

Autumn 2019

HOPE

Your Send a Cow update

“When I’m harvesting I feel very happy. When I started building my vegetable gardens my neighbours questioned me. But now, when they pass by, they are amazed how I have put my land to good use.” Therese, Rwanda



SEND
A COW



sendacow.org

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“

There have been a lot of changes since we joined the project. We have received different training and our attitude and behaviour towards resources, our capacity and future have changed.” Alemu, Ethiopia

WELCOME

I am pleased to welcome you to your update and introduce our new brand.



The last time Send a Cow changed our brand was back in 2008 and recent research showed us that it was time for a refresh, but we wondered how we could communicate all that we do, without abandoning our roots.

Our new brand is about celebrating the achievements of our project participants, and reflecting more accurately what Send a Cow does today, working on gender equality, business skills and sustainable agriculture. All of these parts of our projects are absolutely key to ending poverty, but so too are people themselves.

In changing our brand, we hope to attract new supporters and appeal to younger audiences. We also want to celebrate you, our existing supporters. You have reached out your hands to families in Ethiopia, sharing what you have to change the lives of thousands of people. As Country Director in Ethiopia, I know there is huge potential if we keep walking together to support its people, and I believe we will see it become a self-sufficient country in the near future.

We're extremely grateful to a committed Send a Cow supporter for paying for the design and development of our new brand. We hope you agree that our new look reflects the energy of the rural communities we work with, and will inspire more people to help families in rural Africa to grow their own futures.

Warmest wishes,

Akililu Dogisso
Country Director, Ethiopia



FRONT COVER:

Therese is part of our Coffee and Cows project in Rwanda.



CHALLENGE

of a lifetime

Knowing several of our founding farmers, Philip Halse wanted to challenge himself and his company to raise money for Send a Cow.

As Managing Director of Halse South West, a company which specialises in farm machinery and implements, he understands the challenges farmers face. So last year he completed the Raid Alpine. The grueling cycling challenge starts from Lake Geneva, passing through the French and Italian Alps, and finishes in Nice, France.

"Send a Cow has always been a charity that we supported as a family and we decided it was time to do something special. We felt the charity was a great fit that our customers and suppliers could get behind and the fundraising challenge was widely supported."

The money raised by Philip will support our projects across the six countries where we work. The Building Resilient Communities project in Ethiopia is just one example of how lives can be transformed thanks to the support of people like him. He believes that, like us,



every family deserves the opportunity to thrive and the project in Ethiopia is supporting 24,700 people to have this chance.

The project is teaching sustainable agricultural techniques such as how to build vegetable gardens, as well as helping to establish school clubs so that children can learn how to grow their own food and the importance of rainwater harvesting.



If you have links to a company and want to find out how to support our work or other ways to get involved, please get in touch: **01225 876 916 / partnerships@sendacow.org**





“

We were over the moon to raise £31,000, especially knowing that these funds would support families across rural Africa to grow their own food, confidence and aspirations.” Philip Halse



Philip visited the Building Resilient Communities project last year and told us:

“In November my wife Jane and I were delighted to visit Send a Cow’s projects in Ethiopia. Being able to meet the Send a Cow Ethiopia team and the farmers they support gave us the confidence to know that the money we raised will make a huge difference! During our trip to Ethiopia we visited the Building Resilient Communities project and were very lucky to meet a man who was growing the most amazing cabbages, it was fantastic to see the farmers putting into practice all of the training they had received from Send a Cow.”

You can learn more about the transformational change the project has brought to families like Abebech’s (pictured above) by heading to pages 5 and 6. Six years on from joining the project, her family is thriving.

ABEBECH

a life never imagined



I don't have any big challenges now. I am happy in my life and I have enough income to educate my children and to support them in whatever areas they need."

Abebech

Abebech, 45, and her husband Tigistu, 50

With eight hungry children and not enough food to eat, Abebech felt hopeless about her family's future. But then she joined a Send a Cow project.

A lack of food and income left Abebech frequently sick and her children without access to education. But six years ago, their lives were transformed forever.

After joining a Send a Cow project and receiving training in sustainable agriculture, building vegetable gardens and compost making, the opportunity for a brighter future was made possible. Thanks to support from people like you, Abebech regained the hope and skills needed to get the most from her land. Now her farm and family are truly flourishing.

"I have been consuming vegetables and selling the surplus since I joined Send a Cow. When I first bought a cow from vegetable sales, I was so happy and my neighbours came to my house to celebrate my success!" - Abebech

Over the years, the whole family have benefited from a better income.

"I sent my children, including those who dropped out, back to school when my income started to improve. After a while some of them got married and I supported them with their wedding day preparation and celebrations. Moreover, I have supported them financially. This made me happy and joyful." - Abebech

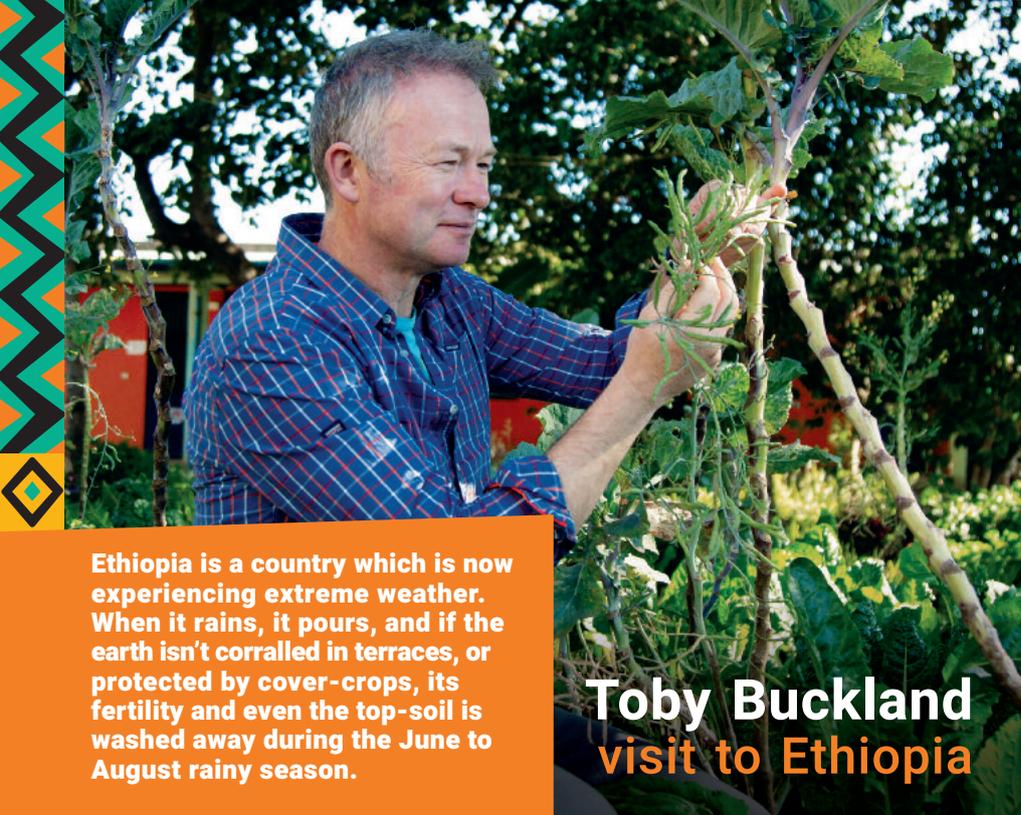
Abebech's success goes to show that when a family has the confidence to take charge of their own future, they can achieve amazing things and realise their dreams. Abebech's children continue to attend school and she hopes to one day build another property to rent out for an additional income.



Abebech in her garden

You can give more families like Abebech's a future free from poverty and hunger. Find out how at: sendacow.org/abebech





Ethiopia is a country which is now experiencing extreme weather. When it rains, it pours, and if the earth isn't corralled in terraces, or protected by cover-crops, its fertility and even the top-soil is washed away during the June to August rainy season.

Toby Buckland visit to Ethiopia

I visited Ethiopia in November 2018, in the south of the country where the central plateaux is blessed with fertile volcanic soil and a verdant landscape, meeting farmers to find out more about the work of Send a Cow. Plus, as a gardener it's always fascinating to learn new growing skills and see how other people grow and garden.

I never realised until I was there why Send a Cow's educational work, introducing horticultural skills, is necessary, but these skills normally passed down through generations can get lost during famine, political unrest and disease; and among the most important is making compost.

I met Ethiopian farmers who not only didn't make compost, but threw manure from their livestock away! Now with the help of Send a Cow's team they've elevated production of this rich, water and soil-binding improver, into a fine art.

The process involves layering manure, leafy greens, spent crops and wood ash into heaps that rot down to a rich mulch in just six weeks. Here in the UK it can take 6-12 months! This compost beats the artificial fertilizers farmers can ill afford and it doesn't wash away in rain, holds moisture in sun, and boosts production for the long-term.

Sharing simple techniques like these have transformed lives and seeing them in action has been truly amazing. In just a few years, families are fed and have a surplus of beetroot, chillies and cabbages to sell at the market, and money to send children to school.

The old adage that 'to feed someone for life, give them a fishing rod' is only partly true of Send a Cow's work. Sure, the sustainable cultivation of carrots (among others) brings weather-resilience and wealth but the real benefit is reaped from the sharing of wisdom and when children graduate from school. We all must take responsibility for looking after the soil, but for a prosperity beyond fishing and farming, cultivation of knowledge is king.

Toby Buckland, Send a Cow Patron



Toby with two of the farmers he met on his visit



Boost your veg with a nutritious plant tea

1. Chop up a mix of soft, hairy and leguminous leaves (e.g. docks).
2. Fill a bucket 3/4 full with the leaves.
3. Soak the leaves in water.
4. Add a pinch of ash and stir.
5. Cover and leave.
6. Stir regularly until the leaves have rotted down. (This may take a few weeks)
7. Remove the leaves and put them on top of your compost heap.
8. Cover the liquid and leave in the shade for 14 days.
9. Dilute your plant tea (one part tea to two of water) and pour a cup onto plant roots.

A Quick Brew with Mary Stafford

We caught up with Mary Stafford, Send a Cow supporter and volunteer Ambassador, to find out about her recent African Coffee Break event...

Why did you choose to hold an African Coffee Break?

My inspiration came from the resilient women of Rwanda, who know how it feels to be alone and afraid. They are unable to feed their families, and yet are finding the strength to improve their lives. With the help of Send a Cow they are turning their small plots into cash crop production, and planning for a better future.

Tell us about your event!

I held my coffee morning at home, with coffee and cakes, African fusion music, videos and photos of Rwanda, card sales and a quiz. Outside, there was a plant sale, and garden games. I invited gardening enthusiasts, musicians, a local choir, my book club, an art group, neighbours, and friends who baked cakes.



Mary, Ambassador



How much did you raise at your event?

I managed to raise £564, which will help over fifty families with the seeds, tools and training needed to grow their own sustainable crops of coffee plants.



You and coffee can change lives!



To hold your own African Coffee Break and help families like Dina and Jean-Baptiste's featured on pages 11-12, visit: sendacow.org/african-coffee-break or call 01225 874222 to request your FREE resource pack.

A force for **CHANGE** in rural Africa

Mission Partnership is a two-way relationship between a church and one of our African projects. Through regular updates and requests for prayer, the partnership allows a congregation to see how their prayerful and financial support is contributing to the transformation of a whole community.

All Saints' Marcham is a Mission Partner Church for the Kakrao Project in Kenya. We spoke to Neil Rowe, a Send a Cow Ambassador and member of All Saints' Marcham, to see what he had to say about being a Mission Partner.

"We began supporting Send a Cow back in 1994 in response to their Lent appeal and have supported ever since!

Send a Cow delivers genuine projects that lift people out of poverty, providing a hand up not a hand out. They employ local people to deliver programmes directly to the project participants, and the pass-it-on principle empowers the beneficiary to become the donor.

What we like most about supporting as a Mission Partner is that we know we're not creating dependency, we're delivering life-changing opportunity. In fact, one of the reasons we chose to partner with Send a Cow is because we believe their ethos and values align very closely with those of our church.

I would encourage a church thinking about becoming a Mission Partner to look at Send a Cow's track record, how it's grown and what it's achieved along the way. Send a Cow is a charity that delivers more than it promises.

As a Mission Partner, we receive regular updates directly from the field. We have a

good relationship with the staff in the head office and we're even going to visit the Kakrao project in Kenya sometime next year.

Mission Partnership is a genuine two-way relationship, where we're not just needed for our money but for our prayers too."



Neil, Ambassador

For more information about our Mission Partnership opportunities contact ann.hatton@sendacow.org or call Ann on 01225 874 222

You're invited to our Christmas carol concert at the beautiful Bath Abbey

Thursday 12th December at 7:00pm.

Join us as we celebrate Christmas with traditional carols and an African inspired performance from the Bath Community Gospel Choir

To reserve your seats or for further information call 01225 874 222 or email: info@sendacow.org



DINA

Life-changing
coffee beans

“

Now our neighbours, who have observed what we have achieved, are coming to us for help to teach them improved farming techniques. We proudly go to their homes to teach them.”

Jean-Baptiste



Dina and Jean-Baptiste
amongst their coffee trees





We wrote to many of you in the summer to share Dina's experience as part of the Ikawa n'Inka project, meaning 'Coffee and Cows'. Thanks to the 1,931 generous people who donated, £64,590 was raised to continue to transform the lives of nearly 30,000 people in Rwanda.

Together we are providing the skills families need to grow their own food and to make a sustainable living from growing and selling coffee beans.

Just a year ago, Dina, her husband Jean-Baptiste and their children barely ate one meal a day and earned next-to-nothing from their poor yield of coffee beans. Their house was close to tumbling down.

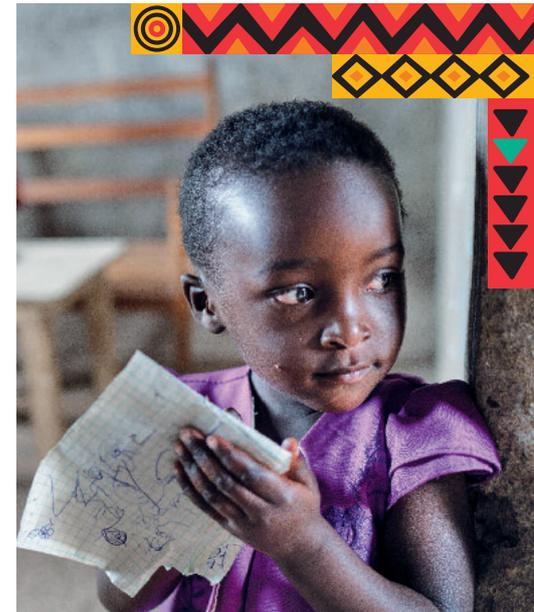
"We struggled to feed our children. My husband used to earn very little working on other people's land. Often he couldn't find work so we couldn't afford to buy food or pay the children's school fees."
- Dina

But now their lives have started to change for the better. Thanks to Send a Cow training, they've built a keyhole and mandala garden and are growing enough vegetables for the family to eat two nutritious meals a day. Their coffee trees are looking very healthy and are now producing a better harvest of coffee beans than ever before.

"When we earn money by selling our vegetables or coffee beans we save half so we can pay for the children to continue their studies and we can improve our house. We have stopped it from collapsing and have renovated a big part of it."
- Dina

In preparation for the arrival of their cow, they have built a shed. The cow will provide a ready source of manure for their farm, nutritious milk for their children and an income to invest in their coffee business.

Although it is still early days for the family and they continue to face challenges, Dina and Jean-Baptiste are an amazing example of how a little bit of self-belief and the right training can transform lives of families like theirs for the better.



Hold an African Coffee Break with friends and family and support more hardworking families like Dina's. Order your fundraising pack at: sendacow.org/african-coffee-break



UPDATE

Planting Hope

During Christmas 2015, we wrote to many of you about our Planting Hope appeal. With all donations matched by the UK Government, your response was incredible, raising £1.17 million, which was doubled.

Your generosity meant we were able to launch our project in Ethiopia to help farmers like Ammanuel and Abebe (pictured). That project is now coming to an end, with over 35,000 people's lives changed.

During the project two springs have been capped to create wells, giving more than 7,000 individuals access to clean, safe water. In addition, 70 hand dug wells have been built to help more families, although this was not without issue. Water shortages in the area meant farmers had to dig deeper than usual to establish their hand dug wells. Such water shortages in the future make these wells even more important to sustain families.



During the project, a youth group of 25 young men and women came together and used their own savings to buy 75 animals, predominantly goats and sheep. With the training they have received, and with hard work, the group have increased this to 120 animals. The local government has donated 12 hectares of land to them, which they use for sustainable grazing for their animals and growing vegetables. The group has increased to 35 farmers, and they have big plans to purchase water pumps. They aim to improve the productivity of their land in order to sell their produce at both local markets and other areas where they can get a better price.

Such is the success of the project that in March 2019, Send a Cow was awarded a certificate of recognition by the government's regional development department, over forty one other organisations working in the area. All this is only possible with your support helping families in rural Africa to thrive.

Matching your donations with



HOPE



When you've been blessed with a good life, it's natural to want to pass on something to the people you love. But imagine passing on something very precious to hungry and hard-pressed families in Africa too: hope.

Leaving a gift in your Will to Send a Cow means, in the future, you will restore hope to struggling farmers by giving them the knowledge and skills they need to grow their own food, build thriving small businesses and beat poverty for good.

To find out more about the power of your gift, please visit sendacow.org/gifts-in-wills or call Vickie Wood on 01225 871947.



SEND A COW

