



Still a Startup, But This Just Might Work!

A startup's journey is a rollercoaster of emotions - from the thrilling excitement of new possibilities to the challenges that make you question everything. Our volunteer team's journey over the last two and half years has been all of the above. Will there be enough demand for our community library? Can we scale up and manage it effectively? While the answers to those questions have generally been - yes, we are still just scratching the surface and are far from declaring victory.

There was and remains an unmet need for this new kind of community library in greater Fairfield County and likely in almost every town across America.

Our ultimate goal is to create a replicable model that can be extended to other towns, making this valuable resource accessible to more people. We've been fortunate and lucky to be able to grow into this opportunity in a manageable way. In June 2023 over 600 people reached out to Wheel It Forward to borrow or donate equipment, and we lent out over 500 pieces of equipment in a single month for the first time. Our community library's inventory now stands at over 8,000 pieces of equipment and we have lent out over 10,000 items since launch - valued at over two million dollars. Given that we have spent less than \$500k to launch and run our library to date, it's kind of a no brainer from an economic standpoint. At the same time, we have kept over 200,000 pounds of equipment from needlessly ending up in landfills.

Startups usually discover unanticipated use-cases that were not remotely envisioned when in the planning stages. We have discovered many, but I will highlight just one. We've had a broad impact on the large and fragmented healthcare system in our area. We act as a hub, and Wheel It Forward has become a go-to for hundreds of healthcare resources in our community - PT's, OT's, nurses, hospital systems, home healthcare aids, discharge planners, social workers and more who use our library to benefit their patients. Having access to our library makes these healthcare resources more efficient and their patients more safe and mobile. A short anecdotal story - we reached out by cold call to a local visiting nurse service CEO who we had never heard of and asked how we could work together to raise awareness among their organization's caregivers for what we are doing. Her response was short, surprising, and quite honestly - humbling. "We talk about Wheel It Forward two to three times EVERY DAY in our office." Enough said.

None of this progress would have been possible without the unwavering support of our volunteers and donors. For a startup like ours, their contributions are the very foundation of our success, ensuring the lights stay on and the wheels keep turning (pun somewhat intended). Those people who invest their time understand the impact they are making everyday. Those who invest dollars into a startup like ours are making a high risk bet that this idea can work and help a lot of people. We are hoping that both our volunteers and donors feel like their investment is starting to pay off.

Our library is currently on pace to help almost 2% of all Fairfield County households in the next 12 months. We are still a startup and have a lot to figure out, but at this point, we can say - this just might work.

We hope you find this mid-year update informative and become as excited as we are about what's possible when a community comes together to help each other and the planet. We would welcome your support as a donor, volunteer, or somebody who can help spread the word.

Elliot Sloyer - CEO



DRIVING CHANGE: WHEELING IT FORWARD FOR COMMUNITY IMPACT



Fun Fact: A traditional library has 70% of their books located in the library and 30% of their books lent out at any given time. At Wheel It Forward almost 90% of our equipment is lent out (currently 7000 pieces of equipment) and about 10% of our equipment is located in our library at any given time.



These boxes were a shipment of custom made transport wheelchairs (middle photo) that were purchased through generous grants from Rotary Club of Stamford and Greenwich United Way. They have been lent out hundreds of times to community members in need.

Wheel It Forward runs on volunteer power and acts as a training ground for students to learn vital skills. These are awesome students from Buildon in Bridgeport who spent the day helping out in our warehouse to benefit our entire community.



Proud Fact: Our library has never needed to say "no" to anybody who needed basic durable medical equipment. We seed our library - buying needed equipment to help keep our neighbors safe and mobile.

Our library members come in all shapes and sizes. The common thread is the smile on their faces when using our equipment to enjoy life.

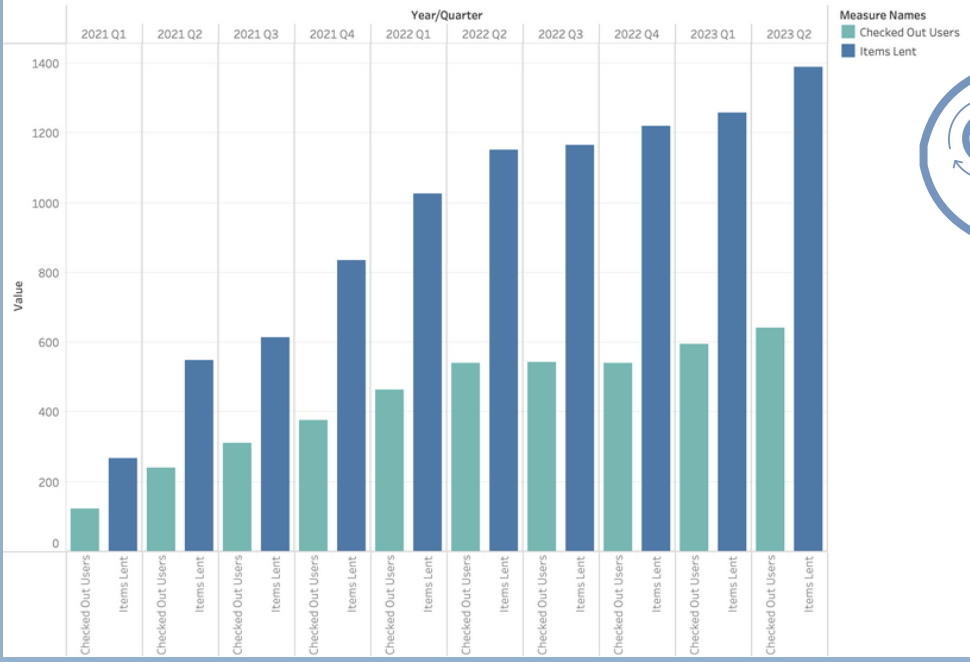




WHEEL IT FORWARD'S PERFORMANCE METRICS

Quarterly Figures

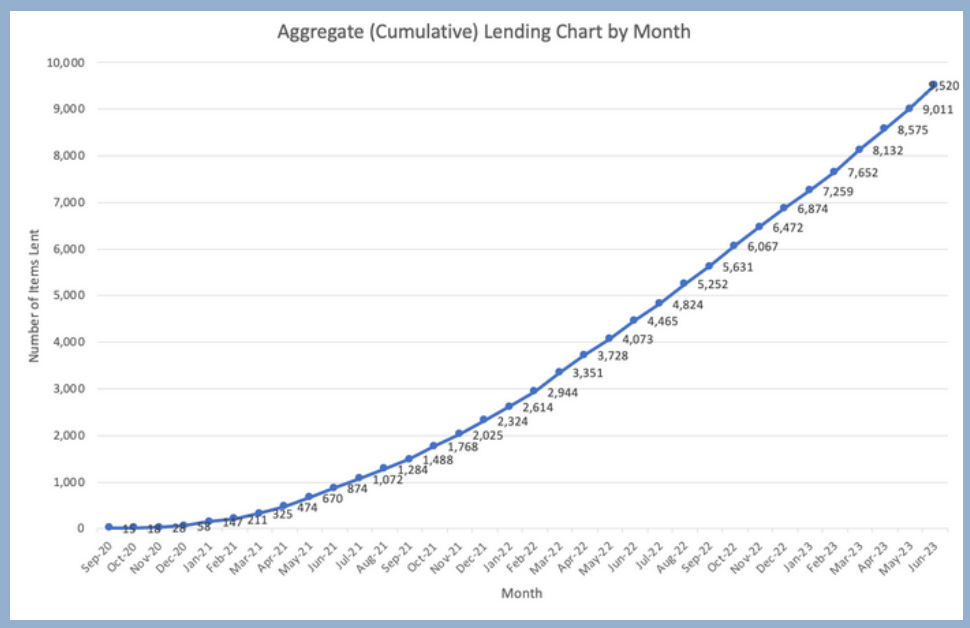
Quarterly Aggregate of Items Lent vs. Checked Out Users



ROI Fact: For every dollar our library spends we lend out four dollars of durable medical equipment to people in our community. That's a return on investment that would make any company jealous.

Fun Fact: Oh, The Places You'll Go! In the last few months, our library's inventory has traveled to Africa, Europe, Yellowstone National Park and DisneyWorld. If you or a family member might benefit from a wheelchair while traveling (even if you don't always need one) grab a wheelchair from our community library and return it when you get back!

Cumulative Statistics through June 2023



Alarming Fact: A recent Johns Hopkins study found that 25% of people over 65 years old experience annual falls. Preventing even one hip fracture creates more healthcare cost savings than Wheel It Forward's entire budget for a year. Given that we will lend equipment to over 2000 seniors in 2023 we are likely helping prevent many serious injuries and creating millions of dollars in healthcare cost savings.



Lent 9,520 items to 4,409 people



Kept 228,903 pounds out of the landfill



Saved People \$2,151,182 dollars



NONE OF THIS WOULD BE POSSIBLE WITHOUT OUR COMMUNITY PARTNERS' HELP...



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 WheelItForwardUSA.org




Please support our library by scanning this QR code



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