



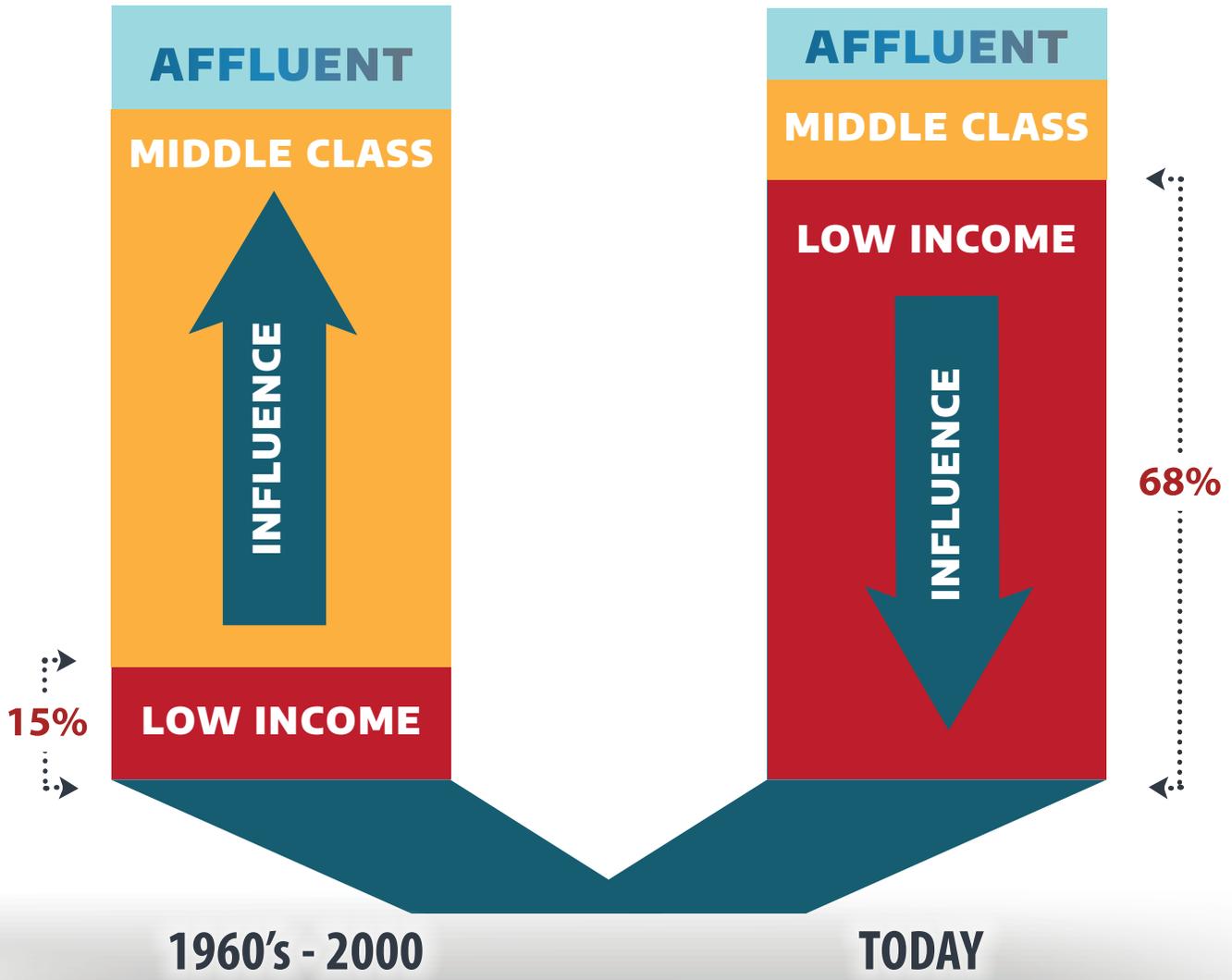
Bikes For Kids Foundation

Delivering Kindness, Encouragement and Hope to Underserved Title 1 Students.

— Our Mission —

Bikes for Kids provides new bicycles and helmets to underserved Title 1 third grade children as their first step in completing a 3-year character-building program intended to stop generational poverty. The goal is to build character, develop pride, responsibility, instill a strong sense of community and encourage their academic, physical and social growth.

HOW DID WE GET HERE? THE TITLE 1 SCHOOL SURGE



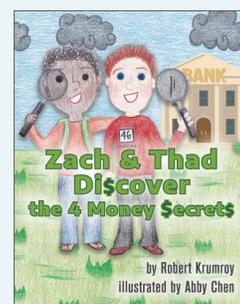
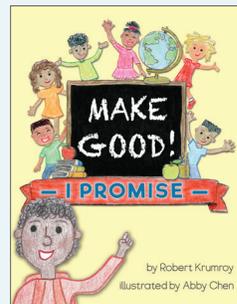
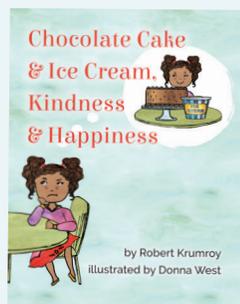
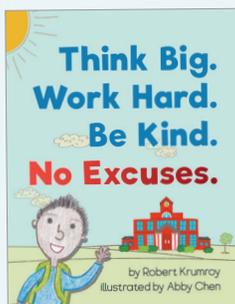
(Our program begins in third grade. The grades achieved in third grade will normally reflect the grades the child will continue to achieve in future years.)





OVER 20,000+ BICYCLES DONATED TO CHILDREN EACH YEAR

100% OF ALL MONEY RAISED GOES TOWARD THE PURCHASE OF NEW BIKES
AND HELMETS FOR UNDERSERVED TITLE 1 ELEMENTARY SCHOOL STUDENTS.
THE CHARACTER-BUILDING BOOKS STUDIED AND USED FOR
COMPOSING EACH CHILD'S ESSAY ARE:





Bikes for Kids was co-founded in 2002 with Meadowlark Lemon, star of the Harlem Globetrotters and Bill Pollakov, President, Pollakov Financial Group. In 2002, 125 bicycles were given to underserved children in San Diego. This year, our goal is to give away over 20,000 bikes to third grade students in Title 1 schools. There are no costs within our organization. 100% of our donors' money is allocated to bikes, helmets, and a 3-year series of character-building books that follows each student through third, fourth and fifth grade with the theme, "nothing is given, everything is earned."

When the children's award assembly takes place, they have studied the third grade book, "Think Big. Work Hard. Be Kind. No Excuses," answered 3 sets of questions and written an essay on how the four principles apply to them. When they walk to the assembly room, they are met with the high school marching band, cheerleaders, and both boys' and girls' athletic teams giving them high fives while entering the auditorium. Three of the seniors who went to the elementary school and are now enrolled for college, trade or a tech school will speak as role models on when and how they committed to pursuing their dreams and getting good grades to make this happen.

When the children arrive, 3 bikes are in the front of the room, signifying the winners of the 3 best essays. The assembly begins by reading our 1st winner's essay, announcing their name and having them come to the front for a congratulation from the sponsor and the principal. The second winner is the same. However, once we finish reading winner #2, we announce how we struggled deciding on a 3rd winner. "All of the papers were good. It is apparent that everyone worked really hard, and when we think big and work hard, good things happen. So instead of just giving one more bike away, what if we give everyone a bike?" At that moment, the curtain is raised to reveal 100 – 300 bikes. There is not a dry eye in the room: the principal, teachers, donors, families of donors, employees who assembled bikes, and the third graders. Many will weep. It's the biggest act of kindness they have ever experienced. Most have never had a bicycle and many have never had more than a \$5 Christmas present. The emotional moment is truly breathtaking.

We aren't just *giving* a bicycle to a poor child, as one superintendent said, "We are giving a vote of confidence. We are saying to the child, Dream big! Set goals. Achieve your goals. Take on the world, and by the way... here's a bike for you to go do that. Go explore. Take risks and keep dreaming big. Make your education count and make a difference. Hard work and dreams really do come true and we believe in you."

A summer reading book about attitude is provided next. A fourth grade follow-up book, MAKE GOOD... I PROMISE, is provided when they return to school in the fall. It features the same third grade book character, Zach, who decides he is committed to MAKING GOOD and getting good grades. There are questions for each student to answer, an essay to write, and an I PROMISE poster for the teacher to display on the classroom wall after each student signs it and commits as a "team" to make their class the best in the school.

A fifth grade book on financial literacy follows Zach and Thad on a journey as they discover the 4 "money secrets" and learn why investing in their future requires getting both good grades and applying good financial habits.

NATIONAL MEDIA COVERAGE

Early Christmas – 240 Elementary Students Gifted Bicycles, Encouraged ‘To Dream.’

When the curtain was pulled back to reveal rows of shiny new bicycles, the crowd of children erupted. Not even the teachers knew all students would get a bike and helmet. “I had children crying because they had never had a new bike. I am so happy for them,” said Principal Brandi Orner. The assembly included the high school pep band, cheerleaders, and senior students who talked to the students about their personal goals; their plans for post-secondary education and how they are getting to pursue their dreams. The program is not about giving away a free bike, but giving the kids a vote of confidence to dream big, set and achieve their goals. It begins when the children read the third grade book, “Think Big. Work Hard. Be Kind. No Excuses.” and each write an essay on what they want to be when they grow up and how those four character principles apply to them.

Altoona Mirror, By Russ O’Reilly

Bikes Give Students a Boost

More than 500 third graders got new bikes. Many screamed. Some even cried. They couldn’t get over it. But this week’s big event was more than just about getting a new bike. Much more.

Wherever it is, the breakdown will be the same: Third graders will read a character-building book, talk about it in class, write an essay, meet teenage role models and be given the responsibility of owning and taking care of a bike. For Krumroy, it’s about eight words: Think Big. Work Hard. Be Kind. No Excuses.

Greensboro News and Record, Jeri Rowe

Bikes for Kids

Over 300 third graders at Alamance County elementary schools were rewarded for their work with bicycles and helmets to underserved Title 1 third graders after completing a reading and essay-writing program. The goal is to build character, develop pride, responsibility and encourage the kids’ academic and social growth.

The Times-News, Burlington

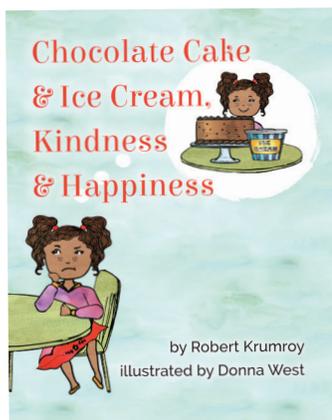
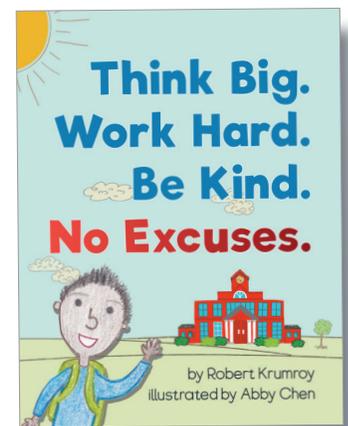


Bikes for Kids Books and Curriculum: Third, Summer Reading, Fourth, and Fifth Grades

Bikes for Kids is a national character-building program for children, supported by four books to help kids dream big, work hard, understand why grades matter, why excuses are damaging, that attitude determines aptitude and that life's dreams are earned, not given. All four books support these principles — not only with their message, but with sets of questions and suggested essays to complete.

Third Grade Book – Think Big. Work Hard. Be Kind. No Excuses.

This is our foundational book and the student's essay will qualify a student for a new bike. It is a story about Zach, a third grade student who has a life changing weekend when his best friend's older brother, who is graduating from high school and celebrating with his five best friends, asks Zach what he is going to be when he graduates. Zach's conversation with these graduating kids will change his life and how he begins to view school and his future. Every child receives a wrist band for the year that says, I THINK BIG, WORK HARD, MAKE NO EXCUSES!

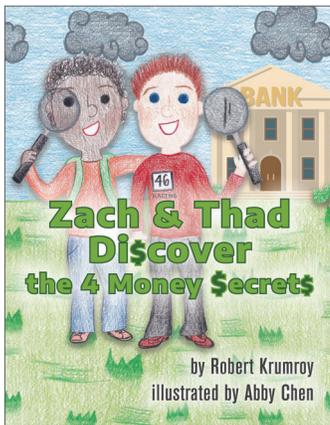
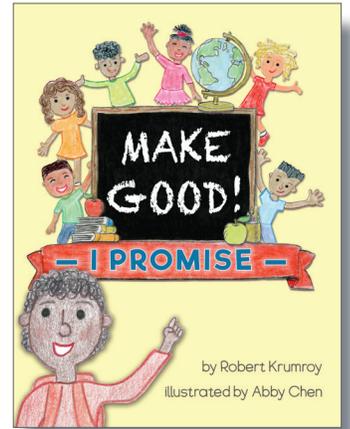


Summer Reading Book – Chocolate Cake & Ice Cream, Kindness and Happiness

This book is about kindness and happiness. Ruthie is a 10-year-old girl who wakes up on a Saturday morning to rain, which is going to ruin plans she had made for the day. She makes a choice to have a bad attitude and to make sure everyone else is miserable as well. The day unfolds with surprising encounters that, regardless of her attitude, make for one of her best days ever. The message is: When you're kind to people, you don't need to look for happiness; happiness will find you. The book includes two assignments and an essay.

Fourth Grade Book – Make Good. I PROMISE!

Zach continues into fourth grade, where the class decides to become the most accomplished fourth grade class in the history of the school. Students work together to redefine what they want to do when they grow up and describe what it means to Make Good. However, Making Good requires behaviors they need to embrace to make it happen. That becomes the fourth grader's I PROMISE list, which they sign after helping to complete. Each classroom gets an I PROMISE list poster to be completed and signed by all the students. When their assignments are also completed, each child gets a wrist band to wear for the year that says, 4th Graders Rock. . . I PROMISE!



Fifth Grade Book – Zach and Thad Discover the 4 MONEY SECRETS (A Financial literacy book)

Zach and his friend Thad are considering ways to earn money when a neighbor, Mr. Stearns, approaches and asks if he could pay them to help him rake leaves. Never did they think that their day would become this exciting as Mr. Stearns reveals the 4 MONEY SECRETS:

- 1) Learn to recognize a WANT vs. a NEED
- 2) Evaluate the TRADE-OFF of every purchase
- 3) Saving money IN A BANK is a success step
- 4) Know the consequences of NOT SAVING MONEY

The book includes two sets of thought-provoking questions for the student to answer in writing and then discuss in the classroom. Every child receives a wrist band for the year that says, MY CHOICES TODAY, DETERMINE MY FUTURE!



A Look at the Children on Whom this Program is Focused:

This program is focused on elementary school children who are Title 1 recipients. They come from the very poorest families and receive breakfast, lunch and often a 2pm dinner before heading home from school. Many, if not the majority, will go to bed hungry. Often referred to as the invisible society, they make up over 58% of children in America.

Why do you focus on third grade students? Third grade is a pivotal year. Grades achieved in third grade will most normally reflect the grades the child will receive through twelfth grade. Children are beginning to think and reason on their own. Some will break through the cycle of poverty and embrace opportunity; others will unconsciously see poverty as their destiny. We can't mitigate the pains of poverty, but kids don't give up because of pain, they quit when they see no hope. Hope is the most powerful driver in breaking poverty and it is why our program is focused on third grade students. They will study a book on character building, write an essay and encounter large numbers of successful high school role models during the assembly. All students write a 'Thank You' letter to each sponsor within 4 weeks of receiving their bike.

Summary of the program: A Title 1 elementary school is chosen. The third grade teacher spends 4-6 weeks teaching the book, "Think Big, Work Hard. Be Kind, No Excuses." The fifth week they write an essay on how they will apply the principles to their lives. The children believe that the 3 best essays will be awarded 3 bicycles, though they will all receive a bicycle at the end. The bicycle is a reward that says, Hard Work and Thinking Big gets rewarded!

Is there a follow-up program? Fourth grade students read the follow-up book, "MAKE GOOD! I PROMISE." It's a second story about Zach, the lead character, who realizes that MAKING GOOD is a personal choice, not a result of luck. Fourth graders read the book in class, answer two sets of questions, and write a paper on how they will apply MAKE GOOD in school and as a group. They help create an I PROMISE list that everyone signs and is displayed in the classroom for the school year. Fifth grade students read the book, "Zach and Thad Discover The 4 MONEY SECRETS," a financial literacy book with two sets of questions and projects.

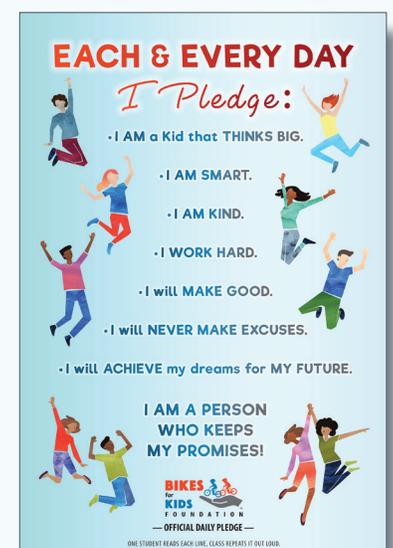
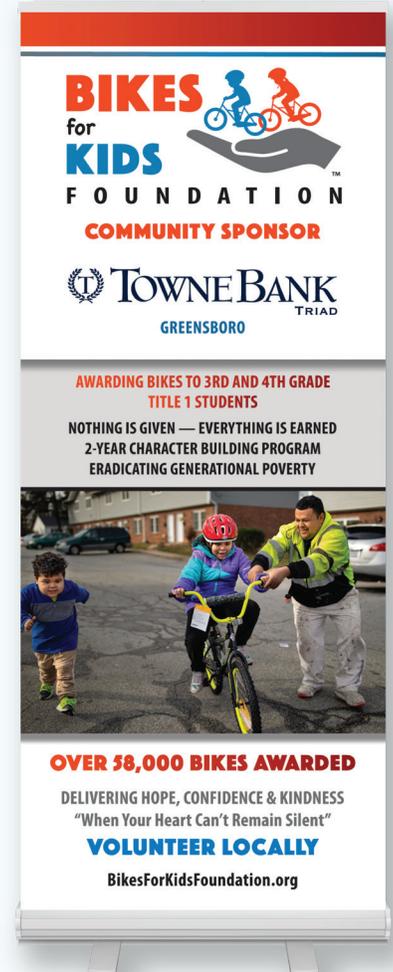
Have long-term results been measured? Yes. One California superintendent says, "We can measure a distinct improvement in behavior and grades with children who have been part of Bikes for Kids. Nine years later, the impact on children going to college and tech schools had a remarkable increase. Delivering HOPE to third grade students has had a profound influence."

How is the program funded? Individuals and businesses that sponsor a school make up our primary funding. Sponsors receive high local media visibility. We also have several grant sponsorships. 100% of all contributions go into bikes, helmets and curriculum books. There are no expenses or salaries paid within the foundation.

Giving Back with Bikes

1. Bill Pollakov with Meadowlark Lemon, star of the Harlem Globetrotters founded the program in 2002.
2. How can I contribute?
 - a. Every \$90 purchases a bike, helmet, 4 character-building books and wristbands over 3 years.
 - b. \$1,000 purchases 11 bikes, helmets, 4 character-building books, wristbands and 3 classroom posters for third, fourth and fifth grade.
 - c. \$2,400 purchases books for 400 students.
 - d. Approximately \$8,000 sponsors an entire third grade class with bikes, helmets and 3 years of books and wristbands through third, fourth and fifth grade.
3. Can I volunteer to help? Sign up to help assemble bikes one time per year in October or November. You, your family (children over 10), friends, company, church, community or civic group can sign up for 2-hour to 4-hour slots and be part of changing the life of a child. All volunteers, including all children and grandchildren, are encouraged to attend one of the third grade bicycle award ceremonies. It is an emotional event with smiles and tears that will never be forgotten.
4. We have been a 100% volunteer organization since 2002.
5. 100% of all school sponsor money is allocated to bikes, helmets, books and classroom posters. We have no paid executives, bonuses, or benefits.

Children recite this pledge every day before school starts.



Attitudes of...

Dear Bob,

Your incredible contribution to our Third-Grade children has changed the life of 130 3rd graders at Central Elementary. The children in my school are among the most fragile section of our education system. My school faces multiple, complex issues of poverty and the risk-factors that come with issues surrounding extreme poverty. Yet, despite the odds, our students are achieving results that are unexpected given the so-called "stats" on "those children." I believe with every fiber of my being that the reason we are attaining these results is because of people like YOU. You took a vote the day you contributed the bikes and helmets to our children in 3rd grade. It was a vote of confidence. It was vote saying, "Hey, we believe in your 3rd graders. Dream Big! Set Goals, Achieve your goals. Take on the world, and by the way... here's a bike for you to go do that. Go explore. Don't be afraid to take risks. Keep dreaming big. All your dreams will come true. Make your education count and make a difference. Did you know that your contribution, your generous gift of something as simple as a bike and a helmet could say all that?

Well, it did.

I only wish you could have seen the looks on their faces as they found out that every single one of them was getting a bike. The children have BIG DREAMS and winning the bike that day affirmed in their hearts and minds that hard work and dreams really do come true.

Thank you for making this miracle happen. You changed so many lives.

With My Deepest Respect and Gratitude,

Cindy Marten

Cindy Marten

Principal

Central Elementary

Think Big, Work Hard, Be Kind, No Excuses!



Gratitude

My parents don't have much money and I never thought I would have a bike. I cried when you announced everyone was getting a bike. My mom cried too. I am so happy.

Thank you!

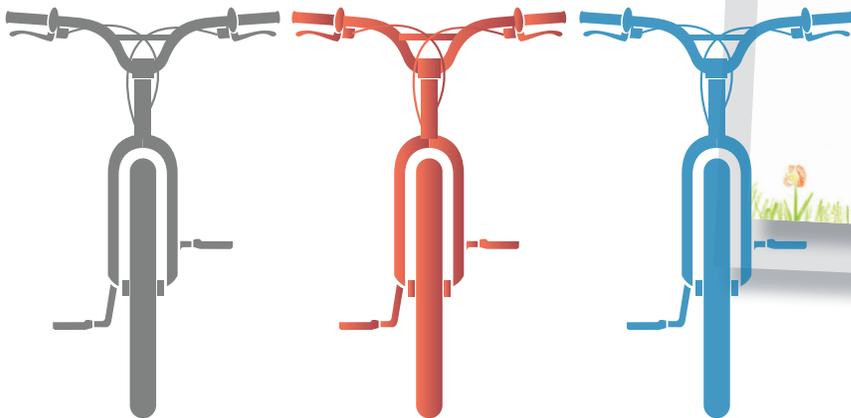
Camila
(Randolph Elementary)



My friend and I both cried when you said "everyone is getting a bike." My bike is inside my house so I can see it when I go to sleep. I can't believe you gave everyone a bike. You didn't even know us. I promise to think big, work hard and make no excuses.

Thank you so much. I love my bike.

Nicole
(Eastside Elementary)





Bikes For Kids Foundation

Delivering Kindness, Encouragement and Hope to Underserved Title 1 Students.

Child Poverty ...

America's crisis that prevents us from remaining silent.

Every sponsorship helps the children. Will you become a sponsor?

— CONTACT —

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