

A One Woman Operation

Scarlet Bello, or Karla as she is more widely known, owns and runs EcoBicicletas in Rivas, Nicaragua. She opened her shop 3 years ago but her relationship with Pedals for Progress goes back at least 10 years.

Karla began working with PFP's partner Grupo Sofonias in Jinotepe, Nicaragua in 1997. Karla was the manager of the bicycle shop. As such she was in charge of everything from inventory, pricing to selling bicycles.

Karla was able to create a viable business for Grupo Sofonias while selling quality bicycles to people in need of transportation.

In addition to being a wife, mother of 2 children and working full time, Karla attended the University in Managua to receive her degree in Accounting.

She wanted to get a better understanding of how to run a business from the inside-out. She already had the practical know-how of running a business but wanted to get the academic training as well.

Due to medical problems in 2002 Karla was unable to continue working for Grupo Sofonias. This is where she becomes an exception to the normal custom in Nicaragua. Once Karla had recovered from her medical condition and was able to work, she and her husband decided to open another bicycle shop in their home town of Rivas.

For Karla the bicycle business is her lifeline. She explained to me that "As a woman over the age of 35 in Nicaragua, I am condemned to a life of unemployment in the professional sector, unless I work for myself." For professional women in Latin American countries this is all too common. The job market is only catered to single women under the age of 35.

Karla lives and breathes the bicycle business. She loves every aspect of her work. With her expressive face she explained all of her roles in EcoBicicleta.

When a container of bicycles arrives in Rivas from Pedals for Progress, Karla must travel to Rivas (about 30km) daily for 10 days straight. The process of unloading, sorting and pricing the bikes is all overseen by Karla.

Once the bikes are ready to sell, Karla keeps a weekly inventory of what she has in the warehouse and what she has sold.



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MISSION STATEMENT

Pedals for Progress envisions a day when:

1. North America recycles over half of the 15 million used bicycles discarded every year, as well as unused parts and accessories for reuse overseas.
2. Poor people in developing countries have bicycles to get to work, obtain services, and meet other needs.
3. The bicycle is an effective tool for self-help in all developing countries.
4. Trade regulations enhance international commerce in bicycles and parts.
5. Policy makers in developing countries respect and support non-motorized transportation.

OUR OBJECTIVES ARE:

1. To enhance the productivity of low income workers overseas where reliable, environmentally sound transportation is scarce, by supplying reconditioned bikes at low cost.
2. To promote in recipient communities the establishment of self-sustaining bicycle repair facilities, employing local people.
3. To provide leadership and innovation throughout North America for the recycling of bicycles, parts, and accessories.
4. To reduce dramatically the volume of bicycles, parts, and accessories flowing to landfills.
5. To foster environmentally sound transportation policies that encourage widespread use of bicycles worldwide.
6. To foster in the North American public an understanding of and a channel for responding to the transportation needs of the poor in developing countries.

Approved 12/08/96

President's Message

Dear Supporters,

As we near the close of our 14th year of service I would like to reach out and thank all of the donors who have made this all possible. Early in our 15th year, sometime next spring, we will reach 100,000 bicycles shipped! A number, which was totally unimaginable when I first decided to collect 12 bicycles to ship back to the town where I was a Peace Corps, volunteer. The future of Pedals for Progress a New Jersey nonprofit corporation is bright. We have a proven methodology and many excellent partners overseas.

Everyone lives based on the local economy. The local economy is made up of the businesses that operate in that location. Business is the movement of goods and services. If the majority of the people in any location walk everywhere they go, of course the local economy will be underdeveloped. Mankind's greatest invention, the wheel, has not been introduced into the daily lives of the people. How could they be successful?

It takes long hours, hard work and many hours driving a truck to collect hundreds of bikes per week, however of even greater difficulty is the raising of funds necessary to complete the task of delivering the bikes. We need your financial support to continue on our on going economic development work overseas and this year an added donation if possible for our capital campaign.

David Schweidenback

A fund raising lottery was organized by the Center for Sustainable Development of Rural21 to motivate the people of Stefan Voda to take part in the renovation process of the town park.



Daniel Talmazan won the first bike—out of three bikes that were offered in the lottery. He will now be able to attend elementary schools much more regularly as the 4 mile walk each way was often difficult for the youngster. The lottery was possible thanks to the 3rd container of bikes and accessories shipped by Pedals for Progress to “Rural21” this summer.

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She also prepares the accounting books for review by the company's accountant.

It is very difficult to fake the enthusiasm I saw in her face and the words she used to describe her business.

What I most admire about Karla is that she is a business woman who understands market driven prices and how to keep her operating costs down, but more importantly she is a very compassionate and trusting employer.

"I treat my employees as if they are part of my family. I give them a bonus at the end of the year, buy them birthday presents, and even help some pay for their children to go to school. If I show them that I respect them, I will never have any problems in my shop." Out of her 5 employees, 3 of them are single mothers who would also be subject to the same job market restrictions Karla was subject to when she returned to work after recovering from her medical condition.

"When I see a mother who does not have a lot of money come to my store and she is able to buy a quality bike for her child and to see her expression of pride that she was able to get this bicycle, that is why I do this."

Since 2002 Karla has been able to sell around 1,500 bikes per year. EcoBicicleta does not even need to advertise their products, the people know when the new bikes arrive in Rivas.

Due to her success in Rivas, Karla has opened a second shop in Nandaime a smaller city compared to Rivas, but she is able to sell around 50 bikes a month.

There has been somewhat of a phenomenon in Nandaime with the bicycle repair and parts businesses. They have seen almost twice the amount of customers since Eco Bicicleta has come to town. The positive economic effects of Eco Bicicleta can be seen in many ways.

What does Karla enjoy most about owning Eco Bicicleta, "When I see a mother who does not have a lot of money come to my store and she is able to buy a quality bike for her child, one that she knows will last and let her child go to school, that is the best part. To see her expression of pride that she was able to get this bicycle, that is why I do this."

Karla also takes great pride in the sewing machines that she donates to people and organizations in need. She has been known to give some to the "House of the Woman" in Nandaime, so now they can hold courses at no cost to women who want to learn how to sew. There are several under-funded technical high schools around Rivas that have benefited from the sewing machines as well. This is her way of giving back to her community, her social responsibility.

As an overseas partner of Pedals for Progress, Karla has been able to accomplish many goals that women in most developing countries are not able to do. She is her own boss, trusting employer and teacher. Karla's story is one of self-empowerment through something as simple as selling bikes. Karla has been able to create an independent life for herself and her family and helped her community by partnering with Pedals for Progress.

EcoBicicleta is a definite success story for Pedals for Progress, but this success would not have been possible without Karla's careful direction and dedication.



EcoBicicleta, Nanaime Nicaragua



Ms. Amanda managing EcoBicicleta, Nanaime Nicaragua



Container Arrives at EcoBicicleta

[www. p4p.org](http://www.p4p.org)

The Man Who Fits the Bikes by Andrei Rusanovschi

Stefan Voda, August 2005

He started repairing old Soviet bikes in his apartment to earn money for food. He built up his skill of talent and sweat. Bikes have changed his way of life and he changed the way bikes run across Stefan Voda and, ultimately, across Moldova.

Stefan Voda is a small city, situated not far from the Black Sea, and not too far from the capital of the Republic of Moldova, Chisinau, but far enough to have its unique salt and quietness.

Since '91, after the fall of Soviet Union, many aspects of Moldova's infrastructure were ruined, including the roads and public services.

Stefan Voda's public transport system has never been petted; by anybody. The system has simply never existed. That is why bikes play such an important role in communicating the so-called private sector with the center of the town.

In Stefan Voda the bikes shop is accommodated in the building of Maria Biesu School of Arts. Walking down the steps to the bike workshop one feels little by little the smell of rubber. The smell have already become characteristic and is readily associated with bikes—no other place in Stefan Voda has that many and such a big variety of them. Everyone knows “if you want good bikes at good prices, go the store at the basement.”

The workshop, once a messy and unorganized place, now looks like it found a master. The room that once was too small to house two hundred bikes is now transformed into a neat bike store and a fitting shop, accommodating four hundred plus bikes of different sizes, models and function.

When you enter the workshop you see an energetic guy, always busy with fitting the bikes and making the place he is working in better. Even from bikes rests, inventing his own modifications and fitting them, Valeriu makes bikes virtually from nothing. Let alone fitting bikes in such a good condition that came with the third shipment from the Pedals for Progress.

To a big extent, it is due to Valeriu that the Moldova #3 project became possible, or at least potentially viable, says Vitalie Rusanovschi, director of Center “Rural21”—the NGO that administrates the project in Moldova.

Valeriu started repairing bikes in his small one-bedroom

apartment. “I never thought I would deal with bicycles on the professional level,” says Valeriu. “I just liked riding them when I was little. And, as a kid, I always liked to see what's inside.”

After the Army I had to choose what direction to take, says Valeriu. I decided to go further with my education and studied automobiles. While studying in Chisinau, fate brought me together with a bike service center. This is when I began to study the subtleties of bike mechanics.

Now he works with Center “Rural21”, the regional NGO promoting democracy, healthy life style and sustainable development. Pedals for Progress project is running in Moldova for the third time. The previous two shipments made essential improvements to the public transport infrastructure. It is readily visible when coming to the town.

“[I could instantly] see that Stefan Voda is now much better [equipped with] bikes than ever before,” says Mark Skelton, the Peace Corps Volunteer in Moldova who was the first to contact Pedals for Progress Company in 2002, bringing to life the shipment from USA of the first container of bikes. Mark visited Stefan Voda during the second week of August 2005. It has been two years since he finished his duty in Moldova with Peace Corps.

“I am impressed how Valeriu has organized his workplace,” says Mark. “It is neat and well structured, and it seems he improves it every second,” says Mark after having a half-a-day visit to the bikes' store.

“The best gratitude for me would be the bike I fit to never come back for repair,” says Valeriu. “I will just welcome them at least once a year for maintenance work.”

With Pedals for Progress project, proved to be sustainable and a long lasting relationship, and with Valeriu Soloviov responsible for the fitting process, we will fill Moldova up with reliable, environment friendly means of transport—bicycles, said Center “Rural21” director, Vitalie Rusanovschi.



Here Valeriu is working in the Rural 21 bicycle shop in Stefan Voda, Moldova. This spring P4P shipped container #3 to Rural 21 showing P4P that they are a viable partner.

P4P CAPITAL CAMPAIGN

P4P plans to become an even more permanent organization.

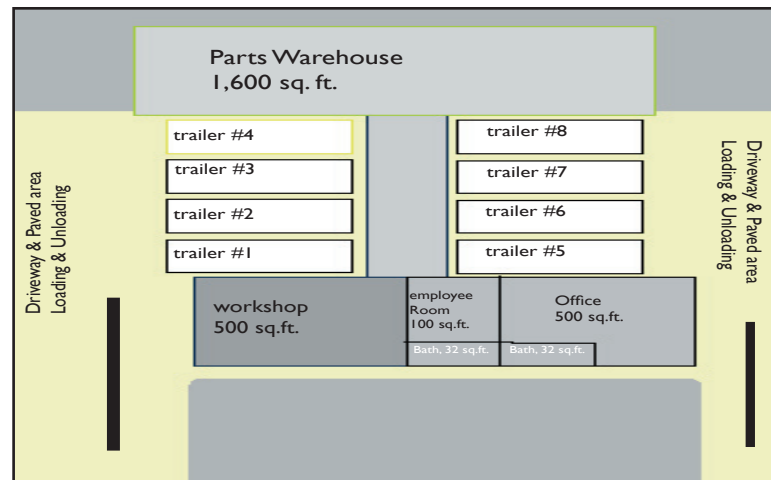
From a one-man operation that managed to ship 186 bikes the first year to an international organization that shipped over 10,000 bikes this year, Pedals for Progress is entering a new phase. To keep growing like we have, our physical operation has to get bigger. A challenge we intend to meet head on with the Pedals for Progress Capital Campaign. The stated goal of which is to raise funding for a permanent facility that will allow us to continue to grow and be an even more efficient organization. So now, instead of asking for a used bike and a ten dollar donation, we're asking for an entire warehouse.

The Capital Campaign is also an indication of how far P4P has come since 1992, and how far we intend to go. A permanent facility is proof of our durability and relevance. What's more, by having a facility designed to our specifications, we'll finally have ample warehouse space, loading docks, a workshop, office space, and not least of all, heat. The importance of this last feature won't escape anyone who's ever helped load or unload a trailer in the dead of winter at our current facility. Plus, with the facility we have planned, we'll have a permanent drop-off location so we can collect more bikes during our "off season."

Normally our collections run from March through October. And as we learned early on, there's no shortage of bikes are out there. We need to be able to collect more.

As a not-for-profit organization, we have a history of being very efficient with our funds. Over eighty percent of every dollar we receive is directed back into operations and, therefore, into getting more of the world's working poor on bikes. The same scrupulous attention to finances has gone into the planning of our new facility. Ultimately, it'll make Pedals for Progress an even more efficient operation. We can only do this with your help.

**To make a donation go to:
www.p4p.org**



Above: Proposed site plan for the new Pedals for Progress warehouse facility. The plan is flexible and allows for adaptivity either to an existing site or to a tract of land. Trailers can still be used for raw storage while indoor areas would enable processing, refurbishing and inventory control year-round, thus completely centralizing P4P operations.

Mario Artola bought his bike from EcoTec 2 years ago. He is an agricultural engineer in Jinotepe, Carazo, Nicaragua and has to travel 12km daily to his work site. When Mario uses his bike instead of taking the bus he saves 12 Cordobas daily that translates into 360 Cordobas a month.

He has also referred his 12 employees to EcoTec where they have bought bikes. He has been very satisfied with his bike only having minimal expenses for new tires and grease over the last two years. Mario is now looking purchase a second bike for himself.



SPECIAL THANKS TO OUR MAJOR CONTRIBUTORS

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P4P Partnerships as of 10/08/05

Country, City, Partner Name, Type of Program	#Bikes Shipped	Years
EL SALVADOR , San Salvador, Centro Salvadoreño de Tecnología Apropiada (CESTA) transport/small business	16,715	1995-2005
ERITREA , Amara, Cultural Assets Rehabilitation Project transport/small business/community development	2,761	1995-2003
GHANA , Edikanfo-Progressive Foundation small business/community development Kumasi	1,337	2003-2004
GUATEMALA , Chimaltenango, Fundación Integral de Desarrollo Sostenible y Medio Ambiente small business promotion/agriculture extension work	3,562	1999-2005
MOLDOVA , Stefan Voda, Rural 21 community development	1,336	2002-2005
NICARAGUA , Jinotepe Ecotecnología (EcoTec) community development	9,756	1997-2005
Rivas, EcoBicicleta community development	8,759	1992-2005
UGANDA , Biirkira Health Center	901	2004-2005

14 Year International Grand Total : 92,974

Other shipments between 1991 and 2005 have gone to non-profit agencies in Appalachia, the Dominican Republic, Ecuador, Fiji, Haiti, Honduras, India, Madagascar, Malawi, Mexico, Mozambique, Namibia, New Guinea, Pakistan, Panama, Peru, Senegal, Sierra Leone, the Solomon Islands, South Africa, Sri Lanka and Venezuela as well as other unlisted groups in Colombia, Ghana, and Nicaragua.



Pablo Urbina is a clothes salesman in Jinotepe, Carazo, Nicaragua who uses his bicycle as a store. Before he bought his bicycle from EcoTec he had to rely on public transportation to go from village to village selling his goods. Now he saves money and can work on his own schedule by using his bicycle.

Uganda Update

This spring Pedals for Progress sent its second shipment to the Biikira healthcenter in Uganda. Mulamata Charles recently sent us photographs of their projects. This work is possible due to the bicycle Mr. Kibi the health promoter purchased through the health center.



Brother Leandro (Our chairman with a hat) is seen giving advice to Mr Kiibi near him and a woman member of the local co-op tending to an Aloe Vera plant.

This is a money generating activity. The woman sells the seedlings at Ug shs 1500 each to other members who want to plant. The Aloe Vera plant is medicinal and is in demand locally from herbalists and skin care product manufacturers. It is also a good household remedy for many ailments i.e. minor burns, scalds or cuts, scrapes and sunburns. It promotes wound healing and helps prevent infection.



A village woman demonstrates the foot operated hands washing equipment which is used by people under Kiibi's care. Kiibi's household cleanliness programs have greatly improved the domestic hygiene and has reduced visits to the hospital due to ill health caused by ignorance. It is more hygienic than holding the jerrican with hand to wash after visiting the toilet. Now the homes under Kiibi's care have clean houses, money generating activities which include, agriculture, animal husbandry, and local poultry production, etc.

Dear David,

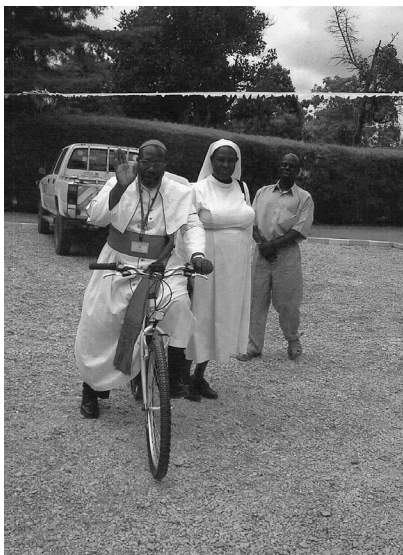
These are some of the pictures I was able to send you. I will send more as the opportunity arises.

Pedals for Progress has helped a lot with the revolving fund to uplift our poor people of the village. These are hard working people who need small seed capital to uplift themselves from the abject poverty and unhygienic life threatening conditions they are in. Mr. Kiibi plays a major role in training these people in simple basic knowledge which is essential for a better living.

Thank you,

Best regards

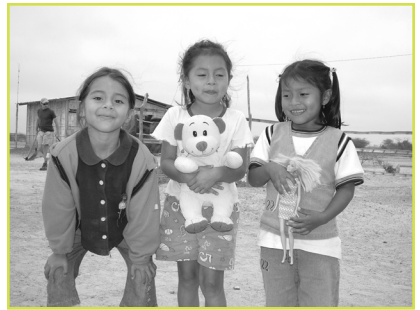
Mulamata Charles



Meet Bishop John Baptist Kagwa of Masaka Uganda. He is an avid bicycle rider and he says that the exercise keeps him fit and allows him to enjoy visiting his parishoners. With the arrival of the second container he bought 3 more bicycles for his priests to encourage them to exercise! He is photographed here with Sister Antonia Nakiyaga and Mr. Kamoga the driver to the sisters.

Rotary Homes of Hope Making a Difference

Among it's latest efforts to assist some of those among the poorest in Ecuador, the Rotary Homes of Hope Project will ship a container of goods to the village of San Pablo, Ecuador. Included in the shipment will be 50 bicycles and 10 sewing machines supplied by Pedals for Progress. The District 7510 of Rotary International Homes of Hope Project began by building homes and expanded into building a village with a community infrastructure. In the future, the Rotary hopes to provide the community with a regular safe supply of water, a breakfast program for the children, and education and training to help create employment opportunities. For more information, please contact the project manger, Brian Fischer at (908) 735-4000.



You have more to give then you know!

Maybe you can't make a gift to protect the environment during your lifetime, but you can become a financial hero by remembering Pedals for Progress in your will. You can even direct your gift to a specific Pedals for Progress overseas program. For information on making a bequest to Pedals for Progress, please contact: Pedals for Progress

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