Fundraising at sendacow.org/students

Reg charity no 299717 (England and Wales) and SC049792 (Scotland)
Hello!

Thank you for supporting Send a Cow.

Whether you’re passionate about ending poverty in rural Africa, or you want to stand up for those on the front line of the climate crisis you’re in the right place.

Your unique set of skills, hobbies, and networks can be used for good to help families in rural Africa become a part of their own lives – all while gaining experience for your own CV.

In this fundraising guide you’ll find lots of ideas and top tips about how to support Send a Cow whilst at University.

Together with your support, we can enable families to develop their own Africa-designed solutions to lift themselves out of poverty and create lasting change.

Thank you!

Send a Cow’s Community and Events team

Events@sendacow.org
+44 (0) 1225-874-222

“Supporting Send a Cow makes sense to me as they have a direct impact on people’s life and future.”

– Héloïse, Bath University
1. **Fundraise with your society**
   Strength really does come in numbers and getting your society involved with a fundraiser can be a game changer. Get your society together to hold a sponsored sports tournament, bake off challenge or quiz night. Invite other societies to compete against each other and use their social channels to reach more people.

2. **Request a Send a Cow speaker**
   Organise a Send a Cow webinar or seminar to bring to our programmes to life.
   Head over to sendacow.org/bookaspeaker to request a speaker today!

3. **Nominate Send a Cow as a RAG chosen charity**
   Help us to be a chosen charity at your Universities Raising and Giving (RAG) society! Whether you’re involved with RAG or not, you could nominate Send a Cow by putting us in touch with the committee and recommending us.

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**How we’ll support you**

We are on hand to help you be the best fundraiser and advocate for Send a Cow at your University. Whether you need to look the part with our branded t-shirts, tote bags, and re-usable coffee cups or you need practical resources like pop up banners, tablecloths, and collection buckets – just email events@sendacow.org to ask for our help!
Send a Cow is a force for change in rural Africa. We help people grow their own futures – on their own land, on their own terms.

Did you know that 70% of people on the African continent rely on agriculture for their livelihoods? But a loss of farming skills, lack of access to new techniques and knowledge, climate change, conflict, and global consumption are just some of the barriers that are preventing families from meeting their needs.

It doesn’t have to be like this.

Rural Africa is rich with opportunity and we believe that where there’s land, there’s hope. Everyone should have the opportunity to fulfil their potential, beyond surviving. With the right skills people can feed themselves, their families and their communities, eradicating hunger for good.

We provide practical, down to earth support, so families can get back the skills and confidence to grow food, earn a living and go after their dreams.

Growing food, funding an education or starting a new business, Send a Cow enables people in rural Africa to take ownership of their own futures.

Who we work with

We work hand in hand with some of Africa’s poorest and most vulnerable families, many of whom are disabled or have HIV/AIDS. 100% of people we work with are smallholder farmers, 65% are female and 50% are widows. Our work ensures no one is left behind.

All of our projects are run by African staff who understand the barriers farming families face. They provide vulnerable families with practical training in:
Caroline’s practical approach to adapting to the Climate Crisis

Caroline has worked alongside Send a Cow in Western Kenya for the past three years. With her determination and hard work, she has put in place our practical farming solutions. Caroline is now able to grow enough to eat and lift her family out of poverty in the face of the climate crisis.

“Before working with Send a Cow my children were dangerously malnourished. We had no money and food.”

Caroline has built a keyhole garden. This is a raised bed which enables her to grow a variety of vegetables to feed her family, providing her with a surplus to sell.

She keeps her soil rich and fertile with the compost she makes. Caroline has built her own well so she will not have to walk for an hour to find water the next time there’s a drought. And what’s more, she passes on her knowledge to her neighbours, helping them to protect their land from the effects of the climate crisis too.

“I am proud of the knowledge I have gained.

Before, people would close their doors when they saw me because they associated me with borrowing. Now they ask me how I’m doing. Working with Send a Cow has made me love myself and recognise what I can do to improve my living standards.”

If your University raises £245 you could provide 7 families with strong seeds and the training to learn how to grow a variety of crops so that, whatever the weather, families can grow nutritious food for their children all year round.
Get social

Social media takeovers, hashtags, and livestreams are just a few ideas to generate awareness and hype around your fundraiser. Don't forget to embrace online giving platforms like JustGiving to make it super easy for people to donate.

Freebies!

It's no secret that all students love a freebie. Get in touch to request our merch or approach local businesses to see if they could support your fundraiser by donating some freebies or discounts to use as prizes.

Getting HERD

Whether you're doing something out of the ordinary or you've got an ambitious fundraising goal, don't forget to SHOUT about it! Use our press release template to share what you're up to with local press or ask the SU to promote your event on their website and socials.

Keep it simple

University is a busy time so make sure to keep your ideas simple. You could piggyback off other events like Freshers’ Fairs and pub quiz nights by having a Send a Cow stand or African themed quiz round. See what’s already going on and see how you can get involved!

Enjoy it!

Most importantly, have fun and enjoy it! We can guarantee you’ll make some brilliant memories and develop new skills – all whilst making a life-changing difference to families in rural Africa.