



Ryan Dietzen leads a team to help equip the marginalized with safe transit

Adobe volunteers lend their marketing expertise to increase the impact of their work with foster youth



*"It made me even prouder to work at Adobe, knowing we so actively encourage employees to help the community."
Ryan Dietzen, Adobe Pro Bono Initiative participant*

Good Karma Bikes provides safe, reliable bicycle transportation to low-wage earners, the homeless and disadvantaged youth while educating their community about the impact of transportation.

goodkarmabikes.org

At Adobe, we believe our global workforce is not only our greatest strength as a company, but also a powerful force for creating change in our communities. It's a win-win-win: charitable organizations get the support they need, our local communities benefit, and our employees experience a meaningful career development opportunity.

adobe.com/createchange

NEED

To reach a greater number of beneficiaries, Good Karma Bikes needed resources to better understand their current customers and the used bike market in which they play.

PROJECT

A team of Adobe volunteers, led by Ryan Dietzen, conducted market research through web and customer visit surveys to better understand Good Karma Bikes' customer base.

IMPACT

The research guided merchandising decisions that increased their donor reach. These changes resulted in an increase in revenue, which funds their foster youth programs.

[Watch their video](#)
[Fund bikes, transform lives](#)