

PEDALAR
SEM
IDADE
PORTUGAL



ANNUAL ACTIVITY REPORT 2025



PEDALAR
SEM
IDADE

GUIMARÃES

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INTRODUCTION

Pedalar Sem Idade Portugal is a non-profit association representing the international Cycling Without Age movement in Portugal, which is present in more than 40 countries worldwide. Its mission is tackle loneliness and unwanted social isolation among seniors, people with reduced mobility, and others who, for other reasons, find themselves in situations of loneliness/social isolation.

It was founded in Lisbon in 2018, and after seven years, it now operates in 12 cities across the country. It has a management team of nine people based in Lisbon, and its activities are carried out entirely by volunteers who are dedicated and committed to the mission. These volunteers take beneficiaries (or “co-pilots”) on regular free rides on adapted bicycles, our trishaws, along pleasant and safe routes.

The pillars that guide all decisions made internally are the same for the entire movement: generosity, slow pace, storytelling, agelessness, and relationships.

The management team of Pedalar Sem Idade Portugal, based in Lisbon, guides its actions based on the activity plan defined for each year.

MESSAGE FROM THE CHAIR OF THE BOARD

2025 was a year of consolidation and growth for Pedalar Sem Idade Portugal. Until May, I served as Executive Director; from June onwards, I took on the role of Chair of the Board. This transition took place smoothly and steadily, reflecting the organizational strength we have been building.

It was a year of intense work for the management team that I had the opportunity to build and the privilege to lead. A competent, dedicated team, always committed to the organization's mission, which ensured the continuity of the intervention with high professionalism, rigor, and execution capacity. The energy, technical preparation, and renewed vision of a younger team resulted in an even more agile, structured, and ambitious response, reinforcing the quality of the impact in the territories where PSI Portugal operates.

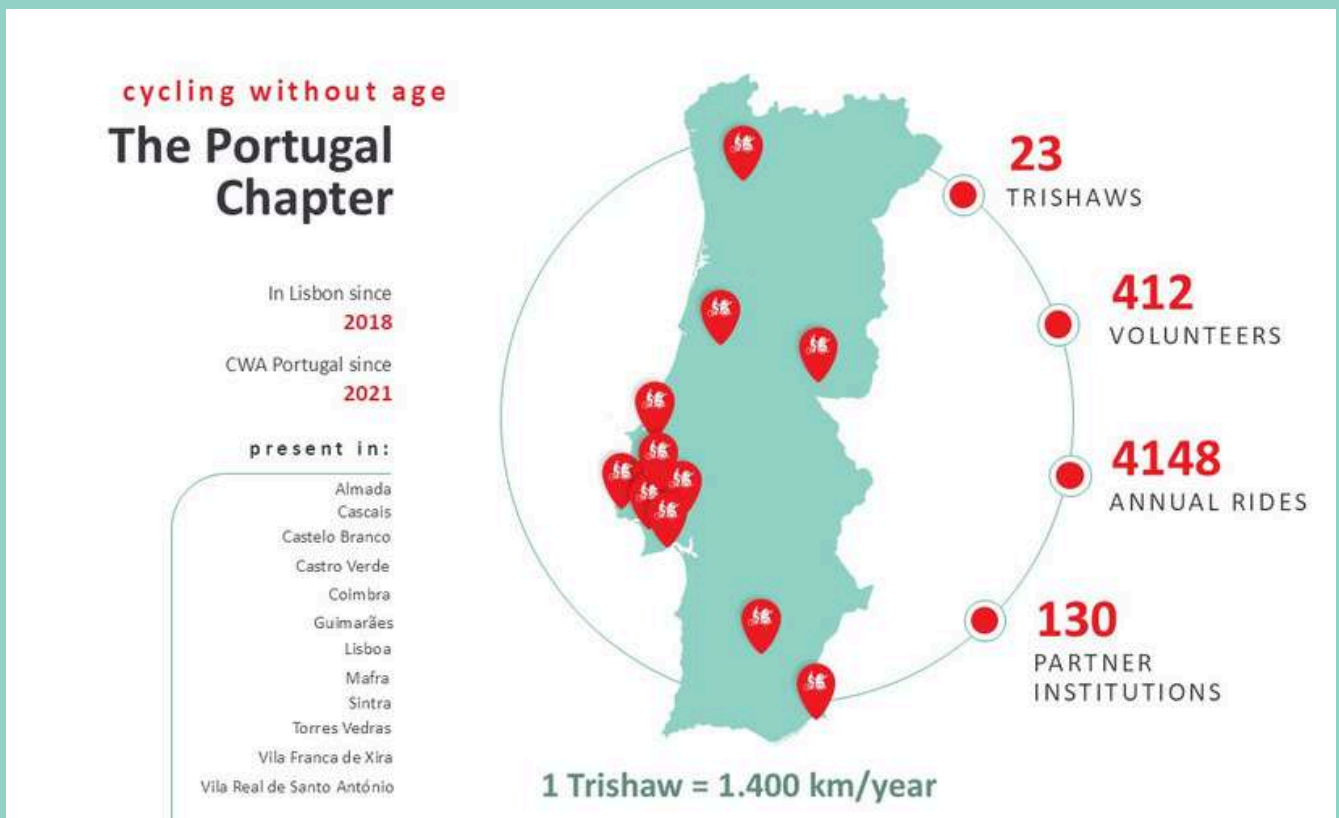
The results presented in this Activity Report reflect this collective effort: a more robust organization, with more consolidated processes, strengthened partnerships, and increasingly integrated intervention in communities. This reaffirms our commitment to passengers, volunteers, municipalities, partners, and funders, maintaining a focus on sustainability, social innovation, and generating real and lasting impact.

Above all, 2025 was a year that demonstrated that Pedalar Sem Idade Portugal is increasingly an organization prepared to grow with consistency, responsibility, and a vision for the future.



Margarida Guedes de Quinhones

PEDALAR SEM IDADE PORTUGAL



*Data from 2025

Born in 2018



Our Mission

At Pedalar Sem Idade Portugal, we believe that everyone has the right to feel the wind in their hair, share stories, and continue to play an active role in the community, regardless of age or mobility. Our mission is simple yet powerful: to tackle unwanted social isolation and promote inclusion through free trishaw rides led by volunteers.

Our Vision

To be recognized as a transformative solution that restores people's right to belong, to mobility, and to be recognized at every stage of their lives.

Cycling Without Age

It was founded in 2012 by Ole Kassow, driven by a desire to give back to those who have already experienced so much the unique sensation of riding a bike and feeling the wind on their face. Faced with mobility limitations, he found a simple yet powerful solution: a tricycle capable of carrying stories, smiles, and freedom.

He began offering free rides to residents of a nursing home in Copenhagen (Denmark), and from that gesture a global movement was born that continues to connect generations and restore the "right to belong."

TACKLING LONELINESS AND UNWANTED ISOLATION

Goal

Improving loneliness rates, general well-being, and self-esteem among seniors and people with reduced mobility through an innovative response in the area of active and healthy aging.



Completed Rides

4,148

+56% compared to 2024



Reduction in Cancellations

-4%

reduction



2.862

105% of the target achieved



Individual Passengers

94

3% of the total



Impact study on well-being and loneliness in progress



Number of rides completed: there was a significant increase compared to 2024, with Cascais, Guimarães, and Mafra exceeding the established target.

Reduction in the rate of canceled rides: volunteer autonomy and schedule compatibility were promoted, and institutions were brought closer together. Even so, there was still a high rate of cancellations, mainly due to weather conditions.

Number of passengers: due to delays in automating processes, there may be beneficiaries who are registered but not recorded in the system, meaning that this number may be higher. Coimbra, Guimarães, and Torres Vedras exceeded their individual specific targets.

Number of rides per passenger and new passengers: the delay in the digital transition of activity management processes prevented us from performing this analysis correctly.

Particular passenger rate: the result was lower than in 2024, due to an internal restructuring of operations that dispersed efforts. In 2026, with the new structure, it will once again be a priority.

Reduced loneliness, increased well-being, and satisfaction: an impact study was initiated with the YUNUS Research Center at UCP. There were delays in data collection and plan development, so the first results of the preliminary study will only be available in the first quarter of 2026.

COMMUNICATION

Goal

Promote external communication strategies in order to publicize Pedalar Sem Idade Portugal and encourage community and stakeholder involvement in the activities carried out by the association.



Presence on radio, in print media, and podcasts: the partnership with The Square was fundamental to this very positive result.

Social media presence: growth exceeded projections on all networks (Facebook, Instagram, and LinkedIn). AI has not been introduced for automatic and intelligent responses on social media, with this goal being postponed until 2026. Key partnership with The Agency.

Ambassadors: the first ambassador, Diana Gaspar, volunteer in Coimbra, psychologist, and influencer of healthy habits, with two publications in health media.



SERVICE DEVELOPMENT

Goal

Promote scalability and innovation in activities to tackle social isolation and unwanted loneliness developed by Pedalar Sem Idade Portugal at the national level.



Mafra

Missing 1 chapter to open



Vila Real S.A.



Processes paused for elections

Completion of supporting document



Partnership with the GNR & Recruitment in Institutions



5 Projects to execute:



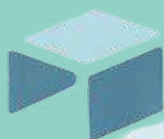
5 Projects to execute:

- 2 Outstanding → 2026
- 3 Incomplete
- Trips in Special Schools



130 Partner Entities (+30%)

Close Engagement and Proactivity



Digital Migration to Airtable

Project moves to 2026



Friendly Establishment

19 Partners (Target Exceeded)

- 50% of Chapters hold this seal



Opening of new chapters: several negotiation processes were suspended due to local elections. The procedure for opening chapters, an auxiliary document in this important and complex process, was completed.

Innovative projects: five specific projects remain to be completed: two unfulfilled (carried over to 2026), three incomplete (digital transition, development of a plan for alternative activities on bad weather days, and definition of a methodology for complementing walks). One of the projects is still ongoing: rides with schoolchildren with multiple disabilities (seven schools in three chapters).

Digital migration to Airtable: in October, the digital transition process (of operations) accelerated with the hiring of a junior developer. This project will continue into 2026, as none of the processes were completed by the end of 2025.



VOLUNTEER MANAGEMENT

Goal

Ensure effective management of volunteers, as an essential means for developing the mission of Pedalar Sem Idade Portugal.



412 Volunteers
(101%) trained and
registered

- Thanked after 1st walk
- Immediate scheduling after 1st walk



244 active volunteers
(60% Completed
2h monthly)

- Start support after 1st walk
- Mentorship provided by experienced volunteers



Volunteer's Buddy Program

Implemented informally

- Assessment foreseen for 2026



Corporate & Public Volunteer Programs

20 partner entities (Target Achieved **100%**)

e

– Best figures with universities



44 Trainer Volunteers (+53%)

- Determined in onboarding process & addressing new volunteers



National Volunteer Meetings

Held in the 2 foreseen stops
Lisboa & Cascais

- Average of 80 volunteers/meeting



Ageless Talks

- 7 training sessions
- Online, about 25 participants on average



Active Volunteers

The goal of having at least 70% of volunteers completing the 2 hours per month was not achieved (only 60%).

Efforts were made in terms of recognition (thank you after the first outing) and immediate scheduling of the first outing after completion of training. The mentoring of new volunteers by more experienced volunteers also proved to be important.

National Volunteer Summits

The two planned events took place: on January 11, “EnvelheSer” (in Lisbon, at Cinema S. Jorge and Idea Spaces), and on November 15 at Centro Botãozinho (in Cascais). An average of 80 volunteers attended the meetings. EnvelheSer was a highlight of the year (with the American short film open to the public).

Conversas Sem Idade

These are monthly 90-minute online sessions for volunteers. On average, 25 people participated, with no diversity among participants. The topics covered were varied (accessibility, psychological first aid, communication, bicycle maintenance, among others).

FINNANCIAL SUSTAINABILITY

Goal

Ensure the efficiency of fundraising processes and the diversification and stabilization of funding sources in order to achieve financial balance.



Patrons 14 (+4)

- No new patrons in the 2nd semester
- Individuals project dependent on new website



**121.801,70 €
(+114%)**

Total revenue

- Sem novos patronos no 2.º semestre



Service Offering

6 Partner Entities (30% of target)

- Legal support
- Communication & public relations support
- Equipment upkeep



Strategic Event Presence



Grants - Funded Projects

4 Funded Projects → €58,260,00

Punctual Fundraising Dynamics:

€25.579,60 in donations

- Merchandising
- Events
- Teambulidings
- Solidário MBway/Match Giving (not achieved)

Patrons

The Individual Patrons project depended on the launch of PSI's new website, which, due to external factors, was only launched at the end of the year. The trishaw branding model (advertising for companies) was not successful as an approach to companies.

Partner Entities

These entities were fundamental: legal support, communication and public relations services, equipment maintenance. No efforts were made to achieve the objective, as no needs were identified during the year that could be met by further partnerships.

Events

Presence at multiple events, but no strategic mapping of fundraising-related events was implemented, with only a reactive stance being taken. Something to maintain for 2026, to be implemented from the outset.

Applications

We exceeded our target for funded projects, securing four projects (out of 16 applications submitted).

One-off Fundraising

Some planned activities were not carried out: MBWay Solidarity, Match Giving with companies. Activities that were not successful, some of which were not included in the plan, such as the proposal for solidarity gifts for companies, solidarity check-out for hotels, and solidarity events also aimed at companies (lunches or dinners, sporting events, among others).



CONCLUSION

The year 2025 had ambitious goals in all areas of activity, but it was also a particularly challenging year politically in our country and internally. It is worth highlighting the team's effort and dedication to improving the quality of its work, which was also reflected in better fulfillment of the Mission, always present in the Association's decision-making.

We have grown in terms of the number of chapters, as a team, but above all in terms of operational maturity. There is still a long way to go, but this will remain our focus in 2026, with the completion of the digital migration. There has been a change in the Executive Board and Management, which has brought learning and adaptation, but also a different energy to the different dynamics of Pedalar Sem Idade Portugal.

With increasingly committed volunteers, more partners, and a team that is fully committed to the mission, it was possible to organize more rides and give back the right to feel the wind in their hair to so many who need it. We thank everyone who believed in Pedalar and supported this year, which was so important for so many people.

Contactos

IDEA Spaces Palácio Sotto Mayor
Av. Fontes Pereira de Melo 16,
1050-121 Lisboa

Email:

geral@pedalarsemidadeportugal.pt

Mobile: [+351 936 733 797](tel:+351936733797)

www.pedalarsemidadeportugal.pt

