

# IT STARTED WITH A BICYCLE...

How one bicycle turned into **3,000**  
and how those bicycles are  
transforming lives in Uganda





# IT STARTED WITH A BICYCLE...

BAP 2018 GIVING CAMPAIGN





# IT STARTED WITH A BICYCLE...

Our journey traces back to our founder's, Muyambi Muyambi's, own story of finding himself on the back of a neighbor's bicycle when he had malaria as a child. He owes his life being saved to that bicycle for getting him to the hospital quickly. From this experience, Muyambi began to see freedom, empowerment, and opportunity in bicycles.

That borrowed bicycle has led to 3,000 bicycles being distributed in northern Uganda and impacting over 15,000 Ugandans. Over the past nine years, we have seen bicycles transform the lives of those we work with. Our bicycles have been used as a tool for increasing income, providing access to opportunity, and creating access to critical resources.

## THE BIKE THAT STARTED IT ALL: FOUNDER'S STORY

I woke up on the back of a bicycle— muscles aching, body weak, and feeling disoriented. I don't remember the night before, but I could fill in the blanks: malaria.

So there I was, a seven-year-old Ugandan boy, flopping around on the carrier of a neighbor's bicycle, onward to the nearest hospital as someone pushed me. The trek, over ten miles in our remote area of Kiyaga, could take hours by foot, a risky amount of time when diseases like malaria hit. But I was lucky because one of our neighbors owned a bicycle.

Here's the frightening part: my story is not unique. I grew up in a nation where few have the chance to own a bicycle. It's a simple vehicle, but it saves lives in times of need. Bicycles also mean access to markets to trade and earn income; they mean a ride to school for education, and transportation to clean water sources. Bicycles mean freedom, empowerment, and opportunity.

This is why I founded Bicycles Against Poverty. I wanted to get bicycles into the hands of individuals who need them and who could use them to their full potential. I knew that I was not the only one who had experienced this lack of access, but rather entire nations experience it. So when I came to the U.S. in 2007 I decided I would change my country and I immediately realized that bicycles are the way to do that.



— **Muyambi, Founder of Bicycles Against**



## BUCKNELL UNIVERSITY

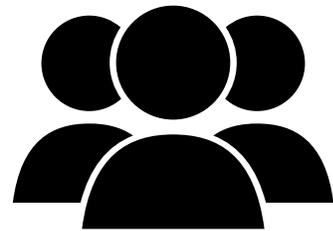
In 2007, Muyambi arrived in the United States and attended Bucknell University. During his time at Bucknell, he founded Bicycles Against Poverty as a student club on campus to raise awareness about the lack of access in Uganda and to do something about it. Here, he met Molly Burke, CEO of Bicycles Against Poverty, and the two partnered together to discover innovative solutions to the problem. BAP had its first distribution in 2009.

**3,000**



# of bicycles distributed to date

**15,000**



# of people those bicycles are impacting

# THE IMPACT OF THOSE 3,000 BICYCLES:



Allowing people to go **4x** the distance



Increasing access to health clinics by **38%**



Allowing farmers to carry **5x** as many crops to the market



Reducing the time it takes to collect water; improving health and the standard of living



Increasing income by **35%**

\*World Bicycle Relief

\*\*ITDP

**OUR IMPACT  
STARTS WITH A  
BICYCLE BUT IT  
DOESN'T STOP  
THERE.**

# IT'S BIGGER THAN BICYCLES

Over the past nine years, we have seen bicycles transform the lives of those we work with. But it's bigger than just bicycles! We noticed that 100% of our clients were farmers lacking sufficient tools on their farms. A bicycle was the first step to improve their livelihoods and grow their income but they needed more.

BAP realized that we could take the success we saw with bicycles and apply to other products to create more opportunities for our participants and to grow our impact. In 2018, we expanded our product offering to include more income-generating assets (oxen & plow, grinding machines, motorcycles) that our clients can invest in to propel them forward.

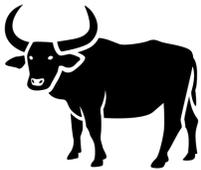
**WE ARE COMMITTED TO  
THE PRINCIPLE THAT  
EVERYONE DESERVES  
THE OPPORTUNITY TO  
INVEST IN TOOLS THAT  
WILL PROPEL THEM  
FORWARD.**



# GROWING OUR IMPACT

In **2018**, BAP expanded our product offering to expand our impact beyond bicycles and allow our customers to continue to invest in the necessary tools to propel forward.

BAP is entirely focused on increasing our clients' income by providing access to productive assets. **These new assets include:**



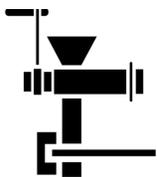
## OXEN & PLOW

Allows our clients to till twice the amount of land in half the amount of time



## MOTORCYCLES

Shortens the distance for our clients by allowing them to go farther and faster



## GRINDING MACHINES

Provides a business opportunity for our clients to open a grinding machine business in their community

## OUR ULTIMATE GOAL IS TO TAKE OUR CLIENTS OUT OF EXTREME POVERTY.

BAP is continuing to test new products through a new innovations department that was launched in **2018** and will design, test, and launch new products in 2019.

**JUST LIKE OUR  
OWN JOURNEY...**

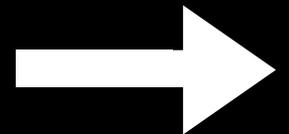


**...OUR CLIENTS'  
JOURNEY STARTS  
WITH A BICYCLE.**

The majority of our clients' journey with BAP begins with a bicycle loan. By offering more income-generating assets, we are helping our participants to accelerate forward and close the gap between them and their dreams.



Our success is defined by the success of our participants. The next couple of pages are filled with stories of participants that started with a bicycle and went on to further invest in other transformational products.



# FROM BICYCLE TO OXEN & PLOW





# OKIDI ROBERTS

"BAP has opened my eyes!"



Okidi Roberts is a smallholder farmer in Amunya village in Omuru district in northern Uganda. Okidi has been a customer of BAP since 2014. He started with a bicycle loan which helped him carry more crops to the market. The bicycle was such a good investment, he and his wife decided to invest in more products from BAP; including another bike, solar, and oxen & plow loan. By being able to invest in the necessary tools from BAP, Okidi is on his way to the dreams he has for his family, his land, and his community.

**FROM BICYCLE TO OXEN & PLOW**





# LAMARO KEVIN

**"BAP has chased poverty away from my house."**

Lamarao Kevin has been a participant of BAP since 2014. When Lamaro first took a bicycle loan from BAP, she found that one bicycle wasn't enough to meet the needs of her family and business; so she paid it off quickly and went on to invest in another bicycle from BAP. Her bicycles helped her to grow her farming business and to provide for her five children. But Lamaro didn't stop there. She went on to invest in other loans from BAP including a solar light loan and oxen & plow loan. She says she is looking forward to next taking a motorcycle loan from BAP to help her continue to go the distance to achieve her dreams.

# FROM BICYCLE TO MOTORCYCLE





# OYET JIMMY

**"I like BAP because they are very fast. It took me just one week to be approved for my loan."**

Oyet Jimmy's journey with BAP started with a bicycle. When Jimmy learned that he could invest in other products, beyond bicycles, he was excited. Jimmy quickly paid off his bicycle and even helped other members of his savings group pay off their bicycles. Jimmy went on to invest in a motorcycle loan from BAP. The motorcycle has given him the ability to launch a taxi business and helps him transport his crops to the market. With his motorcycle, Jimmy is going the distance and closing the gap between him and his dreams!

# FROM BICYCLE TO GRINDING MACHINE





# OJOK JAMES



**"I have seen my income greatly increase."**

Ojok James is a retired soldier whose journey with BAP began in 2015 when he received his first bicycle loan. Ojok's bicycle boosted his farming business by helping him reach markets further away to sell for a higher price. Ojok was so satisfied with the benefits of his bicycle that he went on to invest in other products to grow his business. He decided to invest in a grinding mill from BAP. This machine allowed Ojok to open a grinding business. He runs the business with his family and they make money by allowing their neighbors to pay to utilize the machine. The grinding machine is not just creating access for his family but is creating access for a whole community.

# **BAP ENVISIONS A WORLD WHERE EVERYONE IN THE LAST MILE HAS THE MEANS TO THRIVE, NOT JUST SURVIVE.**

BAP is committed to going the distance to transform the lives of even more Ugandans. In 2018, we hit the 3,000th mark for the number of bicycles we have distributed in Northern Uganda and we are looking to rapidly grow our impact as we expand our operations. We are committed to working with more Ugandans; participants that grow with us as we have grown—who we can invest in, year over year, and work to help them and their families increase income.



# 2018

## IN 2018, BAP RAPIDLY EXPANDED ON ALL FRONTS:



### LOCATIONS

In order to expand our impact across East Africa, BAP is launching new branches to reach more Ugandans. In 2018, we launched a new branch in Lira, Uganda!



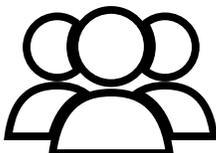
### PRODUCTS

In 2018, BAP expanded our product offering to include more income-generating assets that work to propel farmers forward.



### OPERATIONS

BAP has expanded our operations and impact from distributing 200 bicycles every year to 1,000 in 2018.

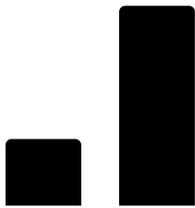


### STAFF

To match our growth we have doubled our team in 2018 and we are still growing!

# 2019

## WHERE WE'RE HEADING:



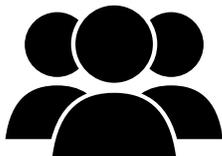
### DOUBLE OUR IMPACT

BAP's goal is to double our impact in 2019 by distributing 3,000 loans to create access and opportunity for more Ugandans



### TEST NEW PRODUCTS

In 2019, BAP will expand our product offering through a new innovations department that will test the impact of new products



### GROW OUR TEAM

To match our operational growth and to continue to go the distance to serve our clients in 2019, BAP will grow our team.

# 2018

# 1,000

## LOANS

In 2017, BAP set the goal to distribute 1,000 loans over 2018. We are on track to reach this goal by year end; making 2018 our biggest year yet!

# 2019

# 3,000

## LOANS

As we look towards 2019, we are excited to more than double our impact by setting the ambitious goal of distributing 3,000 loans.

**WE ARE COMMITTED TO  
GOING THE DISTANCE TO  
REACH MORE PEOPLE  
IN 2019.**







# DISTANCE SHOULD NOT BE A BARRIER TO ACCESS & OPPORTUNITY.



Bicycles Against Poverty is on a mission to increase income for people living in the last mile through productive asset financing and training.

# BE A PART OF OUR JOURNEY.

A journey that all started with a borrowed bicycle has turned into stories of transformation across Uganda. BAP's journey is far from over. Our team is committed to going the distance to reach more people and grow our impact as we expand our operations across Uganda. BAP's donors and supporters help make this transformation possible. We are humbled by the selfless individuals who are promoting and contributing to causes all over the world!

**GIVE TODAY!**

[bicyclesagainstpoverity.org/2018](http://bicyclesagainstpoverity.org/2018)







