



2020 ANNUAL REPORT

Who We Are

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

From the Chair: Progress and Success facing 2020 Challenges



Seeking to build on 2019 successes, we set ambitious 2020 goals, such as holding 40 repair events. The Coronavirus (COVID 19) changed everything, forcing us to close in mid-March 2020. In the next 2-3 months, we developed a plan for reopening. We spent time and money to reconfigure our shop, purchase supplies (e.g. sanitizer and masks) and focus on appropriate methods to safely and creatively engage with community partners and the people they serve.

A month after our June 22nd reopening, we distributed over 100 bikes, and demonstrated new flexibility in carrying out our mission. We adjusted our community service requirements and expanded our program delivery options. Our goals kept shifting as we discovered our limitations and identified opportunities including safe options for offsite bike repairs. Along the way to distributing a record number of bikes to earners (nearly a 100 more than 2019), we added partners such as Lussier Community Learning Center and found new ways to do business including bringing bikes to kids.

Like others in Community Shares of Wisconsin, this year Wheels acknowledged racism's impact on the communities we serve. On June 1st, we issued a statement supporting Dane County communities of color. Understanding that we had to back our words with commitments and actions, we prioritized our participation in events supporting social justice and young cyclists of color including a slow roll and kid's march. At the board level, we are striving to be composed of and directed by members of the communities we serve. Wheels continues its organizational efforts to be a trustworthy stable presence in the lives of our earners. For us, bicycling has always been about empowerment and freedom, and we commit to building a community that makes that real for all of its members. This year's success was possible only with the extraordinary efforts of dedicated volunteers.

Volunteer Hours Generated

2033 hours from WFW volunteers

| 3055 hours of community service from earners

Bikes In and Out

- ❖ 608 bikes donated
- ❖ 258 bikes refurbished
- ❖ 231 bikes provided earners for their community service
- ❖ 40 bikes given to Centro Hispano for 2020 Three Kings Day
- ❖ 18 refurbished bikes donated to the community
- ❖ 173 bikes sent to Africa via Working Bikes and FreeWheel
- ❖ 77 bikes provided to Free Bikes for Kidz for local distribution



Bike Earner Profiles

- ❖ 48% Male, 52% Female
- ❖ Nearly 80% were non-white:
 - African-American: 40%
 - Asian: 23%
 - Latinx: 16%
- ❖ 74% were under age of 18
- ❖ Median Age: 13
- ❖ Adults ranged in age from college students to 8 earners over 60



46 Host Groups: Our community service connection

The most popular activities offered by sponsors involve preparing and distributing food, cleaning and maintenance, coaching and tutoring, gardening and yard work, and social justice activities.

Group	Earners served	Group	Earners Served
Adapted Fitness	1	Madison School & Community Recreation	4
Bayview Foundation	36	Neighborhood Center	1
Bridge Lakepoint Waunona Center (BLW)	4	North Madison Congregational Church	1
BLW Los Niños Primero	10	Northport Community Learning Center	26
Community Action Coalition	1	One City Schools	11
Community Immigration Law Center	1	Operation Fresh Start	2
Createability WI	2	Oregon Middle School	1
Dane County Human Services	2	Reach Dane	3
Dane County Neighborhood Intervention	1	Food Pantries (Second Harvest , River Food, S.S. Morris Food Pantry)	9
Down with Bikes	1	Theresa Terrace Community Center	1
East Madison Community Center	21	Troy Gardens	1
ED Locke and Monona Public Libraries	4	U.S. Army	1
First United Methodist	1	Underdog Pet Rescue	2
Goodman Community Center	13	United People of Color Caucus	1
Henry Vilas Zoo	1	Urban Triage	20
Just Dane/Just Bakery	1	UW AIDS Research Laboratory	1
Latino Academy	18	UW Football Team	1
Local non-profit theater	1	UW Law Clinic	1
Lussier Community Education Center	11	UW Madison Badger Volunteer	1
Madison Ho Chunk Branch Office	1	Vera Court Neighborhood Center	3
Marshall Summer School	9	Yaraha House	1
MMSD Madison Met School District	1		

Community Involvement and Impact



- ❖ Promoted bike safety by providing 261 locks and 216 helmets
 - 20 locks given to Shelter from the Storm, shelter for homeless families, to secure their donated bikes
- ❖ Supported social justice activities including Urban Triage's Voices of the Youth's Ride and Grub and Allies For Black Lives Kids' March.
- ❖ Repaired 79 bike at limited offsite events
 - 13 bikes fixed at Worthington Park
 - 21 bikes repaired for Sandburg School gym teacher for safe exercise in place of virtual gym classes
- ❖ Received recognition for Neil McCallum as WI Community Shares Backyard Hero

Program Modifications to Meet Community Needs

Bike delivery and follow-up: We rented trucks to deliver bikes to Bayview Foundation since the kids and their youth coordinator were unable to travel to our shop. Armed with sizing charts and information provided by our host, we identified a large selection of bikes, helmets and locks to ensure the right fit for earners. Events were held outdoors and organized to enable WFW volunteers to safely work with one earner at a time to select the right bike and helmet. Of the 60 bikes we transported, 32 found new homes. After repairing several bikes at these events, we arranged a separate repair event with several mechanics who got 17 bikes up and running.



Community service from others: Henry Aiyenero of One City Schools operates an innovative afterschool riding program for kids. The program was looking for bikes and helmets for participants, and earned 11 bikes using the community service of school volunteers whose contributions included classroom and office support, and food delivery. Two of our mechanics used our mobile bike to tune up 28 bikes in school's fleet to keep their program humming.

Overcoming barriers to getting bikes: The Lussier Community Education Center wanted to reward kids in its Youth Action Summer Internship program. Knowing that interns would do about 35 hours by summer's end, they were allowed to come to the shop early for a bike, which helped overcome transportation and other barriers to getting a bike. Like other hosts, Lussier provided sizing information to allow us to assemble a group of pre-selected bikes for the interns to view in groups. The 11 interns earned good fitting bikes after test riding them in our parking lot.

Supporters



Wheels for Winners
229 S. Fair Oaks Ave
Madison, WI 53704

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