Welcome!

Let’s work together to end poverty and hunger in rural Africa.

Over the past three decades, thanks to supporters like you, Send a Cow has proved that poverty and hunger in Africa are not inevitable. Together, we’ve already enabled more than one million people to transform their lives, but there is still so much more to do.

We understand that poverty is more than just the daily struggle of working on land that fails to produce. Many people believe poverty has become part of their personality, and hold out little hope for change.

We tackle this by providing livestock and training in farming techniques such as vegetable growing, composting and water conservation.

We know 220 million people in Africa still go hungry every day, and this needn’t be the case. Africa has so much untapped potential in its people and its land.

We also provide support and training to help families overcome emotional issues and gender inequality. By encouraging men and women to share workloads and decision making, the whole family can become happier and more productive.

With this package of support and training, families are given the confidence to see their own potential and make the most of their land. They can grow and eat nutritious food, improve their health, savings and education, and build thriving businesses.

But none of this would be possible without people like you. With every cake baked, mile walked, ticket sold and harvest supper served, you’re helping families to grow their way out of poverty, for good.

Thank you.
**Ruth’s story**

As a young Kenyan mother, Ruth was forced to beg for food while her children were frequently in hospital due to malnutrition. She and her husband were so exhausted by their daily struggle, they jumped at the opportunity to join a Send a Cow group.

Within just two months they were harvesting enough nutritious vegetables to feed their five children, and by selling the surplus they were earning a dollar a day.

The success of their first harvest encouraged them to expand their garden – and thanks to donations from supporters like you, they built a cowshed. Today, they earn around five dollars a day by selling surplus milk and vegetables.

“We have been blessed with plenty that we have to share” - Ruth
Where your money goes

For every £1 you donate to Send a Cow, we spend it as follows...

- **74p** Social development & agricultural projects
- **18p** Cost of raising funds
- **3p** Governance
- **5p** Advocacy and education

Your fundraising shopping list

- **£1450** Everything a family needs from joining one of our multi-year projects until their graduation day, including livestock, tools, seeds, training and practical support.
- **£650** A dairy cow. By providing milk to drink and to sell and ample manure for their land, a cow will make a huge difference to a farming family.
- **£100** Bike, boots and a barrow. All the equipment a peer farmer needs to train others in the community.
- **£30** Seeds and tools. Everything a family needs to get growing.
- **£8** A chicken. Chickens provide up to 200 eggs a year; a vital source of protein and income.
Fundraising ideas and inspiration

When it comes to deciding how to fundraise the only limit is your imagination. From garden parties to office cake sales and African-inspired dinner parties, whatever you choose to do, give yourself lots of time to plan, tell everyone about it, and don’t forget to enjoy yourself!

Here are some tried and tested ideas to get you started, and for more ideas see our handy guides at www.sendacow.org/fundraise

Get quizzical

Ask your company, local pub or village hall if you could host a quiz and charge people to enter a team. You could collect prizes from local businesses, or top up your total selling simple food.

Dress up or dress down

Whether you decide to opt for fancy dress, black tie or go casual, this day is sure to get the support of your office or school. Ask people for donations for participating (and fine those who don’t!).

Sponsored walk

Whether you want to climb a mountain, or organise a ramble around your village, we’re on hand to support you every step of the way. Join an existing challenge or organise your own.

Community cow hunt

Get families to create and name a cow figure (see ‘Dairy Poppins’ below, for example) and hide them around the area ready for the big day! To fundraise sell maps – and why not combine it with a cake sale?
Pedal power

Whether you decide to ride the length of the UK or simply to a local landmark, cycling is a great way to raise money for our work. Ask for donations for your whole ride or per mile you pedal.

Barn sleep-out

Dig out your wellies and dust off your thermal underwear – a farm themed sponsored sleep out is sure to grab the interest of friends and family.

Moovie Night

Gather your herd of friends and family, put on a classic flick (if it features a cow, all the better!) and offer up some cinema snacks to raise essential funds for Send a Cow!

Have a ball

Thinking of organising an extra special event? From gala dinners to African-themed extravaganzas we’re here to help. Contact the team for support and advice.

Send a Cow!
Organising a fundraising event may seem daunting, but follow these simple steps and your event is sure to be a success!

Thinking caps on

Pick what you want to do. Remember to consider important things like what you will enjoy organising, how ambitious you want to be, what will be popular with your friends and family, and what is realistic in your budget / timescale.

Pick a date and time

Give yourself lots of time to plan and tell people about your event. Ensure your date doesn’t clash with other national or local events that might affect its popularity. Think about what time of day you want to hold your event, and how this might affect who will attend.

Choose your venue

Think carefully about the sort of space you’ll need, and the pros and cons for your various options. Small or big? What facilities might you need? Will you need special permissions or insurance? And don’t forget to consider your budget, and if the venue will give you a charity discount.
Make a budget

Write a list of all the potential costs, and how much you think each will total. Now write a list of all the ways you plan to fundraise. What’s the difference? Don’t forget to consider if you might be able to secure some things for free from local companies or contacts. What other fundraising ideas can you use to top up your income? Could you include a cake sale or raffle?

Think about what you need

From leaflets to collections tins, balloons, posters and Gift Aid envelopes, we’ve got handy materials to show how the money you raise will transform lives. Also think about any entertainment, cash floats, tickets or volunteers you may need for the day. Contact local companies for help with raffle and auction prizes, or refreshments.

Tell everyone about it

Develop a plan to tell as many people as possible. Think about who your event will appeal to, and how you can contact them. It’s important to create a buzz about your fundraising, so don’t underestimate the power of ‘word of mouth’ and give yourself plenty of time. Tell everyone you know about it and rope in family and friends to help spread the word, make the most of social media like Facebook and Twitter, send a press release to your local media (contact us for support and advice), and consider local posters and newsletters.

After the event

Total up your fundraising. Thank everyone who helped out with the event, telling them how much was raised. Pay in your profits to Send a Cow (see page 11 to find out how) sharing any photos or stories from your fundraising. And last but not least, give yourself a well-deserved pat on the back!
Boost your total
Looking for simple ways to increase your total? Look no further. Here are our top tips for fundraising success...

Set yourself a target
Don’t be afraid to tell people what you are hoping to achieve. It’s amazing how people will get behind and support your aspirations if they know why our work is important to you.

Raise money online
Setting up an online fundraising page through www.justgiving.com is quick and easy.

JustGiving™
It’ll save you lots of time chasing family and friends for their donations, and all of the money will be safely and securely transferred to Send a Cow as soon as it has been processed. Set yourself a target, and tell everyone about your page.

Don’t forget to keep supporters regularly updated on your progress, and remember that typically 20% of donations come in after the event, so keep your page updated and make one last ask.

Set up a text to donate code
All you need to get your unique text to donate code is to set up a JustGiving page online. It’s free and simple to do, and from there you will be able to generate your unique code.

You can then share this code with friends and family, who can donate in a matter of seconds through their mobile phone. To find out more visit www.justgiving.com/sendacow

Face to face
If you prefer to collect your sponsorship in person, you can download a sponsorship form via our website at www.sendacow.org/fundraise. If you don’t have internet access, call us on 01225 874 222 for a copy and to order any Gift Aid envelopes.

Don’t forget Gift Aid
So we can turn every £1 you raise into £1.25 ask your supporters to Gift Aid any donations they make (provided they are paying enough tax at the time of their donation). By ticking the Gift Aid box on your sponsorship form or filling in a Gift Aid envelope they’ll ensure your fundraising can help even more families in Africa.

giftaid it
With a little common sense it’s unlikely you’ll come across any problems while fundraising, but it’s important to be aware of important health and safety or legal considerations.

- Bucket collections are a great way to raise money. If you’re collecting in a public place you must have a permit from your local council, so make sure you plan well ahead. Most councils have details of how to apply on their website. If you’re collecting on private land (like a supermarket or pub) you will need written permission from the owner or manager.

- Raffles, lotteries and prize draws are all subject to legislation, and depending on the size and nature of your raffle, you may need a licence from your local council. Contact us for up to date advice.

- When you organise a fundraising event you’re responsible for making sure it isn’t a risk to others. You should carry out a simple risk assessment and consider any potential hazards for your event, fire safety and first aid availability. For larger or more hazardous events we’d also recommend you consider taking out public liability insurance if you are not covered by your venue’s insurance.

- If you are selling food or drink at your event make sure it is prepared hygienically, stored suitably and cooked thoroughly. You’ll also need to ensure it is clearly labelled to warn people with potential allergies. You will also need a licence if selling alcohol at your event.

- When you are collecting money, please ensure it is clear you are fundraising ‘in support of’ Send a Cow and always state our registered charity number: 299717.

- If you’re collecting anyone’s data during your fundraising, you need to make sure it is gathered and stored in compliance with the Data Protection Act 1998. As a general rule never share information or data about someone with anyone else, without their formal permission.

If you have any questions or for more advice, contact our team on 01225 874 222 or via info@sendacow.org
Sending in your money

**Online** You can pay the money directly to us through your online banking. Call our team on **01225 874 222** or email them at [info@sendacow.org](mailto:info@sendacow.org) for more details.

**By Phone** Call **01225 874 222** to donate.

**By Post** Fill in a copy of our money return form, or include a covering letter explaining who you are and how you’ve raised the money, and return it to us with a cheque made payable to ‘Send a Cow’ to **Send a Cow, The Old Estate Yard, Newton St Loe, Bath, BA2 9BR**. Don’t forget to include any used sponsorship forms or Gift Aid envelopes.

Follow us!

Keep up to date with news from the herd on social media:

- Twitter: [Twitter.com/sendacow](https://twitter.com/sendacow)
- Facebook: [Facebook.com/sendacow](https://facebook.com/sendacow)
- Instagram: [Instagram.com/sendacow](https://instagram.com/sendacow)

Or for more fundraising ideas and resources, visit [www.sendacow.org/fundraise](http://www.sendacow.org/fundraise)
Thank you!

Do keep in touch with all your news and stories. We love to see what you have been up to, and like to share photos, ideas and successes with the whole Send a Cow family.

Thanks to you vulnerable families will get the practical and emotional support they need to grow nutritious food, feed their children, make money, protect the environment and strengthen their community.

Thanks to you families will leave poverty behind for good.