IT STARTED WITH A BICYCLE...

How one bicycle turned into 3,000 and how those bicycles are transforming lives in Uganda
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BAP 2018 GIVING CAMPAIGN
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 Poverty
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.
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.
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.

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.
IT STARTED WITH A BICYCLE
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.
It started with a bicycle.
“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

IT STARTED WITH A BICYCLE
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!
IT STARTED WITH A BICYCLE
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.

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

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.
IT STARTED WITH A BICYCLE
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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!

bicyclesagainstpoverty.org/2018