



Letter from the Director, and our new strategic plan

Fri, Feb 26, 2021

FEBRUARY 2021



Letter from the Director & Board Chair

Releasing our five year strategic plan (2021-2025)

Dear Gary,

Bikes Not Bombs (BNB) is proud to release our new [2025 Strategic Plan](#)! We have worked intensely over the last two years in partnership with Ellen Bass at the Capacity Institute and key BNB stakeholders to **reaffirm our mission, set a long-term vision, and establish 7 strategic goals** which we are sharing with you today.

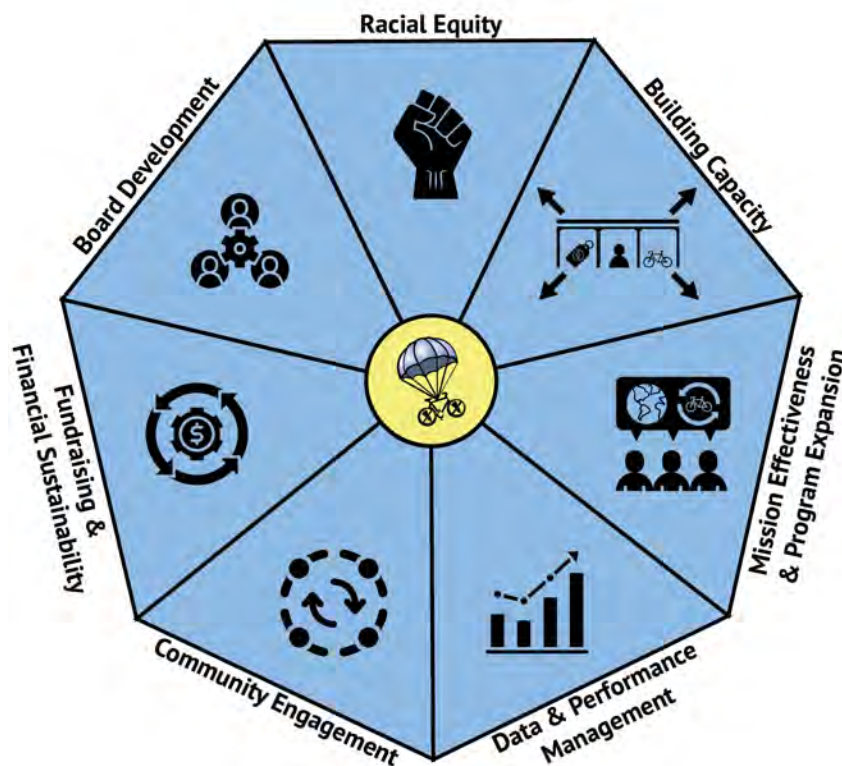
Bikes Not Bombs was founded in 1984 as a solidarity campaign with the people of Nicaragua, and it was quite literally “Bikes Not Bombs”. Since then, we have evolved to understanding bombs to mean something more than just physical bombs, but also injustice and oppression. **We are not just in the business of building bicycles, we are also in the business of building communities.** We are committed to advancing racial equity and providing tangible opportunities, tools and resources so **Black and other marginalized people can empower themselves.**

In Boston, there is a greater need than ever to help youth develop vocational skills and pathways as an avenue for violence and gang activity prevention. According to a recent [report](#) from the Bureau of Labor Statistics, teen and young adult employment has plunged to the lowest level in 45 years with youth of color suffering the worst unemployment statistics- a situation that has only become more dire throughout the COVID-19 epidemic. Lack of opportunity impairs teens' ability to find jobs well into adulthood and leaves them facing consequences of inactivity, and in some cases, pressures of violence and gang activity with no alternatives. To help them not only meet these challenges, but also fully thrive and contribute, we want to step up our game.

Over the next five years, we will formalize a 3-year apprenticeship program that engages youth staff as leaders in every BNB program. We will leverage community partnerships with Madison Park Technical Vocational High School and Benjamin Franklin Institute of Technology to create a professional certification program in bicycle mechanics - the first of its kind on the East Coast. This is an effort that will undoubtedly increase access to jobs and opportunities for Boston-area BIPOC (black, indigenous, people of color) youth.

Overseas, the demand for quality bicycles has sharply increased, especially since the COVID-19 pandemic. We take our role in reclaiming bicycles out of the waste stream and repurposing them to communities in Boston and overseas seriously- in particular, for our active international partners CESTA in El Salvador, Cycloville in Kenya, and Learn Work Develop in Rwanda - whose businesses and livelihood

depend on timely container shipments of quality bicycles, parts, tools, and accessories to survive. **Over the next five years, we are committed to improving the quality of bicycles sourced and shipped to our international partners and growing the number of partners in the Caribbean region.**



[Click here to enlarge the image and view our full 2025 Strategic Plan](#)

Our new strategic plan factors in key organizational strengths, weaknesses, opportunities, and threats, setting us on a path toward **long term success and sustainability** for our partners and participants. We have made critical investments in our operational and financial sustainability that will provide a solid foundation for years to come. Since 2017, **Bikes Not Bombs has undergone enormous transformation**, including the recruitment of new staff and board members, moving the Bike Shop and Hub under one roof, and retooling operations and programs. **We are excited to chart a new vision of the future** - grounded in our history, values, and the success of our past accomplishments. Highlights of our new strategic plan include:

- **Racial Equity:** We will unite the organization around shared values and commitment to racial equity. BNB is recognized as a leader in Greater Boston in addressing racial equity in its leadership, programming and organizational culture. We will shift power to the community elevating BIPOC community members across our board, staff, donor and volunteer bases so we better reflect the people and communities we serve.
- **Building Capacity:** We will strengthen staff, board, and volunteer training in positive youth development and racial equity. We will fulfill professional development needs and hire the staff needed to close key operational capacity gaps in youth development, case management, business operations, programming, administration and development.
- **Mission Effectiveness & Program Expansion:** We will leverage key community partnerships to increase reach, engagement, and employment of our target population. We will increase the quality of bikes and parts distributed locally and globally to meet basic demand and ensure partners and their businesses are sustainable. We will increase our physical presence in target neighborhoods: Mattapan, Dorchester, and Roxbury.
- **Board Development:** We will increase board member effectiveness by strengthening systems of accountability. We will recruit members specifically from BNB's target population to provide creative strategic vision and strong connections within our broader community.

We want to thank everyone who helped shape this strategic plan - our amazing staff and board members, volunteers, youth apprentices, and donors. Bikes Not Bombs aims to create a more **just and equitable society** in Boston and around the world. We are excited to embark on this new journey. We want to invite each of you here to join me and the Bikes Not Bombs community. There are so many ways to get involved and take action!

Sincerely yours,



Sara Lawrence
Board Chair
BNB Alum



Elijah Evans
Executive Director
BNB Alum

Partner Spotlight: CESTA (El Salvador)



CESTA's novel program, Sin Bicicleta no hay Planeta (Without Bicycles, There is No Planet) - 2016

Bikes Not Bombs is honored to ship another container of bikes and tools to CESTA in El Salvador from March 4-7, 2021!

Since 1987, [CESTA](#) has been one of the most effective environmental organizations in all of Latin America. They have promoted the use of bicycles as a sustainable method of transport through their novel programs such as "Sin Bicicleta, no Hay Planeta" (Without Bicycles, There Is No Planet). Similar to Bikes Not Bombs, CESTA also employs apprentices to recondition and repair donated bikes, and bikes brought in by customers. After completing their training, many of their apprentices gain employment as bike mechanics or establish bike shops in their communities.

By shipping a container of bicycles and tools to CESTA, we are helping to lower pollution levels, reduce mobilization costs, empower youth, and improve the health conditions of their constituents in El Salvador.

If you are interested in volunteering to help load the container, please contact Gary Chin, Community Engagement & Events Officer at gary@bikesnotbombs.org.

Bike Shop & Training Center

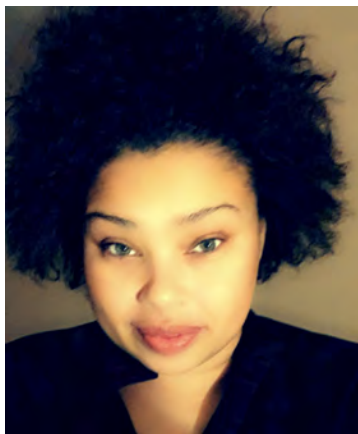
Bring your bike in for spring cleaning!



Please stay tuned for an update from our new Sales & Training Manager for an update on our Women's History Month promotion, new merchandise (coming soon!) and highlights of our many clearance items.

Bring your bike by for a spring cleaning and tune up while the weather starts to warm up! Feel free to call the shop at (617) 522-0222 x1 to discuss any service needs.

Announcing our new Board Chair: Sara Lawrence



Please join us in welcoming Sara Lawrence, BNB alum, as our newly appointed Chair of the Board of Directors!

"When I started at Bikes Not Bombs at 12 years old, I was just looking for a bike! Never did I think that 18 years later, I serve as the Chair of the Board of Directors for this organization.

In 2018, I felt very down and had become disconnected from things I once enjoyed. I received a call from Elijah, BNB's Executive Director, and was asked about the possibility of joining the staff at the shop. When I returned to BNB at that time, in May 2018, I was reminded of that feeling of acceptance, the love for teaching and collaboration that I had for BNB in my teenage years.

I often found myself in meetings at Bikes Not Bombs with a lot of ideas and input that helped enrich our programs and organizations overall. My input was met with praise and encouragement. Bikes Not Bombs has been a place where I have felt heard and appreciated. To be on the Board means that I can continue to have an impact on the organization and in return the organization can continue to have an impact on me. Through this position, I can serve as an example for young people. I want them to know that what they will learn through their time at Bikes Not Bombs will last a lifetime- whether it's bike mechanics or instruction and facilitation, or advocating for a social issue that has impacted their life.

I am looking forward to watching the revitalization of Bikes Not Bombs continue into the new year. Through the strategic planning process, we have been brainstorming ways of breathing new life into the organization and I can't wait to see how this new life unfolds."



Sara Lawrence
Board Chair

Yard Sale: Everything priced to go!

BIKES NOT BOMBS
Yard Sale
Saturday, Feb. 27, 2021
10 AM - 2 PM

Everything priced to go (bikes are sold *as is*):

- Used bikes, frames, and parts
- Fully refurbished bikes with mechanical guarantee
- **BUY ONE, GET ONE 10% OFF**
- Apparel including bike jerseys and more
- Accessories
- All donated items **BUY ONE, GET ONE FREE**
- Earn a **FREE t-shirt** with your purchase*

*As is bikes not guaranteed to be ready-to-ride.
While supplies last.

Bikes Not Bombs
284 Amory St.
Jamaica Plain, MA 02130

This is a special, one day sale and you don't want to miss it!

Volunteer Highlight: Luis Fernandez



Luis Fernandez
February 2021 Volunteer of the Month
& Board Member

"I have always respected the mission and ethos of Bikes Not Bombs. In previous years, I volunteered a handful of times stripping bikes and loading containers for international shipment. When the pandemic started, I supported mobile repair efforts in communities without convenient access to bike shops. This experience highlighted the disparities between neighborhoods in Boston. I sought out additional volunteer opportunities to address these disparities, and noticed that BNB was recruiting board members through their website. I reached out immediately and was lucky enough to be accepted to the board.

Since July, I've been on the board at BNB getting to know the organization better and also volunteering weekly to refurbish bikes for sale in the bike shop to meet the sky-rocketing demand for bikes.

I enjoy working with the passionate and motivated team at Bikes Not Bombs and look forward to collaborating with them to move our mission forward!"

Donor of the Month

Rita Corey

Our Donor of the Month is a long-time supporter and organizer for Bikes Not Bombs, Rita Corey. Rita has been a donor since 1999, and in recent years has become a recurring monthly donor. This is so critical for BNB, as it provides a predictable stream of income for us.

But that support is just the beginning of Rita's impact. In June, 2003, Rita organized a bike drive for Bikes Not Bombs in Sharon, MA, through the Sharon Friends of Conservation. Rita collected 81 bikes that year. Since 2003, Rita has organized bike drives in Sharon nearly every year, collecting well over 1,000 bicycles which are recovered from the waste stream and given a second life through BNB's local and international programs. These bike drives are essential in delivering the 5,000 donated bikes Bikes Not Bombs uses each year.

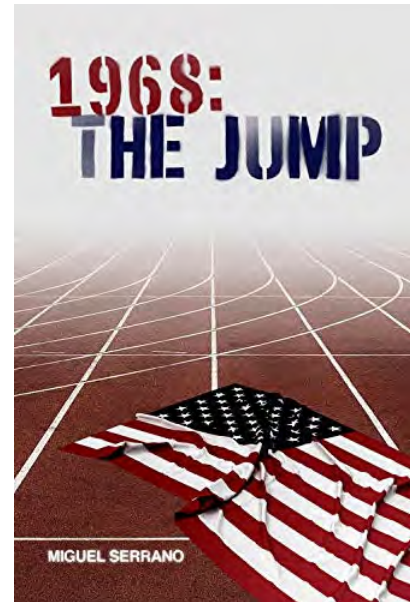
We are humbled by the length and strength of Rita's support, and we extend our heartfelt thanks.

1968: The Jump (by Miguel Serrano)

BNB supporter Miguel Serrano has recently written a powerful book, [The Jump](#) (only available on Amazon), about the 1968 Olympic athletes who defied centuries of racism. Miguel is generously donating proceeds from sales of the book to Bikes Not Bombs.

This novel vividly narrates the events preceding and leading to the 1968 Summer Olympic Games in Mexico, which in an ironic twist of fate were called the Games of Peace.

Inspired by true events and rigorously documented, the story revolves around the life of Bob Beamon and his interactions with friends and teammates on the U.S. Track & Field Team. The main character is a man whose heart struggles with fears and hopes, conflicts and dreams, and who faces the most crucial moments of his life as he strives to come to grips with his past and his memories, and transform them into allies in his quest for greatness. The novel weaves a moving, intimate, at times stark portrait of a handful of individuals who defied centuries of racism underpinning their battle with unshakeable athletic and human dignity.



Introducing James Nguyen and Robson Govine, new members of our Board

James Nguyen has over 10 years of experience in the financial services industry, with a focus on audit, risk, and compliance. Currently, he is a Vice President of Risk Management at one of the eight American global systemically important banks. He has a BS in Finance from Bentley University and an MS in Finance from Boston College. In his spare time, James enjoys traveling and spending time with his dog.



James Nguyen

Robson Govine (he/they) holds an MBA in Social Impact from the Heller School of Social Policy and Management. A Connecticut native, Robson has been a resident of Boston since 2010, originally relocating to serve as an AmeriCorps service member. They bring with them 8+ years of nonprofit experience. Most recently, they served as the Director of Operations at The Boston Alliance of LGBTQ+ Youth (BAGLY). They have been involved with other local organizations such



Robson Govine

as the Massachusetts Transgender Political Coalition (MTPC), the Social Innovation Forum, The Institute of Nonprofit Practice, and Nehar Shalom Community Synagogue.

**Donate to Bikes Not Bombs
for continued success in 2021!**

Connect with us:



Our Contact Information

Bikes Not Bombs
284 Amory Street
Jamaica Plain, MA 02130
617.522.0222
<http://bikesnotbombs.org>

Bike Shop & Training Center Hours:

Monday: Closed
Tuesday: 12pm - 7pm
Wednesday: 12pm - 7pm
Thursday: 12pm - 7pm
Friday: 12pm - 7pm
Saturday: 11am - 5pm
Sunday: Closed