



2019 ANNUAL REPORT

Who We Are

Serving Madison and Dane County since 1992, Wheels for Winners is a 501(c)(3) non-profit organization that supports bicycling through a well-recognized earn-a-bike program and related activities. Working with community organizations and schools, we provide refurbished bicycles to bike riders of all ages who earn their bikes by performing community service. Our all-volunteer organization believes that equitable access to a bicycle is an important component of a strong, vibrant, healthy community. Our programs encourage volunteerism, recycle unused bicycles, and support cycling as part of a healthy lifestyle.

Message from the President

Stephen Bagwell

Wheels for Winners has been in the Madison community for 27 years as an organization to get bikes into the community and to get people on those bikes. Over the years, we have become increasingly mindful of our obligation to the community and our role within it. Providing bikes to people is important, but only if the people earning the bikes think it important. In 2019, we made an effort to actively engage and be present with the communities we serve in order to be informed by them rather than the other way around. Our central mission is still to refurbish bikes and get them back out to people, but as we move forward we are focusing more on social commitment to ensure our work remains valuable to the community. Our bike repair events are a response to feedback from our community partners.



We are adjusting our board model to be more directed by the community. We are continuing to increase our regular presence in the communities we serve—creating personal embedded relationships is a big part of this. In 2019 we increased our visibility and maintenance events so that

once people have the bikes, they stay in service and the earners can continue to be engaged with us. We are also expanding our shop hours to be more flexible for families. As we move forward, it is very important to us to be supportive to our communities rather than attempting to drive change. The people in these communities are able to do that themselves, and we want to support that rather than take it over.



By the Numbers

426

Bikes distributed in 2019

- ❖ 475 bikes donated to Wheels for Winners
- ❖ 214 bikes refurbished
- ❖ 140 to Bike Earners
- ❖ 206 bound for Africa via Working Bikes
- ❖ 41 bound for Africa via Free Wheel
- ❖ 35 to Centro Hispano
- ❖ 1 to Canopy
- ❖ 3 to Tellurian

Who We Serve: a profile of our bike earners

- ❖ 51:49 Male: Female
- ❖ Median age: 15
- ❖ Youngest bike earner: 6
- ❖ Oldest: 69
- ❖ First bike owned: 20%
- ❖ Caucasian: 26%
- ❖ African-American: 38%
- ❖ Asian: 15%
- ❖ Latinx: 14%
- ❖ American Indian: 2%



Host Organizations

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

- ❖ Bayview Community Center (29 bike earners)
- ❖ Goodman Community Center (24)
- ❖ Vera Court Neighborhood Center (12)
- ❖ Marshall Public Schools (6)



Awards

Community Shares Backyard Hero –

Volunteer Hours

2975 Volunteer mechanic hours rebuilding bikes

Alex Lai

Community Shares Backyard Hero –

Stephen Bagwell

RSVP Dane County 4000 Hours of

Volunteer Service Award -

Fred Appleton

4099 Community service hours from bike earners



Community Involvement

- ❖ Provided bikes to students from 24 different schools
- ❖ Provided bikes for El Día de Los 3 Reyes at Centro Hispano
- ❖ Partnered with O'Keeffe Middle School to offer one-on-one bike mechanic training to students during the school day
- ❖ Provided over 100 ABC-Quick Checks at Ride the Drive in partnership with Madison Bikes
- ❖ Served on city-wide Just Bikes committee seeking strategies to improve equity and access to bicycles and bicycling

Bike Repair Support

- ❖ Hosted 43 community-based bike repair events and provided no-cost repairs on 225 bikes
- ❖ Provided weekly mechanic support at the Latino Academy of Workforce Development
- ❖ Purchased a Bullitt cargo bike for mobile bike repair thanks to a successful fundraiser through The Big Share



Supporters



Wheels for Winners
229 S. Fair Oaks Ave

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