



My First Bicycle

FOUNDATION

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Helping every child in Canada enjoy the benefits of having their own bicycle and the freedom a bicycle can provide

Who we are

The My First Bicycle Foundation is a registered Canadian charity established in 2014. We began as a foundation that helped financially disadvantaged kids play hockey. We have now transitioned to donating bicycles to underprivileged children across Canada.

Our foundation believes that all youth deserve access to outdoor activities and exercise. Physical activity and sports give kids an extra opportunity to grow and develop physically and mentally while building character, confidence, and relationships.

How it works

- 1 **Submit an application**
- 2 **Application is reviewed & approved**
- 3 **Bicycle package ships to you**
- 4 **Open package**
- 5 **Assemble bicycle**
- 6 **Ready to ride!**



Our mission

My First Bicycle's mission is to help financially disadvantaged kids own a bicycle by donating a package consisting of a bicycle, helmet and lock. We are dedicated to improving participation and inclusivity in cycling for Canadian youth.

Eligibility requirements

Child must be between the ages of 6 and 16

The bicycles we provide are best fit for children between these ages and that these ages are crucial for engaging children in their own active modes of transportation.

Applications should be completed by the child's parent or guardian

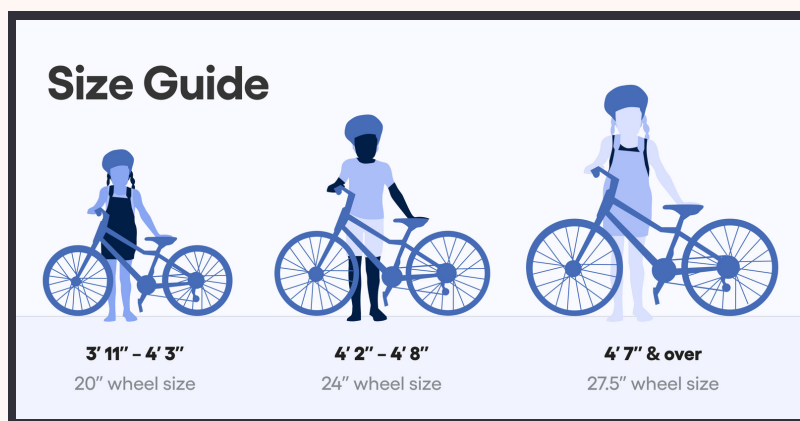
OR individual must have permission from the parent or guardian, along with all necessary documentation needed to apply (teachers and mentors are welcome).

Child must be from a low-income household

The Government of Canada has created an income threshold measurement called Low Income Cut-Off (LICO) which is used by charities to target people who may qualify for specific charitable work.

We gift the equipment for fun, safe rides

We will provide a bicycle, helmet, tools and lock to ensure the safety of your child and the bicycle.



Our Team



Jeffery J. Smith
President, My First Bicycle

Mr. Smith is a co-founder of DCBank and is the President and Chief Executive Officer.

Entrepreneur with more than 30 years of experience in operating, financing, growing and managing large scale international financial services businesses.

Was the President, Chief Executive Officer, Director, and co-founder of DirectCash Payments Inc., a publicly traded financial services company with operations in Canada, Australia, the United Kingdom, New Zealand and Mexico.



Susan Anderson
Director, My First Bicycle

Ms. Anderson is the President and Chief Executive Officer of Cannonball Capital Inc., which has investments in venture companies, private and public equities as well as commercial real estate.

She co-founded DirectCash Payments Inc., a publicly traded financial services company. Ms. Anderson is also the Chairwoman and founding Board Member of Endeavor Canada.

Graduated with distinction with a commerce degree from the University of Calgary in 1984 and in 1988 obtained a law degree from the University of Alberta.



Todd McCallum
Director, My First Bicycle

Mr. McCallum has held numerous leadership roles providing a broad range of business experience for retail and digital channels nationally.

Led all aspects of the H&R Block Do-It-Yourself Tax Software business including product development, as well as acquisition and strategy.

Founder one of one of Canada's most successful pro cycling teams H&R Block Pro Cycling Team

Donations

Donations will help with the purchase of bikes, helmets & locks for financially disadvantaged youth across Canada to gain access to our bicycle package. Donations are collected through:

- CanadaHelps.org
- myfirstbicycle.ca
- Tiptap devices



\$200 gifts
1 bicycle



\$400 gifts
2 bicycles



\$2,000 gifts
10 bicycles

How you can help

1 Donate

2 Get our message out

3 Add our link to your website: www.myfirstbicycle.ca



Our partners



Contact



info@myfirstbicycle.ca



www.facebook.com/My-First-Bicycle-Foundation



[@myfirstbicyclefoundation](https://www.instagram.com/myfirstbicyclefoundation)



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