

2018
ORGANIZATIONAL REPORT



monica & shayne

OUR MISSION

Big Bike Giveaway acquires low-to-no cost bicycles and distributes them for free to London residents in order to get more people cycling and to encourage healthier lifestyles. This program helps to improve local social, environmental, economic and cultural concerns by leveraging community engagement. Our primary objective is to aid in the solution of local social, environmental, economic and cultural issues by providing a source of transportation which improves health through bicycle gifting.

WHO BENEFITS FROM THE PROGRAM?

We service a wide range of markets including: men/women, all ages 2-90, people with full ability and some with disability, sectors of people living in poverty in London, health conscious and unaware individuals. Some of our other stakeholders include environmental groups, biophysical and ecosystem groups and of course societal and economic groups. They all play a part in the reflection of what we do for our community.



table of contents

PAGE

01 monica
& shayne

02 table of
contents

03 fifth
anniversary

05 environmental
impact

07 health
benefits

09 economics
of biking

11 social
impact

13 community
partners

15 WISc
Students

CELEBRATING

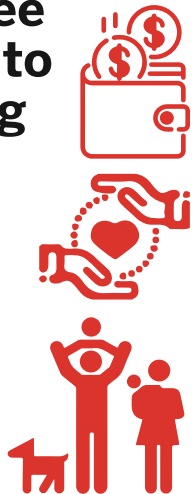
5 years!

BIG BIKE GIVEAWAY

**TOTAL NUMBER OF BIKES GIVEN TO
COMMUNITY AND RECYCLED TO DATE**

over
1100!

over 300 free
bikes given to
people living
with social,
health, and
economic
challenges
through
social
agencies



800 free
helmets
given to the
community



250 FREE
bikes
issued to kids
as their first
bike to learn to
ride



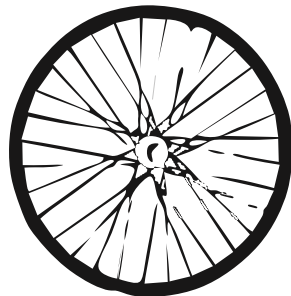
cyclists who have obtained a bike from our
organization have produced a total of
\$3 640 000 in local spending
at businesses

HOW IT ALL STARTED

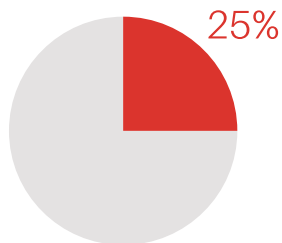
SHAYNE: We used to live in a neighbourhood nearby some methadone clinics, and people with badly functioning bikes would pass by. One time, this guy's derailleur broke right in front of my house, so we told him to give us ten minutes to fix it or to come back the next day so that we could build him a safer, better functioning bike. He did come back, and after that we started helping a couple more people, which is when we thought to do it on a bigger scale. That's how it got to where it is now, and it's just getting even bigger.

MONICA: The first year we gave around 50 bikes in our backyard, before we decided to take it somewhere else - then it just grew larger and larger. The next year we gave a hundred, and then two hundred and now we're up to 300 or 400 bikes in our fifth year anniversary, so it's pretty incredible!

over
100
local
volunteers

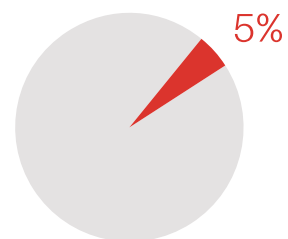
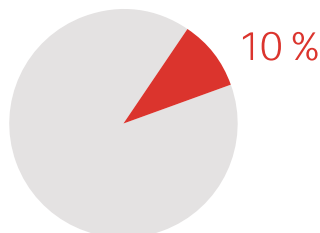


40 local
community
partners



25% increase
in used-bike
donations
year over year

10% increase every year
of people getting bikes to
use as their primary
source of transportation



5% increase year over year
of people with physical
disabilities getting free
bikes to start cycling



ENVIRONMENTAL IMPACTS OF BIKING



LOOK AT THE POSITIVE DIFFERENCES WE COULD MAKE ON THE ENVIRONMENT IF WE ALL USED BIKES FOR TRANSPORTATION!

canadians' preferred type of transportation to work by percent

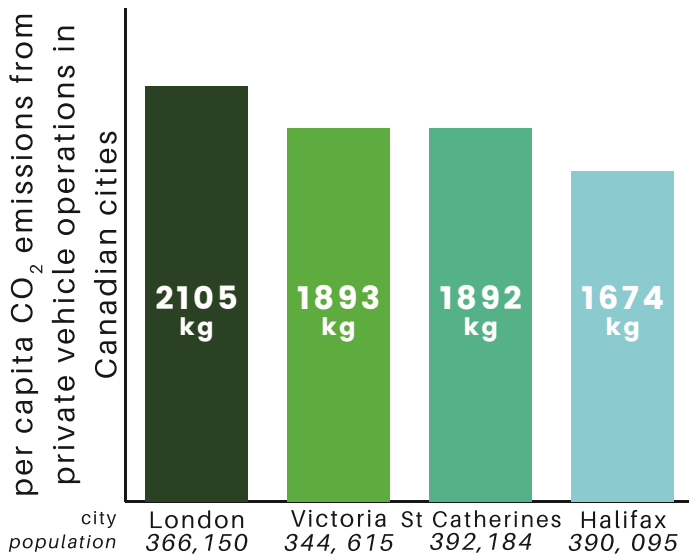


Bicycling would have **prevented 1 050 000 tonnes (35%) of greenhouse gases from being emitted** in London in 2015 from gasoline combustion



London has over
330 kilometres
of designated
bike paths and lanes
on the
Downtown Bike Loop
and on the
Thames Valley Parkway

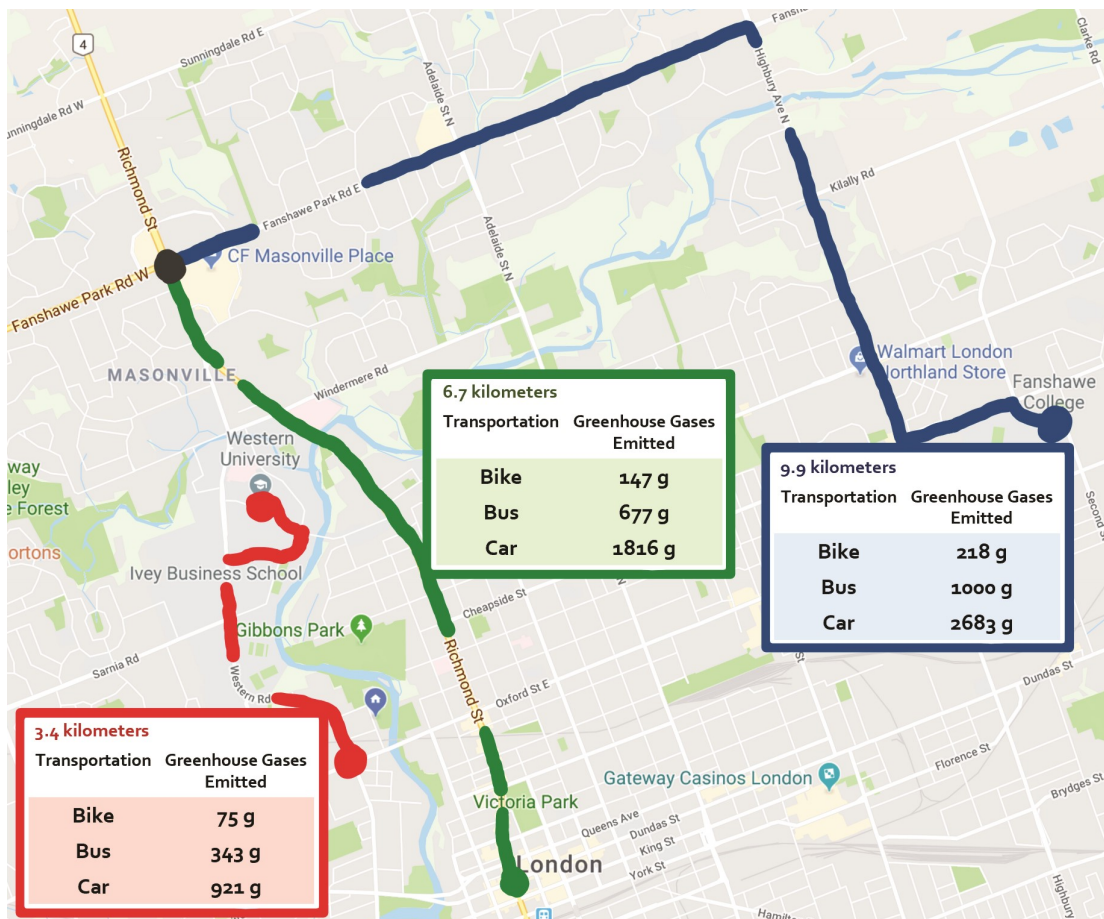
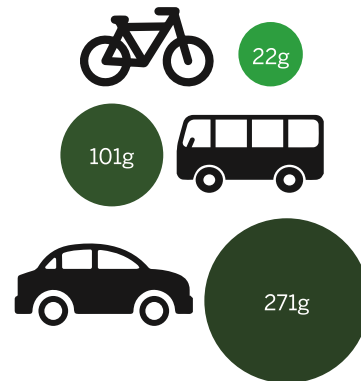




Halifax and Victoria are in the top five **most bikeable cities** in Canada. They invest significantly in **developing the cycling networks** and **promoting cycling as a safe mode of transportation** for all

If London becomes a **more bike-friendly city**, like Halifax and Victoria, its CO₂ emissions could **decrease by 20%** to be **one of the top five cycling Canadian cities**

CO₂ emitted per kilometer from common modes of transportation



EFFECTS of BIKING on HEALTH

only

15% of Canadians meet the recommended daily physical activity requirements

12% of Londoners meet this through **cycling**



The Ontario Government has invested **\$150 million** to promote cycling and cycling safety in order to improve health & environmental conditions

#CycleON

Depending on weight, on average biking burns:


150 lbs ● ● **215 cal**

200 lbs ● ● ● **360 cal**

250 lbs ● ● ● ● **285 cal**

300 lbs ● ● ● ● ● **430 cal**

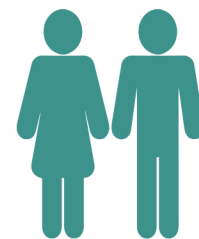
annually, cycling prevents:

 **3300**
TYPE 2 DIABETES CASES

5200
CARDIOVASCULAR DISEASE CASES



over half of the adults in London are classified as overweight or obese
the average person loses 13lbs in the first year of commuting by bike



BENEFITS of BIKING OUTWEIGH the RISKS



1 in 5 teens in London struggle with mental health issues

The nature of cycling has been shown to be of the most effective activities to **alleviate** stress and anxiety

respiratory disease is one of the most serious common health conditions in London

biking increases lung capacity and promotes deep breathing

muscle fitness in Canadians has been declining since 1980

cycling increases muscle strength and flexibility

cardiovascular disease is the leading cause of death in London

biking protects against heart disease and lowers the risk of heart attacks

arthritis affects 1 in 6 adults in Ontario

riding a bike increases joint mobility, protecting against arthritis

Almost half of Londoners report being inactive during leisure time

ECONOMICS of BIKING



\$0.37/km



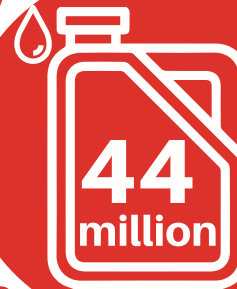
\$0.06/km



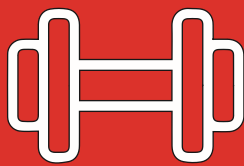
average
cost per
kilometre

**BIKING
SAVES
YOU
MONEY**

If every
Canadian
switched
to biking
we would
save



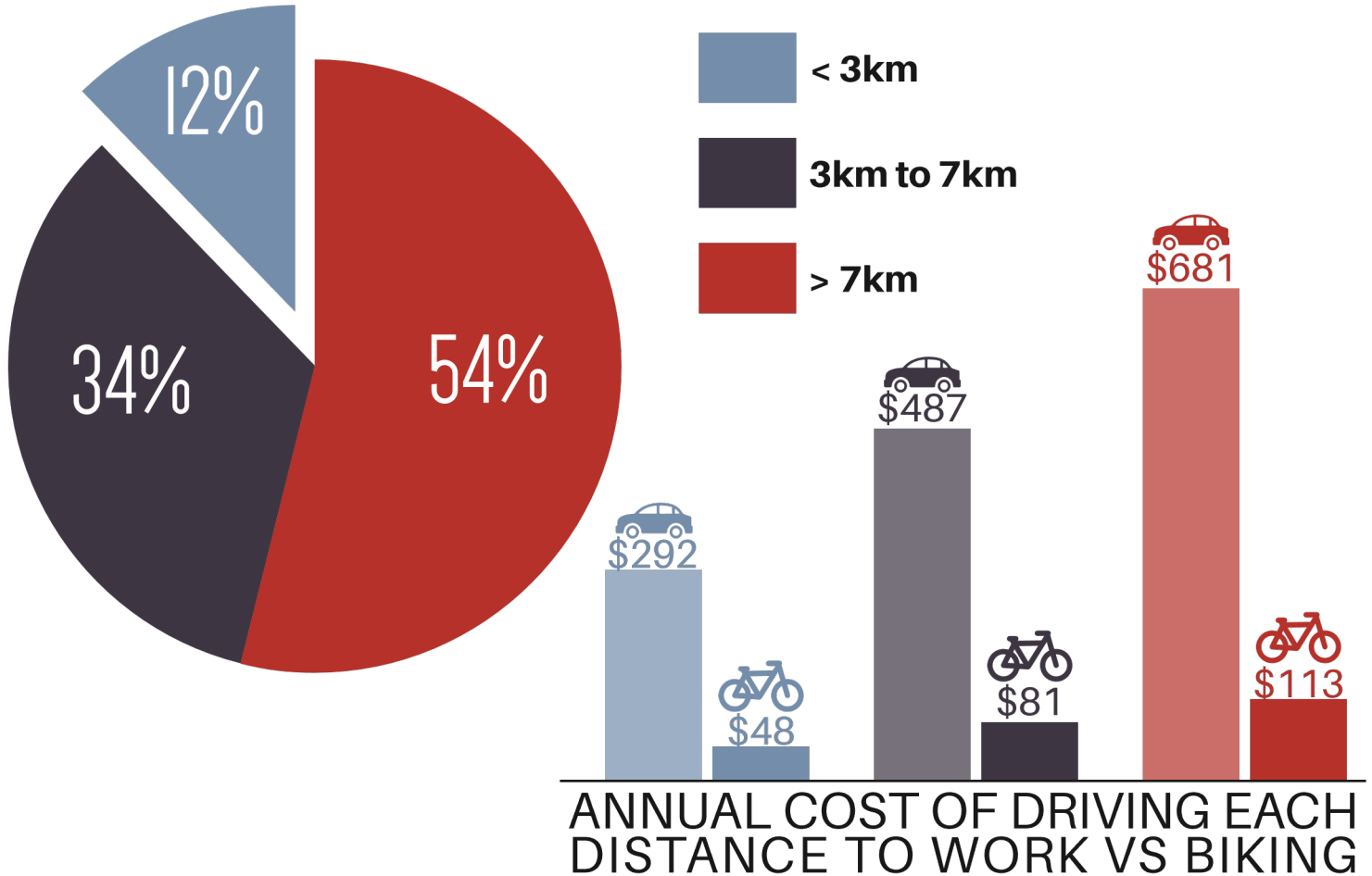
litres
of
gasoline
every year



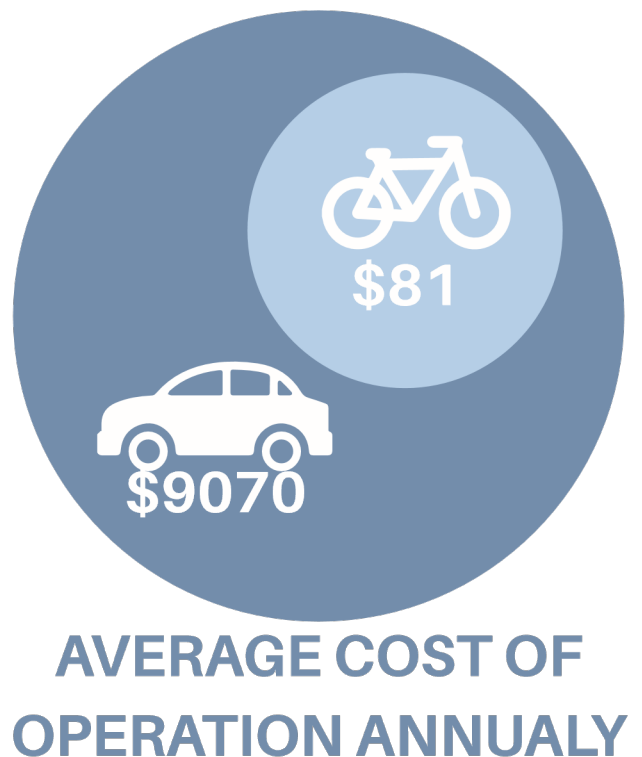
Biking is equivalent to a
gym membership!

Big Bike Giveaway
has given out over
1 100 bikes in the
past 5 years
- that's about
\$220 000!

CYCLING TO WORK EVERY DAY



cyclists who have obtained a bike from our organization have produced a total of **\$3 640 000** in local spending at businesses



SOCIAL IMPACT



without a bike,
7 out of 10 recipients
would have had to
take a car, bus, or taxi



78% of bike recipients
have had bikes that they
outgrew, broke, or got
stolen

16%
use their
bike to stay
healthy and
exercise

43% use
their bike for
transportation

41% use
their bike for
recreation



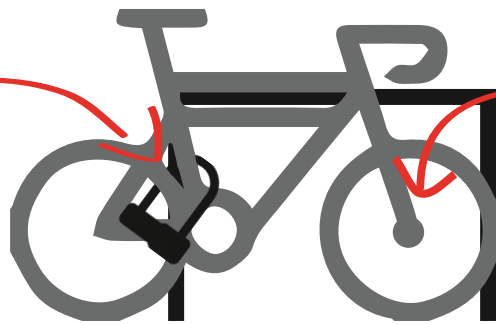
BIKE SAFETY & SECURITY



If you are driving, maintain at least a 1 metre distance between your motor vehicle and bicyclists around you

PREVENT BIKE THEFT

secure lock through bike rack, wheel & frame



replace quick-release mechanisms with a bolt or lock

only lock your bike in designated racks

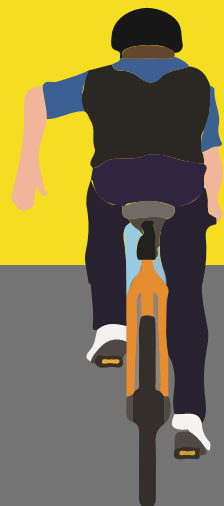
left turn



right turn



stop



These are the hand signals that must be used when cycling in North America

THANK YOU TO OUR PARTNERS

financial partners



community partners

Autoneum

CAN-Bike

Fanshawe Paramedics

First Cycleworks

Goodwill Industries

International Mountain Bike Association

KGK Science

London Arts Council

London Celebrates Cycling

London Insurance Brokers Association

London Public Library

Old East Village Riding Group

Ontario by Bike

Purple Bikes

Wheels & Gears

Boyle Activity Council & Community

Fanshawe Bike Share Program

Fanshawe Police Foundations

Forest City Velodrome

Helmets on Kids

Ken Jones Signs

LHSC Brain Injury Road Safety

London Bicycle Cafe

London Cycle Link

London Transit Commission

One Extra Guy

Outspokin Cycles

Share the Road

Squeaky Wheel Bike Co-op

SOCIAL AGENCIES WE WORK WITH



PARTNER SPOTLIGHT



London Police Associaion

The London Police Association has supported Big Bike Giveaway for the past 5 years, proud to contribute to an initiative that promotes healthy living and benefits the environment.

Biking Safety

Most urban centres and most cities in Ontario have cycling infrastructure. However, London was built around train and water, which made sense at the time. As London grew, roads were developed for cars and there was no long range planning on other methods of transportation.

☒ The dangers of biking on the road is that cars don't expect bicycles there for the most part, and we recognize that this is an issue in London.



Rick Robson, London Police Association

If you want to make London safer for cyclists, advocacy is the main thing, for example voting. You should vote on the candidates that have goals that are in line for bicycling safety. You can also reach out to city council, the more the message is delivered to city council, the more attention the issue gets.

PARTNER SPOTLIGHT



**TWO SMALL MEN
WITH BIG HEARTS
MOVING™**

Two Small Men With Big Hearts Moving is a chain of independently owned and operated businesses that help both individuals and businesses move their belongings across Canada. The London branch of this company began working with the Big Bike Giveaway in October 2015 after being approached by Monica and Shayne about moving bikes to the charity event. When asked to help, Dan Mayo, the owner of the London branch, enthusiastically agreed to help.

Since then, the Two Small Men With Big Hearts moving company has selflessly helped transport countless bikes for Big Bike Giveaway throughout the year to the storage location where Shayne does his repairs. Further, on the Big Bike Giveaway day, the company donates three or four trucks to move all the bikes from the storage site to the event location. When asked about his thoughts on both helping the Big Bike Giveaway Enterprise and working with Monica and Shayne, Mayo replied "Being a small business owner doesn't give me much time to do much other than family and work, so this is how I try to give back to the community, when charities call me. If I've got the ability to give them a free move, I usually try".

Big Bike Giveaway is incredibly grateful to have a community partner like Dan Mayo and Two Small Men With Big Hearts Moving company, and they look forward to many more years of making a lasting impact on the London community together!

Western Integrated Sciences Community Engaged Learning Students



(left to right) Tony Nguyen, Katelyn Melo, Katherine Teeter, Devanshi Shukla, Jermiah Joseph

TONY NGUYEN

Howdy! My name is Tony and I'm a third year student doing an Honours Specialization in Integrated Science with Chemistry at Western University. As a London local, Monica and Shayne's mission to better the community resonated deeply with me. Working with them allowed me to see a perspective of the community I wasn't familiar with before. I hope for their success in the future with Big Bike Giveaway!

KATELYN MELO

Hi there! My name's Katelyn and I'm a third-year student at Western doing an Honors Specialization in Integrated Science with Chemistry. I am thrilled to have had the chance to work with Monica and Shayne at the Big Bike Giveaway. My time spent working on this project has helped me realize the impact something as simple as a bicycle can have on an individual's life. I can't wait to see what amazing things Monica and Shayne will accomplish with the Big Bike Giveaway enterprise!

KATHERINE TEETER

Hi! My name is Katherine, and I am a third-year student at Western University pursuing an Honors Specialization in Integrated Science with Chemistry. Working with Monica and Shayne has been an incredible opportunity to give back to the London community in such a simple, yet profound way that revolutionizes people's everyday lives. Monica and Shayne's enthusiasm and passion are infectious and was what originally made me want to work with them for the Big Bike Giveaway. I am so excited to see what the future holds for the Big Bike Giveaway!

DEVANSHI SHUKLA

Hello! I'm Devanshi, a third year Integrated Science student specializing in Biology at Western University. Working with Big Bike Giveaway has allowed me to connect with the greater London community in a very unique way. Big Bike Giveaway has a huge impact on the community, benefits Londoners as well as the environment, it has been amazing to be part of such an initiative! Can't wait to see what comes next!

JERMIAM JOSEPH

Hi! My name is Jermiah, a third year Western University student doing an Honours Specialization in Integrated Science with Computer Science. Working with Monica and Shayne showed me what the London community is like aside from the university student community. The work they do is truly inspiring and eye-opening! Here's to another five years of Big Bike Giveaways!

WORKS CITED

- Canada, City of London. (2016). 2015 Community Energy & Greenhouse Gas Inventory. London, Ontario.
- Cycling in London: Discover our Bike Friendly City (2017).
- Environment and Climate Change Canada (2017) Canadian Environmental Sustainability Indicators: Greenhouse Gas Emissions.
- J. Johan de Hartog, H. Boogaard, H. Nijland, G. Hoek, Do the Health Benefits of Cycling Outweigh the Risks? *Environ Health Perspect.* 118, 1109–1116 (2010).
- Litman, T.D. (2011). Transportation Cost and Benefit Analysis: Techniques, Estimates, and Implications Second Edition. In *Transportation Cost and Benefit Analysis: Techniques, Estimates, and Implications Second Edition* (Section 5).
- M. Ohta, T. Mizoue, N. Mishima, M. Ikeda, Effect of the Physical Activities in Leisure Time and Commuting to Work on Mental Health. *Journal of Occupational Health.* 49, 46-52 (2007).
- Maus, J. (2012). New study compares bicycling's CO2 emissions to other modes. *BikePortland.*
- Moore, O. (2017). Census 2016: Spike in number of Canadians cycling, taking public transit to work. *The Globe and Mail.*
- Public Health Agency of Canada, Physical Activity, Sedentary Behaviour and Sleep (PASS) Indicators: Quick Stats, children (aged 5 to 11) and youth (aged 12 to 17) (Public Health Agency of Canada, Ottawa, ON, 2017).
- Statistics Canada. (2011). National Household Survey.
- Statistics Canada. (2012). Households' greenhouse gas emissions from private vehicle operation, by census metropolitan area, 2007
- Statistics Canada. (2017). Sales of fuel used for road motor vehicles, annual.
- The Middlesex-London Health Unit, Lifestyle Behaviours (Middlesex - London Community Health Status Resource, London, ON, 2018).

CHECK OUT OUR STORY

- 2014 Inaugural Promotional Video
- 2015 Take a Spin for Free CTV Coverage
- 2016 Getting bigger CTV Coverage
- 2016 Fitting bikes at Big Bike Giveaway with IMBA
- 2016 Promotional Video
- 2017 Promotional Video
- 2018 London Couple CBC coverage
- 2018 Erica's Story
- 2018 Big Bke Giveaway



CLICK THE
TITLES!

CONTACT US

Website: bigbikegiveaway.ca

Facebook: facebook.ca/BigBikeGiveaway

Twitter: twitter.com/BigBikeGiveaway

Email: donate@bigbikegiveaway.ca

Phone: (519)200-5496

