

SEND
ACOW



Christmas
GIFTS



that don't cost the Earth



2020

◆ sendacow.org/gifts

Shop today to give a family a brighter future

Season's Greetings!

Hello Send a Cow supporters and welcome to our 2020 gift catalogue, showcasing gifts that don't cost the Earth. Each gift not only transforms a family's future in rural Africa, but also has a positive impact on the land around them. This year you will notice a few new gifts including **Top-Notch Trees** and **Marvellous Mud**. These are two of my favourites with both gifts helping families to make the most of the natural resources around them so they can grow a future free from poverty and hunger. Choose a sustainable Send a Cow gift for a loved one this Christmas and I can guarantee it will continue to grow and keep on giving far beyond the 25 December. Merry Christmas.



Pamela Ebanyat, Country Director, Uganda

The power of your

GIFT

The gifts in this catalogue are examples of Send a Cow's work across the six countries we support families in. When you buy a gift, you're helping to provide practical support so families can develop their own solutions to poverty and become self-reliant. Your donation will be used wherever the need is greatest to make a real difference to the lives of families affected the most by poverty in Africa. Thanks to your support, last year we were able to work with over 750,000 people. Thank you.



You can make such a difference to a family, and in return, you will receive a gift pack with information about your chosen gift, as well as your choice of greeting card to send on to friends or family.



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Your choice of greeting cards

Where your gifts are going

Proceeds from this catalogue go towards our work in the countries shown on the map.

Look out for the letters next to each gift, showing the countries where your gift is helping families.

- | | | |
|----------|--------|--------|
| Burundi | Kenya | Uganda |
| Ethiopia | Rwanda | Zambia |



Become a climate champion this Christmas

Choose from our new range of climate-smart gifts – Marvellous Mud, Super-Strong Seeds or Top-Notch Trees. With these gifts under the tree, this Christmas you can make a difference for people and planet.

Regenerating land, protecting natural environments and increasing biodiversity will help families as they grow a future free from poverty. We know that if we boost the resilience of the local environment, we also boost the resilience of family farmers; helping them to adapt to changing weather patterns. Working in this way means families can get the skills and the confidence they need to get the most from the land.

Give **Marvellous Mud**, or **Top-Notch Trees** this Christmas time and help families learn about the benefits of tree planting and regenerating the soil to prevent soil erosion and increase their yields. Small-scale farmers can protect their families against future drought and unpredictable rains by planting **Super-Strong Seeds** that stand up to climate change and training in the importance of planting a diverse range of drought-resistant crops.



New for 2020



Cockerel

A great asset for a family with a hen! With their help, hens can provide families with chicks and eggs.

Chicks can be bred and sold into the community for income and even the birds' droppings can be used to make great compost for crops. A cockerel and hens provide families with food and the basis for their own small business.




Calf

Families who receive a cow promise to pass on the first born female calf to another family in need.

A baby cow means a brighter future for the family it goes to! The milk from a cow provides nourishment for the family as well as an income from the sale of surplus milk. Plus, manure is magnificent for crops and vegetables.




Goat

A goat is perfect for families who can't manage bigger livestock.

A local goat provides meat and manure, while dairy goats

provide nutrient rich milk, a valuable source of protein for happy and healthy children. As goats have kids, not only do families have a healthy diet and soil, but also more goats to sell or pass on to others in need.



Kid

Goats provide milk which is great for nutrition and to sell, as well as manure to help families boost their vegetable production.

Families often breed goats to generate more income, or keep some on their farm as a 'savings scheme'. As well as providing their family with a healthy diet and nourishing the soil, they are also able to pass on a kid to another family in need.




Local Cow

A local cow is strong, makes a great mother and produces rich manure for each family.

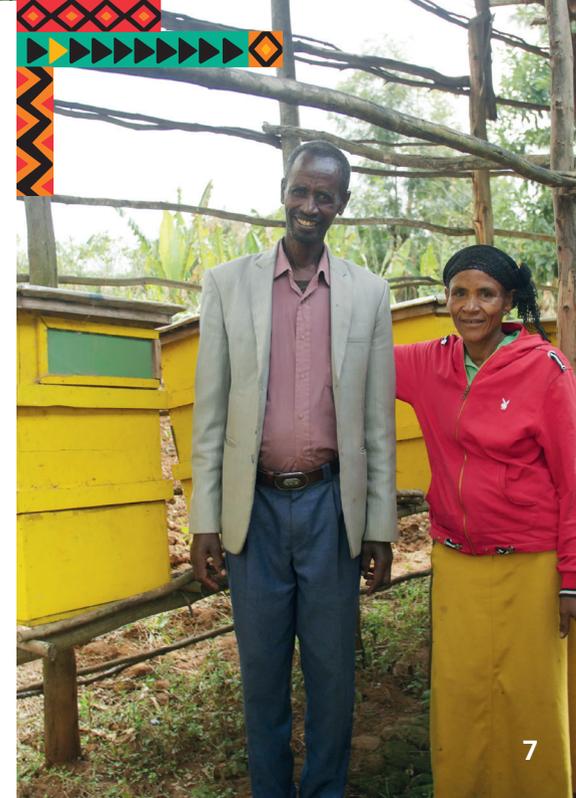
As well as reaping the benefits of their manure on their crops, farming families can breed these cows with high quality bulls to produce generations of excellent crossbreeds. Their offspring can also be used to help plough their fields or sold at the market for an income.



If a family has little land or poor soil, it can be hard to grow crops – but they can still harvest a bounty from the air.

Brilliant Beehive

By pollinating a whole area, bees increase crop yields, bringing immeasurable benefit to whole communities. They also give families wax and honey to create a buzz in their local market, raising vital income so their children can go to school.





Once a family learns how to grow more food on their land and how to improve their health and hygiene, they start their journey out of hunger and poverty. Our practical solutions are developed with, and for, the communities we support. Families build the skills and confidence they need to get the most from their land.

Life-saving solutions

COVID-19 RESPONSE



Tip Tap

This ingenious hand washer helps keep hygiene levels high in rural Africa, where diseases such as coronavirus can spread easily, due to the lack of running water and soap.

Often built by a latrine or cowshed, a tip tap is a simple structure made from readily available materials. Families can wash their hands by pressing a lever with their foot. Through using a tip tap, instances of upset tummies start to drop, meaning children can go to school and parents can earn a living.



We bought our son a gift for his first Christmas and plan to make it a yearly gift, filling a scrapbook for him to look at as he grows."

Sam, Bath



How your gifts make a lasting impact

"Send a Cow has taught me how to be smart. My hygiene is better. Through the sale of my vegetables, I can buy soap, I can wash my clothes, I can eat a variety of food. I'm living a healthier life."

Joska, Uganda



Families receive seeds, tools and training



Crop yields and income improves



Families can invest in their farms



Knowledge and tools are shared



Clean Latrine

Many families that Send a Cow starts to work with do not have a toilet.

Families are equipped with the knowledge and skills they need to build a simple yet clean latrine near their homes out of local materials. Good hygiene and sanitation are key to improving a family's health and prospects.



£22

Radio

A radio allows local community groups to listen to Send a Cow training and advice broadcast on local stations, benefiting families across the area.

This innovative training method, sharing advice on organic farming and business skills, means we can reach further into communities. It also helps families in remote regions to feel less isolated and allows them to keep up to date with current affairs.



£35





Growing Hope for Refugees

A new start for families fleeing conflict.

Families forced to flee their homes in South Sudan are welcomed into the Palabek Refugee Settlement in Uganda where they learn the skills and knowledge to grow enough to eat and provide for their families. As they turn the small plots of land allocated to them into vegetable gardens, their compounds start to become a home.


£25



Women Leaders

Join with women and girls as they reach their potential and go after their dreams.

We work with families to reassess roles and responsibilities at home, help women understand their rights and increase access to resources such as money, land and food. And once women are making more decisions at home, they can take more control of their farms, earn a living, take up leadership roles in the community and grow their own futures.


£21



Feed a Child

Through vital training in nutrition, mothers learn to use fruit and veg to provide three healthy meals a day to feed their children.

A good diet is vital to any child's development, ensuring they grow up fit and healthy and are able to concentrate on their studies. As families learn the best ways to plant and grow veg, and essential cooking and nutrition skills, they really can make the most of what they grow.


£9



Educate a Child

Training programmes in schools play an important part in teaching children about the need for healthy and nutritious food.

School children who have enough to eat are better able to concentrate on their lessons and are more likely to have a positive future. Children learn how to grow their own fruit and veg on a school plot and the benefits of working together.


£35



Support a Start-Up

Once families are eating well and earning enough to send their children to school, we encourage them to think bigger.

By supporting families to learn vital skills in money management and enterprise, families can build successful businesses. Families will learn how to add value to their produce and how to store it. From making flour out of soya beans, to soap making, they will become resilient entrepreneurs in charge of their own futures.


£20



Pedal Power

A bicycle really gets the wheels rolling for a peer farmer!

Some of our most successful farmers go on to become volunteer 'peer farmers', training others in how to get the best from their farm. To make the most of their role, peer farmers need training and transport to reach remote communities. A bicycle, alongside a set of robust off-road tyres, are just the things to help these amazing volunteers visit other families with ease.


£135



Cookery Class

All the skills a family needs to get cooking!

Often, as farms develop, families begin to grow vegetables they may never have eaten or cooked before. We run cookery classes where families learn how to get the best nutrients from each crop and how to cook a balanced meal. With a good meal in their tummies, children will be able to concentrate at school and have better prospects for the future.


£18



Life-Changing Coffee

With coffee tree saplings, training and support, coffee farmers in Rwanda have everything they need to grow themselves out of poverty, for good.

Growing and selling coffee beans can transform lives and provide an income so families can eat well, pay for medical care and send their children to school.


£10

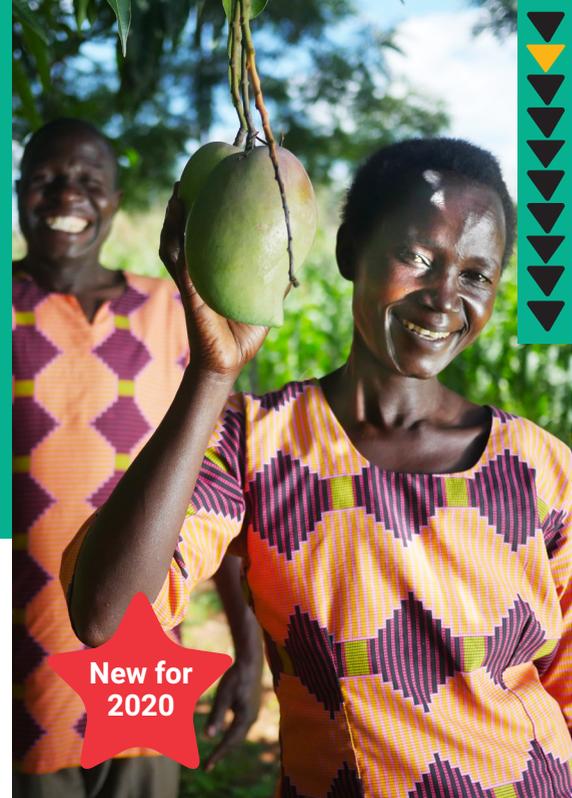




Your gifts will help families protect their local environment, build natural resources and grow more even in the face of a changing climate. Whatever the weather, families will learn sustainable farming techniques and how to manage water, livestock, soil and trees better. The quality of the land will improve and with it, yields will increase so families can grow a future free from hunger and poverty.



“My children are very happy to receive virtual gifts of a cooking stove, rainwater harvesting tank or a latrine - sent to others, these make a long-lasting difference to people's lives.”
Caroline, South Yorkshire



Top-Notch Trees

Choose a top-notch tree and give nutritious food, income opportunities and protect the planet in one eco-friendly gift!

Trees take in CO2 and release oxygen, cleaning our air and helping to tackle climate change. On top of this, they have a huge host of other benefits! Trees often provide fruit and nuts that are packed with vitamins and nutrients to keep families healthy. Any surplus can be sold for vital income that can be used for household necessities and help families save for the future. No wonder we called this gift a 'top-notch' tree!



How your gifts make an impact

“I have received training in kitchen gardening, saving and credit. I nurture my land with traditional manure. I hope to work with Send a Cow to get the awareness and skills I need to leave a legacy for my children and their generation.” **Merima, Ethiopia**



Families learn practical skills like composting and tree planting

Soil quality is improved with bigger yields possible

The surplus can be sold for vital income

Families become more resilient to future climate shocks



Super-Strong Seeds

Super-strong seeds that stand up to climate change.



Climate change is making it hard for families in rural Africa to grow a better future for themselves, but gifts like this can help families cope. Resilient seed varieties have the best chance of surviving periods of extreme drought and flooding. With better management of water, trees and soil, families can regenerate their land and the climate-smart seeds this gift provides can thrive.



Wonderful Water

Having enough water for both crops and family use can be an issue for African farmers, particularly as weather patterns have become more uncertain.



We support families with the skills to build and maintain a rainwater catchment tank. These clever storage tanks capture rainwater runoff, usually from the roof of the house, and direct it into the tank. This means that no matter when the rainy season comes, water is available.





Marvellous Mud

Protect and nourish the soil for a healthy planet and a bumper crop.

When soil is healthy, it can store more carbon and absorbs water like a sponge, helping to make it more resilient during dry periods. Families will learn how to improve the quality of the land through composting and make the most of the natural resources around them in a sustainable way. Healthy soil and diverse farms result in higher yields and a greater variety of crops, keeping families healthy, free from poverty and protecting the planet!



Mandala Garden

A mandala garden is an ingenious solution allowing families to capture precious runoff water and grow plentiful vegetables.

Round in design, they are used on small plots of land, usually with shallow or compacted soil. Mandala gardens can be farmed intensively and farmers often produce a high yield of crops all year round. Built on a slope, they capture run off water in the centre, which is especially useful in the dry season.



Garden Gadgets

Simple items like a fork, a rake and a hoe can make a world of difference.

By having the right tools, families taking part in our training programmes are able to cultivate their land through sustainable organic farming techniques. With a bit of hard work, families can transform their small plots of land into thriving gardens!



Super Stove

A fuel-saving super stove, built from natural materials such as clay, makes homes safer and protects the environment too.

Traditional cooking stoves can produce lots of smoke which is harmful to health. A fuel-saving super stove directs smoke away from the cooking area so families can gather safely. Using two thirds less fuel than traditional stoves, they prevent deforestation and free up the time it takes to collect wood.



Keyhole Garden

A keyhole garden allows a family to grow enough food for three meals a day – even in the face of an extreme climate and poor soil.

These gardens give fantastic results quickly and add nutritious vegetables to provide a balanced diet. The design of the circular raised bed incorporates a central basket where compostable waste is placed along with used water from the kitchen.



Amazing Avocados

Avocado trees not only provide delicious and nutritious fruit, they can also provide a valuable income.

With training and saplings, a family can really boost their income by growing avocados and selling the surplus. The trees also provide nutrient-rich fruit for the whole family to eat. As well as supporting families, the trees support the environment too by providing shelter and shade for other crops, and the roots help to prevent soil erosion.



Allotment

An allotment is a place of community and friendship, hard work and results.

With training and support, a group of farmers can set up an allotment in their neighbourhood, where they not only grow fruit and vegetables to feed their families, but also run a nursery where they can raise plants to sell on for an income.



Go big this Christmas!



Why not join together with family, friends, your church or another special group in your community to make a real impact this Christmas?



A motorbike is vital for our support staff to reach families in order to help them achieve their potential.

On their motorbike, they assist remote communities in many ways such as holding group meetings, training in organic farming and business skills, and checking on improvements around the home. And of course encouraging groups as they progress. All in a day's work for this two wheeled miracle worker!



Give a little extra this Christmas

All products feature the Send a Cow logo



£12 Keep Cup

Notelets
Each pack contains 10 blank cards



£4.50

Pin Badge £2.50



Enamel Camping Mug £10

Tea Towel £10



Reusable Shopping Bag £10

Apron £14



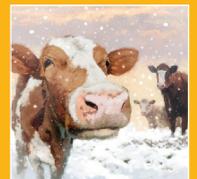
Magnetic Shopping Pad £4



Christmas Cards £4
Each pack contains 10 cards



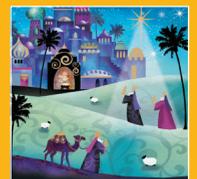
Peace on Earth



Cows in the Snow



Winter Countryside



Three Kings*

* includes bible quote

£1,500
Sponsor a Community

Support for a community in one of the poorest parts of Africa to work their own way out of poverty.

We provide each small community with a

comprehensive training programme that gives families the hope and means to secure their own future from their most precious resource: the soil beneath their feet. We help provide seeds, tools and training in organic farming, alongside training in gender equality and business skills.





Ordering is easy!

Each gift pack contains an information card about your gift and a choice of greeting card (blank inside for your own message).

A



B



C



Choose your greeting cards on the order form!

To avoid disappointment, make sure we receive your order by **7th December** for Christmas 2020.



Order Online

View our full range of gifts online at sendacow.org/gifts



Order By Post

Complete the order form and return in the freepost envelope provided



Order By Phone

01225 874 222 Monday to Thursday 9am - 5pm

Please do be aware that further changes in restrictions due to Covid-19 may affect the time it takes for your order to reach you.

We aim to despatch your items within 7 days of receipt of your order, but please allow up to 14 days for delivery. Please place your order before the **7th December**. After that date, we will do our best to fulfil your order before Christmas 2020 but cannot guarantee it.



Visit sendacow.org/gifts to give a family a brighter future

Choose a greeting card for each gift



Choose a greeting card for each gift



| | Gift Name | Price | Qty | | | | No card | Total |
|---------------------------|---------------------|--------|-----|--|---|--|---------|-------|
| £99+ | Example only | £8 | 1 | | ✓ | | | £ 8 |
| | Sponsor a Community | £1,500 | | | | | | £ |
| | Motorbike | £1,000 | | | | | | £ |
| | Dairy Cow | £650 | | | | | | £ |
| | Local Cow | £210 | | | | | | £ |
| | Pedal Power | £135 | | | | | | £ |
| | Allotment | £99 | | | | | | £ |
| | £20+ | Calf | £55 | | | | | |
| Educate a Child | | £35 | | | | | | £ |
| Radio | | £35 | | | | | | £ |
| Brilliant Beehive | | £35 | | | | | | £ |
| Goat | | £33 | | | | | | £ |
| Super Stove | | £27 | | | | | | £ |
| Growing Hope for Refugees | | £25 | | | | | | £ |
| Wonderful Water | | £25 | | | | | | £ |
| Clean Latrine | | £22 | | | | | | £ |
| Women Leaders | | £21 | | | | | | £ |
| Top-Notch Trees | | £21 | | | | | | £ |
| Support a Start-Up | | £20 | | | | | | £ |

| | Gift Name | Price | Qty | | | | No card | Total |
|-----|----------------------|-------|-----|--|--|--|---------|-------|
| £5+ | Cookery Class | £18 | | | | | | £ |
| | Kid | £18 | | | | | | £ |
| | Amazing Avocados | £15 | | | | | | £ |
| | Super-Strong Seeds | £14 | | | | | | £ |
| | Keyhole Garden | £14 | | | | | | £ |
| | Tip Tap | £13 | | | | | | £ |
| | Little Donkey | £12 | | | | | | £ |
| | Life-Changing Coffee | £10 | | | | | | £ |
| | Mandala Garden | £10 | | | | | | £ |
| | Feed a Child | £9 | | | | | | £ |
| | Chicken | £8 | | | | | | £ |
| | Marvellous Mud | £7 | | | | | | £ |
| | Garden Gadgets | £7 | | | | | | £ |
| | Cockerel | £5 | | | | | | £ |

| | Little Extras | Price | Qty | Total |
|--------------------|-----------------------|----------------|-----|-------|
| Little Extras | Apron | £14 | | £ |
| | Keep Cup | £12 | | £ |
| | Tea Towel | £10 | | £ |
| | Enamel Camping Mug | £10 | | £ |
| | Reusable Shopping Bag | £10 | | £ |
| | Notelets | £4.50 | | £ |
| | Magnetic Shopping Pad | £4 | | £ |
| | Pin Badge | £2.50 | | £ |
| | Cards | Peace on Earth | £4 | |
| Cows in the Snow | | £4 | | £ |
| Winter Countryside | | £4 | | £ |
| Three Kings | | £4 | | £ |

Tear here

The gifts in this catalogue are examples of Send a Cow's work across the six countries where we work. When you buy a gift, you're helping to provide practical, down to earth support so families can develop their own solutions and become self-reliant. Your donation will be used wherever the need is greatest to make a real difference to the lives of families affected the most by poverty in rural Africa.



Please send me extra Gift Catalogue(s) to pass on to my friends and family.

(Number of Gift Catalogues required)

| | |
|------------------------------------|---|
| Total | £ |
| Additional Donation | £ |
| P&P £3.00 UK / £4.50 Rest of World | £ |
| Total Enclosed | £ |

1 Your details

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Mobile: _____

Email: _____

Here at Send a Cow, we would love to keep you updated about the impact your support is having and about other ways you can support us including opportunities to donate, fundraise and volunteer. We will never sell or trade your details and you can opt-out at any time. Let us know by ticking the boxes below to ensure you don't miss out:

- Yes, I'd like to hear from you by **email**
- Yes, I'd like to hear from you by occasional **phone**
- Yes, I'd like to hear from you by occasional **SMS**
- No, I'd prefer not to hear from you by **post**

To change the way we keep in touch with you, call our Supporter Care team on 01225 874 222 or email us at info@sendacow.org. More information regarding your privacy can be found on our website: sendacow.org/privacy.

Note: If you leave this blank, and are already receiving communications from us via these channels, your current preferences will stay the same.

2 Your method of payment

I enclose a cheque / postal order / charity voucher made payable to 'Send a Cow'

OR please debit my Visa / MasterCard / CAF* Card to the value of: £

Name as it appears on card: _____

Card No: _____

* Please note CAF payments cannot be accepted for Christmas card or Little Extras purchases.

Start Date: _____

Expiry Date: _____

3 Boost your support by 25% at no extra cost with Gift Aid**

giftaid it

Gift Aid allows Send a Cow to claim 25p extra in each £1 you donate from HMRC at no extra cost to yourself. Please complete all the details below to help make your support go even further!

- Yes, I am a UK taxpayer and would like Send a Cow to claim Gift Aid on my support.**

I confirm that I am happy to treat all donations I have made to Send a Cow for the past 4 years and any future donations I make as Gift Aid donations until I notify you otherwise. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference. Please get in touch to make changes to this declaration if you no longer pay sufficient tax or if your address changes.

- No, I am not a UK taxpayer or do not want to Send a Cow to claim Gift Aid on my support.

First Name: _____

Surname: _____

Signature: _____

Date: _____

** Please note that payments for Christmas Cards and Little Extras are not eligible for Gift Aid.

Tear off to the left and then send your completed order form to:

**Freeport RRBX-LYBS-LZYR, Send a Cow, The Old Estate Yard,
Newton St Lo, Bath, BA2 9BR, UK**

Alternatively you can call us on **+44 (0)1225 874 222**

or visit sendacow.org/gifts



Registered with
**FUNDRAISING
REGULATOR**



With a gift in your Will, you can help families grow a brighter future

Every day, families face poverty that is extreme, cruel, and worst of all – unnecessary. But rural Africa is rich with opportunity and Send a Cow believes that where there is land, there is hope.

Your gift of any size will help to provide the seeds, tools, livestock and training so families can grow healthy food, send their children to school and earn a living.

The effects of your gift will be felt long into the future. Families will pass their skills and resources on to their children and neighbours, enabling their communities to thrive for generations to come.



For more information on how to leave a gift in your Will, the impact it could make or how to use our free Will writing services, please get in touch with Rebecca Parford, our Legacy Manager.



giftsinwills@sendacow.org



01225 874 222



The Old Estate Yard, Newton St Loe, Bath BA2 9BR



sendacow.org.uk/gifts-in-wills

