2018 highlights

A look back on all we have achieved with our wonderful community of supporters...

2018 started with the excellent news that our supporters had raised over £1.3 million for our ‘Mother & Child Appeal’. With all donations matched by the UK Government, we were able to start a new project in western Kenya and help women like Mercy, below.

Throughout Send a Cow’s 30th year we celebrated the impact of lifting over two million people out of poverty. We hosted special events and welcomed our African country directors to the UK to meet our supporters and share insights into the impact of our work in each of their countries.

We hosted trips to Uganda and Ethiopia for supporters and ambassadors to meet our talented and committed colleagues and the families we work with.

The year concluded with our ‘Don’t Waste Xmas’ campaign, where Send a Cow’s CEO Paul Stuart was interviewed on Sky News and London Live to encourage people to make a virtual gift donation instead of buying unwanted presents.

Thank you to our wonderful corporate partners and Kebele members who supported us in 2018: joining us at events; donating to our projects; taking part in challenges; sharing our appeals; visiting our programmes or simply continuing to support us in their own unique way.

Project updates

Burundi is one of our newest country programmes and in July, we started a three-year project there working with 2,000 families.

Our “Unheard Voices” campaign raised the profile of Burundi: ranked the world’s hungriest* and unhappiest** country. With the help of our patrons and celebrities including Jonathan Dimbleby, Ben Aldridge, Prue Leith and Bill Bryson, we produced this film:

Many of you kindly gave to our Mother & Child Appeal, and our corporate partners helped raise awareness across their networks. The appeal featured Mercy, a single mother struggling to provide for her baby. Since this western Kenya project started, Mercy’s life has transformed. She now grows vegetables to feed her children, selling the surplus to generate an income of £1.50-£2.30 a day, which enables her to buy essentials such as cooking oil, soap and foods she cannot grow. Watch her incredible journey below.

“I would like to continue working hard so that my daughter Angel has a better education and not have a hard life like before. When I see her succeed in life I will be the proudest mother.” - Mercy

* 2017 Food Security Index ** 2018 UN Happiness Report
In 2018, our amazing corporate partners continued to demonstrate their commitment to Send a Cow’s work...

Baristas support coffee growing communities

For the second year, Starbucks coffee houses across Europe ran their Coffee + Cows campaign to support farming families in Rwanda. Starbucks coffee houses and franchise stores, including 23.5 degrees and Café Fortune, hosted coffee tastings, dressed up, and jumped on bikes to support more families in Rwanda.

Send a Cow over the Alps

In June, Philip Halse, MD of Halse South West, embarked on the challenge of cycling The Raid Alpine: 500 miles and 63,000 feet of vertical gain! Philip raised an incredible £30,000 with support from the companies, suppliers and customers. In November, Philip visited our programmes in Ethiopia to see the impact of his support.

Vets in Africa

Each year XLVets nominate four staff to exchange knowledge and skills with our expert teams in Africa. Last year, Kenya and Uganda hosted training programmes in animal husbandry and farm systems. The vets described the experience as a chance to gain a new perspective on farming and the challenges faced in rural Africa.

Life on the veg

Last year, staff and customers at Riverford Organic Farmers raised over £50,000 to support the Ugandan Orphans Project – with customers adding a donation to their organic veg box orders. In October, three of Riverford’s staff members visited Uganda to see the transformative difference that their support has made.

Joining the debate

Our flagship event, The Big Debate was sponsored by Standard Bank and Explore Worldwide. The debate explored how gender equality can be achieved in Africa. Pindie Nyandoro, Regional Chief Executive of Standard Bank, joined our expert panellists, arguing the need to redefine African culture and address what truly inhibits women and girls from fulfilling their full potential.

A challenge tough enough

In September, seven brave security professionals and members of The Security Institute took part in a Tough Mudder challenge for Send a Cow. Ten miles of endurance running, navigating 20 obstacles that require teamwork and a sense of humour to be successful. A brilliant fundraising effort and lots of teamwork along the way.

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Send a Cow in 2018

A+  DFID rating for our work
£7,235,527  Amount raised for our projects
£5,716,066  Amount spent on our work
Kebele

Kebele is a community of generous and motivated supporters who share Send a Cow’s beliefs and values by investing in our programmes. Growing to 19 members in 2018, Kebele members generously donated over £250,000 to our work.

Beyond their significant financial support, members also visited our projects, met our African Directors, introduced new donors and attended our 30th Anniversary events.

In February, together with a Kebele member, we presented partnership fundraising to CAF’s wealth managers and charity advisors, and explored ways to engage their philanthropic clients.

Seeing is believing

To see Send a Cow in action is uplifting and unforgettable. When Kebele members, volunteer ambassadors and corporate partner Riverford Organic Farmers visited Uganda in October they saw for themselves the lasting impact of our training.

The week was busy travelling on unmade roads, following our extension workers on their motorcycles to visit farmers in far-flung places. The vital role that extension workers play in families and groups to unlock potential was plain to see. In Rakai, our visitors were given a joyous welcome of drumming, singing and dancing by orphaned children; and in Kamuli they met women who were proud of what they had achieved, overcoming disabilities and marginalisation.

Well known gardener, broadcaster and Send a Cow Patron Toby Buckland joined supporters in Ethiopia seeing for himself the growing techniques adopted by our farmers to grow a diverse range of vegetables to feed their families. Toby was joined by Philip Halse, MD of Halse South West, who commented:

“It was very reassuring to see how Send a Cow spend the money on the ground. There didn’t seem to be any wastage. We really did see the difference that donations make.”

Our next trip to Kenya in June is almost full – do get in touch if you might be interested in joining us.

Find out more...

Join Kebele in 2019  Involve your company  Make an introduction

Become a Friend of Send a Cow – our new package for vet practices  Raise awareness of our work