to change their world. Together, we can help communities save time, do more, and reach new opportunities. Join us and change the world with The Power of Bicycles.

Contributions to "Girls on the Go" will enable WBR to buy and assemble Buffalo Bicycles, co-design and implement programs with local partners, train mechanics, expand our spare parts supply chain, open new retail shops, and monitor and learn from the outcomes of our multifaceted initiatives. By supporting this program, donors will play a crucial role in enabling thousands to access educational opportunities. Contributions may be allocated flexibly to optimize WBR's impact across various programs.

For further inquiries or to make a donation, please contact Thomas Richards at trichards@worldbicyclerelief.org.