

## Send a Cow: Frequently Asked Questions



### **Livestock Questions**

#### **How many cows have been given since Send a Cow started?**

Send a Cow's last livestock census was in 2001 when we had placed 1400 cows. However, if you include the pass-on gifts as well, we estimate that the total number of cows given by 2001 actually increased to 2780. Since then our programmes have changed quite a lot. Although we do still give livestock in some projects our emphasis has shifted to providing training in hygiene, sustainable, low external input agriculture, family planning, gender equality, enterprise as well as other aspects. As a result we do not have an up to date figure on the livestock we have given.

Many farmers who receive Send a Cow training start with smaller livestock or growing crops and save up from the income they start earning to buy their own cow/cows.

#### **"Cows shouldn't be penned – it's cruel." What should our response be?**

When working with farmers we always make sure they are trained in how to care for their livestock. When farmers build the pen for their livestock they also consider the RSPCA's 5 Animal Freedoms.

These 5 points are:

- Freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury and disease
- Freedom to express normal behaviour
- Freedom from fear and distress

All these considerations will have been addressed whilst constructing and maintaining the cow's pen. All staff who work in the projects are part of a continuous professional development scheme that has farm animal welfare at its core.

Everyone on a Send a Cow training programme also learns how to establish a good fodder crop for their livestock. No one will receive a cow or other livestock from Send a Cow until they have a good shelter appropriate to the type of animal and in line with the 5 freedoms, as well as a good feed supply, water and minerals.

#### **What happens to male calves or when cows get too old to have calves?**

Families always have to consider burden vs benefits. It is not our place to make comparative judgement with UK practices because African practices are very different. African farmers are likely to eat the male offspring, or sell them for meat when they mature. Animals are generally killed on the farm, so are spared the stress associated with being transported to an abattoir.

In fact in the UK male dairy calves may be slaughtered immediately, and there is MORE resistance to this in the African countries we work in than in the UK farming community.

#### **What happens if the animal dies?**

We do our best to replace any animal that dies, although our staff in Africa will check first that it did not die as a result of any crisis in the household which needs addressing.

We sometimes also replace animals if their milk yield is not high enough for genetic or breed reasons that were not clear when the animal was sourced.

We give project families thorough training in looking after their animal and spotting problems. We also employ extension workers to keep an eye on them so our gift animals usually live long and healthy lives.

### **Do you really 'send cows'? Are the animals you donate transported humanely?**

We don't physically send cows from the UK anymore, although we were founded when a group of farmers did originally send cows from the UK to Africa - hence our name! Then in 1996, there was a ban on importing European animals into Uganda, where Send a Cow was mostly sending cows. So we began sourcing our animals locally. This also supports local markets, and reduces transport costs and journey times.

### **How do you make sure the animals are not treated cruelly?**

It is in families' interests to treat their animals well as they benefit enormously from them.

All group members learn animal care in their training courses before they are given livestock.

They also sign a contract with their Send a Cow group, which outlines their responsibilities.

We employ extension workers, who monitor animals' health and wellbeing after they have been given to a family.

All families given livestock are part of a community group, which will also monitor the wellbeing of animals received by its members. It is rare, but it has been known for groups to remove animals from those that are not caring for them properly and place them with a member of the group more able to look after the animal.

Many East African farmers only have small land holdings, so it is easy for extension workers and other group member to check animals are living in a good environment.

Our stall feeding policy means that farmers owning as little as 1 ½ acres have enough room to build a light and airy shed, sufficient to house their animal and provide it with a spacious exercise yard.

The average life expectancy of a cow donated by Send a Cow is much greater than that of a cow in the UK (which is around 4 lactations – or 6 years).

We also recommend that small livestock, such as rabbits, chickens and goats have spacious, light and airy shelters and that the same preparation and ongoing care applies.

### **Which breeds of cow do you give?**

We buy our animals locally, so they are suited to the area's climate. We usually buy cross-breed cows, which combine the high milk yields of good quality dairy cows with the ability to withstand local conditions in Africa. We do give some pure-bred cows, but only in areas where we know they will fare well and the farmer has the ability to manage them. We tend to give Jersey cows to farmers when we can, as they are smaller and are more efficient at converting what they eat into milk, making them appropriate for small farm holdings.

### **Can cows give milk without having to give birth to a calf? Isn't it cruel to keep them in calf so they keep lactating?**

Cows, like other mammals, only begin producing milk to feed their young.

It is natural for cows to have a succession of calves, and to continue producing milk when pregnant.

Send a Cow animals do not have any more calves than they would naturally.

We train recipients in how to manage the cows' natural breeding and lactation cycles in the best interests of the cow and calves.

That includes allowing the cow a "dry period" (i.e. not milking the cow) for two months before her next calf is born, so she can produce a lot of good quality milk for a long time afterwards.

It is always in families' interests to ensure the health and wellbeing of the cow and calves.

### **How can poor families feed their animals? Is there competition between animals and humans for food?**

Before giving any animals, we spend a long time working with Send a Cow groups on analysing their particular farm system and deciding what livestock is best in that area and for different families. We start by asking the farmers 'What do you have?' along with 'What do you want?' So that we can help them build up their farm into the place they want in the most efficient productive way. This allows us to work with farmers to make the most of what they have and to do what is best for the family. We only place animals in the families with enough land to provide fodder for them, and enough time to care for them. We also train recipients in how to grow fodder and all the other skills necessary to care for their animals.

If necessary, we give them a packet of fodder seeds or cuttings to get them started.

Most of the animals we provide are ruminants, which eat grass and other fodder plants. So they do not eat the same food as humans.

Chickens are only placed in areas where there are lots of affordable sources of chicken feed. They do not eat much, however, and can forage for food, so have never proved a problem.

Pigs could potentially compete with very poor families for food. So we only, and very rarely, donate them in areas where we are sure this won't happen.

We match livestock to the natural farm systems of the area so that no extra strain on the land is created. In Ethiopia we give skills to grow your own farm instead of livestock. And we try and promote fruit and veg growing as much as possible.

### **I'm a vegetarian. Why do you give livestock and not just crops and training?**

Mixed livestock and crop farming is a traditional and extremely widespread way of life in Africa.

People tend to have at least a basic grasp of the necessary skills. Most very poor people aspire to own livestock, and it is what they ask us for.

Livestock eat grass and farm by-products that cannot be used directly by people. They convert such fodder into milk, eggs or meat – a valuable source of protein for humans. This is especially important in places where children do not have good access to sources of protein in the key early years. Animal produce is the best, easiest way to provide much needed nutrients to people in Africa as they do not have [Holland and Barrett's] health food stores to buy supplements! Dairy products are a very effective way of restoring malnourished people to health, fast.

Furthermore, animal manure is an excellent way of enriching the soil. This means that farmers can grow much higher yields of crops, as well as more varieties. These crops form the bulk of their diets. They can also use animal urine as a pesticide. This means they don't need to buy commercial brands, and can instead farm organically.

Farmers are able to sell milk, eggs or meat from their livestock. This income can help them lift themselves out of poverty.

By keeping animals as well as crops, farmers spread their risks.

Large animals can also be used to transport goods to market, or plough fields.

We adhere to the principles of animal welfare (five freedoms) outlined by the RSPCA. We monitor animal welfare indicators in our programmes and consult with veterinary experts.

### **Are the animals you donate ever eaten? Are they slaughtered humanely?**

Livestock recipients invest a great deal of their own time, love and effort in their gifts.

Most female animals are seen as far too precious to be eaten, because of the eggs or milk they produce. Their manure is used to enrich the soil too.

They might be killed for meat once their productive life has ended. However, many families keep them on for the manure they produce.

Families are likely to eat the male offspring of their animals, or sell them for meat.

Our staff in Africa manage all projects very carefully to make sure that all animals are treated well – and provide veterinary assistance to ensure that, where possible, animals remain disease free.

Families would not eat an animal that has died of a disease.

Animals are generally killed on the farm, so are spared the stress associated with being transported to an abattoir.

We adhere to the principles of animal welfare (five freedoms) outlined by the RSPCA. We monitor animal welfare indicators in our programmes and consult with veterinary experts.

### **How are poultry cared for in your projects?**

We take animal welfare very seriously. We have long had an animal wellbeing policy in place, and we are working with external animal welfare organisations to update, improve and implement this policy.

Our poultry projects are monitored regularly by livestock experts, who look out for any signs of maltreatment or distress.

Our aim is to become standard leaders in the countries where we work. Many of the countries where we work are producing their own organic and animal welfare standards, and we are committed to these.

UK standards, such as those set by the RSPCA, are not always applicable in an African situation. For example, bird flu is endemic in much of Africa; and keeping chickens free range puts them at greater risk from the virus, which can be spread by wild birds. Therefore, we generally promote enclosed shelters with outside runs.

We encourage farmers to vaccinate their poultry and provide medical treatment for any illnesses. We also train farmers to give good quality feed to their poultry; and keep them well protected. Often, neighbours of families helped by Send a Cow will copy these methods, so better practice spreads.

When cared for properly, poultry provide: eggs to sell and to improve malnourished families to health; droppings to fertilise fields; and male chicks to sell for meat. Many families we work with report that their chickens have enabled them to send their children to school; to repair their homes; and to grow more crops.

### **Why do you give rabbits? Won't they escape from their hutches, breed rapidly, and devastate the crops?**

N.B We no longer work in Lesotho. We are not currently providing rabbits

We have given rabbits in Lesotho previously to encourage contained management as the country is already over grazed, and housed rabbits are also easier for farmers to keep. There are also many wild rabbits that naturally live in Lesotho.

Rabbits are cheap and easy to keep, and their meat is extremely nutritious.

They also provide families with manure, to increase the fertility of the land.

Before giving any rabbits, we provide farmers with the materials to make secure hutches, and training in how to do so.

We also provide farming families with training so they are fully aware of keeping their animals securely.

In the unlikely event that a rabbit did escape, there are many rabbit predators in Africa. The rabbits we give are domesticated and unlikely to survive in the wild long enough to breed.

We have only just begun giving rabbits in Lesotho, but we looked into it very carefully first. We asked other agencies who already give rabbits, who report positive results.

We monitor all our projects closely, and to date there have been no reports of any escaped rabbits in Lesotho.

### **Don't animals, especially goats, cause erosion in many parts of Africa?**

All the animals we give are properly controlled. We give all the families we work with thorough training in how to manage their animals, and we check that they have built suitable shelters before we place any animals.

Generally, larger animals such as cows are stall fed. This means the animal is not allowed to roam freely, which can cause erosion, but is kept in a roomy shelter and has food brought to it. This also means that farmers can easily collect their animals' manure and urine to use on their soil to grow better crops. We train them in these techniques.

Some animals, for example local cows, are not stall fed. They may be grazed – but always under close supervision, to ensure they do not eat crops or harm the land. We train our farmers to provide night shelters and supplementary forage feeding. This practice enables them to collect manure to make compost, and also provides security for the animals. The supplementary forage feeding improves the animal's health and productivity.

Often, neighbours of the families we help will adopt the shelters and feeding methods that we teach. So in fact, we are spreading good practice.

In Zambia, for example, where goats and pigs are traditionally left free ranging in the dry season, our projects have similarly led the way for communities to change to the use of animal housing. This also helps stop disease transmission to and from humans which is a risk with free ranging livestock. We also train farmers in many other sustainable farming methods. These include how to prevent and combat problems such as soil erosion by terracing land and harvesting rainwater, so it does not flow off and take the topsoil with it.

So our work helps the environment, rather than harms it.

## General Programme Questions

### **How many people have you helped/ How many animals have you donated?**

In terms of the number of animals we have given, families that have received smaller livestock may have received more than one animal each. For example, we normally give two or three goats to each family, and several chickens.

Not all of SAC projects place livestock. While all the families we work with receive intensive training on farm systems and improved animal management, it is not always appropriate to place livestock so we focus on helping families to look after the livestock they already have better. We also encourage farmers to look at how they can increase the productivity of their local livestock through improved breeding, using local artificial insemination services.

In terms of how many people we help, we now think in terms of direct project participants and indirect project participants.

Direct project participants are households, who are members of self-help groups, who participate in our full intensive training programmes. There will also be some households who can't join a group for some reason, but who fall within our target criteria, and who will receive training in other ways. Every project that we design and implement has a target number of households (with an average of 6 people per household) that the project plans to reach over its lifetime. This number is set at the project planning stage and can then be monitored and measured.

The number of households who are direct participants will differ from project to project. Currently the number of households reached ranges from several hundred to several thousand per project, over a 3 year project period, with multiple projects being implemented in each of the 6 countries where Send a Cow operates.

Indirect project participants are those people within a project's geographical boundaries; these people learn through skills and knowledge being passed on by friends and neighbours, through peer farmers trained by Send a Cow to reach the wider community, through copying techniques seen in action in their community; they may also access knowledge and awareness of some of the themes that are being shared in the project, for example by listening to radio broadcasts or reading posters etc

**You should not be helping the 'undeserving' in Africa when...there are so many people in the UK who are 'disadvantaged'...or when so much money has been sent there already...**

Send a Cow data shows that those living in poverty often have a lack of opportunity not a lack of will. Poverty can completely knock one's self-esteem and confidence to work at something themselves. This is why when Send a Cow first starts working with families we start with helping them gain hope and to envision a plan for the future for their family. They have to believe in their ability to do it themselves and know what it is they need to do to become self-sufficient. Send a Cow believes that our approach helps families achieve significant and ongoing improvement.

Send a Cow is also involved with the UK Food Group, working on good nutrition that is applicable in the UK.

**Why should we support Africa when there are so many issues/needs in our own country?**

No person should live in poverty or go hungry wherever they live in the world, whether that's the UK or Africa. Working across six counties, and with 80% African staff, our specialisation at Send a Cow is helping communities in rural Africa to thrive and that's where we know we can make a real impact. It's also worth stressing that you don't have to make a choice between one or the other. A lot of our supporters choose to support both charities in the UK and Africa.

**I am a vegan so I don't want to support the work of Send a Cow.**

In places such as Africa alternatives to animal protein and other supplements are very difficult to get hold of. An absence of protein is very dangerous for children, pregnant and breastfeeding women. They have no real other options and animal produce is the best and easiest way to provide them with the vitamins and minerals they need. (There is no Holland and Barrett's in Africa to buy supplements!)

Animal agricultural and the consumption of animal products across the West is a problem, but across Africa small hold farmers are treating the land and animals in a very different, more sustainable way.

Send a Cow is part of 'Eating Better' getting the UK eating healthier and finding the balance globally.

**What types of gift do you provide? How do you make sure they're suited to the climate where they're going?**

The most important gift we provide is knowledge. Knowledge covers gender equality, family planning, natural sustainable organic farming techniques, group management, hygiene, farm systems, livestock care, growing crops and many other topics.

The livestock we may give are dairy cows, dairy goats, breeding bulls and breeding goats; beehives; sheep; donkeys; draft oxen; rabbits; poultry; materials for building water storage tanks; fruit trees; medicinal trees; and fodder trees.

We have different projects to suit different areas. For example in the Ethiopian highlands, the climate suits apple trees, which would not grow in many other areas where we work.

We work with local groups on deciding what is most needed, and respond to their requests. Our local staff are also well-placed to work out what gifts would work in different areas.

**How do farmers store the milk?**

Most families boil milk to destroy any harmful bacteria and consume or sell it on the same day. In Kenya, it is common to sell milk to a milk co-operative in the morning; and then in the afternoon to sell what is left to their neighbours.

It is commonplace in many of the countries where we work that families will drink milk in the form of a milky tea or consume it in a type of porridge.

Some families will also process their milk to make cottage cheese and butter, particularly in Ethiopia where milk based products are often the only source of animal protein for families. In Zambia many farmers will sour their milk.

Increasingly Send a Cow is working with groups that are looking to set up cottage industry processing organisations, whereby groups get together and set up a savings scheme to purchase storage facilities, giving them the opportunity to market dairy products such as yoghurt and butter.

### **I've heard that many Africans are lactose intolerant, is this true?**

According to the World Health Organisation, a clinically significant milk intolerance is rarely a problem - although a very mild milk intolerance (in terms of feeling slightly bloated) may occur in a person when there is a long period between receiving mother's milk and starting to drink cow's / goat's milk.

To explain in more detail: You lose tolerance to lactose the longer you don't have it in your diet, for instance if it is not possible to move from mother's milk to drinking cow's / goat's milk. This is common in Africa and although milk intolerance is not naturally genetically inherited, it can become a genetic issue when generations have not had access to milk. This is probably why you have heard that Africans are lactose intolerant.

However, the benefits far outweigh the negatives for the many malnourished families we are working with. Milk brings much-needed nutrition to very poor diets. It provides children with all the vitamin B12 and around half the calcium, phosphorus and vitamin B2 they need in a day, as well as being a source of vitamin A.

Over time, the gradual reintroduction of dairy products in progressively greater quantities tends to improve the ability to tolerate lactose. So, children brought up on a diet that includes dairy products will be less likely to be lactose intolerant as adults.

### **How do you select recipients? Why are so many of them women?**

Send a Cow designs projects following detailed participatory community assessments, and then usually establishes new groups within the area to work with. Groups no longer apply to work with Send a Cow, we go to the area and find the farmers that will fit into, and want to be part of, the project. There are also community activities that reach other people who are not part of the Self Help Group; they might be part of pre-existing other community groups.

The new Self Help Group and Send a Cow staff discuss which members should be the first to receive animals. Groups in Africa tend to have a deep understanding of community needs, so members are happy to see poorer neighbours helped before themselves.

Participants are always chosen on the basis of need. We do not choose people on the basis of their religion, gender or ethnicity.

This means that the majority are women, as women are usually the poorest in any community. We work with a lot of widows, and a lot of women who have taken in orphaned children.

In the case of poor couples, the man frequently has to work outside the home – often many miles away. So it is more practicable to train the woman.

However, if a woman is trained and given an animal, her whole family benefits – including her husband, if she has one. We encourage women and men to share equally in decision-making, the work involved and the benefits the livestock brings. We also encourage more than one family member to attend training events.

### **What happens if the husband takes the animal?**

All Send a Cow beneficiary families sign a contract with Send a Cow and their community group before they receive animals. This sets out the conditions of ownership of the animal. The gift is placed with the whole family.

If a husband (or wife) was to take the animal away from the family, that could be a breach of contract.

We would discuss the issue with the family concerned and the community group's chairperson. Probably, the group leadership would decide to take back the animal and give it back to the family. We carefully monitor all our projects, and we have never yet encountered this scenario.

### **Are you going to expand into different countries? How do you decide which countries to work in?**

We are always alert to the potential of countries where we could start new programmes. There are a number of factors that decide where we could work.

To start working in a new country we need to be registered and have staff ready to create the projects. We would also need to be sure that projects would be successful in a new country.

Although our programme is quite flexible, it does require people to be settled, with at least a little bit of land, and to be able to feed their animals. So we do not usually work in urban areas or war-torn areas, or with nomadic groups. We have a duty of care to all staff employed by Send a Cow, and have to make sure they are not working in areas which would be dangerous.

We began in Uganda because of a specific link with a church group there. We formed other partnerships in neighbouring countries, and expanded our programme there.

We often expand to places where we have already developed links with partners.

We also work closely with other charities in a global network of livestock development organisations and can sell out services if needed.

### **I've heard about Pass On - do you still do this?**

The 'Pass On The Gift' process is still an active component of each project and is carefully structured. The principle is that each farmer passes on livestock once their livestock gift has produced offspring, or passes on seeds, tools or knowledge if their initial support from Send a Cow did not involve a livestock gift. Within the design of each new project, the manner of the pass on process will be explained to participants at the outset of the project and all pass ons must be completed by the conclusion of the project. For most small livestock, seeds, tools, knowledge, etc., this is very easy to ensure. With dairy or local cows this is more difficult to complete within a project period, as the breeding cycle is typically longer than the project timeframe. The project planning therefore includes training and preparation so that we ensure the local leadership has capacity to manage the Pass On themselves after the Send a Cow project has concluded.

### **What topics do beneficiaries learn in their training courses?**

All beneficiaries are given training before they receive an animal. This includes:

- Animal husbandry, so they can care for their animal and spot signs of disease.
- Animal feeding, so they can grow fodder for their livestock.
- Sustainable Low External input farming, so they can use the animal's manure to grow better crops to feed their families. Often they are producing in a way that we would consider 'Organic', which is good for their health and also low cost
- Environmental issues, so they know how to conserve water and increase soil fertility.
- Credit, savings and business skills, so they can manage the money they make from the sale of eggs, milk etc.
- Family nutrition and family planning, to keep the family healthy.
- Group dynamics and management, so their group functions well and ensures the project's success.
- Gender issues, so that women and men can make decisions together, share workload and responsibilities, and become equal partners.

- Inclusion of people who are marginalised - so that those who are normally left out in that place because of being part of a particular social group, ethnicity, having a disability, are included; the community learns about how to be inclusive, and opportunities to learn and benefit are open to all
- Farm systems – learning about how the farm can work together in an optimised efficient way to make the most of the resources already there, identify any gaps in the system and help build towards the vision, goals and plans of the farmer and her family

We also offer ongoing training courses on topics suggested by farmers.

A lot of training is carried out in villages, so farmers can see its relevance in the context of their own lives.

Some is provided by our own staff, and some by relevant government staff or local training centres. In some countries, we are training peer farmers, who act as a support network in the community. Peer farmers have a good understanding of the techniques and methods and the reasons for using these. They are a good repository of knowledge for those around them and can help others improve their farming.

We regard training as a hugely valuable aspect of our work.

### **What training do you give in water storage? / What other practices do you teach for times of drought?**

There is a common misconception that Africa is just one large desert – when in reality it is a huge continent with diverse climates, landscapes and rainfall patterns.

We work in all types of environments – tropical and sub-tropical, semi-arid, and mountainous – and only provide livestock suitable to these environments and the associated rainfall patterns. If there is not enough water, we won't provide livestock.

In countries where water is scarce, there can often be an extended dry period followed by a torrential downpour.

Send a Cow's training helps farmers 'trap' this water on their land – either by improving the quality of soil through organic farming practices (so rain soaks into it, rather than running off it) or through simple water harvesting techniques.

Our water harvesting techniques include the provision of materials for groups to dig their own water catchment ponds and simple 'around farm' practices such as the introduction of water tanks that can collect up to 10,000 litres of rainwater as it runs off the roofs of houses.

For times of extended drought our training includes hay and silage making and the storage of dried animal foods, to help families feed themselves and their livestock.

### **Don't farmers in Africa already farm "organically"? What do you mean by "organic or sustainable farming"?**

Sustainable agricultural practices are natural methods that meet the needs of present-day farmers without damaging the potential of the land for future generations.

Over the years, many traditional farming methods in Africa have fallen into disuse, often because people have adopted unsuitable western methods of farming. Often, the result is that farms deteriorate over time.

Our sustainable farming training brings these techniques back. But it also improves upon these methods, and brings in ideas from other areas, or new techniques that have been developed. Some problems, such as erosion, might be new in an area, so farmers won't have learned ways of combating them from their parents or grandparents.

Sustainable farming techniques include: using manure to make compost and enrich soil; making pesticides from animals' urine; making a bag garden that conserves water.

The result is a massive increase in crop yields. Farmers report they can triple or quadruple the amount of food they can produce, and can grow varieties they never thought possible – such as pineapples.

### **What help do farmers get with their animals once they've been trained?**

We aim for farmers to be self-sufficient as this enables the long term sustainability of projects. As a result we try and bring in vets from the private sector to treat sick animals. This means once Send a Cow has left, farmers still have contacts and know where to go. We also try to work in partnership with the local government or sometimes with private service providers so that there is a support network alerted and linked in to the farmers before the project ends.

Extension workers are usually qualified and experienced animal husbandry workers so they can also give farmers advice.

All project members belong to a community group, which offers mutual support. Community Animal Health Workers are members of that community group, who have been trained by Send a Cow.

These workers are supported directly by Send a Cow staff and the local government vets.

### **What happens when only a few people in a village receive livestock? Does it create jealousy or tensions?**

Not everyone wants to join a group, because of the commitment and effort required. Recipients have to build a shelter, grow fodder and attend a training course before they even receive an animal.

Though we are always involved in such discussions, we encourage the groups we work with to decide for themselves which members are the most in need, so will get the first livestock. This reduces the chance of any resentment.

Even those who do not get livestock can benefit. We encourage beneficiaries to teach their neighbours the sustainable farming techniques and other skills they have learned in their training courses.

Each person/family has a different need so there is not one single solution. A gift of livestock may not be the best answer.

### **What about families who don't have enough land or money to look after cows?**

Families do need to have at least the use of a little land – enough to grow crops or keep a beehive on – in order to benefit from our programme.

Most will need to invest some money in building a shelter for their animals – though we do help child-headed households with this.

For all new projects, we help set up village savings. Farmers can borrow from this to pay for essential goods for their animal, and pay the money back when they start to make a profit from their animal.

For families that do not have much land or money we can donate gifts such as beehives, which do not need much land or care.

We do not offer disaster relief – that is outside our remit.

You can also find out more on our website.

### **Why do Africans have such big families? Isn't that why they're poor?**

The average household consists of 6 members.

In most Africa countries, all support to an individual from birth to death comes from the family.

People may have several children to ensure care and companionship when old, infirm or sick.

Children do need to be fed, but also contribute to their families by carrying out household and farm chores. And, once older, the children will provide for their parent and older family members.

In some cultures, children are seen as a blessing; the more children the greater the blessing.

Families often welcome others into their homes, for example clan members from elsewhere.

Families with a few more resources would be expected to care for those in greater need.

Increasingly, families are taking in orphans, whose parents have died from HIV / AIDS or other causes.

Even if parents wish to limit their family size, they have limited access to family planning services.

Our training looks at cultural expectation as well as family planning; particularly important for those orphaned children who do not have the guidance of their parents.

Training also empowers women to have a choice and a voice – they can say ‘no’.

### **What do you do when there are land right issues?**

Land rights are different in all the countries and areas where we work, so we have to act on a case-by-case basis.

Land rights are often an issue – particularly for women, and people with disabilities, who sometimes do not have the right to own land in their own name.

Families do need to have the right to use, if not own, at least some land in order to benefit from our programme.

We always work through community groups, who are able to advise us on any local land right issues. Through our projects, community groups often gain in confidence and the skills needed to deal with authorities, so are better able to demand their rights.

In addition, we are starting to do more advocacy work, so could potentially offer groups direct help on land right issues.

Some of our farmers have reported that projects have already had a positive effect. For example, in some areas of Kenya and Uganda, widows are traditionally expected to marry a member of their late husband's family, giving their new husband ownership of the land. Some widows have reported that having a cow and in income means they can resist any pressure to do so.

## **Finance**

### **How is Send a Cow funded? What is its income?**

Our income in 2017/18 was £7.6 million.

We have continued to work at ensuring we diversify our income sources, so we don't become dependent on any one source. Last year £3,624,559 of our income came from what we classify as voluntary income. Voluntary income includes donations from the general public: either individuals, or groups. Rotary Clubs, schools and churches are some of our biggest supporters.

£3,678,823 was classified as grants and trust income from the likes of institutional funders such as the Department for International Development, Big Lottery and Comic Relief. This income is usually committed to a project for several years. One new source of funds for Send a Cow was £262,862 which was as a result of our merger with the charity Emerge Poverty Free.

### **How much do you pay the Chief Executive?**

We operate a salary grade system across all roles in Send a Cow which is linked to market averages for the sector.

The CEO role falls within the highest grade, Grade 7, which has a range of £52,000 to £70,000.

### **How much of my money goes on management (admin/running costs) in the UK?**

We publish this every year in our annual review and in 2017/18 we invested 15% of our income in raising funds to deliver our work, which is £1,019,820

Stewardship is one of our core values and we aim to be as cost effective as possible and minimise that figure each year. However, whilst that figure is commonly viewed as a ‘cost’ it's helpful to know that for every £1 invested in fundraising we grew it to £6:60, enabling us to reach more people in Africa.

### **What is Gift Aid?**

Letting a charity claim gift aid on your personal donation means the charity can claim an extra 25p for every £1 you give. It won't cost you any extra, as the charity claims the money back from the taxman. The individual is basically asking the taxman to use the tax that they have paid to help the charity. For the charity to claim the 'tax back' on the donation, they need the supporter to have filled out a Gift Aid declaration form. This is done by asking the supporter to fill out a form that we can provide, or the declaration will often be part of a donation form for an appeal. It doesn't have to be a one-off or current gift, you can tell the charity to include all donations from the last 4 years.

### **Paying enough tax to qualify for Gift Aid**

All donations will qualify as long as they're not more than 4 times what you have paid in tax in that tax year (6 April to 5 April). The tax could have been paid on income or capital gains. You must tell the charities you support if you stop paying enough tax.

### **Higher rate taxpayers**

If you pay tax at the higher or additional rate, you can claim the difference between the rate you pay and basic rate on your donation.

## **Governance**

### **How do you guard against corruption? Do you work with governments?**

We are a Direct Implementation NGO, which means we deliver our development work through our own African staff in-country (we do not transfer it to governments or other parties). That means we have greater control of the effectiveness of what we do, but also the financial management of funds.

All our projects are carefully managed, by staff with relevant training and qualifications. We also have a clear policy on Corruption and Whistle-blowing that all staff and partners are made aware of. We have country boards staffed with in-country and UK members responsible for governance and adherence to the policies.

Although we have excellent working relationships with local and national governments (and MOUs and partnership agreements in some countries), we do not deliver our work through local officials.

Our accounts and country programmes are audited, and submitted to the Charity Commission. A summary is available in our annual report.

### **What do you mean when you say you are a Christian charity?**

Send a Cow has, since its founding, been a Christian organisation that works with people of all faiths and none. We pursue our charitable objectives in accordance with the principles and values of the Christian faith. We do not evangelise or proselytise. We strive to be an equal opportunity employer and celebrate the breadth of understanding we have in our staff team in matters of faith.

When our founding farmers sent the first cows to Africa they did so as a practical way of expressing their Christian faith and this heritage lives on in our values today. We are proud that some of our founding farmers are still working with us today, helping families in Africa, farmer to farmer. Their knowledge and experience has proved invaluable, helping us grow into the practical, innovative charity we are today, helping families in Africa to work their way out of poverty for good.

### **What is Send a Cow's Board structure? (explaining Send a Cow Group, UK and Africa Country Boards)**

We operate an overall Group board that is responsible for the whole of the Send a Cow Group, but we have also developed boards for the majority of our Country programmes.

You may also hear talk of PSG and FROG – these are sub committees of Group board. PSG is the Programme Steering Group which is specifically focused on the development of our African Country Programmes and FROG is the Finance and Resource Operating Group which is primarily concerned with the operational side of Send a Cow's finances and human resources.

#### **Role of Group Board**

- Mission and Vision
- Strategy, including programmes
- Budget
- Governance
- Reputation

#### **Current Group Board Trustees:**

John Geake – Chairman  
Isabella Wemyss  
Chris Egitto  
Peter Hinton  
Fiona Crisp  
Stephanie Dennison  
Alan Kerbey  
Andrew Jimmy Mubeezi-Magoola  
Simon Doherty  
Andrew Gillam

#### **Role of Country Boards (i.e. Uganda, Kenya etc)**

- Local strategic plan in line with Group strategy
- Programme strategy, to accord with mission, vision and strategy of Group
- Budget in accordance with parameters set by Group
- Governance matters (HR, finance, legal, IT, reputational risk following procedures and requirements of Group Board)

We no longer have a UK Board in order to streamline our governance and all matters are covered by Group Board

## **Other**

### **How best to explain the virtual gifts concept and the fact that buying a gift is just a representation of what that amount of money could achieve?**

All the gifts in this catalogue can be found in our projects in Africa. When you buy a gift from this catalogue you're making a donation to Send a Cow's work helping poor African farmers become self-reliant. Your donation will be used where the need is greatest and spent specifically on appropriate livestock and training for each community we work with.

We use this method of fundraising as we believe it is right to provide the appropriate support that the community needs, rather than give them what we have sold the most of, irrespective of their needs.