Wish for Wheels

James Madison Steam Academy, Greeley-Evans School District 6

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In April 2026, James Madison Steam Academy (JMSA) partnered with Wish for Wheels, a nonprofit organization, and Walmart in Greeley to give 85 second graders a free bicycle and helmet. Wish for Wheels' mission is to empower the well-being of kids, families, and communities through the gift of a brand-new bike and helmet for students in Title I schools.



The partnership began with the Build/Give Specialist and School & Partner Relations at Wish for Wheels, who reached out to the Parent Family Advocate at JMSA. The principal was very involved in this event and Walmart volunteers helped with building the bikes and teaching the second graders how to ride their brand-new bikes.

Before implementing the event, the Parent Family Advocate collected signed consent/waiver forms from every parent/guardian. Wish for Wheels provided a flyer with space to add school details to be given to every second-grade family. JMSA staff answered planning questions, some of which included: "Of your 85 second graders, do you have any who use a wheelchair or have IEPs and need physical adaptations? May we use your dumpster/recycling for boxes and trash?"

The principal greeted the Wish for Wheels team when they arrived. They then received a tour of the school and were shown where to set up. An estimated 40 volunteers participated and learned a little bit about JMSA and the school community. Wish for Wheels and Walmart volunteers built 85 bikes on the school's basketball court. The bike giveaway took an hour and fifteen minutes. Only two classes came outside at a time to ensure the giveaway went smoothly. Wish for Wheels asked each second grader to pick a volunteer and put a nametag on their new bike and another on their helmet. Volunteers then helped each student with fitting and sizing. Once ready to ride, volunteers followed the students on their bikes around the playground blacktop. Many families joined to watch the giveaway.

One challenge was that many parents thought it was a raffle or that the bike giveaway was not real. The Parent Family Advocate had to assure parents that this was a genuine gift from a foundation and Walmart, and that it was actually happening.

When replicating this event, coordinators highlight the need to be patient and communicate with teachers and parents in a variety of ways to ensure every student has the opportunity to receive a bicycle. Communication with the school administration is also crucial. Most importantly, wear comfortable shoes on the day of the event because it involved a lot of walking.