

# EMPOWERMENT

## BICYCLES FOR HUMANITY

Bicycles for Humanity is about Empowerment, it is the key to the future for many in the developing world. B4H, thru its 'grassroots movement' has empowered communities in the developing world with the gift of mobility – bicycles– and is further empowering them with simple technology such as iPads and Android devices. The presentation '[B4H Overview-11](#)' explains B4H's chapter model and its success and partners in the developing world.

Now we need to expand to meet growing demand.

## THE PATH FORWARD

Today B4H has a small number of partners or, as we refer to them, Globally Supported Communities (GSC), in the developing world. Word of B4H has spread across Africa and today we have over 400 requests to join the B4H Globally Supported Communities program from many capable teams which want to make a difference in their communities.

B4H chapters in the developed world supply the bicycles and technology and deliver them to the developing world, but there is a major requirement for funding in the developing world for things such as transport of the bicycles to the communities

B4H is grassroots and has no staff or funding so needs to meet the challenge in the developing world differently than charities and NGO's do. The answer is EMPOWERMENT - that is by empowering those in the developing world to raise the funds to support their requirements to get the bicycles and technology delivered in country.

The Bicycles for Humanity Movement is perfectly positioned meet the challenge.

B4H has learned that it is not what we do that is important, it is the stories from our partners in the developing world and their desire for a better life that is the important piece. Many NGO's and service organizations go to the people in the developing world and tell them how it is going to be and they deliver what they think the people want. B4H partnered with the people, listened to them and then joined them as one globally connected team. It is the people's story that inspires and their desire for change that excites and motivates us to get involved and help, not our story of the millions of bikes in landfills. The key to our plan is simple, help the people of the developing world tell their story, using the proven B4H brand.

## THE PLAN

Key to the plan is supporting the people to tell their story and here are the steps:

B4H Central will help the community create a brochure that will be added to the GSC section of the B4H web site that tells of the needs in that community and their goals and vision for their community.

B4H Central will then work with the community team to develop a series of emails that the GSC can send to churches, schools, Rotary Clubs, ex pats living abroad, and any individual or corporation they know of that might have an interest in their community with a 'call to action'.

The GSC will set up a Facebook page with the community story and a the B4H web site will add a link the Facebook page.

The GSC will start a Twitter account and accumulate followers with constant updates of progress.

## SUMMARY

With a grassroots model that is proven, the ability to support new chapters and volunteers globally and the people of the developing world using simple technology, the world becomes a small, personal and inspired place. The GSC can tell their story in a professional way with email, text, video, photos and stories with any and all that are inspired to help.

This model of change is new, it is simple, it is EMPOWERMENT lead from the developing side with support from the developed world, not the other way around.

In the old model or paradigm, many large NGO's told the story, raised the funds, hired the teams, spent the money and then tried to justify their existence, while trying to meet that balance between how much value they delivered to those in need and how much they could get away with to build their empire. We have all heard of the NGO's who spent 30%, 40%, 50% and more on overhead and administration or more. This model is dying, it does not inspire anyone, many volunteers that want to make a difference, cannot dictate the direction of the NGO, they are just small cogs in an old wheel. Today, people simple want to be accountable and make a difference, they want to be inspired and they want to help in a direct way, and know that their actions helped others.



**Bicycles for Humanity**

