



TWENTY YEARS OF SEND A COW

HOW A CRAZY IDEA BECAME A LIFE-CHANGING REALITY



"Never tell a young person that something can not be done. God may have been waiting for centuries for somebody ignorant enough of the impossible to do that thing."

DR J A HOLMES

So why did a group of Devon dairy farmers start an international development charity?

Well, we never really meant to. I was volunteering for the Christian charity Tearfund at the time, and suggested sending cows to Africa to them. No charity had given livestock directly to poor families before, but Tearfund put me in touch with other likeminded farmers.

And we thought: why shouldn't it work? Cows in my own herd were descended from animals imported from South Africa in the 1930s. We may have been amateurs in international development, but we were experts in farming.

In fact, it turned out that farmers make good development workers. We have a flexible, learning working style. So although we originally thought we would just send two or three plane loads of dairy cows, we took one step at a time, tried innovative measures where necessary – and kept going.

Above all, though, we have been motivated by our Christian faith. The story of the Good Samaritan tells us we must help whoever is in need, regardless of their religion, gender, ethnic group or background. That is just what Send a Cow does.

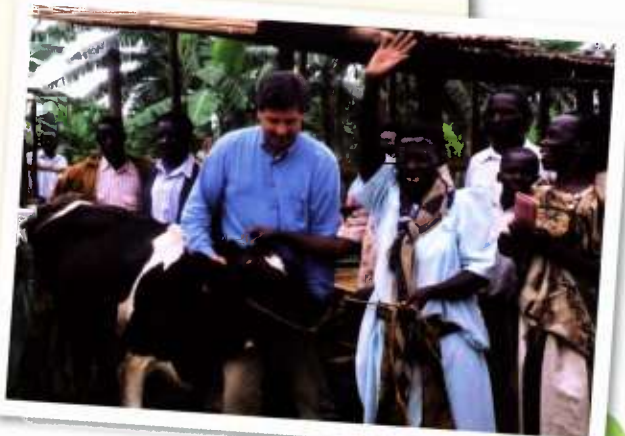
And whenever we've encountered challenges or opposition over the past 20 years, I've always asked myself: Is what I'm doing right before God?

I am confident it is.

DC Bragg

David Bragg

Founding farmer
and Programme Coordinator





SEE WHAT HAPPENS WHEN YOU

PASS IT ON

I was one of the first nine beneficiaries in Mityana Diocese. My husband, who is a pastor, had gone away to study. We had seven children, plus other dependents, and my income could not sustain the family.

Some of the other women were worried about looking after such a big dairy cow. But the training helped a lot. The women became confident – and very hardworking.

The money from milk sales has helped pay for my children's education. Nowadays, the older children have good jobs: one is a doctor, two others are teachers. The youngest are at university.

Many families round here have been able to build new houses, so there is a visible difference in Mityana. We can proudly say that Mityana has really changed because of Send a Cow.

Rabina Kamya, farmer

Rabina passed on a calf to Margaret and Joshua Nabembezi, who in turn passed on a calf to Ida Joloba.

I received my cow in 1993. It's made such a difference. Our land was so dry that we didn't have enough to eat, but as soon as we got the cow, we could have milk whenever we wanted. We planted many different crops too. We also sold a calf, and bought pigs. We are building a new house.

And we've passed on a calf to another family too – I was so pleased to be able to do that.

Now the family is extremely happy. Our children are very healthy. They go to school, and one son has graduated from university. We praise God for that, and we also praise Send a Cow.

Ida Joloba, farmer

Rabina and Ida are featured in our new DVD celebrating 20 years of Send a Cow, available now.

SEND A COW'S TIMELINE – 1987 TO 2007

AN IDEA IS BORN

A group of Christian farmers meet in Devon. They share outrage at EU milk quotas, which are forcing them to slaughter healthy dairy cows. Could not some of these cows be sent to Africa, where children are dying of malnutrition? One farmer knows from experience that keeping livestock in Africa is tough – but that it can work. An agricultural development expert also present is not sure if European cows will thrive there. Will the idea fizzle out before it gets started?

"I was being shown that the way to keep dairy cows in the tropics was by using very simple techniques."

Anthony Bush, co-founder



OUT IN AFRICA

Inspired by Ugandan visitors, two UK farmers go on a fact-finding mission. They meet the Bishop of Mukono and a livestock expert. They're shown widows given cows by Heifer International, and see how stall feeding – keeping animals in shelters and bringing them fodder – protects cows from disease and allows for collection of manure. The farmers return convinced that smallholder dairy farming in Uganda can work, and that they have met the people to help turn their idea into reality.

"They had doubts that the animals would be able to survive, but the Bishop told me to convince them. I did everything I could."

Fred Katende, livestock expert

AND THEY'RE OFF!

The founders are now fired up. They contact farmers, churches, charities, government and the media. They also hit on the idea of multiplying their gift by sending pregnant cows, so the calves can be passed on to another family. Their plans meet enthusiasm, scepticism, and even scorn – but soon, they have 25 pregnant cows, plus money from the

1987

- FEBRUARY – First meeting
- SUMMER – Bishop Cyprian and church official Francis Gonahasa visit and talk about malnutrition and cattle shortages in post-conflict Uganda
- DECEMBER – Send a Cow name coined



UK public and government. The official send-off takes place in a blaze of publicity.

"Anthony would call up the farmers and ask them how many cows they had. If they didn't know off the top of their head, his answer was that they were hardly likely to miss one." David Bragg, co-founder

GIVING HOPE

Now comes the real test: the first families receive their cows. Doubts are dispelled as calves are born, and the cows produce 20 litres of milk per day. However, Uganda is only just emerging from decades of strife. And Send a Cow is trying something quite new. Sourcing vaccines; travelling along rough roads; finding artificial insemination services; contacting the UK – all these present major obstacles. Through trial and error, Send a Cow copes, learns, and grows.

"Our cow was given to a Muslim family, because the diocese was helping people of all faiths." Theo Cracknell, UK farmer

1988

- FEBRUARY – Visit to Uganda
- 4 JULY – First cows sent
- OCTOBER – First employee, Geoff Gait, escapes from plane crash at Rome
- AUGUST – First cows distributed
- NOVEMBER – Peter Reade fills in for Geoff

"It was a case of using my knowledge of European cows and Fred's local experience and contacts. Because I was a farmer I could talk to them about the animals that I had and things that I was doing at home."

Peter Reade, Field Operations Manager

HOLY COW!



● THE Whitchurch Methodist Circuit is taking part in a national campaign to buy cows to send to a Third World country. They are hoping to raise at least £1,500 – enough to buy a cow in calf and cover her air fare to Uganda. The Send a Cow to Africa appeal has sent more than 50 cows in calf to the country. One cow can double a poor family's

income in Uganda.

Friesian cows produce up to 19 litres of milk a day. A Ugandan cow produces only half a litre.

The Whitchurch Methodists hope to have raised enough money by June.

Above: The Rev David Hudson with Peter Manning and Geoff

Craddock - hoping to milk local people of charity funds! ●

It's double

'cream' for

dairy men

- JANUARY – Geoff Gait replaces Peter Reade
- JANUARY – UK parliament told most cows have calved

1989

WORKING TOGETHER

So how do farmers from Devon run a programme in Uganda? They don't. Soon, Send a Cow's growing workforce in Uganda is made up of Africans, supported and monitored by volunteers in the UK. Send a Cow Uganda is already on the (sometimes rocky) road to independence. And they're getting valuable input from others: Heifer International, who have inspired (and been inspired by) Send a Cow from the start, becomes a formal partner.

"The trust that the British farmers showed in the Ugandan locals was tremendous. Their desire to work on the same level and not been seen as employers was very important to them."

Andrew Friend, development expert



1991

- Village Bull scheme starts, to overcome problems of finding artificial insemination services
- First education pack for junior schools

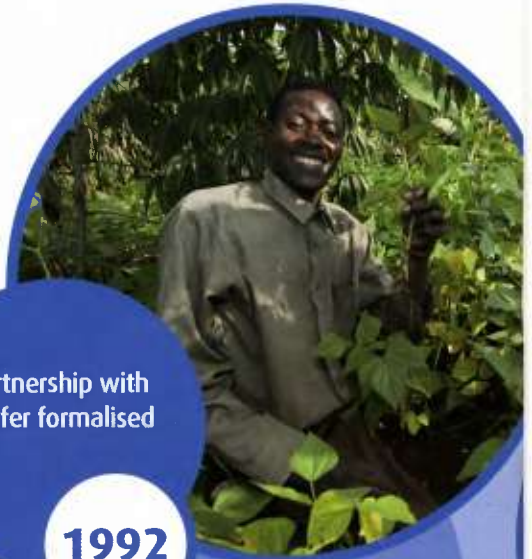
THE ORGANIC MIRACLE

But the biggest revelation comes from the people Send a Cow works with. A group requests cows in order to put into practice manure-based organic farming techniques. The result: crop yields rise three- or four-fold. Ever pragmatic, Send a Cow is soon providing organic training for reps from all groups. They return to their communities and pass on their knowledge. The true value of cows is becoming clear: they are the key to a secure, environmentally friendly way of living.

"The Ugandans taught us things that we would never have thought possible, like mixing urine with ash to create pesticides, that have been incredibly successful."

Rhoma Alford, co-founder

"In Uganda, I saw how using manure on the land was helping farmers triple or quadruple their crops. Now I use manure rather than chemical fertilisers on my land in the UK, and save around £10,000 a year." Peter Reade



1992

- Partnership with Heifer formalised

CHANGE OF DIRECTION

Crisis in the UK: BSE deals a severe blow to UK farming – and to Send a Cow's work. All livestock exports are banned, negative press abounds, donations drop, and so does morale. Will this be the end of Send a Cow? No – though it is the end of sending cows. More than 300 have been sent, but from now on, cows will be sourced in Uganda. Slowly, donations pick up. Send a Cow is adapting and thriving.

"It actually become a blessing. By sourcing locally we found that we could help three times as many people by cutting out the costs of the flight and other expenses."

David Turner, former chairman

FOCUS ON PEOPLE

Another turning point. From Day One it's been clear that practical aid is not enough. Now, a Social Development Coordinator starts working with groups to tackle social issues: lack of self-esteem, women's low status – anything that's holding people back. Ultimately, groups should become strong enough to deliver livestock, training and support themselves, with little external help. For people with little schooling, that's quite an ambition. And for Send a Cow, it's vital to its long-term success.

"When people are very poor...they think that their voice is not important. But when a group like Send a Cow works with people it can give them a livelihood and they get that self-respect back."

Dr Tomasi Kiryapawo,
Ugandan Electoral Commission

"My husband Williom now comes to all the training with me. It has brought us together and brought harmony to our home."

Federesi Kigayaza, Ugandan farmer

'We still need your help' says Uganda

SEND A COW BEATS BAN



LOW ACKNOWLEDGING AND ON WITH WITH SEND A COW

THE BATH based national charity Send a Cow has acted quickly to make sure the people of Uganda do

not suffer from the export ban on British beef.

Donor's money will be used to buy good quality, purchased animals from within Africa,

But at the same time Send a Cow's organisers insist they have had no trouble with the British beasts they have sent to Africa over many years.

This is the first time since the charity began

its vital work to send cows to Uganda as part of a scheme that has transformed many communities.

A recent visit by Livestock Officer and his wife Ruth, visiting Bwala during April, emphasised to Send a

Cow chairman David Turner how much their people still needed to build up numbers of good dairy cows.

David says he was able to reassure them that there would be no shortage.

The saw scheme, he said, would benefit with a

1996

- BSE breaks out
- Anasumagira Women's Group trains at St Jude's Organic Farming Training Centre

1997

- Send a Cow Uganda registers as charity
- Social Development department formed



REACHING OUT

Happy 10th birthday to us! To celebrate, StockAid is launched, adapting the Send a Cow model to help the poorest of the poor. People with HIV/ AIDS, disabled people, or child-headed households can receive smaller, easier animals than cows, plus extra social support. Such flexibility is vital as Send a Cow expands. In Rwanda, genocide survivors need help rebuilding communities. In Ethiopia and Lesotho, preserving the fragile soils is crucial. Send a Cow is leaving its comfort zone behind.

"The use of organic farming in Ethiopia could be massive and nowhere is it more relevant. They have a huge problem with having far too many cattle competing for grazing land and all this manure that is not being used to grow anything."

John Longman, former trustee

"God had remembered us. Many of us had been widowed and had orphans and children to look after. Send a Cow would be a solution to our problems."

Judith Mukakizima, Rwandan farmer



1998

- StockAid launched
- First work with disabled group

MEDIA MAGIC

Suddenly, the money starts rolling in as Send a Cow is picked as a Daily Telegraph Appeal Charity. As well as expanding its programmes in Africa, Send a Cow invests in its future by employing professionals in the UK. Numbers of volunteers rise too, underpinning the work of paid staff through promotional talks, fundraising, and all-round selfless heroics.

"It moved from being an organisation run by volunteers who were very committed but were probably in danger of burning out, and with just one or two members of staff, to what it is now."

David Bragg

Gift of life offers Rwandans hope after slaughter

Susannah Herbert in Kigali sees how the Send A Cow charity is helping people to rebuild their shattered lives

Telegraph Christmas Charity Appeal 1999



Tutsis — in the Kigali East region, who are trying to rebuild their lives.

The charity has 11 years' experience in neighbouring Uganda, where it has helped more than 1,100 families.

Gift cows were initially flown in from Britain, but most are now bred in Africa, using artificial insemination or specially selected bulls to improve local breeds.

Each Send A Cow beneficiary is required to pass on the first-born heifer calf to another needy family, who are then asked to do the same.

The success of the charity's Ugandan work — which began after the civil war there — has prompted its founders to look to Rwanda, where conflict and mass migrations have left millions desperate for a fresh start.

She has returned to her two-hectare plot, which she now shares with a Tutsi fam-

• Daily Telegraph appeal

1999

THE JOY OF GIVING

Now Send a Cow can set about transforming Christmas shopping. Its marketing staff adopt an idea from Heifer International: the ethical gift catalogue. It captures the imagination of the nation. Soon, virtual cows, sheep and goats are found in Christmas stockings across the UK – and income shoots up. A whole host of other charities looks on with interest...

"If 1997 was a watershed in terms of how we worked, then 2000 to 2001 was when things really started to lift off."

Ida Hadoto, Social Development Coordinator



LOOKING TO THE FUTURE

One charity alone can only go so far. So Send a Cow joins the global Make Poverty History movement, which campaigns successfully for debt cancellation for poor countries. And it forms fruitful links in Africa too. For example: the peer farmer programme, where farmers trained by Send a Cow then train others, wins the backing of the Lesotho Government and the UN's Food and Agriculture Organisation.

Send a Cow has come a long, long way since that first meeting in Devon. So what's next?

"We have found your innovative strategies and techniques to be very appropriate for protecting and improving livelihoods."

Juliet Aphane, Food and Agriculture Organisation, Lesotho

"What it has achieved in Uganda is very impressive – a real antidote to poverty."

Samuel Kawumi, Executive Director, Send a Cow Uganda



**2000
to
2004**

- 2000 – Begin working with genocide widows and orphans in Rwanda
- 2001 – Christmas Catalogue launched
- 2004 – Chosen as one of three charities for Independent's Christmas appeal
- Send a Cow Uganda gains autonomy

**2005
to
2007**

- 2005 – Make Poverty History
- 2007 – Lesotho Peer Farmers programme starts

NOW...

- We have worked with more than 100,000 people in 13,000 households – mainly in the last few years
- For every farmer we help, another farmer receives a pass-on animal; and many others in the community benefit by copying organic farming techniques
- We have offices in four countries: Ethiopia, Lesotho, Rwanda and Uganda. Through Heifer, we work in: Cameroon, Ghana, Kenya, Mozambique, Tanzania, and Zambia
- We give cows, goats, sheep, poultry, rabbits, apple seedlings, bulls, water storage tanks and several other gifts
- We have more than 130 volunteers in the UK, giving talks, liaising with churches, and much more



- Our cowforce.com website, African Gardens competition and other development education work helps children learn about issues faced by people in developing countries

"We mustn't move too far away from our roots and what we are there to do, which is to help people in need in a very direct way. Any strategies an advocacy must therefore aim to provide the people we work with in Africa with a 'voice' on an international platform on issues that relate directly to them."

Richie Alford, Programme Coordinator



- Helping more households leave poverty behind
- Starting work in more African countries
- Expanding partnerships with other organisations

NEXT...

- Moving towards becoming a federation of interdependent offices
- Calling for more funding for sustainable agricultural initiatives
- Becoming a recognised leader in the field of sustainable integrated crop and livestock development
- Further monitoring and improving our effect on the environment
- Retaining our Christian values and foundation

"Far me it is about keeping the poor person in my heart, about asking myself how many people I can help, not how famous can I make Send a Cow." Ida Hadoto

SEE WHAT HAPPENS WHEN YOU

PASS IT ON



WHAT IS PASS ON?

Every family given a gift passes on its first female offspring (or the first money earned from a fruit or honey harvest) to another family, who do the same in their turn. Some farmers also learn peer training methods, and pass on the organic techniques they have learned. As well as allowing us to reach more people, the pass-on system enables poor families to enjoy the pride of becoming donors, and strengthens community ties.

"I feel happy because I want to see another member get the same benefits that I have got from my cow."
Josephine Lubanga, Kenya,
pass-on donor

In 2004, in a ceremony watched by more than 250 people, Send a Cow UK's trustees handed over a shepherd's crook, made in Devon, to the trustees of Send a Cow Uganda. The crook, a Christian emblem of leadership, symbolised responsibility for the Uganda programmes.

"The principle of independence is based on a fundamental belief in the underlying equality of people," said UK chairman Philip Poulson. *"It was a very emotional moment."*



HELP SEND A COW GROW FOR ANOTHER 20 YEARS:

Pass on a donation and spark off a pass-on chain that helps family after family. How else can you get such a great return on an investment?

Pass on the message. Send a Cow volunteers reach more than 23,000 people per year by giving talks – and many thousands more by running stalls at shows. Help us reach even more!

Pass on gift catalogues to your friends, family and colleagues – ask us for copies.

Pass on the joy by celebrating our 20th birthday – ask for our Birthday Party leaflet.

Pass on this leaflet to anybody with a bright idea to make the world a better place – who knows where it could lead...

THANK YOU...



Thank you to the many thousands of supporters, farmers, staff, volunteers, partners and others who have made Send a Cow possible over the past 20 years.

In particular, thank you to all those interviewed for the full report on Send a Cow's history, on which this leaflet is based. The report is available from Send a Cow.

"Let us consider how we may spur one another on towards love and good deeds."

Hebrews 10:24

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