



**FUNDRAISING  
PACKET**

END HUNGER >>> GROW FARMING  
**FARM AFRICA**

Farm Africa USA, Inc. is a 501(c)(3) non-profit organization and donations made to it are deductible to the extent allowed by law. EIN 52-2010763



END HUNGER >>> GROW FARMING  
**FARM AFRICA**

**Thank you for choosing to support Farm Africa USA, Inc.** You're helping more farmers find ways to provide for their families.

Thanks to donations like yours, more farmers across eastern Africa will have access to the seeds, tools and training they need to grow a better future for their families. With your support, farmers will not only be able to grow enough to eat, but also a surplus to sell to cover school and medical costs - transforming their lives, forever.

I hope you will find the answers to all of your questions in this pack, but if there is anything else that we can help you with at all, please do get in touch at [inquiries@farmafrika.org](mailto:inquiries@farmafrika.org)

Happy fundraising!



Tom Godbold,  
Director, Farm Africa USA, Inc.

# What we do

Farm Africa USA, Inc. supports projects working with farmers across eastern Africa, helping them find innovative ways to provide for their families from the land.

And it isn't only about growing enough to eat. When farmers are able to feed their families, they can begin to invest in education and medication - permanently transforming their lives.



## Crops

Your support could help provide a farmer with disease-resistant seeds for specialist crops so that they can turn their barren land into a prosperous future.

## Livestock

Many rural families depend on their livestock to survive, and your donation could help them take the best possible care of them - by providing affordable, local animal healthcare.



## Forests

A gift from you could help a forest community turn traditional activities like beekeeping into a source of income and food, while protecting the environment.

## Fisheries

With your support more families in Kenya could be helped to set up fish farms, which will give them essential income and a good source of nutritious food too.



# Meet the farmers

Support like yours is helping farmers in eastern Africa transform their families' futures. And so we wanted to share just some of their stories with you.



**“Without Farm Africa I would still be very poor”**

**- Kiros, Ethiopia**

After Kiros' husband died a number of years ago, she became the head of the household and was relied upon to provide for her family. Although she had a small patch of land in Ethiopia's Tigray region, erratic rainfall and poor-quality soil made it impossible for Kiros to grow enough to feed her family – let alone the surplus she needed to sell for school and medical costs.

Things changed when Kiros became involved with a nearby project and was given two goats and training in how to breed and care for them. She bred her goats and passed the first two kids on to another member of her community, helping another family to provide for themselves and eventually become food secure.

Over time, Kiros was able to build up a herd of 25 goats and gradually sold them to cover household costs. Eventually, Kiros was able to build a new home for her family.

## In Kenya's Matinyani district, Paul has turned his land into a prosperous future for his family.

Paul lives with his family in Kenya's Matinyani district, in the west of the country. Erratic rainfall in the area meant that his maize and other food crops often failed, forcing the family to rely on food aid for up to eight months of the year.

All of this changed when Paul became involved in a nearby project. He learnt new farming techniques – like crop rotation and zai pits – as well as how best to store and preserve his produce. Paul also learnt which crops could survive without much water, and was provided with the seeds he needed to grow cowpeas, pigeon peas, millet, sorghum and green grams at home. And he's seen some fantastic results – already harvesting over 300kg!

Having planted just a quarter of an acre with the new crops last season, Paul has now harvested enough to feed his family three meals a day for the next year. The family made the strategic decision not to sell any of their crops right away, so even if the rains didn't come the next season they would still have enough to eat. Paul has big plans to start a business selling farm produce in the future.





## **In northern Tanzania, Marcelina has turned traditional raffia weaving into a successful business.**

For generations, women living near the Nou Forest have learnt raffia weaving from a young age. The nearby forest has provided the materials needed to make mats and baskets for the household use – but never before has raffia been seen as a lucrative business opportunity. All this is now changing.

We have been helping forest communities to cultivate raffia close to their homes, and teaching local women about which products are popular and how to improve the quality of what they are making. As a part of the Mwanamke na Haki raffia weavers' group, Marcelina has learnt how to use a variety of local grasses to produce high-quality goods to sell. The members also learnt basic business skills, to help them make their new enterprise a success. And their hard work is already paying off!

The money Marcelina and the other women are earning is making a real difference at home. Now their families are no longer reliant on their crops and livestock to survive, they can buy different foods to eat as well as the uniforms and books their children need to attend school. And the women have great plans for the future – they are keen to share their skills and knowledge, and even plan to set up a centre where local raffia weavers can all sell their products together. Marcelina told us: “The world has changed and we are having to do a lot as women, so I’m doing my best to educate other women to join the business so that they can add something to the family income.”

## Due to their proximity to Lake Victoria, 60% of households in Western Kenya are dependent on fish for a key part of their daily diet and livelihoods.

As a result, fish stocks in the lake have been significantly depleted over time, leaving families lacking a key source of income and vital nutrients from their diets.

Farmers in the area have been eager to start farming fish, but without the right training and materials, the results have been disappointing. Thanks to the generosity of supporters like you, this is now changing and a network of aqua shops has been set up across the region. At these shops aspiring fish farmers can learn about fish farming and access the fingerlings (baby fish), fish food and other kit they need.

42-year-old Ali is just one of over 200 fish farmers who have received help from the Mumias aqua shop – run by Cassim, a local entrepreneur. In the past, Ali was harvesting around 320 small fish from his pond each year, which he sold locally at a low price. Since Cassim was helped to open his aqua shop he has taught Ali all about fish farming. This has included the importance of feeding the fish with the right food (before Ali fed his fish on scraps from the family's meals); the optimal number of fingerlings to put in a pond of his size; and how to test the water quality and spot signs of his fish being unwell.

The results have been overwhelming. Ali was delighted to harvest around 1,000 large fish from his pond and earn a profit of around 30,000 Kenyan Shillings (around \$340) for his year's work. He delightedly told us: "I am hoping to extend to have more ponds – I hope I can add two or three more fish ponds."



# Fundraising for farmers

Why not have a go at one of these tried and tested fundraising ideas? With a little effort and a whole lot of enthusiasm, you'll be delighted by how generously your friends and family will support your fundraising. For any advice about organising your fundraising event, or if you have any other questions at all, please don't hesitate to get in touch at [inquiries@farmafrica.org](mailto:inquiries@farmafrica.org)

## Cake sale



It's a fundraising classic for a reason! Bake cakes and sweet treats to sell these at the office, school or in your community.

If you sell just 10 cup cakes for a dollar each, you will have already raised enough to provide a family in eastern Africa with high-quality seeds, helping them grow a brighter future.

## Auction of promises

Ask friends and family to donate a promise and let the bidding begin!



Gardening for a neighbor for \$25 could provide labor-saving tools to help farmers make the most of their land.

## Take on a challenge



Take on a personal challenge and help farmers in Africa overcome theirs. Whatever the distance you run, cycle or trek, why not ask friends and family to show their support by sponsoring you.

If just 13 friends sponsor you \$5 each, you'll have already raised enough to help a farmer take their first steps towards starting their own poultry farming business.

## Host a dinner with a difference

Invite your friends and family over for an African themed dinner party. You can rustle up some ugali or cassava and ask your guests to make a donation.

If ten people each donate \$15 then you'll have already made \$150 - enough to provide training for a group of farmers in the techniques that will help their crops thrive!



# How your donations can help

In just a short space of time, your fundraising will give families across eastern Africa access to the training and tools they need to grow themselves a future free from hunger.



**\$10**

could provide farmers with high-quality seeds for drought-tolerant crops - so their crops will grow even if the rains are poor.

**\$25**

could help equip farmers with the tools they need to turn their barren land into a prosperous future.

**\$65**

could provide ten 3-month-old chickens to a farmer just setting up their own poultry farming business.

**\$150**

could provide training in irrigation techniques for a group of farmers - helping them make the most of the water they have.

**\$500**

could help provide a farmers' group with the materials they need to build a warehouse, so that they store their harvest until it is the best time to sell.

# Sponsorship Form

On..... I will be .....  
to raise money for Farm Africa USA, Inc.

Farm Africa USA, Inc. funds projects that help small-holder farmers in eastern Africa find ways to grow more and earn more for their families. Donations like yours will help farmers find permanent solutions to the problems of hunger and poverty, and will enable their families to take their first steps on the path to prosperity.

**Thank you so much.**

Name	Amount	Date	Address

Farm Africa USA, Inc. is a 501(c)(3) non-profit organization and donations made to it are deductible to the extent allowed by law. EIN 52-2010763

Please make checks payable to **Farm Africa USA Inc.**, and send them to: Farm Africa USA, Inc., c/o Chapel & York Ltd., 1000 N. West St., Suite 1200, Wilmington, Delaware 19801



## How to pay in your fundraising:

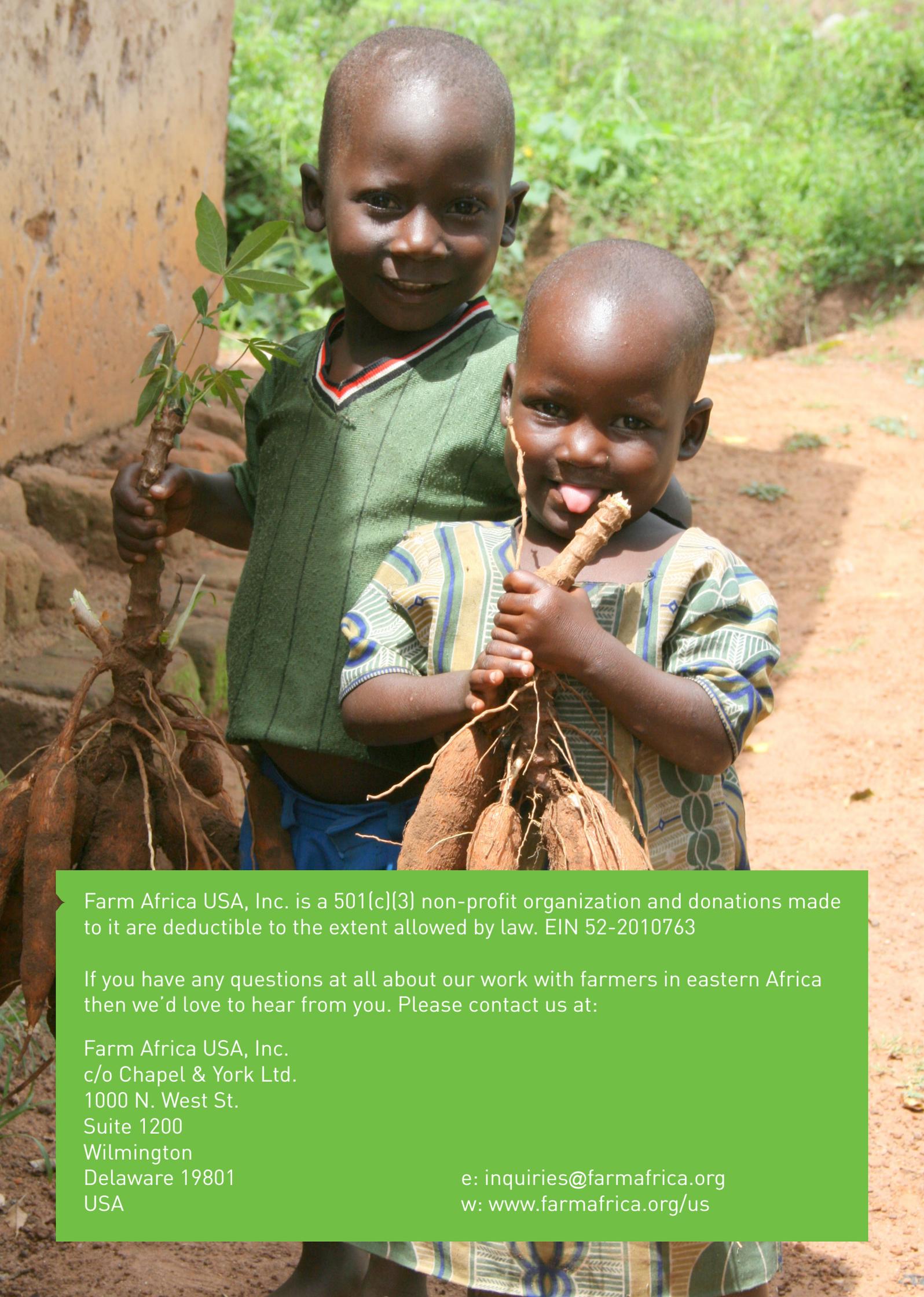
**Please send any checks to:**

Farm Africa U.S.A., Inc.  
c/o Chapel & York Ltd.  
1000N. West St.  
Suite 1200  
Wilmington  
Delaware 19801

**OR**

**You can pay your money in online at:**

[www.farmafrica.org/us/donate](http://www.farmafrica.org/us/donate)



Farm Africa USA, Inc. is a 501(c)(3) non-profit organization and donations made to it are deductible to the extent allowed by law. EIN 52-2010763

If you have any questions at all about our work with farmers in eastern Africa then we'd love to hear from you. Please contact us at:

Farm Africa USA, Inc.  
c/o Chapel & York Ltd.  
1000 N. West St.  
Suite 1200  
Wilmington  
Delaware 19801  
USA

e: [inquiries@farmafrika.org](mailto:inquiries@farmafrika.org)  
w: [www.farmafrika.org/us](http://www.farmafrika.org/us)