

SPRING 2009

INGEAR

THE NEWSLETTER OF PEDALS FOR PROGRESS



LAND HO!

This is the biggest news we've had to share in a while. On December 26, 2008, Pedals for Progress received a land donation of 72 acres by the family of Hans F. and Charlotte M. Stoffel in their memory. This incredibly generous gift comes at a time when so many nonprofit organizations are struggling. Which makes us doubly thankful to receive such a gift now.



P4P now owns land.

Currently, we are looking at all the options we now have as landowners. For a nonprofit like us, this isn't that simple—we aren't real estate developers. But this is a challenge we're happy to take on, and to do so, we enlisted expert help.

From a forestry plan, which is still underway, we learned that we own a fair amount of timber that can be culled and sold. Most of this is on a slope that can't be developed, and harvesting trees here would improve the remaining forest by thinning out some mature trees. It would also generate much needed income for us. So, for a brief period, we may actually be in the timber business.

Other considerations include arranging conservation easements, subdividing it into saleable parcels—we only need several acres for our own facility. It'll be months before we make any decisions, but right now, having it is giving us a newfound measure of security. And our dream of building a permanent facility, the goal of our on-going Capital Campaign, is much closer to reality.

We owe our sincerest thanks to the Stoffel family for their kindness and generosity. This was a most unexpected surprise that couldn't come at a better time. Thanks also go to our board member Jeremy Doppelt, who is a real estate expert, and who worked tirelessly to help bring this about.

CONTINUED CLIF BAR SUPPORT

Our project in Sierra Leone is less than a year old, and it's already a success despite many initial logistical difficulties. Helping us overcome these challenges is the very generous Clif Bar and Company. Because of a significant grant from the Clif Bar Family Foundation, we were able to fund the vital first shipment of bikes to Sierra Leone in July. This got the project started.

Since then, our partners in Sierra Leone have already received their second shipment (described in Greg Sucharew's article). As with all of our programs, it's the first shipment that enables our partners to get their revolving fund started so they can pay for subsequent shipments. In the case of Sierra Leone, shipping charges are much higher than usual, and without help from Clif Bar, we never could have met that expense.

But financial assistance from the Clif Bar Family Foundation hasn't stopped there. They recently informed us they will be providing us with a grant of \$10,000 a year for the next three years! This will ensure the growth of our program in Sierra Leone, as well as enable us to open new programs that, like Sierra Leone's, are normally too costly for us to start. As you might suspect, these programs are in the very countries that most need help.

In addition to fueling athletes and health-conscious people-on-the-go with delicious and nutritious energy bars, gels and drinks, Clif Bar does a lot of other wonderful things for the planet. You can learn more at www.clifbarfamilyfoundation.org, where you'll also find us listed among their Long-term Partners. While you're there, don't hesitate to purchase an "On Your Behalf" Gift Card from their site. You can support your favorite bicycle-recycling nonprofit, or any of the other noble groups among their Long-term Partners.



**CLIF BAR FAMILY
FOUNDATION**



For more information visit clifbarfamilyfoundation.org.

A SPECIAL THANKS TO OUR SPONSORS AND MAJOR CONTRIBUTORS

Bell Sports

Clif Bar Family Foundation

CNN

International Monetary Fund

Landesman Family Fund

Maersk Lines

New Jersey Clean Communities

New Jersey Natural Gas Company

New Vernon Presbyterian Church

Redlich Horwitz Foundation

Returned Peace Corps Volunteers

Totally Stainless Inc.



Young Sierra Leonians with a P4P bike.

PRESIDENT'S LETTER

Dear Friend,

The economic climate we're in, which by now has affected everyone in one way or another, hit us pretty hard. But amazingly, during what was looking like one of our most difficult periods in the 18 years since we began, we got the biggest gift we've ever received. On top of that, we also were able to expand our sewing machine project, increase our spring collections, and we secured a generous grant from Clif Bar.

And in a year when belts are tightening everywhere, we were fortunate enough to receive our most generous donation ever. Seventy-two acres generous! This gift came right after Christmas, and couldn't come at a better time. We still need to raise funds of course, as a nonprofit there's no getting around that, but there's a lot we can do with this land that will go a long way toward making us bigger, better, and permanent.

Looking ahead to the months coming up, the mood at Pedals for Progress is very positive. Our spring collection season includes new collections that are a result of the exposure we got when CNN selected me for their Hero's Program. While I wasn't the final winner, the publicity paid dividends for Pedals.

So, we begin 2009 full of optimism. Yes, optimistic even in this economy! Optimistic because people here and overseas continue to believe in what we do. Optimistic because we have supporters who continue to donate and volunteer even as they face hard times. And optimistic because last year was probably the hardest test we ever faced, and we met it head on arriving in 2009 in top shape.

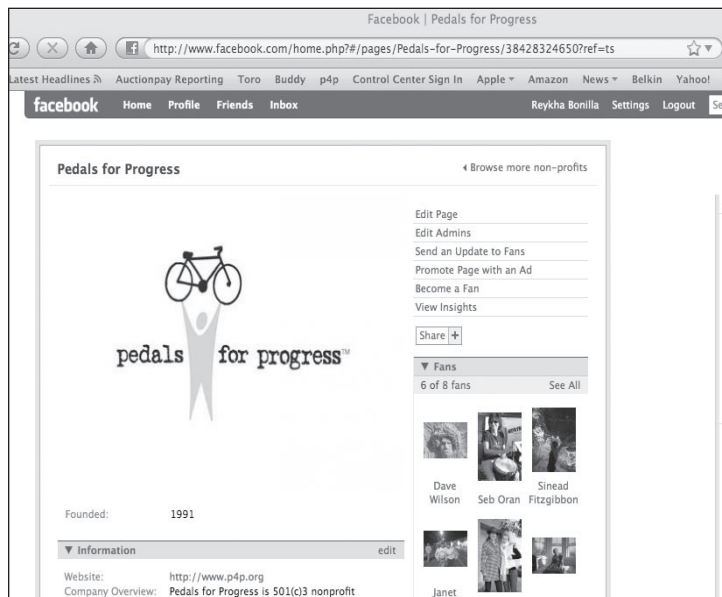
Thank you for being a friend of Pedals for Progress. I hope the success we enjoyed this past year comes as good news for you, too. Likewise, I hope you share the optimism we feel as we head into 2009. Because the good that comes our way, only does so with your help.

Sincerely,

Dave Schweidenback
Founder and President
Pedals for Progress

YOU'VE GOT A FRIEND REQUEST

When you're us, networking is critical—it's how we get the word out, find new volunteers and collection managers, and of course, it's how we get new friends and supporters. And you can never have enough of those. And when you're us, finding time to network isn't always easy. We're usually too busy collecting and shipping bikes, especially during our collection season when there's little time to do much else. So we'd love it if you would become our Facebook friend or fan. We're still working on our page, but it's up, and now all we need is you. And your friends. And their friends. And their friends, etc.



MORE SPRING COLLECTIONS IN 2009

Last year collections started out well enough. But as 2008 progressed, collections fell off the schedule, and collections that were held garnered fewer bikes than anticipated. Our sense is that 2008 was a year of uncertainty, caused by everything from the captivating presidential campaign to economic turmoil.

It's not that people weren't in a giving mood, in fact, those who gave to us, at least, gave very generously, including the whopping gift of 72 acres. But when it came to collecting bikes, there wasn't much we could accurately predict last year. Usually we can forecast the coming year's bike collection total to within ten-percent or so. Not so in 2008.

Collecting bikes is the heart of our organization. It's the means for fueling our operations. And as you surely know, it's how we acquire the bikes we send to our partners overseas. Going into 2009, already more collections are scheduled for spring than we had for the entire spring season in 2008. And we expect even more collections to be scheduled over the next several weeks.

Apart from more collections, another bright spot in our early season schedule is the number of collections in communities new to us. We depend on a certain amount of repeat collections in our schedule, in fact, with some communities these are annual events. So the new collections mean growth—we're covering more of our regional footprint. And this is another reason for our optimism heading into 2009.

MISSION STATEMENT

Pedals for Progress envisions a day when:

1. North America recycles over half of the 5 million used bicycles discarded each 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.

OUR RESIDENT FILMMAKER VISITS SIERRA LEONE



One of Kenema's growing number of bike mechanics.



P4P bicycles at a local school in Kenema.

By Greg Sucharew

My family has been involved with Pedals for Progress in one capacity or another for over a decade now. My father serves as a member of the board. My brother worked for the organization in the 1990's. I began with Pedals in 2002. And I'm sure during this span of time we've donated a bike or two. So the idea of bicycles reducing poverty in the underdeveloped world is not new to me. I've heard the stories, seen the photographs, read all about the programs, I know how valuable a bike can be to a person in need. And this winter I got the opportunity to see the benefits these bikes produce with my own eyes.

Last year Pedals for Progress began a partnership with a homegrown nongovernmental organization in Kenema, Sierra Leone called the Center for Research Training and Program Development (CRTPD). They provide their community with a women's health clinic, a school for the blind, youth centers, and in general try to promote better health and well-being within and around Kenema. The bikes they get from Pedals for Progress help them multiply the aid—sales of the bikes fund their other efforts, and of course, bikes help those who receive them, as well as the shops that are established to service the bikes. The economic stimulation is widespread.

In early January 2009, Pedals for Progress sent me to Sierra Leone to work with our partner there and to get footage for a film I'm making about the project. Needless to say, I was very excited—this was my first trip to Africa.

I traveled from the U.S. with Shed Jah, who is originally from Sierra Leone, and who is chairman of the CRTPD board. We left Newark, New Jersey for London, and from London flew on to Freetown, Sierra Leone where we were met by three of Shed's colleagues from CRTPD. And where I encountered a crowded, dusty, trash-strewn city of mostly unpaved red-dirt streets and poorly-built shacks. A far cry from the stately London I had left only eight hours earlier.

A few days before Shed and I arrived in Freetown, a container of P4P bikes had been cleared by customs, unloaded and temporarily stored away. It remained for our contacts from CRTPD to find a way to get the bikes transported another 250 miles to Kenema, where CRTPD is located. They needed to find a driver, with a truck, willing to navigate the dangerously rough network of roads. It took three days, during which time Shed showed me around Freetown, but they finally negotiated a price and got their driver.

The roads to Kenema from Freetown are nothing like roads in the U.S. Even where there's pavement, it's not always much smoother than the rugged reddish-orange dirt roads we mostly traveled on. Which during this time of year, dry, windy, hot, meant a thick hazy cloud trailing every vehicle, leaving a fine layer of dust on everything. It took the truck over 12 hours to reach Kenema. I arrived with Shed a few hours earlier in the borrowed United Nations car we traveled in. Along the way, our driver occasionally pulled over in one of the villages lining the torn road, and seeing me, an obvious foreigner in the passenger seat, all the young children would run up to the car trying to sell fruit, soda, or bread. I was surrounded and overwhelmed, but I remember vividly one young girl among them. She was maybe eleven or twelve and kept motioning like she was putting food in her mouth, yet her hand was empty, and you could see in her face, so was her stomach. For the first time in my life I witnessed abject poverty. It was distressing.

When the truck finally arrived in Kenema at the CRTPD facility, a crowd was already waiting. They were there to help unload, and also to get first choice on the bicycles. A staffer kept count and a careful eye on the bikes as they were unloaded, sorted and stacked inside their facility. CRTPD still had to decide on prices, so distribution was delayed. The disappointed would-be customers attached notes, or tied shreds of plastic bags to frames marking the ones they wanted to purchase.

Over the following days, I wanted to see how bikes were used in Kenema, and whether many people had them. So I went in search of

"Pedals for Progress sent me to meet our partner in Sierra Leone and film their operation. For me, seeing all this work with my own eyes, for the three weeks I was there, was truly inspiring."
Greg Sucharew



Wine tapper in Kenema.

bikes and discovered a burgeoning bicycle culture. I saw bicycles for rent, along with several bike shops and bike mechanics in town whose enterprises supported their own families, and provided employment for others as well. I visited the bike retailers who sold their products along the main road in and out of Kenema. I spoke with a number of students who used to spend hours walking to school and who were now able to ride bicycles. One young man told me he used to walk for six hours to get to school and back. Bikes definitely had a significant and growing presence in Kenema.

One particular group of men I met, who make their living with the help of their bicycles, were the local palm wine tappers. A tapper wakes at the crack of dawn and rides for miles, heading outside the main city and deep into the bush, where he scales palm trees all day collecting sap, which is fermented into an alcoholic beverage called *poyo*. This is dangerous work, and tappers often suffer injuries falling from trees. Once they collect the sap, the large containers they use are roped to their bikes and they begin the long trek back to the city where their clients await. I have seen as many as twelve massive bottles hanging on a bike as its rider slowly pedaled by. This is much less burdensome than carrying them without a bike, plus, a tapper can use his bike to transport a much larger load in the first place.

During my stay, I got to see the other things our partner does, much of which is now helped with revenue from CRTPD's bicycle program and the bikes P4P sends them. They provide critical support for local groups engaged in sustainable revenue-generating activities. They also help fund women's and youth groups, and agricultural projects, like the ones I visited in the nearby village of Kpai, where rice swamps and cassava fields were being harvested.

Among their operations is the Vocational Training Center for the Blind, a facility where the visually impaired are housed, taught Braille (using old United Nations reports for lack of proper textbooks) and craft woven products such as baskets and mats. There is also a women's group that,



At the CRTPD warehouse, Kenema, Sierra Leone.

among other things, teaches orphans and runs a local daycare center. There is a vocational center where trades such as cosmetology, tailoring, electronic repair, and mechanics are taught. And CRTPD is even able to provide scholarships for some students who would otherwise be unable to attend.

The bicycles CRTPD receives play a large role in these programs and ventures. People in Kenema clearly need basic transportation, and the bikes from Pedals for Progress provide exactly that. When CRTPD receives P4P bikes, they are sold at a nominal price so the poorest people in town can afford them. The revenue from these sales offsets the shipping costs of the next shipment, as well as funds CRTPD's other operations, such as the vocational training center and women's group—all vital works in Kenema. And once distributed, the bikes then stimulate the local economy.

Pedals for Progress sent me to meet our partner in Sierra Leone and film their operation. For me, seeing all this work with my own eyes, for the three weeks I was there, was truly inspiring. I hope my film captures that.

Greg Sucharew studied screenwriting and film making at the New School University in New York City. He currently works as a production assistant for "Life on Mars" for ABC, and he just finished editing his first feature-length documentary. Look for Greg's film about P4P in Sierra Leone at the 2009 Bicycle Film Festival.

SEWING MACHINE PROGRAM UPDATE

SEWING MACHINES IN KYRGYZSTAN AND BEYOND

Over the years, word got around that, in addition to bicycles, we were recycling used sewing machines. This practice started somewhat by accident, and gradually became a regular part of our work. Initially, “Treadles for Progress” simply meant sending along several refurbished sewing machines with our bike shipments. Since sewing machines are encased and fit neatly in the remaining space in our shipping containers, essentially, they were stowaways with the bike shipments.



Sewing machines from P4P help tailoring students in Malaba, Uganda.

But requests from our overseas partners for sewing machines separate from bikes increased. Unfortunately, we couldn’t afford to do that. But we didn’t exactly give up on the idea either.

Shipping bikes is easier, and less costly per unit, than shipping sewing machines. First of all, bikes are light, sewing machines are heavy. Second, shipping containers come in two sizes, 20-foot and 40-foot. Forty-foot containers are the most cost effective for us, and we collect enough bikes to regularly fill them. Used sewing machines, on the other hand, are much less available than used bikes, so we can’t easily fill containers with them. In order for us to get sewing machines overseas, separate from bikes, air freight, which is very expensive, is our only option. This is why we usually send only six or seven machines at a time.

Last year we developed a partnership in Kyrgyzstan. Our partner there, a community organization, wanted sewing machines they would own and on which they could train locals who wanted to become tailors. By selling the products they made, they could help offset the shipping costs. This, along with a grant from the International Monetary Fund, enabled us to air freight 25 sewing machines to Kyrgyzstan.

The success of this program gave us the impetus to start other sewing-machine-only programs in a similar manner. We now have two more, one in Nicaragua, the other in Uganda.

In order to promote our sewing machine program more, we’ve

invited several women’s groups in our region to collect sewing machines. Along with this, Vorhees High School in Vorhees, New Jersey, is enlisting their home economics club to do the same.

UGANDA SEWING MACHINE PROGRAM

In Uganda, our partner organization is the Malaba Youth Center, which caters to both in- and out-of-school youth in this volatile region along the Uganda-Kenya border. Youth here are at especially high risk of contracting HIV/AIDS, particularly those who drop out of school. As one might expect, job opportunities in this region are few. And they are fewer still without a high school or vocational education.

The sewing machines we send to the Malaba Youth Center are used specifically for vocational training. Students learn to become tailors, but they can also begin to earn an income as their skills develop. Along with this, they are also keeping themselves safe from the temptations that lure so many of their peers into troubled lives. And once they have a valuable skill, they can remain free from the poverty that would otherwise define them.

NICARAGUA SEWING MACHINE PROGRAM

In the developing world, in the hands of someone who knows how to use one, a sewing machine means instant income. The following two profiles are fairly typical examples of how sewing machines help people in the developing world, whether in Latin America, Africa, or Eastern Europe.



Juan Carlos and Migdalia in their home.

Juan Carlos and Migdalia Davila

For years, Juan Carlos Davila worked by day as a receptionist at a private institution in Jinotepe. His wife, Migdalia, is a skilled seamstress. At night, he helped her with the sewing to earn extra money for their

family. His receptionist salary was barely enough for them and their 11-year-old son to get by on. As their tailoring business grew, it was their hope that one day they could come to depend on it as their sole income. But a second sewing machine, a new one, was far too costly.

In November 2008, Juan Carlos was suddenly laid off from his receptionist job. Today, he and Migdalia survive because they can both sew, and because they were able to get a second sewing machine from Pedals for Progress through our partner organization Ecobici Rivas. Today at their tailor shop, they make men's suits, women's dresses, curtains, table linens, and they are currently searching for an employee or two to expand their business.

Elvis Cruz

Elvis Cruz is 25 years old and from Managua, Nicaragua. He was born disabled, both of his arms are severely deformed. While this provided certain challenges, it hasn't kept Elvis from working, playing baseball, or otherwise living a full life.

Married with two young children, Elvis works as a flagman directing traffic in Managua. But his income wasn't enough to adequately support his family. After making a public appeal on a local TV show for the opportunity to earn more money, his wife received a sewing machine from one of our partners. A talented seamstress, now she works from their home earning extra income for their family.



Elvis with his wife and children.

PEDALS FOR PROGRESS BOARD OF TRUSTEES 2009

Scott Callahan
(Everest Reinsurance Company, Executive VP)
1 Van Etta Road
Whitehouse Station, NJ 08889

Jeremy Doppelt, Esq.
(Jeremy Doppelt Realty Management)
408 Main Street, Suite 502
Boonton, NJ 07005

Stephane Mortier
(designBCM Consulting Partners)
36 Frederick Street
Montclair, NJ 07042

Helaine Neiman
68 Evergreen Drive
North Caldwell, NJ 07006

Julie Pease
(P4P Grants Coordinator)
20 Edgewood Avenue
New Providence, NJ 07974

John Strachan
(P4P Chairman)
NJ Highway Traffic Safety
95 Old York Road
Hopewell, PA 18938

Andre Sucharew
(P4P Treasurer)
AT&T CFO, Financial Analyst
P.O. Box 310
Lebanon, NJ 08833

David Schweidenback
(P4P President)
86 East Main Street
High Bridge, NJ 08829

Gwendoline Walding
(P4P Secretary)
7 Knollcrest Road
Bedminster, NJ 07921

Dave Wilson
(P4P Communications Director)
26 Woodland Avenue
Morristown, NJ 07960

GENEROSITY: A FUNDAMENTAL QUALITY OF BEING AMERICAN

After the tsunami in Indonesia and after other natural disasters around the world in 2004, the world saw, when it comes to giving, Americans give rather freely. In fact, according to Giving USA, Americans donate about twice as much as the next most philanthropic country, which is Great Britain.

At Pedals for Progress we see this generosity firsthand. With the economy in the state it's currently in, we expected individual donations to drop off. They haven't. In fact, while our corporate donations have been getting smaller and smaller for the past several years, individual donations continue to increase. This is especially gratifying this year when we know so many people are facing financial difficulties.

Individual donations haven't closed the funding gap left by the decrease in corporate donations. Perhaps one day they will. But individual donations do have an added capacity—they bolster our spirits. After all, these are frequently very personal donations—we see your signature on the check, or you hand us cash along with some encouraging words. This is more than money, this is inspiring.

And since 1991, these are the donations we've come to count on most. Such generosity in these hard times, however, is even more inspiring, and makes it clear to us how very generous our fellow Americans are.

For more information visit www.p4p.org.



Pedals for Progress
PO Box 312
High Bridge, NJ 08829-0312
Tel: (908) 638-4811
Fax: (908) 638-4860
www.p4p.org

NON PROFIT ORG.
U.S. POSTAGE
PAID
HIGH BRIDGE, NJ
PERMIT NO. 39