



## The cow effect

Since 2006 the Government of Rwanda has been working to reduce poverty by giving farming families a cow. Send a Cow is supporting this aim through the introduction of Jersey cross-bred cows in our projects and by ensuring that families are trained to make the most of their livestock.

Families learn how to grow fodder and look after their cow, use manure on

their gardens for better yields, and sell milk-based produce at market for an income. They are also able to drink milk, giving them and their children much needed protein to prevent malnutrition and stunting.

What's more, when a cow gives birth families are able to pass on the calf to another family in need – multiplying the impact from family to family.



## How you can help

**We are asking community groups to help us support 75 families in Rwanda, through one of our three year training programmes.**

**By raising a combined £15,500 the groups will help families to grow a whole range of nutritious food**

**from their land, drink milk to become stronger and healthier and build sustainable incomes that break the cycle of poverty, for good.**

**Participating groups will receive an annual update on the progress of some of the families on the projects.**

## Ways to get involved

### Talks

Send a Cow Ambassadors across the UK are available to give talks to clubs on request. To request a speaker, get in touch with us at [info@sendacow.org](mailto:info@sendacow.org).

### Fundraising Support

If your club wishes to fundraise for Send a Cow please let us know. We are always happy to provide tailored information and materials to support your activities.

### Challenge Events

Sign up to one of our challenge events across the UK. You can take part as an individual, club or district. See our website for more details: [sendacow.org/fundraise](https://sendacow.org/fundraise)

### Other Countries

For clubs who are interested in other countries where Send a Cow works, or who would like to support a different project, we are able to offer alternative country programmes.

## Celestin & Therese



Celestin and Therese live on a farm in Rwanda with their five children. Before working with Send a Cow the family only ate beans and sweet potato, and their house was dark and smoky. The family learned better techniques for growing vegetables and this has also helped to stop soil erosion on the farm. They now eat a balanced diet and use an energy saving stove, which reduces smoke. The family also received a cow.

"Send a Cow's training helped us build a cowshed and understand how to keep her healthy," says Celestin.

**sendacow.org**

01225 874 222  
E: [info@sendacow.org](mailto:info@sendacow.org)  
T: 01225 874 222

The Old Estate Yard  
Newton St Loe  
BA2 9BR



Registered with  
**FUNDRAISING  
REGULATOR**

Reg charity no 299717

## Resilient Rwanda

Helping families in Rwanda to grow their own futures – on their own land, on their own terms

**SEND  
A COW**



**How your group can help**

### Send a Cow

Community groups have played a vital role in Send a Cow since our founding farmers sent the first cows to Uganda in 1988.

Since then, Send a Cow has helped over two million people in rural Africa to gain skills and confidence to grow their own food and build thriving business.

Through grass-roots training programmes delivered by our African staff, farming families get back the skills and confidence they need to grow food, earn a living and go after their dreams. By supporting our Resilient Rwanda Group Project, your group will enable families to eradicate poverty and take charge of their own futures.

### Where we work

Send a Cow works in six countries in rural Africa, including the land-locked Rwanda, which sits at the heart of the continent. Our Rwandan team support rural communities to make the most of their land and livestock, to produce nutritious food, and build sustainable businesses for reliable incomes.

### Why we work in RWANDA

Rwanda is one of the most densely populated countries in Africa. Over 80% of people depend on small-scale agriculture for their livelihoods, but productivity is low.

The 1994 genocide devastated millions of people's lives, leaving a legacy of fractured communities and destroyed farmland. The country has come a long way in tackling poverty over the last twenty years, but it faces many challenges, particularly from climate change.

Over one-third of people in Rwanda live in extreme poverty and childhood stunting, a key indicator of malnutrition, remains at 37%.

## Resilient Rwanda

How we are helping families to tackle the effects of climate change



With your help, we will work with vulnerable families to manage their soil and livestock; including building cow sheds to help protect the land from being overgrazed, planting fodder and trees for shade, and using rainwater-harvesting techniques.

By integrating small numbers of cows into diverse family farms, our approach avoids the environmental impact seen in intensive livestock farming.

Cow manure is collected and used to restore soil fertility and trees remove carbon from the air.

Families prosper from the land while protecting it for future generations

Jersey cows generally consume less food and water per litre of milk produced, making them ideal for Rwandan farmers. We are therefore working to increase the numbers of Jersey cross-bred cows, training specialist community volunteers in Artificial Insemination techniques.

With enriched soil and better milk yields, families have increased food security and will be able to achieve a brighter future for themselves and generations to come.



How your club can create lasting



£27

could provide one family with twenty **tree cuttings**



£68

is enough to give one farmer a **vet kit** for their family's cow



£180

could pay for the materials to build a safe **cow shed**



£225

could provide a family with a **rainwater harvesting system**



£500

could pay for a family to install a clean **biogas system** for cooking and lighting



£650

could buy a **dairy cow** for a family, offering milk and manure for fertiliser