



2018 ANNUAL REPORT

Who We Are

Serving Madison and Dane County since 1992, Wheels for Winners is a 501 (c) (3) non-profit organization operating an earn-a-bike program. We provide refurbished bicycles to “bike earners”, primarily high school and younger children who perform community service. Our all-volunteer organization believes that equitable access to a bicycle is an important component of a strong, vibrant, healthy community. Through our earn-a-bike program we encourage volunteerism, recycle unused bicycles, and support cycling as part of a healthy lifestyle.

384

Bikes distributed in 2018

By the Numbers

- ❖ 367 bikes donated to Wheels for Winners
- ❖ 232 bikes refurbished
- ❖ 122 to Bike Earners
- ❖ 191 bound for Africa via Working Bikes
- ❖ 21 bound for Africa via Free Wheel
- ❖ 9 to The Bike Place in Princeton IL
- ❖ 31 to Centro Hispano
- ❖ 5 to Vera Court Neighborhood Center
- ❖ 5 to Goodman Community Center



Who We Serve: a profile of our bike earners

- ❖ 57:43 Male: Female
- ❖ Median age: 13
- ❖ Youngest bike earner: 4
- ❖ Oldest: 60
- ❖ First bike owned: 19%
- ❖ Caucasian: 27%
- ❖ African-American: 36%
- ❖ Asian: 16%
- ❖ Latino: 16%
- ❖ American Indian: 2%



Awards

RSVP 20 Year Volunteer Award –
Walt Brinkman

Volunteer Hours

2700 Volunteer mechanic hours rebuilding bikes
2750 Community service hours from bike earners



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Community Involvement

- ❖ Provided bikes to students from 31 different schools
- ❖ Provided bikes for El Día de Los 3 Reyes at Centro Hispano
- ❖ Provided mechanic support for 2 Padres E Hijos En Accion events, 7 BiciClub Latino de Madison rides, 4 MadCity Unity Rides and a Lincoln School bike rodeo
- ❖ Partnered with O’Keeffe Middle School to offer one-on-one bike mechanic training to students during the school day
- ❖ Hosted 15 community-based bike repair events and provided no-cost repairs on 159 bikes
- ❖ Served on city-wide Just Bikes committee seeking strategies to improve access to bicycles and bicycling



Host Organizations

Thirty-one organizations provided community service opportunities for our bike earners. Our most active organizations include:

- ❖ Bayview Community Center (21 bike earners)
- ❖ Leopold Elementary School (18)
- ❖ Goodman Community Center (16)
- ❖ River Food Pantry (7)
- ❖ Neighborhood Intervention Program (4)



Supporters



Healthy Kids Collaborative

