

Mobility, Growth, & Empowerment

2 0 2 4 I M P A C T R E P O R T

Welcoming Words



A Y A N N A K I M A R O

OUTGOING CHIEF IMPACT DIRECTOR

Dear Changemaker,

As we stepped into 2024, like many of you, we set new goals—anchored in our unwavering commitment to empowering communities through sustainable mobility. This year, we expanded our mission to include youth job creation, launching the Bikepreneur Program earlier in the year. Through this initiative, we created meaningful employment opportunities while fostering innovation and entrepreneurship.

Recognizing that every impact starts with support, we also launched a new fundraising campaign The Wheels of Change Gala. This event brought together changemakers, stakeholders, and partners to network, share stories from the field, and rally resources to drive our programs forward.

I extend my heartfelt gratitude to our stakeholders, partners, and every individual who has kept this wheel of impact turning. Your belief in our mission has fueled real transformation. I invite you to explore the impact we've created together in 2024—and I remain deeply honored to have been part of this journey.

2024 was not just another year for ABC Impact—it was a turning point. A year of bold beginnings, new initiatives, and transformative impact. A year where ideas came off paper and into people's lives.

Welcome to our impact.



Contents

- 1 - 2 | Welcoming
- 3 | Contents
- 3 - 4 | Overview
- 5 | Impacted regions
- 6 | Impact in 2024
- 7 - 17 | Progress Made Together in 2024
- 18 | Looking Forward
- 19 | Financial
- 20 | Partiners

OVERVIEW

ABC Impact, a social impact organization, enhances mobility in Tanzania to improve education, livelihoods, and opportunities by providing bicycles, training youth, and advocating for sustainable transport solutions.

Mission: Transforming lives in Tanzania through mobility, education, and livelihoods.

Vision: A Tanzania where mobility transforms lives, empowering communities with access to education, economic opportunities, and essential services.





We accomplish our mission through six programs.

Bike2School: A program that directly addresses the challenge of long commutes to school in rural Tanzania by providing sustainable, accessible transportation: “BICYCLES”

Bikepreneur: A program aims to develop the capacity of youth in bicycle mechanic skills, entrepreneurship, and innovation

Youth Bike Academy: A program designed to support children from diverse backgrounds who have a passion for cycling.

These youngsters are introduced to the world of bicycle sports through training sessions held every Saturday at the ABC Impact grounds.

Bikes4ChangeMakers: A program aimed at addressing long-distance challenges by tackling four critical needs in rural communities: Education, shelter, healthcare, and permaculture.

Bikes4Trees: A program aims to combat climate change by promoting the use of bicycles as a means of transportation for community members during tree planting activities.

Community Bike Forum: A Program that brings awareness of the benefits of cycling through monthly fun rides and an annual bicycle festival, the Impact Bike Festival



Musoma



Mwanza



Shinyanga



Arusha



Kilimanjaro



Manyara



Dodoma

Impacted Regions in 2024

Region	Implemented Program
Arusha	B2S,YBA,CBF & Bikepreneur
Kilimanjaro	Bike2School & Bikes4Trees
Dodoma	Bike2School
Shinyanga	Bike2School
Manyara	Bike2School
Musoma	Bike2School
Mwanza	Bikes4ChangeMakers

Impact in 2024

 900 | **Bicycles** distributed to students

 832 | **Bicycles** maintained across regions

 22 | **Schools** reached through our programs

 56 | Youth Bike Academy (**YBA**) beneficiaries

 6 | **Cycling competitions** participated in

 13 | **Victories**

 16 | **Bikepreneur** beneficiaries

 2,400 | **Trees** planted through Bikes4Trees

 8 | **Fun rides** conducted





Progress Made Together in 2024

Page 08

1. Launching the Bikepreneur Program

In 2024, we took a bold step toward youth empowerment by launching the Bikepreneur Program, a one-year journey that builds capacity in bicycle mechanics, entrepreneurship, and innovation.

This initiative was born from a pressing reality: trained bicycle mechanics are extremely rare in Tanzania, and currently, no officially accredited program exists under VETA or NACTE to meet this growing demand.

Yet, with cycling culture expanding and mobility becoming more central to rural development, the need for skilled professionals is more urgent than ever.





This program isn't just about skills, it's about sparking a future where youth lead in creating solutions, businesses, and mobility systems that serve their communities. The wheels of change are turning faster than ever, and with the Bikepreneur Program, they're turning in the right direction.

In partnership with Velafrica, WSHA, and Twende Innovation, the program was officially launched on January 23, 2024, through an impactful and engaging event at the WSHA Mega Complex, 7th Floor.

The event brought together over 100+ guests, including NGO representatives, community leaders, school officials, and youth advocates all united by a shared vision for sustainable youth empowerment.

Following the launch, we received 64 applications from across the country and carefully selected 16 qualified beneficiaries from Arusha, Mwanza, and Tanga. These participants underwent a comprehensive training experience:



Bicycle Mechanics



Innovation Training
with Twende Innovation



Entrepreneurship Training with
WSHA Arusha



2 | Wheels of Change Gala

In line with our commitment to expanding community impact and protecting vulnerable girls in rural areas from early marriage, school dropout, and gender-based violence, we recognized that achieving this vision required sustainable funding.

In response, we launched a new fundraising initiative The Wheels of Change Gala held on March 22, 2024, at Gran Meliá Hotel, Arusha.

The event brought together changemakers, stakeholders, and partners to connect, share powerful stories from the field, and rally resources to propel our programs forward.

We were honored to welcome the Arusha District Commissioner as our guest of honor, along with 75 business owners and supporters who stood with us in our mission to empower youth and uplift communities.

Thanks to the generosity of our attendees through auction items, donations, and pledges—we successfully raised USD 3,500.

These funds will go toward providing bicycles for girls and boys in rural communities, helping them safely and reliably access education.



We extend our heartfelt gratitude to our Board Chairman John Corse, Chief Impact Director Ayanna Kimaro, MC and board member Carol Kandusi, Auction Master Richard Beatty, the ABC Impact Board, and our entire team for their tireless efforts in making the event a success.

The gala was a vibrant blend of fun, purpose, and impactful networking—made possible through the generous support of our partners: *Serengeti Balloon Safaris, Velafrica, ABC Bicycles Company, Sam Strong Furniture, Dorobo Safaris, and Water Solution Drilling Company.*



3 | Launching of Bike2School for the Year 2024

In 2022 and 2023, our primary focus for the Bike2School program was to ensure that students in rural areas facing long-distance challenges could access education through the provision of bicycles.

While distributing bicycles had a significant impact, we recognized that true transformation goes beyond the handover.

The community needs to understand why we do what we do—our purpose, our challenges, and our mission.

In 2024, we began holding regional Bike2School Launch Events annually in every area we serve, whether new or existing.

These events weren't just about celebration; they were platforms to connect with parents, students, local government leaders, and community members. Through these gatherings, we shared our vision, our goals, and the realities we face on the ground.



**April
15, 2024**

Kilimanjaro Region Launch

We launched the Bike2School Program in the Kilimanjaro Region at Mpirani Secondary School, distributing 300 bicycles to five schools: Mpirani, Mabogini, TPC, KIA Day, and Oria Secondary Schools.

The event was honored by the Mabogini Ward Councilor and representatives from the Regional Commissioner's Police Office.

In total, the event brought together over 500 attendees, including students, parents, school leaders, and local stakeholders.

We are especially grateful to our partner Velafrica for their continued support and presence during the launch.



**August
2024**

Dodoma Region Launch

Following the success in Kilimanjaro, we extended the Bike2School program to the Dodoma Region, where we distributed 150 bicycles across five schools.

The Dodoma launch event was graced by Vice Mayor Fadhili Chibango as our guest of honor, along with representatives from the Regional Police Command (RPC), including OCD Benda Lugaho.

Local government officials, teachers, parents, and hundreds of students came together to celebrate this milestone.

With over 1,000 attendees, the Dodoma event reflected the growing enthusiasm and support for our mission to break barriers to education through bicycles.





4

New Partnership with So They Can Organization

Our mission to put opportunity on wheels often requires deep community understanding ranging from local challenges to geographical conditions.

Expanding into new regions can be difficult, but partnerships with organizations already rooted in these communities offer a powerful solution.

In May 2024, we proudly established a new partnership with So They Can Tanzania, launching our Bike2School program in the Manyara Region.



Manyara is one of the regions surrounded by wildlife areas such as Tarangire and Manyara National Parks.

Why we tell you this is because the distance from home to school forces students to leave very early in the morning—when it's still dark and dangerous due to the presence of wild animals.

Together with So They Can Tanzania, we responded by providing a safer, more reliable mode of transportation—bicycles.

We began our Bike2School rollout in Manyara by distributing 100 bicycles to five schools

Due to high demand and the visible impact, we later added an extra 50 bicycles, bringing the total to **150** bicycles distributed in the region.



Victories for YBA Champions

5

At Youth Bike Academy (YBA), our mission goes beyond developing cycling talent, we actively expose our young athletes to competitions across Tanzania to build their experience and confidence.

In 2024, three of our promising cyclists participated in the West Kili Forest Tour Challenge, where:

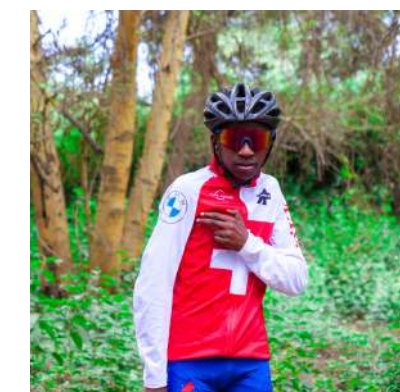


Nickson Lomayani

Secured 2nd runner-up in the 21 km race.

Paskal Meshack

Took 2nd place in the 10 km race.



Paskal Meshack

Took 3rd place in the 10 km race.



The community of Kahe faces serious environmental degradation due to deforestation, primarily caused by the charcoal trade.

In response, Upendo Group has taken a strong stand by committing to reforestation and environmental protection, using bicycles as tools to reach more areas efficiently and consistently.

ABC Impact also supported the group by maintaining the bicycles in three phases, ensuring continuity of impact.

We are proud of this collaboration and invite other changemakers to connect with the inspiring Upendo Group to learn, support, or replicate this model of environmental action.

.....

6 | One-Year Partnership Milestone with Upendo Group in Kahe

.....

In September 2024, we celebrated one year of impactful partnership with the Upendo Group in Kahe through our Bikes4Trees Program. This collaboration began in 2023 with the donation of 50 bicycles to support Upendo Group’s environmental conservation efforts.

Over the course of the year, Upendo Group—trusted and highly relied upon by the Kahe community—used the bicycles not only for mobility but also as a driving force behind their environmental mission.

Together, we successfully planted 2,400 trees in schools, hospitals, church grounds, mosquito control areas, and other public spaces.



7 | Launch of Bikepreneur Program – Cohort 2

Following the success of our first cohort, which revealed both the demand and transformative potential of the Bikepreneur Program, we officially launched Cohort 2 through a dedicated event held at Corridor Spring Hotel in Arusha.

This launch event was a key milestone, as we introduced our new education partner, SOMO Africa, who will lead the entrepreneurship training component of the program.

Their involvement adds significant value by equipping youth with practical business skills alongside technical training in bicycle mechanics.

The event featured a panel discussion, allowing attendees to ask questions and gain deeper insight into ABC Impact's mission and the objectives of the Bikepreneur Program.



It was also the official opening day for applications, as we launched a nationwide call for applications. We were excited to receive 48 applications from across Tanzania, reflecting strong national interest in the program.

A major highlight of the event was the signing of a Memorandum of Understanding (MoU) between ABC Impact and our two education partners: Twende Social Innovation Center and SOMO Africa.

These partnerships reinforce our commitment to building sustainable livelihoods for youth through innovation, entrepreneurship, and practical skill development.



8 | Impact Bike Festival Season III

Page 17

After a year filled with transformative impact, we wrapped it up with celebration, community engagement, and the promotion of cycling culture across Tanzania through the Impact Bike Festival – Season III.

This two-day festival brought together cyclists, supporters, and stakeholders to reflect on our journey and inspire the future of mobility-driven change.

- Day One featured a community fun ride, creating a vibrant atmosphere of unity and purpose. We also distributed 100 bicycles to students and donated five boxes of chalk to local schools—an initiative made possible in partnership with Himan Investment Company.
- Day Two was all about speed, talent, and celebration with a Mountain Bike (MTB) cycling competition, followed by an awards ceremony to honor the winners and encourage the growing community of young cyclists.

This unforgettable event was powered by the generous support and sponsorship from Velafrica, ABC Bicycles, RedKnot Racing, Coca-Cola Tanzania, Green Wheels, and Lotii Energies.

We're proud to say that the Impact Bike Festival has become a yearly tradition, and we invite you to join us every year-end as we celebrate progress, promote cycling culture, and drive change.

Looking Forward

Looking ahead, communities across Tanzania and beyond continue to face challenges in education access, youth unemployment, and environmental degradation. The urgency to act—sustainably and inclusively—has never been greater.

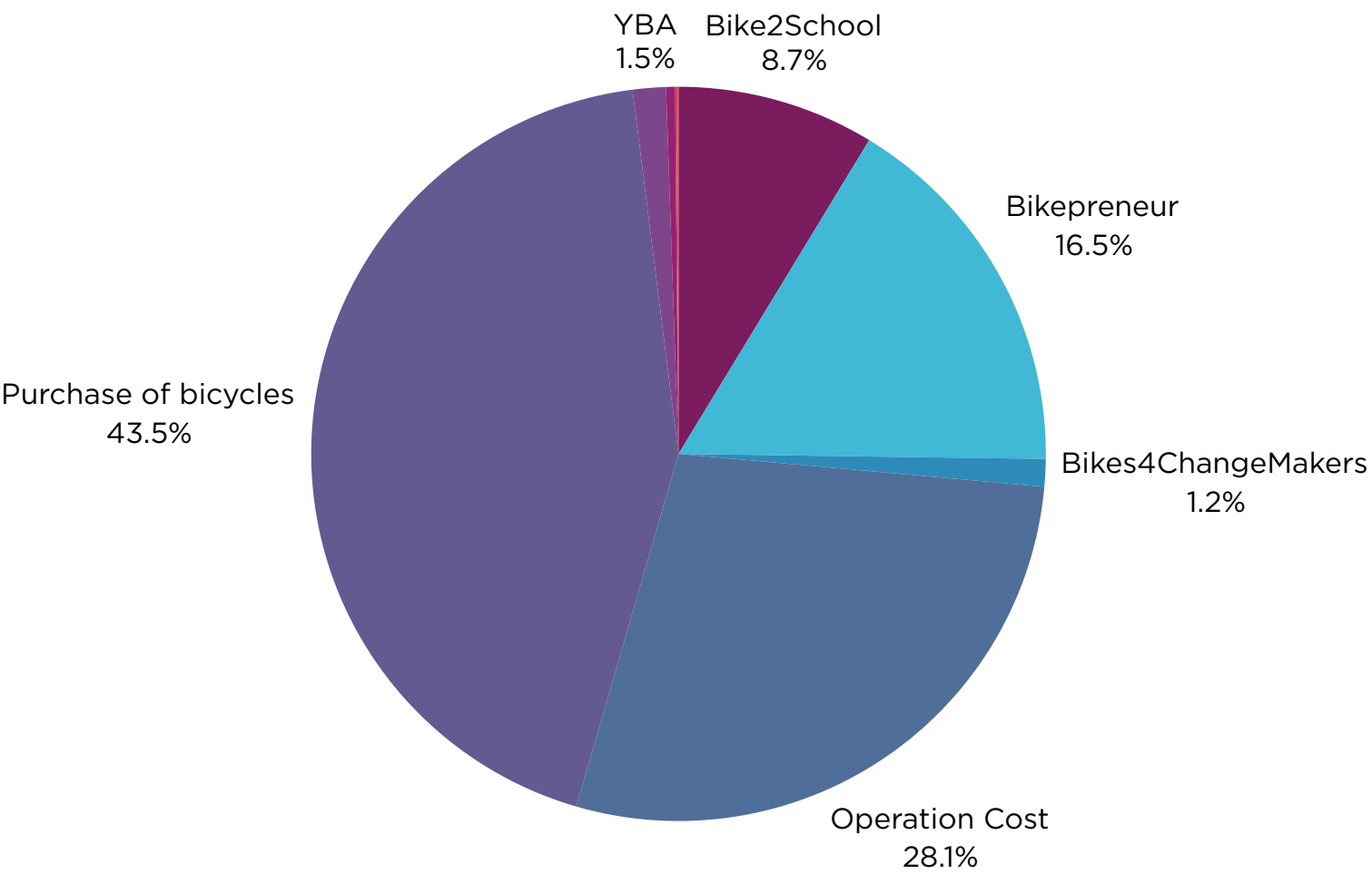
Organizations like ABC Impact show that mobility, empowerment, and sustainability can go hand in hand.

By collaborating with governments, NGOs, local groups, and individuals, we aim to expand proven programs like Bike2School, Bikepreneur, and Bikes4Trees—ensuring long-term impact that transforms lives while protecting our planet.



Financials

Bike2School	8.69%
Bikepreneur	16.53%
Bikes4ChangeMakers	1.21%
Operation Expenses	28.06%
Purchase of Bicycle	43.51%
YBA	1.46%
Bikes4Trees	0.09%
Impact Bike Festival	0.06%
Fun Rides	0.39%



To Our Sponsors

Thank you for your collaboration, commitment, and trust. You are part of the team that has built ABC Impact into what it is today.

Your generosity has powered the wheels of change—reaching classrooms, inspiring young entrepreneurs, restoring ecosystems, and building hope where it’s needed most.

This impact would not have been possible without you. From all of us at ABC Impact—thank you for riding this journey with us.



To get involved or support our work, see:

 abcimpact.ortz

 [abcimpact](https://www.facebook.com/abcimpact)

 [abcimpact](https://www.instagram.com/abcimpact)

 [abcimpact](https://www.linkedin.com/company/abcimpact)

 impact@abcimpact.ortz

 [ABC Impact](https://www.youtube.com/ABC Impact)



Our Partners

None of our achievements would be possible without the strong support of our partners.



so they can



Sam Strong Furniture



