



Our Impact

Foreword

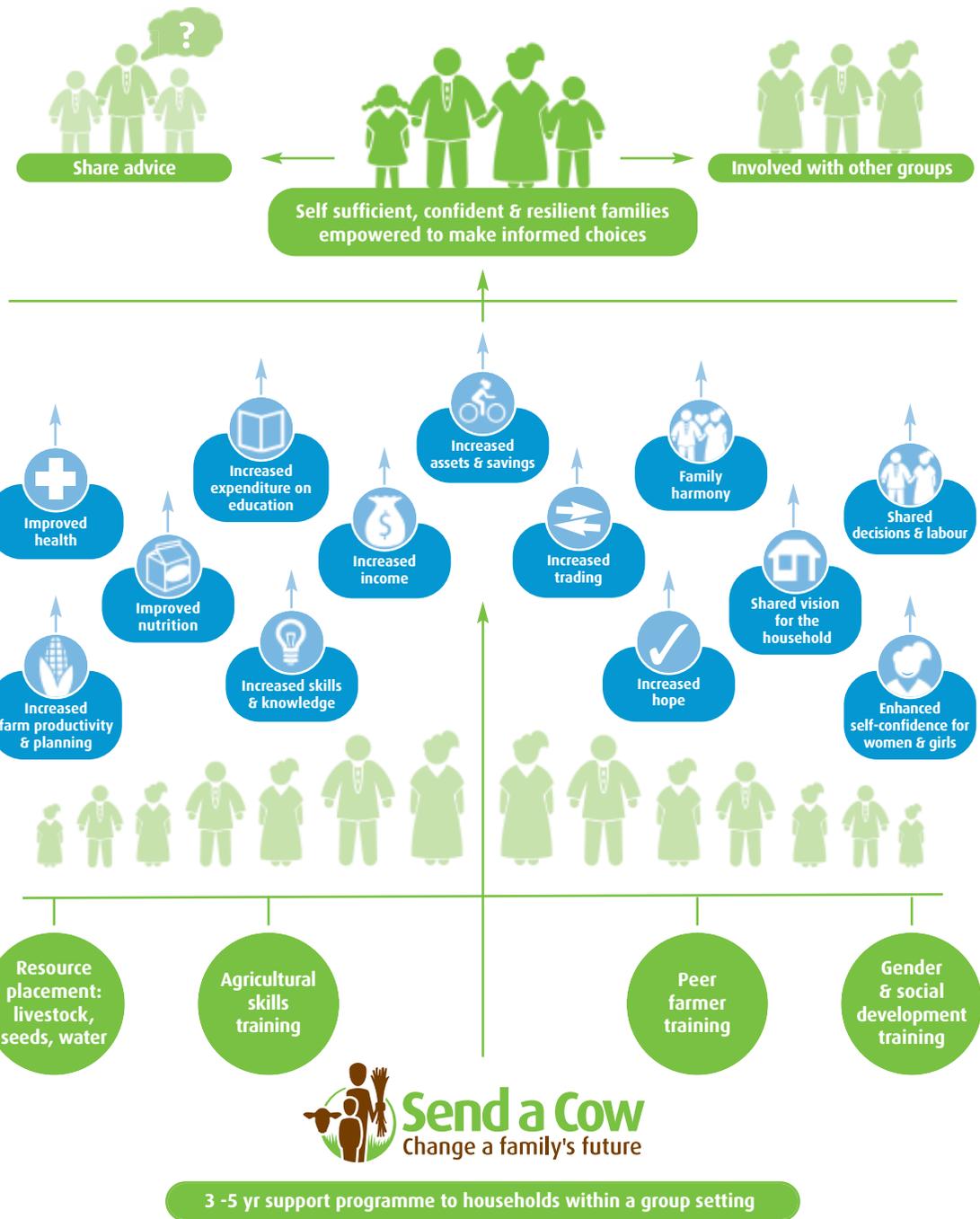
Anyone who has had the chance to explore Africa will know that it is abundant in potential, energy, and talent. But extreme poverty still persists in every part of the continent. Too many lives are blighted by hunger and the threat of famine, the full horror of which I first witnessed as a television reporter forty years ago.

But vast tracts of rural Africa that now lie barren could yield bountiful crops. The land should bloom and the families who live there should flourish.

Send a Cow is doing vital work, helping poor families to realise that change really is possible. By helping to transform 'mindsets' and by focusing on the practical potential of sustainable and organic farming methods, Send a Cow is unleashing enormous potential. Families discover what they can do for themselves and what the land can do for them.

The impacts could hardly be more significant: children eat well, learn well, and families prosper. The unstinting determination of these smallholders to improve their lives and those of their neighbours – often in the face of great obstacles – is an inspiring example to all of us. That is why I support Send a Cow.

Jonathan Dimbleby



3 - 5 yr support programme to households within a group setting

How we work with individual families

About our impact

Families supported by Send a Cow leave behind poverty for good.

When they start with us, they are in absolute poverty and often hungry. But it is not just income and food they need. They may lack skills and resources; the self-belief to effect change; and a vision of what a better future can be. As Ethiopian farmer Kindo Chinasho says, poverty was part of his personality. (See page 4)

This report pulls together extensive research undertaken in 2012 among farmers who had completed our programmes in Uganda and Kenya. It demonstrates how our work enables families to make the vision of where they want to be a reality.

The process begins with developing *confident hope*. With a new attitude and new skills, some **97% of farmers believe they can provide enough food and income for their families' needs from their farms**. (See page 4)

Women, who make up the majority of smallholder farmers, are at the heart of the process. **In three out of every four households, women and men are now equal partners in making decisions about how to use the family's land, and how to share workloads within the family**. Women become respected within their homes, communities, and wider neighbourhoods. (See page 5)

Recent UNEP research has shown that malnutrition costs Uganda some 5.6% of its GDP. With new resources and skills, the farming families we support are now producing more food of a greater diversity. **Food security** becomes a reality for most: some **77% of families now eat at least two meals a day every day of the year**. Their diet is also more balanced: on average, **each person eats one portion of animal protein per day, plus vitamin-rich vegetables**. (See pages 7-8)

By selling surplus farm produce, families' **income increases six-fold**, taking them to above the national average. Some of this is invested in activities to diversify their income; and some is put into **savings**, increasing families' resilience to future shocks. And some is spent on improving **housing**, so that **95% rate their homes as in good condition**. (See pages 9-10)

As well as securing food and shelter for themselves, families look to the needs of the next generation. As Justine Kabuye explains, they invest in girls' **education** as well as boys' – a significant change from the norm. **Three times as many children from families supported by us are in secondary schools compared with the national average**. (See page 11)

It is remarkable how such transformation is achieved with minimal material input: all training, seeds, tools and livestock that we provide are effectively loans, to be passed on when a family is able to another family in need of support.

Rather, the change comes from within. For Send a Cow is about achieving unrealised potential; a lesson from which we can all learn.

Richie Alford
Head of Research and Impact



Export, envisioning and expansion



In the mid-1990s, Send a Cow was a small charity at a crossroads. Within a few years, three things would happen to make it the sustainable, professional and grassroots organisation that it remains today.

Firstly, the BSE crisis brought an end to sending cows from the UK; the charity began sourcing them in Africa instead. Secondly, after observing the astounding crop yields produced by one community group using compost, Send a Cow incorporated sustainable agricultural training into its programme. And thirdly, it took on African development experts as permanent employees, including myself to focus on gender and social issues.

These decisions were typically pragmatic ones from the West Country dairy farmers who still ran the charity on a voluntary basis. They had founded Send a Cow in 1988 due to a desire, driven by their Christian faith, to use their agricultural expertise and resources to help poor farmers in Africa – an approach that ran counter to conventional thinking among development professionals at the time, when there was little investment in smallholder farming. Now Send a Cow's founders were recognising that sending cows was not enough.

My role was and is to develop Send a Cow's work in tackling the social factors that hold back poor people – especially women.

I oversee teams across Africa who work with groups and communities on overcoming issues such as low self-image; gender prejudice; social exclusion; unequal allocation of resources; violence; lack of capital; and lack of knowledge and skills. I help them form a vision of where they want to be, and how they can get there.

Within a few years, social development became one of the key strands of Send a Cow's work, along with provision of suitable livestock – not just cows – and training in animal husbandry; and training in natural resource management and sustainable agriculture.

By the new millennium, we were confident that we could adapt to meet the needs of a wider range of poor and marginalised groups – in particular, those affected by HIV/Aids and climate change. We have since expanded into many different countries. We have seen other agencies adopt our model of placing livestock with poor families; and observed how smallholder agriculture has risen to the top of the international aid agenda (see box below). And we have far exceeded the dreams of our founding farmers.

Like the communities we support, we have developed our vision. It is one of a confident and thriving rural Africa; and with the findings of our recent impact research, we are more confident than ever that this is possible.

Ida Mikisa Hadoto

**Gender and Social
Development Coordinator**

1. **Empower women farmers**
2. **Promote home gardens and small-scale livestock rearing**
3. **Complement agricultural programme with education and communication, health services, water and sanitation.**

Smallholder Agriculture's contribution to better nutrition,
Overseas Development Institute, March 2013.
Commissioned by UK Hunger Alliance

"I have worked closely with the team at Send a Cow to establish robust systems to quantify their impact in Africa. Their commitment to assessing and increasing their impact is very impressive."

David Pritchard, Head of Measurement and Evaluation, New Philanthropy Capital

ABOUT THE DATA

The research is based on two sets of data:

1. Uganda July 2012

313 families from four projects in 10 districts across central, eastern and northern Uganda who have graduated from our programmes. These were randomly selected out of a possible 4,969 families supported by Send a Cow Uganda between 1988 and June 2010. On average, they began training in 2000 and received livestock in 2004.

2. Kenya October 2012

Before data: 60 randomly selected families from 12 groups waiting to join Send a Cow/Heifer Kenya programmes in western Kenya.

After data: 40 families from eight groups which have graduated from our programmes in the same area. These were randomly selected out of a possible 2,068 families supported by June 2010 by Send a Cow/ Heifer Kenya.

Smallholder agricultural development can be an excellent way to reduce poverty and tackle hunger...

It can be steered to have a greater impact on food security and nutrition through three measures:

Confident Hope

It's crucial that very poor farmers believe that they can change their own lives. By working with fellow farmers in community groups, they can share their burdens, discuss ideas, set out goals, and offer one another vital support during the inevitable difficult times on their journeys out of poverty. We provide group-level training to strengthen families and communities and give them the skills they need to build successful farming businesses. As families start to produce more food, their confidence is reinforced and their hopes raised – and realised.

Are you confident that you can provide enough food and income for your family's needs from your farm?



Data: Kenya 2012

“We now have goals”

I used to think that I would remain poor throughout my life. Poorness was part of my personality that I accepted because I was hopeless. My community had labelled me as poor.

That was how I thought when I was a labourer cutting eucalyptus trees. My wife Meselech and I joined Send a Cow seven months ago [in late 2012], and the first thing that changed was our perception of ourselves.

Now we have good self-esteem. We think of becoming prosperous – being able at least to feed our family and contribute to our community.

Now we are busy working on our quarter of a hectare of land. So far we have received training, seeds and chickens. We are now growing vegetables that we never used to eat: beetroot, garlic, onion, tomato and lettuce.

My friends sometimes try to get me to join them as a labourer again, but I refuse. With my new knowledge and skills, I believe it is better to invest my time and effort into my land.

We now have goals for the project: to feed ourselves and our two young children three times a day; to replace our grass-roofed home with one with a corrugated iron roof; to own a house in town to rent out; and to educate our children.

Through hard work, we also aim to change the perception of our community towards us. We know we will benefit from this project, and we will also share our knowledge and skills. We are happy and hopeful about the future.

**Kindo Chinasho,
Wolayta, Ethiopia**

Thanks to UK Aid for funding this project.



Women

Most of the farmers we support directly are women: they are generally the poorest people in the community, and are at the heart of the family. Most have received little formal education, and may be unused to taking decisions that can change their lives.

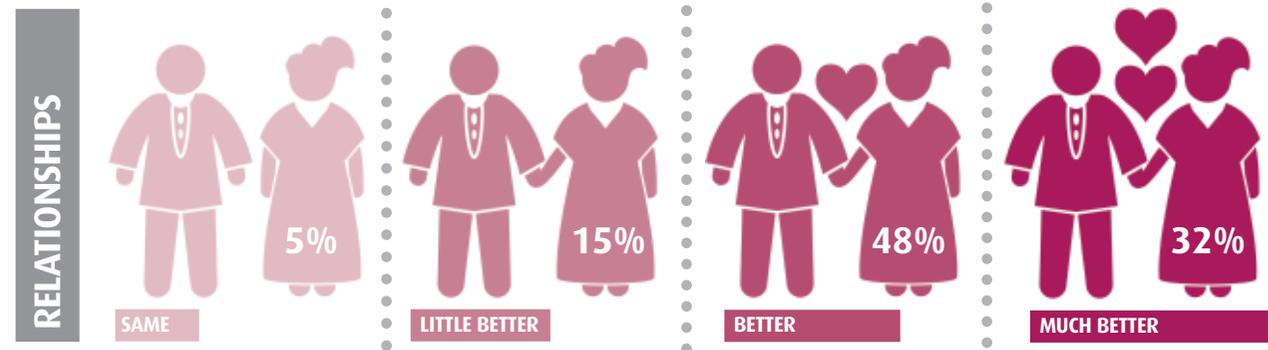
Although our policy is to target mainly women, they are always encouraged to bring their husbands (or other family members) to training sessions, so the whole family can learn together. Through our training, women and men broaden their understanding of gender issues, agree to share roles and responsibilities in the home and the community, and develop a shared vision for their families' futures. With greater harmony in the home, the family can prosper.

Women's standing and economic power are further boosted when they become owners of the livestock we provide; and when their new skills and experience become sought-after by others.

"In Africa, women own just 1% of agricultural land, receive only 7% of extension services and access less than 10 % of agricultural credit offered to small-scale farmers."

Global Employment Trends for Women. International Labour Organization, 2009.

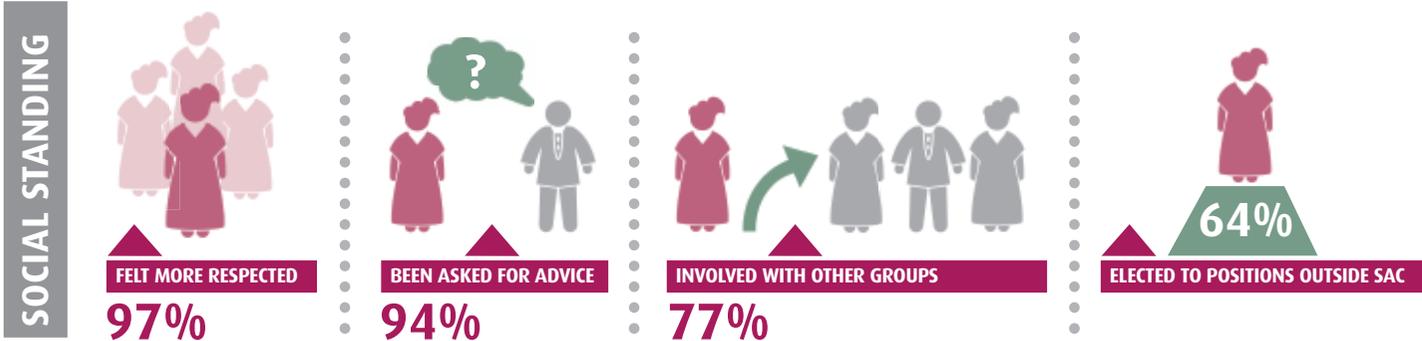
Has the quality of your relationship changed?



Are you and your husband equal partners in deciding how to share workloads?



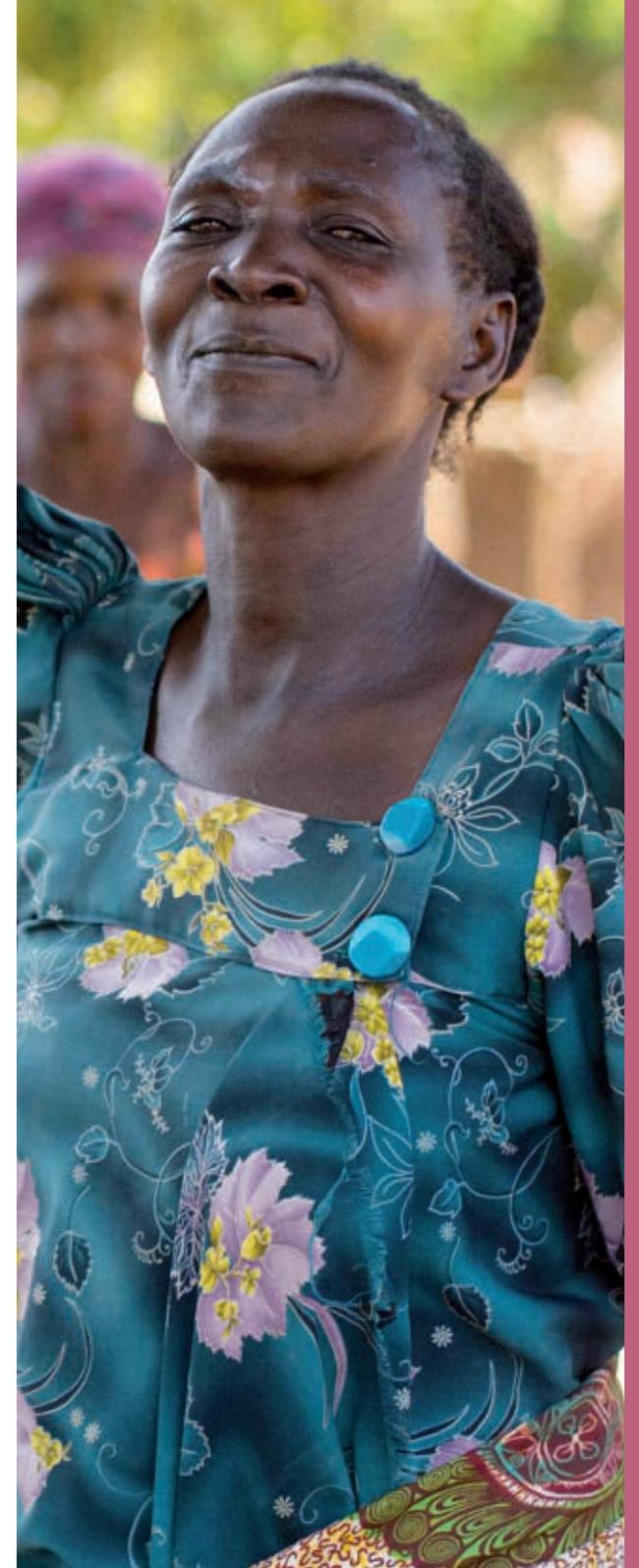
Has your social standing changed?



Are you and your husband equal partners in deciding how to use land?



Data: Uganda 2012



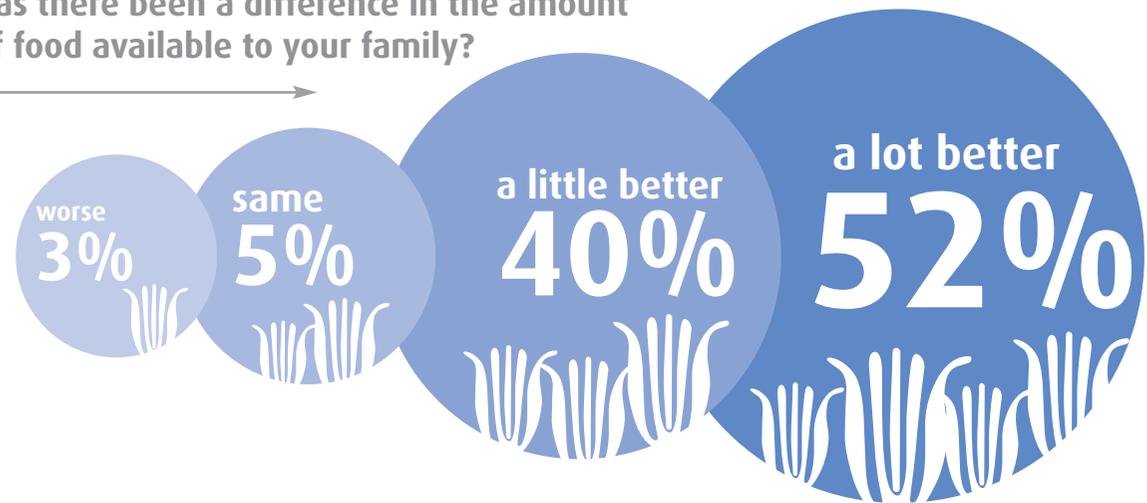
Food Security

Quickly – within one growing season – farmers will see a marked difference in the amount of food they are able to eat. Thanks to compost and sustainable farming techniques, they will be producing more staple crops and vegetables all year round – even during the traditional ‘hungry months’. With full stomachs, children can better focus on schoolwork. With the daily grind of subsistence farming eased, adults can channel their energies into a range of income generating activities. Families no longer go to bed hungry, or live in fear of famine.

Uganda loses some US\$899 million annually – or 5.6% of its Gross Domestic Product – due to the effects of malnutrition (eg cost of treating malnutrition-related illnesses; loss of work productivity; and reduction in labour force due to early death.)

Source: Cost of Hunger in Africa, United Nations Environment Programme, 2013

Has there been a difference in the amount of food available to your family?



Our programmes are highly effective, but families do sometimes fail to progress due to factors such as illness or natural disaster. Sometimes, personal circumstances mean our programmes were not suitable for some individuals. We offer support to those families, and continually strive to learn to ensure our programmes can reach as many people as possible.

no
23%

Is your family always able to eat two meals a day every day of the year?

yes
77%

This data was collected in August, outside the hungry months.

At that time, **97%** of families were eating two or more meals per day

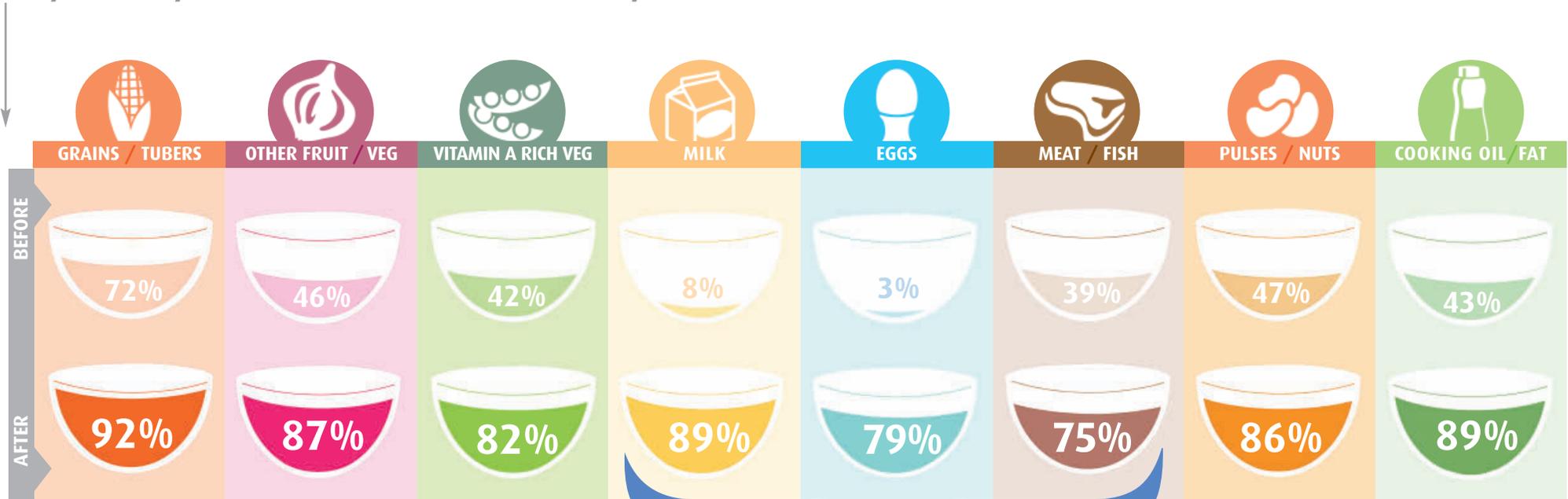
Data: Uganda 2012

Food Diversity

It's not just quantity but also quality that matters. Farmers learn the importance of feeding their families a balanced diet, and acquire the skills to produce more diverse foodstuffs. They develop kitchen gardens to supplement their diets of staple crops with vitamin-rich vegetables, meeting all their micro- and macronutrient requirements.

Vital animal protein is provided by the livestock we place with families - usually cows, but sometimes more easily managed goats or poultry. It is a healthy diet of particular benefit to children, pregnant and breastfeeding women, and people with HIV/Aids.

Can your family eat these foods each week in the dry season?



Each person eats an average of one portion of animal protein per day

Data: Kenya 2012

Income and Housing

Families now have products to sell: milk, eggs, livestock, vegetables, fruit, and staple crops. By producing a greater range of foodstuffs, they can access three times as many markets as before, giving them a more reliable income stream. Their income increases on average sixfold. With food on the table, families' thoughts turn to shelter: renovating or rebuilding their homes to keep the rain out, the family secure and healthy, and to allow some privacy. By improving their living conditions, they can invite guests to their homes with pride.

Has there been an improvement in your ability to receive visitors and celebrate?



Data: Uganda 2012

Condition of housing

- Poor condition
- Good condition



HOUSING - BEFORE

HOUSING - AFTER

Data: Kenya 2012

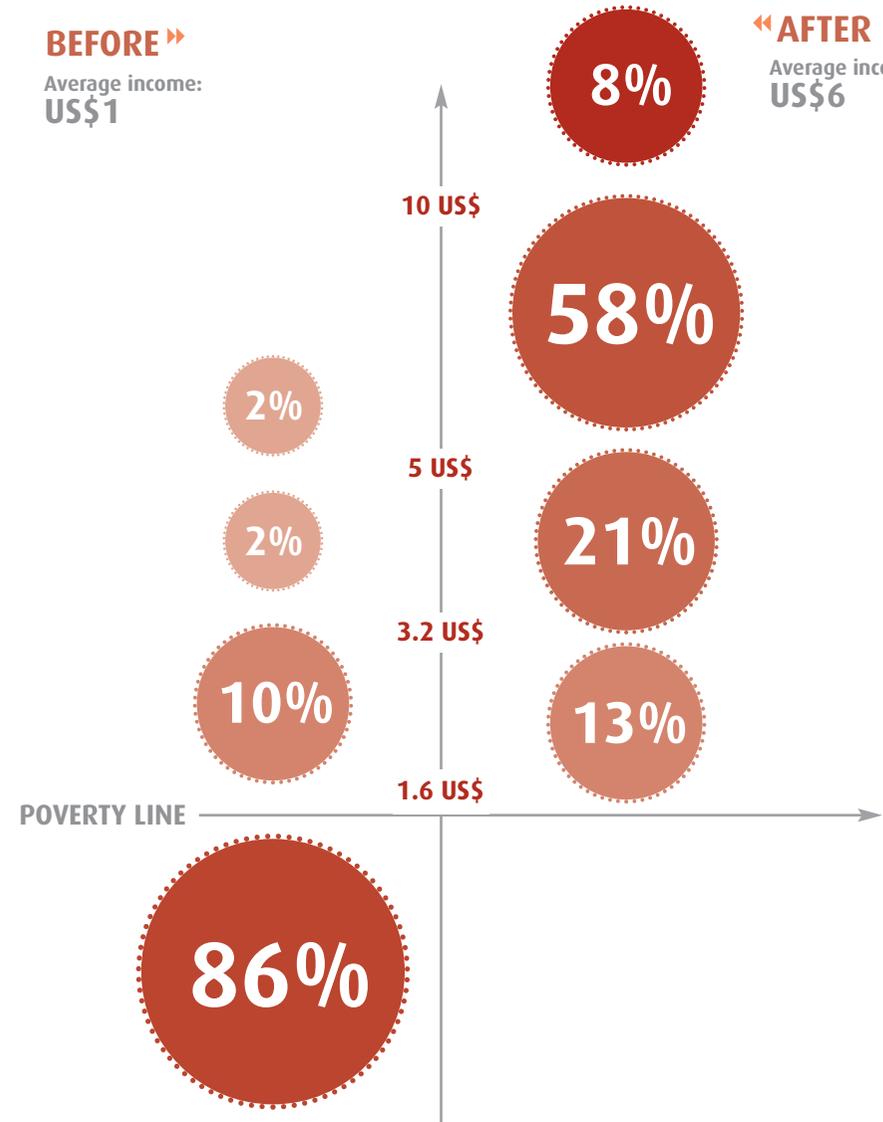
Income

BEFORE »

Average income:
US\$1

« **AFTER**

Average income after
US\$6



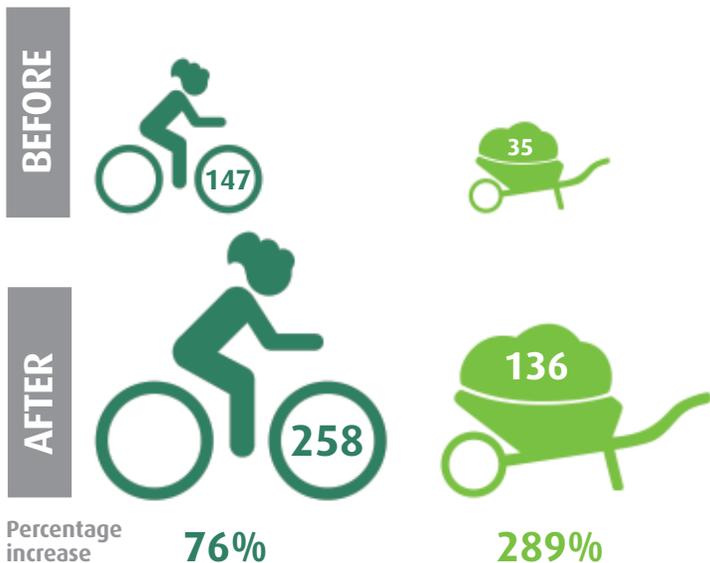
POVERTY LINE

Data: Kenya 2012

Savings & Assets

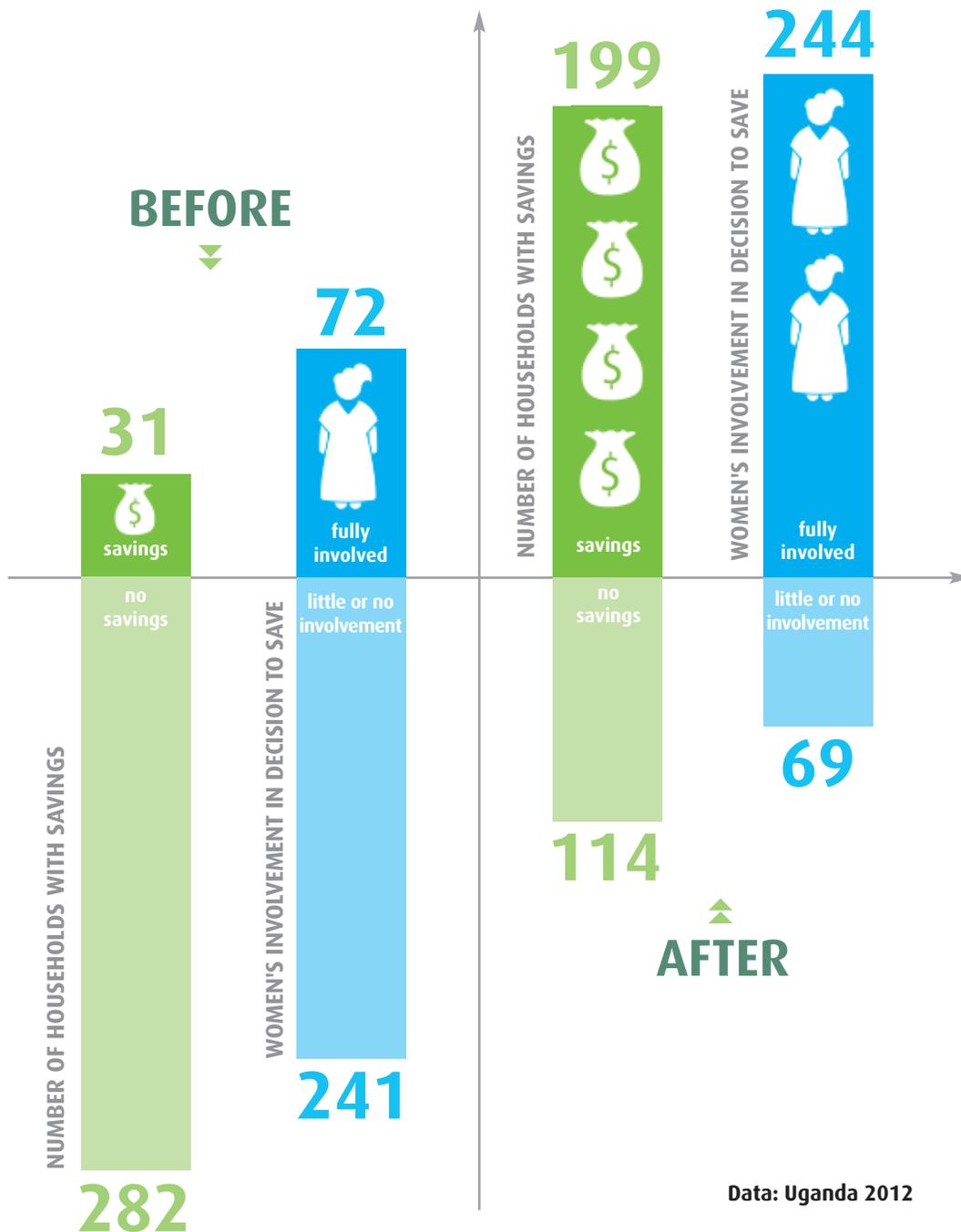
With their significant income rise comes the freedom to start making choices about how they want their lives to change. Families choose to invest in their farming businesses, buying simple items such as wheelbarrows to ease their hard work, and bicycles to access more markets. They start to plan better futures and keep savings – in banks or informal village schemes – to ensure these plans become reality. And throughout, women are now fully involved in the decision making process.

Number of bicycles and wheelbarrows



Data: Uganda 2012

Has there been a change in your family's ability to save money?
Are women involved in making decisions about savings?



Data: Uganda 2012

Education

Once families envisage a positive future, they invest in education. Children are given opportunities their parents could never have imagined. As 78% of Uganda's population is under 30 – making it one of the youngest populations in the world – this is vitally important for the country's future.

Primary education is available to all, and 97% of eligible children attend school. With incomes secured, families are also able to support children through secondary school and beyond. Overcrowded classes and overworked teachers in state schools lead many families to opt for private education, which can cost just a few pounds a week.

Each child in the family is given the same opportunity, regardless of gender – a powerful indicator of real change in attitudes. Our research shows that seven times as many young women attend higher education as the national average.

Women educated to secondary school level and beyond are known to have fewer children, boosting their families' chances of a healthy, happy, poverty-free future.



“I am living my dream as an independent woman”

I am a deputy headteacher. I want to let the world know that if it was not for Send a Cow Uganda, I would not even have completed secondary school.

Back in Mityana in 1988, when I was six, my family was not well off. We ate foods like bananas, sweet potatoes and cassava. Meat was very rare; once in a while we ate eggs. Like so many African families, the good things were reserved for boys.

That was the year our cow arrived from the UK. We called her Buyinza (God is so gracious and all powerful).

Send a Cow's impact has been so huge. It touches every corner of the family. I have never met another teacher as good as Send a Cow. It teaches you to earn a living and to live with a purpose.

Send a Cow gave boys and girls in my home the same opportunity. With education, you unlock all the locks of poverty.

I became the first in my family to graduate, and am now living my dream as an independent woman.

My daughter's childhood is so different from my own. I never had electricity or safe tap water. Today we live in a bungalow, connected to the world by TV and the internet. But I don't want modernity to rob her of human-rooted African values. I am proud that I have paid most of the cost of a new house for my parents.

Without Send a Cow, I would not be the kind of woman that I have become: respected, very hopeful, positive.

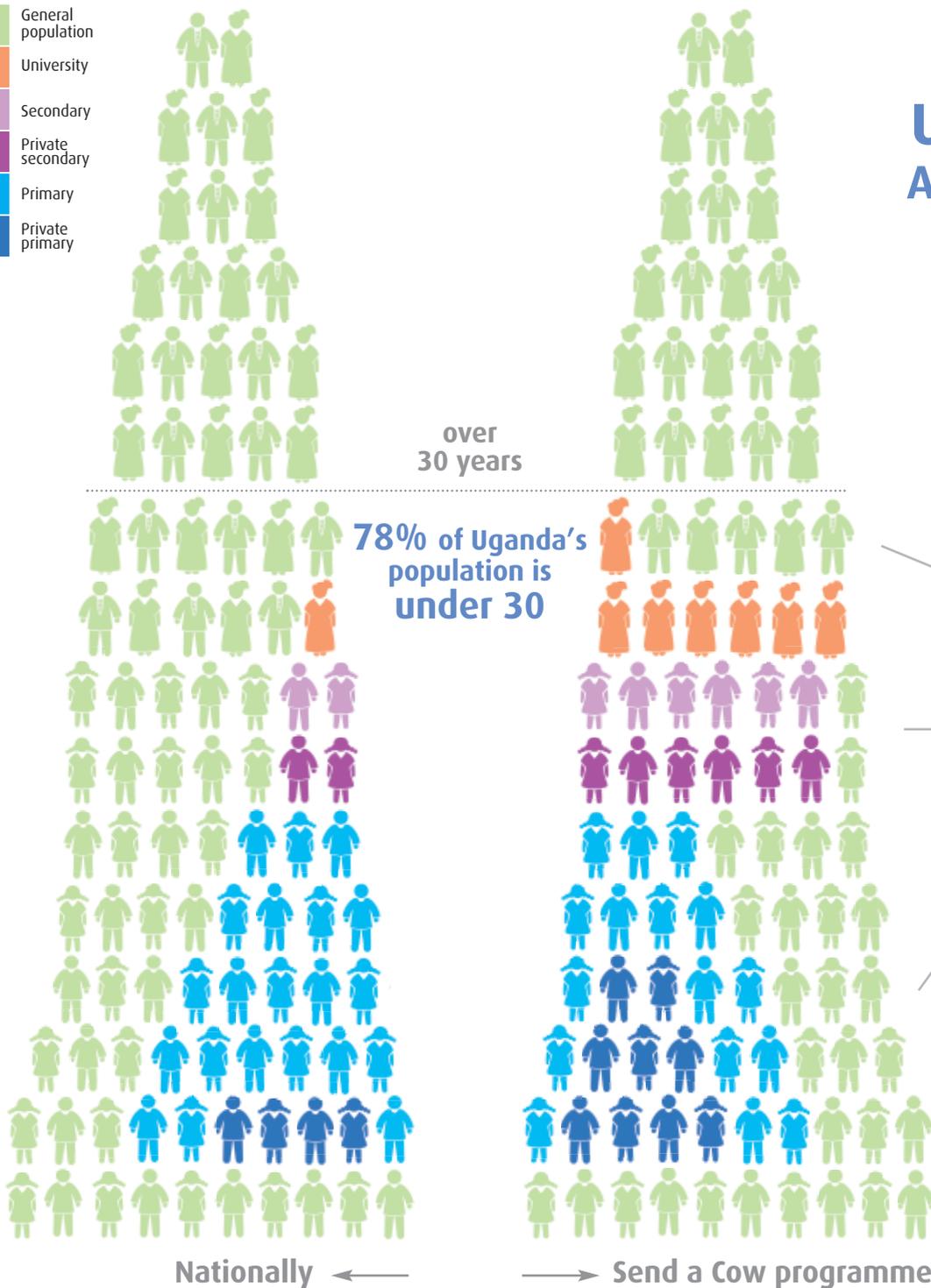
Sometimes, I want donors to come and witness for themselves the change they have caused in our lives. I wish Send a Cow God's blessings, and may you touch many more lives like mine.

**Justine Nabinfa Kabuye,
Kampala, Uganda**

- General population
- University
- Secondary
- Private secondary
- Primary
- Private primary

Uganda population pyramid

Age and education per 100 people



Data: Uganda 2012

A Million Lives Transformed



1,000,000

Our work transforms the lives of the people we work with. But it also has a profound and lasting impact on others in their communities.

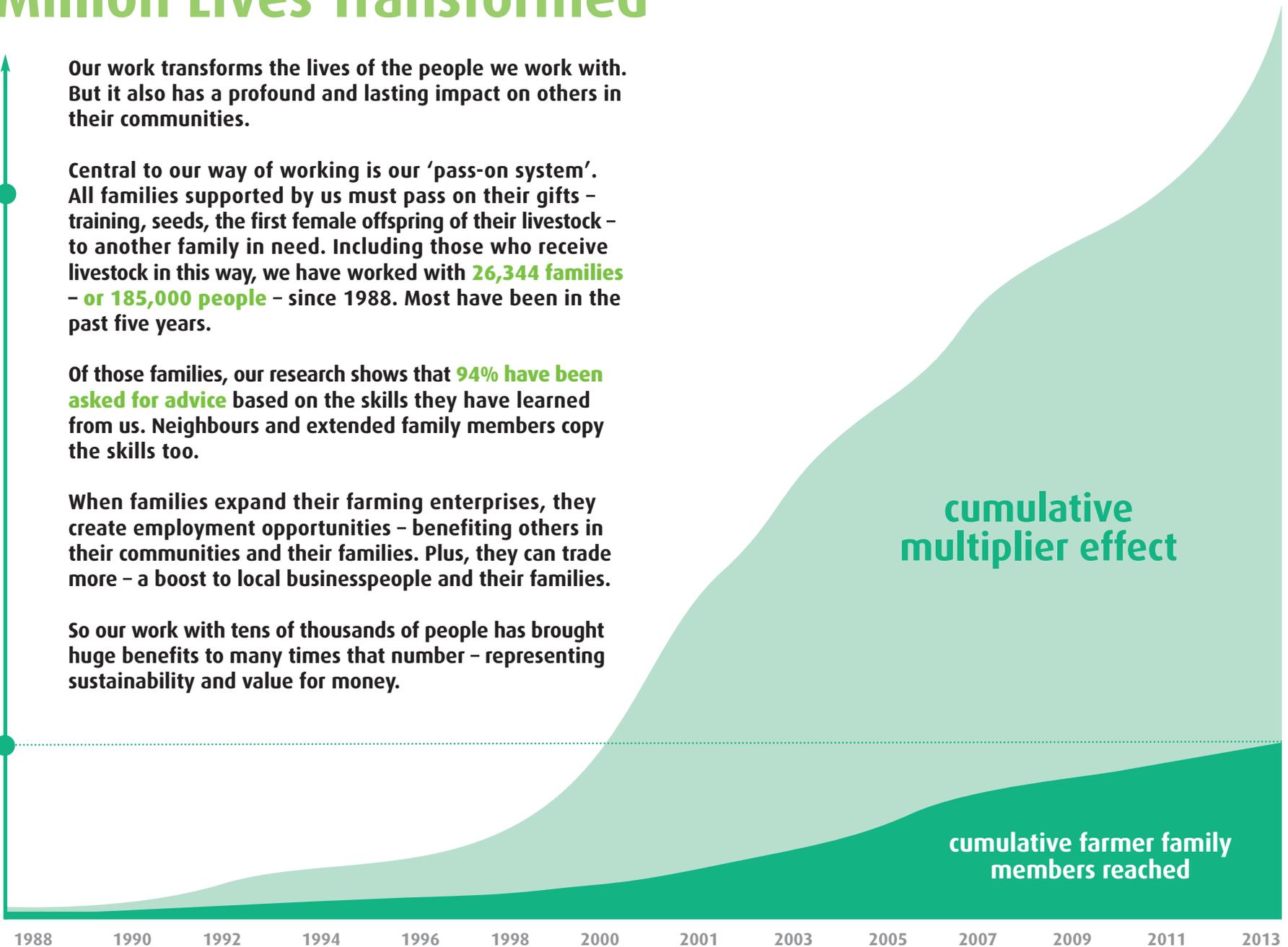
Central to our way of working is our 'pass-on system'. All families supported by us must pass on their gifts – training, seeds, the first female offspring of their livestock – to another family in need. Including those who receive livestock in this way, we have worked with **26,344 families** – or **185,000 people** – since 1988. Most have been in the past five years.

Of those families, our research shows that **94% have been asked for advice** based on the skills they have learned from us. Neighbours and extended family members copy the skills too.

When families expand their farming enterprises, they create employment opportunities – benefiting others in their communities and their families. Plus, they can trade more – a boost to local businesspeople and their families.

So our work with tens of thousands of people has brought huge benefits to many times that number – representing sustainability and value for money.

185,000



cumulative multiplier effect

cumulative farmer family members reached

1988

1990

1992

1994

1996

1998

2000

2001

2003

2005

2007

2009

2011

2013



Afterword



This research backs up what I have already seen so many times with my own eyes. With Send a Cow's support, even extremely poor families like Justine's and Kindo's can transform their lives.

When we begin working with them, such families might live in homes which flood whenever it rains. They might not be able to afford even a wheelbarrow to ease their hard work in the fields, let alone schooling for their children. Yet soon, they are eating a balanced diet, building solid homes, and sending their children to good schools.

Send a Cow's programme of sustainable empowerment works because it hinges on the backbone of Uganda and much of east Africa: agriculture. It works because it lets communities develop their own vision of prosperity – and gives them the skills to get there. It works because it recognises that all our people need is a hand up out of poverty.

Like the families we support, Send a Cow has so many aspirations – and like them, we have a clear vision. We envisage continuous growth so that we can reach out to the many very poor communities that need our services; we have ambitious plans! Our aspiration is that the world will know who we are and what we do; and that donors and partners will have confidence that their support makes a difference at grassroots level. You are giving hope to families and, especially, to children.

I thank you for your support, which has allowed us to have such an immensely positive impact. I hope that reading this report has made you feel, like I do, that it is a privilege to be part of Send a Cow.

Esther Ssempebwa
Send a Cow Uganda Country Director

Thanks to all the farming families, staff, volunteers, partners and supporters who have made our work a success over the past 25 years

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His Royal Highness, The Prince of Wales

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Our Vision:
A confident and thriving rural Africa



Our Mission:
To give communities and families the hope and the means to secure their own futures from the land

