



SERVICE PROJECT SHEET

Send a Cow



Ref: /Int/Sendacow/Mar 2006
First published by RIBI: pre-1999/2000

Project name:

Send A Cow

(Registered Charity 299717)

Project goal:

To work with the people of Africa to overcome poverty and malnutrition through the sustainable development of livestock farming systems and local self-reliant groups. Send a Cow (SAC) work in Uganda, Kenya, Rwanda, Ethiopia, Lesotho, Tanzania, Zambia and Cameroon. Training is given in organic farming and animal husbandry together with the gift of appropriate livestock to enable farmers to generate sufficient food and income for their needs.

Rotary service type:

Fund raising, plus on-site monitoring by a local Rotary club in the project country.

Unique selling proposition:

- Practical solutions to poverty and malnutrition
- Focus on the most vulnerable; women, widows, orphans, disabled persons
- Sustainable farming with organic practices to increase productivity from the land
- Passing on the gift of livestock and training to other members of the community
- Promotion of environmental conservation and natural resource management
- Empowering individuals and communities to solve their own problems

Description:

Send a Cow was founded in 1988 by Christian farmers from the UK who sent dairy cows to Uganda to provide milk. Since then, the work has developed greatly so that farmers in Africa are provided with comprehensive support to lift them out of poverty.

Send a Cow works with community groups, providing training in group dynamics, leadership and business to ensure the members have the knowledge and skills to plan and manage the project for themselves. Farmers are provided with comprehensive training in organic farming, animal husbandry and social topics. A gift of livestock is given to each farmer, which could be cows, goats, sheep, poultry, fish, bees or rabbits, whichever is suitable to the conditions and resources of the beneficiary. Livestock is zero-grazed in light, airy sheds to protect the environment and the health of the animal, as well as to facilitate the collection of manure and urine. Modern organic farming techniques are implemented, including composting of manure for application to the land, preparation of pesticides and plant teas and building of vegetable gardens. Support and training is provided by Send a Cow staff and veterinary staff, who also oversee the health and breeding of the livestock.

The projects provide the means by which farmers can generate sufficient food and income for their families needs. Milk and eggs or meat from livestock provides protein for a balanced diet to overcome malnutrition and provide vital nutrients for the sick or elderly. The soil fertility, which is often severely depleted, is replenished by the application of composted manure. This, together with other organic farming techniques, increases crop and vegetable yields substantially. Surplus produce can then be sold to generate income. Income is used to purchase household necessities such as sugar, salt, soap and paraffin as well as to pay school fees for children to

gain an education. Additional income can also provide healthcare, medicines and improved housing. Farmers are encouraged to invest in other income generating activities to increase long-term security.

In addition to the practical benefits, dignity and self-respect are returned and farmers develop confidence and hope for a better future. The entire family are encouraged to participate in project activities and many find that relationships within the home improve and that love and unity are increased. Beneficiaries promise to pass on the equivalent livestock gift, together with training, to another farmer so that the original gift multiplies. In this way, farmers experience the joy and satisfaction in helping others.

Personalities supporting the project:

- Paul Heiney
- Baroness Lynda Chalker
- John Humphries, BBC
- Sue Ryan, Daily Telegraph
- David Suchet, Actor
- Rosemary Conley

Benefits to the Club:

The relationship between Rotary clubs and Send a Cow is jointly managed by Rotarian Mansel Thomas, Grants Chairman of District 1150 and Dr Peg Bavin. Rotary club donations over £300 can be designated to Rotary-specific Send a Cow projects within Africa. There are two types of projects; projects fully funded by Rotary club donations and projects that are co-funded by Rotary clubs and Send a Cow. The latter provides the opportunity for Send a Cow to apply for additional funding from other organisations such as charitable trusts. Clubs will be informed as to which project they are funding and will be sent brief updates on project progress. Send a Cow ambassadors across the UK are available to give talks to Rotary clubs on request and attend district conferences. Rotarian Mansel Thomas is prepared to advise any club who wishes to apply for matching funds from the Rotary Foundation on behalf of Send a Cow.

Contact for further information:

Dr Peg Bavin, Grants Officer, Send A Cow, The Rickyard, Newton St Loe, Bath, BA2 9BT.
Tel: 01225 874222. E-mail: peg.bavin@sendacow.org.uk
Website: www.sendacow.co.uk

Rotarian Mansel Thomas, Grants Chairman of District 1150.

Tel: 029 2051 2740. E-mail: mansel.thomas@virgin.net

or your District International Service Chairman.

Rotary International in Great Britain and Ireland has adopted this statement of policy for its work with children, the elderly, the vulnerable and those with disability. The needs and rights of the child, the elderly, the vulnerable and persons with disability take priority. It is the duty of every Rotarian to safeguard to the best of his or her ability, the welfare of and prevent the physical, sexual or emotional abuse and neglect of all children, the elderly, persons with disability or otherwise vulnerable persons with whom they come into contact in their Rotarian duties. Rotarians should refer to the detailed "RIBI Protection Policy" when planning events and activities.