

Update on Tern Give Back Program Initiatives



Pump track funded by a PeopleForBikes Community Grant in Philadelphia. Photo: PeopleForBikes

December 20, 2021 — Earlier this year, urban mobility specialist Tern announced the grant recipients of the 2021 Give Back Program—World Bicycle Relief, PeopleForBikes, and Trips for Kids. Today, Tern is pleased to share an update on each organization's initiatives.

Every year, Tern donates at least 1% of the previous year's net profits to social or environmental causes. The Give Back Program reflects Tern's commitment to supporting groups that are working towards a better, healthier, and more equitable planet. For 2021, Tern's donations to the three organizations have totaled more than US\$45,000.

"We are concerned by the increasing inequality we see not only around the world, but here in the U.S.," stated Tern Team Captain Josh Hon. "So we are trying to focus our Give Back funds on initiatives that make things a little better. This year, we were able to maximize our impact and do more by teaming up with three great organizations on different equity-focused initiatives. We're thrilled to see the positive effects our program has had so far."

PeopleForBikes

PeopleForBikes awards Community Grants twice a year for bicycle infrastructure projects across the U.S. including bike lanes, trails, parks and paths, with a particular focus on projects that serve those with few places to safely ride. The organization has recently announced the recipient of the grant funded by Tern's Give Back Program: Kids on Bikes, a nonprofit that provides programming, clubs and classes to youth in Colorado Springs.

Kids on Bikes is working with local partners—including Colorado Springs Parks & Recreation, Skyway Elementary School, Cheyenne Mountain Cycling Club, and Medicine Wheel Trail Advocates—to build a pump track next to an elementary school and near an existing trail network in the community of Ivywild, which currently has limited options for children to safely ride nearby. Once the project is completed, the organization will bring their "Earn A Bike" program, group rides, bicycle camps, and bicycle training to support the facility's use. Construction is planned for 2022.

Trips for Kids

Operating through a network of 50 mostly volunteer-driven chapters in North America, Trips for Kids' mission is for every kid in every community to have access to cycling, the outdoors, and a basic understanding of their impact on the environment.

Tern's sponsorship has been directed to two of the organization's initiatives. The More Girls on Bikes program, which aims to increase both female ridership and leadership, has focused on the creation of marketing assets and a toolkit to encourage member participation. The Learn+Earn-a-Bike Online program, which enables a virtual version of their in-person Earn-a-Bike Workshop, has focused instead on the development of video and other material for its online platform.



Participants of the Women on Wheels campaign in Malawi. Photo: World Bicycle Relief

World Bicycle Relief

Known for their efforts to help reduce inequity and change the trajectory of individuals, families, and entire communities in developing countries, World Bicycle Relief has applied Tern's sponsorship to its Women on Wheels campaign. This year, the campaign focuses on the effects of the COVID-19 pandemic over women and girls, and addresses the increasing gender disparity in developing regions.

"Tern's generous support of our Women on Wheels campaign has helped us prioritize getting more than 13,000 bicycles to students, especially girls, to ensure they can return to school safely and pursue their education this year. And the Women on Wheels campaign helped fund about 8,000 of those," stated Claire Geiger, Director of Partnerships at World Bicycle Relief. "We continue to focus these efforts on key regions in Colombia, Kenya, Malawi, Zambia, and Zimbabwe where we are implementing Mobilized Communities, our evolved holistic program model designed to help individuals, families, and entire communities thrive."

Learn More

To learn more about this year's selected organizations, please visit:

<https://www.peopleforbikes.org/>

<https://kidsonbikes.net/>

<https://www.tripsforkids.org/>

<https://worldbicyclerelief.org/>

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