

WHIRLWIND

Wheelchair



Dominican kids put dad's chair to the test

PHOTO BY RALF HOTCHKISS

To Our Friends and Supporters



Another year has come and gone and Whirlwind continues to grow exponentially. In 2010 the number of wheelchairs we provided nearly doubled over 2009, and we did that again in 2011. In 2012, we're planning to double our orders again and, with your help, reach 20,000 RoughRiders® distributed by year's end!

Our rapid growth means that, even in these hard times, we're adding new positions (to learn more about these job opportunities, go to whirlwindwheelchair.org/jobs/). But rapid growth does not come without its challenges. In early 2011, we completed the upgrade of the 2010 RoughRider® design while transferring the technology to the PT Dharma factory in Jakarta, Indonesia and developing a comprehensive quality-control system. Simultaneously, we were fulfilling orders for thousands of wheelchairs internationally and preparing to sell chairs in the U.S. as part of our Buy One Give One program. Production at PT Dharma gives us a low-cost, high-volume manufacturer that enables our donors to get better chairs to more users and enables Whirlwind to provide parts to our other factories, helping them lower their costs and be more competitive.

But most exciting in 2011 is our move to establish a network of wheelchair provision and assembly centers (WPACs) around the world, for which we were awarded a sizable grant from USAID (see centerfold article). This grant represents a milestone in Whirlwind's own organizational development. Most nonprofits are forced to shape their activities in accordance with the funder's goals. Since we moved to a social entrepreneurial model in 2006, this is the first grant that Whirlwind has sought that is fully integrated into our new development strategy. As such, it represents a significant maturation in our organization's journey from traditional nonprofit to innovative social enterprise.

Great tooling makes great RoughRiders. Thousands of them!

One of Whirlwind's immediate goals is to raise \$30,000 to pay for the tools and equipment needed for wheelchair production. By investing in our new shops, you can help not one or two, but tens of thousands of wheelchair riders over the coming years.

I want to thank everyone who has helped Whirlwind out over the past year, from those who gave money to those who volunteered, to individual and organizational partners, to San Francisco State University staff, and to our own incredibly dedicated team members, each of whom wears many hats and works long hours. I feel fortunate every day that I go to work to a job I love, with people I like, knowing that, along with your help, we are making a difference.

Sincerely,



Marc Krizack, Executive Director



Schweitzer Award of Excellence

Whirlwind was honored in August to receive the 2011 Chapman University Albert Schweitzer Award of Excellence. The award is given annually to an organization or individual that exemplifies the life of Dr. Albert Schweitzer, a Nobel Prize-winning philosopher and medical missionary active in Africa in the early 20th century. The award, which comes with a \$20,000 cash prize, was presented to Whirlwind Marketing Director Keoke King and Morgan Duffy, a Whirlwind summer intern, at Chapman University's opening convocation. Award funds have been invested in start-up expenses related to establishing RoughRider production with our new FDA-approved manufacturer in Indonesia.

"We are truly honored to be chosen as the 2011 recipient of Chapman University's Schweitzer Award," said Marc Krizack, Executive Director of Whirlwind Wheelchair International.

"Dr. Albert Schweitzer has been a model and inspiration for all who wish to make the world a better place."

Cooper-Hewitt, National Design Museum

Whirlwind is honored to have our RoughRider® wheelchair included in the Cooper-Hewitt, National Design Museum's online exhibition, *Design with the Other 90%: CITIES*. The *Design Other 90 Network* is an open-network database that extends *Design with the Other 90%: CITIES* beyond the boundaries of the exhibition and catalog. More than simply a collection of resources for visitors, the *Design Other 90 Network* is a social-media platform that invites everyone to:

- **Share vital design resources** for developing and emerging economies.
- **Connect with stakeholders** in the fields of design, architecture, sustainability, humanitarian aid, and
- **Engage a broad international audience** in developing solutions for those living in poverty.

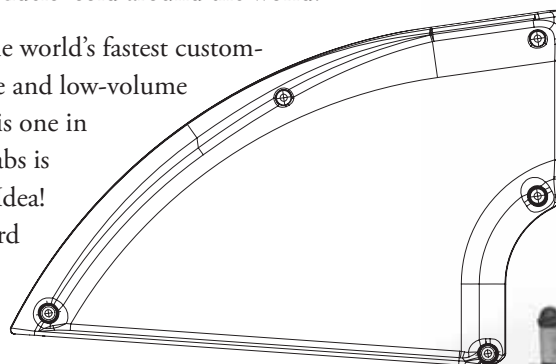
Organized by the Cooper-Hewitt, National Design Museum, the exhibition will be on view at the United Nations Headquarters in New York City from October 15, 2011 through January 9, 2012. Go to designother90.org to learn more.

Proto Labs Cool Idea! Award

Minnesota-based Proto Labs' Proto Mold division has awarded Whirlwind one of their Cool Idea! Awards for \$20,000 in injection-molding services to create a plastic prototype of a mud guard for the RoughRider® wheelchair. This award is given in recognition of "innovative thinking at a point where we can help convert those ideas into real-life coolness." Whirlwind will first use the mud guard on chairs sold in the U.S., and eventually on RoughRiders® sold around the world.

Proto Labs bills itself as the world's fastest custom-manufacturer of prototype and low-volume parts. Whirlwind's award is one in a series of awards Proto Labs is making through its Cool Idea! Program, with a total award amount of \$100,000.

Proto Lab's website is www.protolab.com.



3D modeling software and rapid prototyping machines helped Whirlwind perfect the RoughRider's new mud guard.

Mud guard —



Whirlwind Network Expands: Wheelchair Provision and Assembly Centers

Whirlwind Wheelchair International has been awarded a \$1.7 million grant from the United States Agency for International Development (USAID) for a 2½-year project to set up seven sustainable Wheelchair Provision and Assembly Centers (WPACs) in developing countries around the world.

The USAID award gives Whirlwind the capital to expand its franchise network of wheelchair manufacturers to include distributors. The benefits of large-scale manufacturing, combined with local provision, make it possible to distribute significant quantities of high-quality, low-cost wheelchairs in compliance with World Health Organization guidelines. These guidelines mandate that each wheelchair rider gets a durable, easily repairable chair of the right size and type, that is also correctly adjusted for the individual. We expect that, in locations where rehabilitation services are not yet available, a WPAC will evolve into a comprehensive rehabilitation center around which the local disability community can organize.

Building Sustainable Businesses

Each WPAC will be a sustainable enterprise that will provide the essential services that wheelchair users need to get the full intended benefits of mobility from their new wheelchairs, including training in how to optimize wheelchair set-up for efficient propulsion. A WPAC is less expensive and faster to set up and oversee than full-scale manufacturing. With imported parts, quality can be maintained at world-class levels while keeping costs reasonable to donors and users, in keeping with Whirlwind's long-standing philosophy of design for local reparability. Energetic local entrepreneurs can participate in the wheelchair market with excellent products instead of being cut out by imports of low-performance chairs. Best of all, wheelchair users will have high-quality wheelchairs and service over time.

Each successful WPAC will become a permanent part of the Whirlwind Franchise Network. Whirlwind's key commitments are to build a supply chain providing a variety of competitively priced, high-quality products, to connect WPACs with our donors/buyers, and to provide the quality and price assurance they demand.

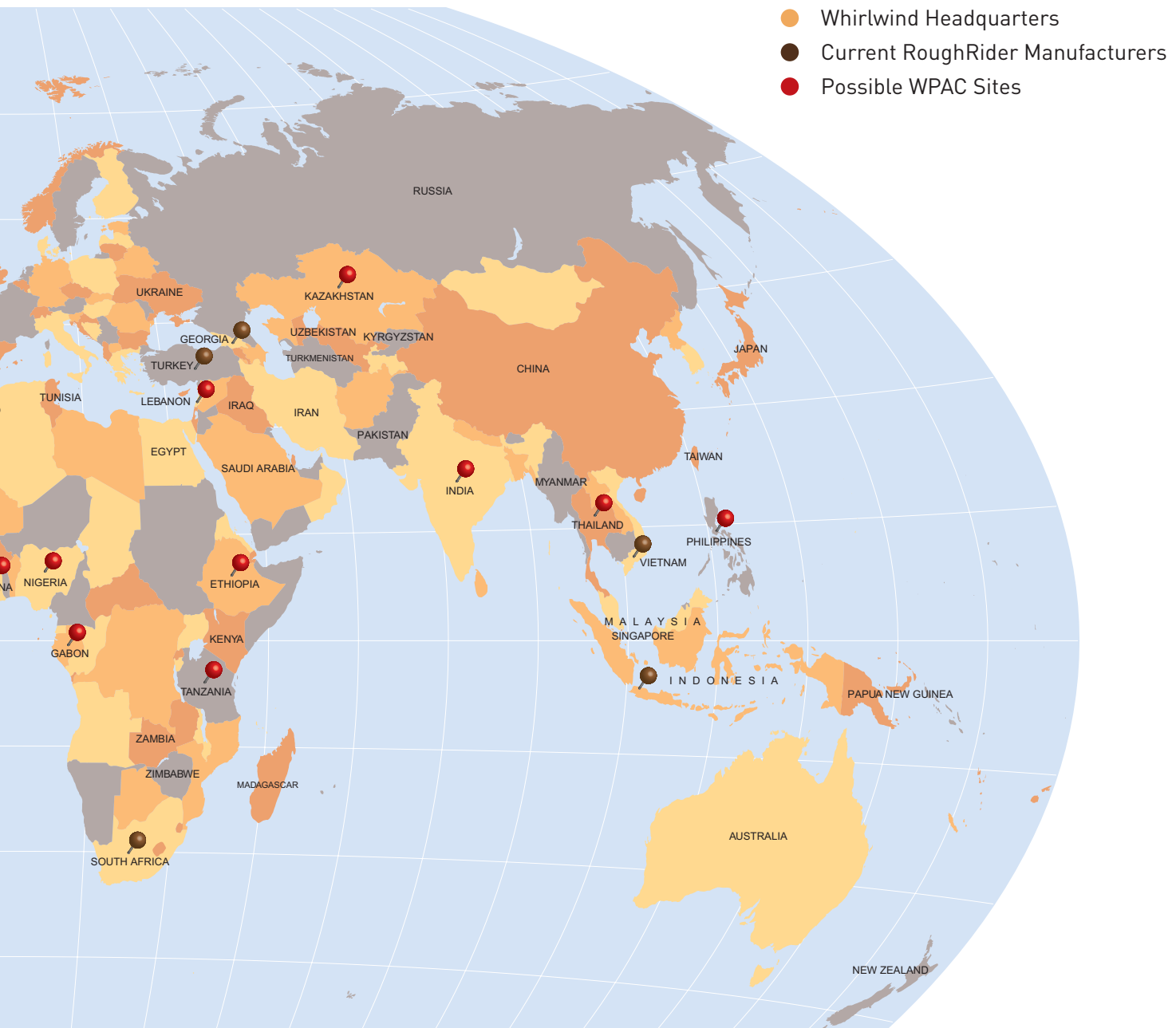
In addition to generating income for Whirlwind, WPACs will also extend the benefits of our unique, active-use RoughRider® wheelchair to many more people around the world. Each WPAC will make it possible to fill orders of less than a full container of wheelchairs—an option that is far too

expensive when fully-assembled chairs are shipped from a distant factory. Each WPAC will be able to build its own local market, especially in advocating for and competing for local government tender offers.

Creating a New U.S. Distribution Center

The USAID award dovetails nicely with Whirlwind's other income-generating effort to sell its RoughRider® wheelchair in the U.S.—a product Whirlwind received FDA approval for in 2011. These wheelchairs will be sold as part of our Buy One Give One program. For each wheelchair purchased for \$799, we will donate a RoughRider® chair to someone in the developing world. Through this program, we hope to attract wheelchair





riders in the U.S. who will extend Whirlwind's reach into every state, raising awareness of Whirlwind's mission. All funds generated from the sale of wheelchairs will be used to promote Whirlwind's nonprofit mission in the developing world.

By funding three new jobs, the USAID grant will also allow us to set up a U.S. Distribution Center in the San Francisco Bay Area. The Center will serve U.S. purchasers and provide a reshipment point for nonprofits that ship chairs directly from the U.S. to other countries, and for individual travelers from the U.S. wishing to take a wheelchair to someone in the developing world. To learn more about the new grant-related job opportunities, go to whirlwindwheelchair.org/jobs/

How We Choose Our WPAC Partners

Candidates interested in becoming a Whirlwind WPAC can be either a private company in the wheelchair or related field, or a non-governmental organization (NGO) with a track record. Candidates must be able to write a good business plan, market wheelchairs, and manage a business. They must also be committed to providing good service, willing to do follow-up with their customers to give feedback to Whirlwind on service and products, and to assist us with our wheelchair design and program development. To learn more about WPACs and the Whirlwind Franchise Network, please email bizdev@whirlwindwheelchair.org.

Whirlwind in the Dominican Republic

Whirlwind founder Ralf Hotchkiss just returned from providing six weeks of training in wheelchair fabrication and assembly at Asociación Dominicana de Rehabilitación (ADR) of Santo Domingo, Dominican Republic. The Asociación is a comprehensive outpatient rehabilitation facility with a strong independent living approach to providing medical care, rehabilitation, vocational training, and lifelong service for prosthetics, braces, wheelchairs, and other appliances.



Ralf instructing Jairo how to adjust a caster swivel bearing at ADR.

As a result of Ralf's visit and earlier training by Whirlwind Product Designer, Aaron Wieler and Executive Director, Marc Krizack, the Asociación is well on its way to becoming one of Whirlwind's first certified Wheelchair Provision and Assembly Centers (WPACs). Ralf has put some miles on several of their first RRs. "I tried to break them, but failed," said Ralf. "They roll straight, feel very stable, and are surprisingly quiet over very rough Dominican terrain." The Asociación is in the process of building their first 300 RoughRiders® for distribution in both the Dominican Republic and Haiti.

The RoughRiders® built by the Asociación demonstrate the efficiency that a WPAC can achieve. Their precision-folding frames and extremely strong upholstery (reinforced with automobile seat belts) have been manufactured in the workshops of the Asociación. The sideframes, footrests, brakes, and wheels have been brought from CE Mobility, the quality-certified Whirlwind fabrication site in South Africa. With these parts the Dominicans can provide their first chairs much more quickly, while still perfecting the manufacture of the remaining parts. Once they know the costs of manufacture of each part, the Asociación will decide which components cost less to build locally, and which they prefer to import.

Walkabout Fundraiser

The Walkabout Foundation, which funds research into a cure for paralysis and purchases Whirlwind RoughRider® wheelchairs for distribution in developing countries, hosted a benefit on October 5, 2011 in New York City.

The event, which featured former President Bill Clinton, was also the New York City premier of the new Emilio Estevez film *The Way*, starring Estevez's father, Martin Sheen. The cost of admission was the purchase of one Whirlwind RoughRider® wheelchair. Walkabout raised \$300,000.

Clinton, a longtime friend of the Gonzalez-Bunster family that started the Foundation, spoke at the gala. He described the importance of providing RoughRiders: "Until you have seen somebody hauled around in a wheel barrel,

"This [RoughRider] is the best bargain you will ever have...."

**—FORMER PRESIDENT
BILL CLINTON**

until you have seen a person—a human being like you—stuck in a shopping cart, until you have seen someone trying to maintain dignity crawling along on the ground by his or her knuckles, you can't imagine what this little chair will do." He added, "It's very sturdy—and I think of practical things. In a poor place without a lot of sophisticated repair shops you need something that will last and that can be easily repaired. This is the best bargain you will ever have if you help one or more people to get one of these."



President Clinton promotes the RoughRider® with Walkabout founders Carolina and Luis Gonzalez-Bunster and their father, Rolando Gonzalez-Bunster.

To see the full 7-minute video of President Clinton's speech, go to whirlwindwheelchair.org/video-gallery/

Micro-Enterprise and Trike Development



Disabled entrepreneurs in Jaipur, India use their trikes as mobile shops.

student researchers at Stanford University, we will investigate and document the variety of successful income-generation activities currently pursued by tricycle users around the globe. This research will assist local organizations of people with disabilities to create promising trike-based micro-enterprise schemes. In this way, we hope to encourage local micro-finance institutions to support disabled entrepreneurs who wish to purchase trikes equipped for independent business.

In 2012, Whirlwind will begin an effort to create a handcycle (hand-propelled tricycle or “trike”) through our forthcoming USAID grant. Many trike designs are manufactured and used throughout the developing world, filling a complementary niche alongside wheelchairs for people with different mobility needs. Over the years, Whirlwind has observed the many strengths and drawbacks of these diverse designs while working alongside people who use them. Through the grant we will have an opportunity to draw on the best of these designs, and create a product that can be distributed in volume alongside the RoughRider® for those users whose needs are better served by a trike.

A trike that can carry goods can provide employment. In partnership with Whirlwind’s global network, and assisted by

Georgia Project Successes

A joint project with World Institute on Disability of Oakland, California and the Coalition for Independent Living (CIL) in the Republic of Georgia has built up from scratch a factory in Tbilisi that can manufacture more than 100 Whirlwind RoughRiders® per month. Much of the project’s success is attributable to the hard work and amazing mechanical and inventive skills of our Russian colleague, Alexander Afonin. Ralf Hotchkiss and Marc Krizack first met Afonin in Novosibirsk (Siberia) in 1990 while teaching members of a cooperative within a huge Aeroflot helicopter repair facility how to build an early Whirlwind model. CIL’s factory was the big winner in a Georgian government wheelchair voucher program, providing more than 400 of the 650 chairs paid for by the government. The project, funded by the United States Agency for International Development (USAID), will end in March 2012.

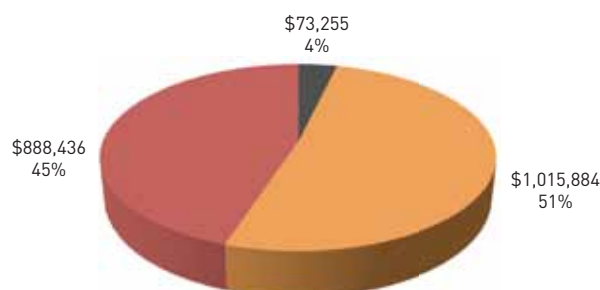


Alexander Afonin

Financial Breakdown

Income July 1, 2010 – June 30, 2011

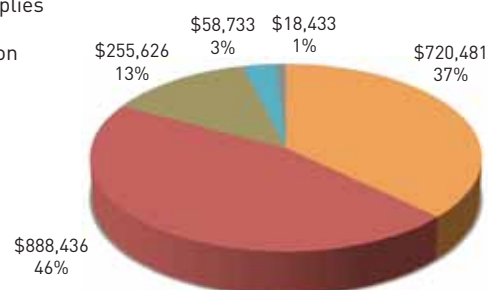
- Wheelchair Sales
- Government Grants
- Donations & Foundation Support



Total Income = \$1,977,575

Expenses July 1, 2010 – June 30, 2011

- Wheelchair Sales (Cost of Goods Sold)
- Government Grants (includes \$199,477 administrative costs)
- Non-Grant Personnel
- Non-Grant Travel & Supplies
- Non-Grant Administration



Total Expenses = \$1,941,709

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Recorded July 1, 2010 – June 30, 2011

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