

2021

OUTCOMES REPORT

Stay up to date with the latest from FB4K-NM.
by receiving our periodic newsletter.

Have questions about this report? Email us: marketing@fb4knm.org



A LETTER FROM OUR STAFF

Wow! What an exciting ride this has been.

From a few Zoom meetings held over last winter to over a thousand bikes given away in just a few short months; the beginning feels like ages ago.

FB4K-NM really got its start a little over two years ago when BTI President Preston Martin discovered FB4K at a cycling industry tradeshow. Terry Esau, who founded Free Bikes 4 Kidz national organization in his garage, was looking for partners to help grow the movement to other cities. Terry had already successfully planted the seeds of FB4K affiliates in 11 other locations around the country, collectively giving away over 100,000 bikes to that point. His vision for the program was bigger, much bigger however - 1 *million* bikes by 2025.

Fast forward 18 months and the phone calls began. 'Gang, I have this coalition that wants to see a FB4K chapter in New Mexico. How do we make this happen?' The rest, as they say is history.

It's thanks to you, friends, supporters and partners, that FB4K-New Mexico (a program of Bicycle Harvest) has successfully completed its first giveaway cycle. By distributing over 1,100 bikes locally we've made a difference here in New Mexico and helped Terry get closer to his million bike goal.

We hope to share the journey with you by providing some context to our activities in 2021. This Outcomes Report is the first, we hope, of many in coming years. **We're excited that you've chosen to take this epic ride with us.**

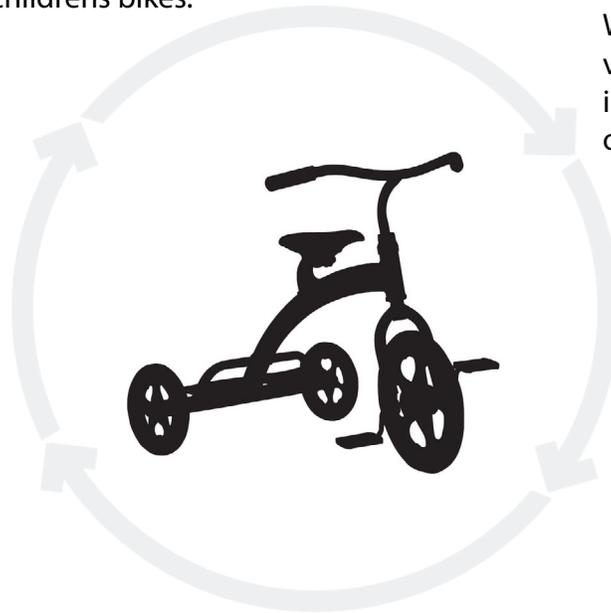
THE FB4K MODEL

COLLECTION

Once a year FB4K sets up centralized collection sites where the community can donate gently used childrens bikes.

REPAIR

With the help of hundreds of volunteer "heroes" we clean, inspect and repair bicycles over a period of weeks.



RECYCLING

Part of our mission is sustainability: keeping bikes out of landfills through repairs and responsible recycling of component parts.

DISTRIBUTION

Partner organizations, the last mile, are invaluable in 'rehoming' bikes where they are needed most in our communities.

OUR MISSION

Free Bikes 4 Kidz is a nonprofit program geared toward helping all kids ride into a happier, healthier childhood by providing bikes to those most in need. Our motto: give them wheels, watch them go!

LONG TERM IMPACT

We believe every child should have access to a bike growing up. By helping kids be more active, more often, we can improve physical and psychological wellbeing while fostering a sense of freedom and confidence that will last a lifetime.

ISSUES WE ADDRESS

KIDS DIABESITY

15M+ Children
in US

AT-RISK CHILDREN

17M+ Children
in US

ESCALATING WASTE

Millions
of Bicycles

BIG PROBLEMS

OUR IMPACT



Freedom



Social



Self-esteem



Well-being



Eco-friendly

MEASURING THE IMPACT. AND THE SMILES.

Every year 25 million bikes are sold in the US. One-third of those bikes are 20" wheel-size or smaller. Since kids grow like weeds, over 8 million bikes are outgrown each year. That's a virtually endless supply – talk about a sustainable mission.

NEW MEXICO OUTCOMES

BIKES GIVEN AWAY

1,104

PARTNER ORGANIZATIONS

24

VOLUNTEERS

168

SCHEDULED WORK DAYS

18

VOLUNTEER HOURS

1910

WHERE DID THE BIKES GO?

AFTERSCHOOL PROGRAMS

177

BIKES FOR JUAREZ

283

CRISIS CENTERS

88

OTHER

17

BIKE ADVOCACY

118

TRIBAL GROUPS

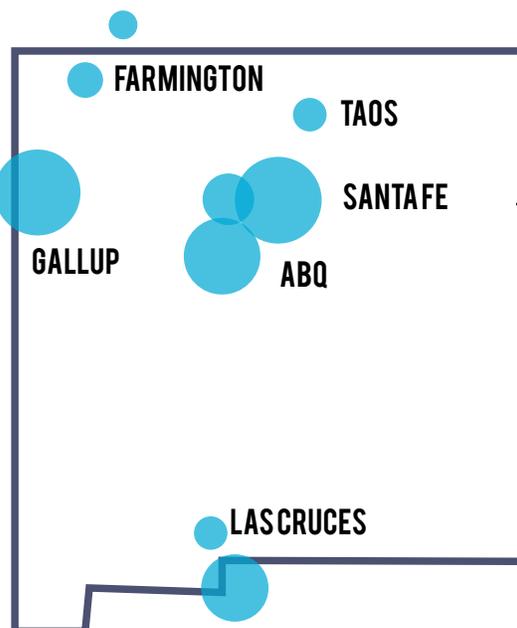
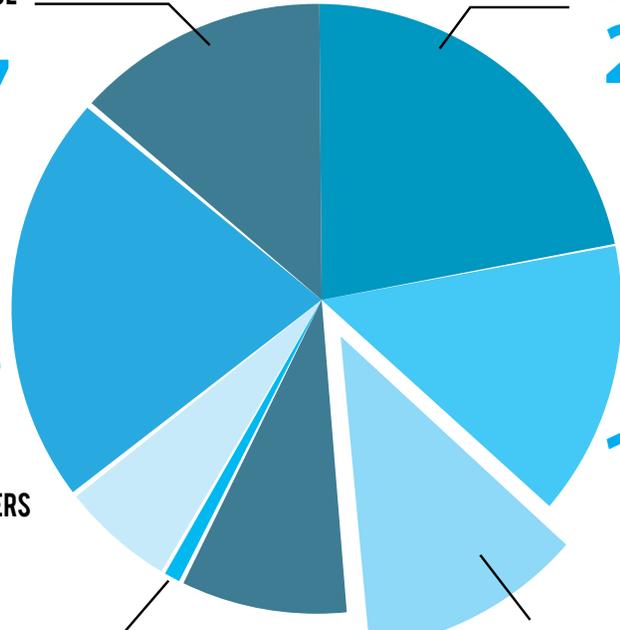
279

SCHOOLS

142

RECYCLED

184



GEOGRAPHIC DISTRIBUTION OF PARTNER SITES



RECYCLED MATERIAL (LBS)

2,535

2021 DISTRIBUTION PARTNERS

The FB4K-NM 2021 bicycle distribution would not have been possible without the involvement of these incredible partner organizations serving local NM communities.



[Bikes for Juarez](#)

[Catholic Charities Center for Refugee Support](#)

[Cesar Chavez Community School](#)

[Chainbreaker Collective](#)

[Day of the Tread](#)

[El Camino Real Academy](#)

[Esperanza Bicycle Safety Education Center](#)

[Field Institute of Taos](#)

[Girls Inc of Santa Fe](#)

[Joy Junction](#)

[Native Health Initiative](#)

[New Mexico Lowrider & Arte Culture](#)

[Nina Otero Community School](#)

[Project Bike Tech](#)

[Pueblo de Cochiti Community Health Program](#)

[Ramirez Thomas Elementary](#)

[Santa Fe Libraries Summer Reading Program](#) (via [Santa Fe Century](#))

[Santa Fe Metropolitan Planning Organization](#)

[Silver Stallion](#)

[Story Riders](#)

[Street Outreach Program](#)

[Sweeney Elementary](#)

[YouthWorks Santa Fe](#)



COMMUNITY SUPPORT

2021 PRESENTING SPONSOR



United Parcel Service (UPS) enlisted as FB4K-NM's presenting sponsor early on. Staff also provided hands-on logistical support for the transportation of over 700 bikes during our Albuquerque collection. **Our heartfelt thanks to UPS for joining us on this amazing journey!**

CORPORATE SPONSORS

Thanks to each of these organizations for making Free Bikes 4 Kidz possible in NM.



MEDIA

Local media were Integral to FB4K-NM's success from the very beginning, helping us connect with supporters from around the state.

TV COVERAGE

Local organization gets bikes to kids in need



SOCIAL MEDIA TOP POST FOR 2021

PRINT



RADIO



POSTS IN 2021

149

FOLLOWERS

417



FB4K
FREE BIKES 4 KIDZ
NEW MEXICO

**THANKS
FOR YOUR SUPPORT**

