

SELF HELP AFRICA

UPDATE²⁰ 13

Food and a Future for Africa



Runaway
Success 3



Enterprising
Women 4



Meal Time 7



Self Help
Africa

www.selfhelpafrica.org

In the fields, northern Malawi.
Photo: Arjen Van De Merwe

The Bottom Line



I'm delighted to be able to share another newsletter with you, keeping you up to date with the wide variety of activity that Self Help Africa is involved with across the world.

As we approach next year's 30th anniversary of the foundation of Self Help Africa by some remarkably visionary people, I am happy to be able to report that 2013 has been our most successful ever year. Our programmes are reaching more families across Africa than ever before, all thanks to the continued goodwill we receive from you, our supporters.

I was talking to a group of women farmers in Zambia recently, finding out how Self Help Africa's work has changed their lives for the better. One of them left me with a thought I simply can't forget.

"What you taught us to do," she said, "is to calculate what our bottom line is. Before you came, I went to the market with my livestock and my produce, and just took the best price on offer. Now, all through the season, I calculate what I have invested in my produce, so that when I go to the market, I try to never sell below that bottom line."

A simple story, but a remarkable one. Right across Africa, we're helping tens of thousands of poor families to become better small business people. In effect, we're teaching them how to turn small family businesses - most of them farms - from loss to profit.

This involves helping them to increase and diversify production, to spread their risk, to identify new markets, to access credit. Ultimately, we try to help them to grow more and earn more from their work. Helping the poor to make a profit will lead them out of poverty for good.

Indeed, while Self Help Africa is a 'non-profit organisation', we're focused on ensuring that others make a profit. That's our bottom line, reflected in the stories across these pages. We're so grateful for your support in making this work possible.

Raymond Jordan

Raymond Jordan
Chief Executive Officer

News

World champ strikes gold in Galway



Olympic Gold Medalist David Rudisha visits a school in the west of Ireland.
Photo: Mike King

Kenyan Olympic Gold Medalist David Rudisha showed himself to be a champion of a different kind, when he won the hearts of thousands of fans and spectators, on a flying visit to Ireland.

The jet-heeled world-record breaker thrilled children as he spent time at no less than 16 schools, while he joined hundreds of runners at a series of specially arranged races, and gave an audience of more than 600 an insight into his journey to the top of world athletics, at a questions and answers evening in Galway city.

The visit, by David Rudisha and his Irish-born coach Bro. Colm

O'Connell was organised by the Kenya Association in Galway and sponsored by North Pole Marathon. Close to €20,000 was raised to support Self Help Africa, Galway Simon Community and Bro. O'Connell's Education for Life charity in Kenya.

Back on their bikes

Fresh from their grueling ten-months overland charity challenge half way around the globe and the boys behind Sand2Snow Adventures were back on their bikes (literally), plotting an extraordinary endurance event that will bring some of the world's toughest athletes together, next Spring.

Athletes from the UK, United States, mainland Europe and Ireland will compete in 'The Race', which is being organised by Maghnus Collins Smyth and David Burns as a charity event for Self Help Africa. (More on page 13) Meanwhile, David and Maghnus' overland adventure on the Silk Road to Shanghai is to be the subject of an hour-long television documentary that will screen on Irish TV and on BBC regional networks, this Autumn.



David Burns and Maghnus Collins Smyth, pictured during their Silk Roads to Shanghai expedition.

Marathons

Supporters from Ireland, the UK and United States are scheduled to fly the Self Help Africa flag at Africa's major running event, this Autumn. 30 competitors have signed up to represent the organisation at this year's Great Ethiopian Run in Addis Ababa.



Jim Fouracre after his run in the Virgin London Marathon.

A trip for a smaller group to this year's Nairobi Marathon was cancelled following the recent attack in the Kenyan capital.

Closer to home, UK supporter Jim Fouracre raised funds for Self Help Africa's projects when he participated in the Virgin London marathon.

And in Ireland, business coach Patrick Mercie is gearing up to mark a memorable birthday milestone by embarking on a dozen marathons in the coming 12 months. The company director gets his efforts underway when he competes in the Dublin City Marathon on October 27th. He will follow that with a number of races in Ireland, the UK, Belgium and Africa.

Sopranos star



It's some years since larger than life TV mafiosa Vincent 'Big Pussy' Pastore thrilled audiences as a star of hit series

'The Sopranos'. He was back in the limelight for Self Help Africa recently when he joined former Miss USA Nana Meriwether (pictured) to take part in New York's 9/11 charity day organised by Wall Street's BGC Associates. Joining former baseball star and commentator Al Leiter on the trading floor for SHA on the charity day, our representatives did millions of dollars of trades, and raised tens of thousands of dollars to support our work.

Abseiling for Africa

More than 50 volunteers bravely banished any fears of heights, as they abseiled for Africa at a series of events organised in Limerick over the past year. Munster Rugby's iconic Thomond Park stadium and Ireland's tallest hotel, The Clarion, were two of the locations, as volunteers literally took the plunge to raise funds to support our work.



Electric Picnic



Concert goers at one of the Summer's biggest rock festivals in Ireland got to 'Think Africa', when they took part in a novel video project hosted by Self Help Africa at Electric Picnic. Over 120 festival fans took part in the project, while more than 1,500 viewed the resulting video clip within a week of it being posted on YouTube. Check out youtube.com/selfhelpafricatv

Right: Evelesi Labiyoni and her husband, Edward Chimhoyo, inspect the grafts on a mango tree, in Malawi.

Below: McLean Miti works at banana processing project in Nyimba, Zambia.

Photos: Arjen Van De Merwe



Supporting women farmers is central to the work that Self Help Africa is doing to eradicate hunger and poverty in sub-Saharan Africa.

The Mtukula Agricultural Enterprise Fund (MAEF) was established in 2012, with the express objective of promoting and supporting agri-businesses that could generate extra income for women in Southern Africa.

Launched in Malawi and Zambia, the fund received more than 130 proposals in response to an initial call for submissions, before selecting four innovative business ideas for piloting, last year.

Designed to support enterprising new business projects in rural Malawi and Zambia, the project has at its heart people – more than 1,200 women farmers – who are involved in the projects and are working to produce more and earn more from their work.

Mtukula Fund derives its names from a southern African word that describes an action to stimulate household wellbeing. It is fitting therefore that the focus is on African women, whom numerous studies

Enterprising Women

have shown are most committed to investing their earnings in the home and welfare of family.

The fund currently supports a fish-farming project that's assisting close to a 100 women with cage fishing on Lake Kariba in southern Zambia. It also supports a scheme that allows 600 women to earn more by adding-value to their banana production in Nyimba, in the east of the country.

In Malawi, a project is assisting 300 women with mango production near Salima, and a venture that supports 200 women in Dowa District with the production of poultry and vegetables.

The Mtukula fund benefits women like banana grower Christine Mwale and fisherwoman Agnes Ngosa in Zambia, mango farmer Evelesi Labiyoni and 25-year-old poultry farmer Aless Willy in Malawi.

For Aless, participation in a poultry production project supported by the MAEF Fund has allowed her to buy maize for home use and a bicycle that she uses to travel to the local market to sell her chickens and eggs.

“I have been working at this for the last year. I started out with 20 chickens and now have more than 100.” Last month Aless earned €150 from her sales.

Evelesi Labiyoni in Salima District, Malawi says that villagers are very encouraged by the success of a project that has allowed them to graft good quality mango scions (cuttings) on to low-yielding local trees.



Above: Tamala Nkoma, fish farming on Lake Kariba, with womens' group Siavonga, Zambia.

Below: Aless Willy is rearing poultry in Malawi.

Photos: Arjen Van De Merwe



The head-woman of her village, Evelesi Labiyoni says that once they start harvesting the new, more fruitful mangos on the grafted trees they will store them collectively in the village, allowing for easier transportation. They have negotiated a market for the fruit with Salima-based 'Malawi Mango' who in turn have forged links for the juice and pulp with a number of major domestic and international buyers.

Agnes Ngosa is the chair of Buyantashi fishing group in Kamimbi village on the shores of Lake Kariba. In an area where almost every household supplements its farming income by fishing, the aquaculture enterprise promises to provide a valuable source of income for the dozen women who are members.

Although the group's recent first harvest fell far short of expectations – the result of the loss of some fish from cages, and lower than expected body weight of harvested stock – Agnes accepts that they are on a learning curve, and is confident that they will return more strongly, next year.

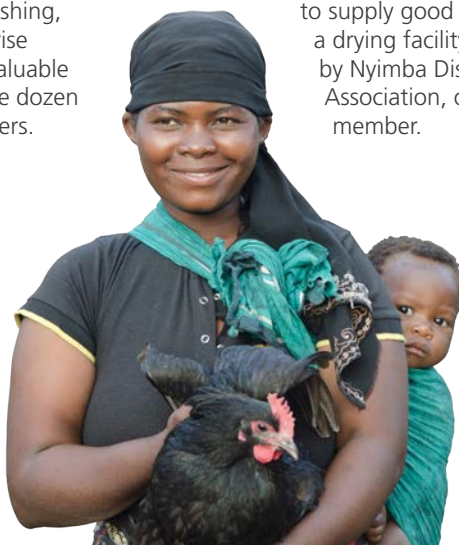
'We didn't earn as much from the harvest as we had all hoped', says Agnes, "but we did make more money than we had been, selling the fish that our husbands caught on the lake," she added.

At Nyimba District in Zambia's Eastern Province, Christine Mwale is one of 600 women farmers who are being trained to supply good quality banana to a drying facility being established by Nyimba District Farmers Association, of which she is a member.

Farmer-producers like Christine, who has a two acres plantation of banana that she tends an hour's walk from her home in Kacholola village, have received training in the care and maintenance of their banana crops. This Autumn they will start supplying to a plant that has been constructed in Nyimba town.

Farmers like Christine are being joined by more than 50 street traders in banana in Nyimba. Each will receive shares in the banana processing operation – which will see the fruit being solar dried, bagged, labeled and sold to a Lusaka based company with international markets for the sale of dried fruit.

For further details about Self Help Africa's Mtukula Agricultural Enterprise Fund visit: www.mtukulafund.org.



Restoring the 'Bread-basket'



Left: Plant clinic at a rural Ugandan market. Self Help Africa runs this initiative in partnership with UK agency CABI.
Photo: George Jacob

Winston Churchill once described Uganda as the Pearl of Africa because of its pleasant climate, lush vegetation and vast lakes and rivers. It's hard therefore to believe that a country with an abundance of natural resources could still have problems of hunger and poor nutrition.

It does however, and Self Help Africa currently works in two regions of Uganda where many households cannot be sure that they will have enough to feed their families from one month to the next. Indeed, in recent years, this situation has deteriorated for many people living in Uganda's south-west, and in parts of the north of the country – but for quite different reasons.

The situation in Uganda's north is well documented. The 25-years conflict between government forces and the infamous Joseph Kony's Lords Resistance Army caused huge instability, forced hundreds of thousands of farming families from their land with the resulting collapse in agricultural productivity.

For displaced people who grew up in parts of the north 'food aid' became a way of life, an entire generation lost contact with the land, and with it went many of the skills and farming knowledge that are essential to the production of food.

The challenge in Uganda's mountainous south-west is different – presenting new challenges to Self Help Africa - as it is supporting communities here in efforts to reverse years of declining productivity in a region that was once the 'bread-basket' of the nation.

Over farming, poor farming practices and pressures on the land to support a growing population have led to almost a decade of declining yields in the south-

west. Productivity alone is not the issue, as sustainable farming practices and better use of natural resources are vital, if the pattern of decline is to be reversed.

What both of these regions of Uganda have in common is that low production is leading to reduced food and nutrition security. At a national level spiraling debt repayments and a stagnant economy have eroded investment in agriculture, resulting in reduced spending on research and farm extension services that have negatively impacted on farmers throughout the country.

Through the USAID-funded Community Connector project, Self Help Africa with our partners are addressing these challenges.

In 2012 we began working in six districts to train community based extension workers, organise farmers into groups and train them in skills and new agriculture practices necessary to address the problems. The Community Connector project is designed to improve farmer access to good quality inputs including seeds, fertiliser and tools, while the work is also focusing on the importance of crop diversification, which is essential for the land, and also to provide farming families with the balanced diet that can help to combat poor diet and nutrition.

Sustainability in the supply of inputs and ongoing extension service support is critical. As the name suggests 'Community Connector' is also about making connections between farmer groups and research and extension services, about rebuilding the links to District agriculture services, and supporting these services to work effectively with community based extension workers, so that there is an holistic approach to meeting the challenges.

As a part of the work Self Help Africa has also taken the lead in establishing Food and Nutrition Security Committees at district level. Mandated by government, these groups will seek to build connections at a local level between agriculture, health, and hygiene and sanitation provision in project areas.

This year we're increasing our reach to six new districts and by 2015 we'll have covered a total of 18 districts and almost 80,000 smallholder farmers. We are optimistic that at that point we will have reversed the trends in food and nutrition security through improved production of a range of food crops, sustainable land management and better agriculture practices.

Betty Adele, a Ugandan Beekeeper, now owns 15 beehives.
Photo: George Jacob



News

An Elephant's Tale



Leonard kamwaza and family standing in front of their home with chilli harvest. **Photo:** Arjen Van De Merwe

25 year old Lennart and Patuma Kamwesa (22) smile when they think about the origins of the 'chilli club' that they are members of in Kalimwi village in Balaka, Malawi.

"Villagers in the area were troubled by elephants, who kept coming in to our gardens and eating and trampling on crops," Lennart recounts. "We built a fence out of chilli to keep them out, and it worked. Elephants are afraid to cross it."

"We then went out to sell the chillies in the market, and found that we could earn more from them, than we were being paid for our vegetables. We sat down together, took part in some training activities, and formed a group that produces and sells chillies."

Lennart and Patuma grew chilli on a quarter-acre of land on their farm last year. It was so successful that they have planted two acres with chilli, this year.

Beer & Barley



Almaz Tadsaa, a farmer with Galema Farmers Cooperative Union, pictured with her new house. **Photo:** Shelley Eades

Beer and hard work don't often go hand in hand, but for Ethiopian Almaz Tadsaa they are the essential ingredients of her farming success.

A small-scale farmer close to Galema mountain in Southern Ethiopia, Almaz is expecting to sell four and a half tonnes of malt barley, when she harvests her crops this Autumn. She is hoping to earn more than €1,000 from the transaction – a record for this hard-working mother of four.

Thousands of farmers-members of Galema Farmers Union are now growing malting barley and selling to local breweries. Not long ago Ethiopia's brewing industry was importing most of its barley from overseas.

Northern Province Zambia

Self Help Africa commenced work late last year on a major new development programme designed to improve the livelihoods of more than 16,000 households in Zambia's remote Northern Province.

The Irish Aid funded project will establish an integrated livelihood programme that addresses agricultural production, crop diversification, production and marketing, as well as health and nutrition for 10,000 households in the Mbale District and a further 6,000 households in Luwingu District of Northern Province.

Close to ten million euro will be invested in the work over a period of five years.



Project team in Northern Province Zambia. **Photo:** John Lawlor

Working with schools



Self Help Africa is involved in an innovative new programme that is leading the promotion and implementation of global citizenship education in Ireland, on behalf of the Irish Government.

A new programme for post-primary schools across Ireland, 'WorldWise Global Schools (WWGS)' is tasked with increasing the number, spread and mix of schools engaging with quality development education activities. WorldWise provides training and support to teachers, and is also a grant-making body providing funding support on behalf of Irish Aid to schools wishing to develop global citizenship activities in the classroom. Self Help Africa is the lead partner in a WWGS consortium that also includes Concern Worldwide, and the City of Dublin Education and Training Board Curriculum Development Unit.

Separately, Self Help Africa continues its own active Development Education unit, arranging presentations and workshops on behalf of the organisation in a network of close to 100 post-primary schools across Ireland.

What works?

Measuring the effectiveness and impact of development work on the world's poor is a critical task for those who are involved in efforts to eradicate hunger and poverty in the world.

Self Help Africa is currently working with University of Bath Centre for Development Studies (CDS) and UK-based Farm Africa on a pilot research project that is looking into methods for assessing and measuring the impact that work is having on the lives of rural communities. The research work began last October, and will take place in Malawi and Ethiopia over the next two years.



Growing Support

Vital to the success of Self Help Africa in its work is the backing we receive each year from members of the public – devoting time, energy and effort to lend their support.

We are grateful to the runners, joggers, walkers, cyclists, collectors, event organisers, dinner guests, climbers, singers, performers and a host of others who both arrange and support activities too numerous to mention, to back our programme work in Africa.

From gala events in Boston and New York, media nights, charity lunches and dinners in Dublin and Galway, to runs, walks and jogs in Shrewsbury, London, Dublin, Ethiopia, Uganda, Boston and San Diego, we have seen our public fundraising grow and flourish in the past year thanks to this fantastic support.

Hundreds of events, large and small, have been staged across Ireland, the UK and United States to raise funds – allowing us to generate close to €2million to support our work.



Amongst the highlights of the past year were the organisation's 3rd annual Gala Ball in New York, which attracted close to 500 supporters and raised almost €300,000, while an inaugural event in Boston brought together over 300 supporters.

In Ireland, more than 30 supporters travelled to Ethiopia in the Autumn to join a field numbering tens of thousands at the annual Great Ethiopian Run in Addis Ababa, while a party of close to a dozen from London competed in the Kampala Marathon in Uganda.

Across Ireland and the UK there were events hosted and staged surrounding World Food Day in October, with select restaurants getting behind the initiative, and in Shropshire a number of supporters arranging alternative 'Eat in for Africa' activities in their homes.

Food was also on the menu in the West Midlands in early Autumn when we again benefitted from our long-standing association with the popular Ludlow Food Festival. While in Dublin nearly 300 journalists from print, broadcast and new media joined New York Times columnist David Carr for the inaugural 'Media Night' charity event, a fundraiser that supported Self Help Africa and the Irish Motor Neurone Disease Association, while a similar number joined U2 singer Bono and his wife at a gala 'pop up' restaurant event at the city's Smock Alley Theatre.



Breaking Ground in the USA



The streets of Manhattan and Boston are now linked to the small farms of sub-Saharan Africa, as Self Help Africa continues its growth to raise funding and awareness of its work across the United States.

Our journey to the US began in early 2009, with the decision to set up a new company there - Self Help Africa Inc, which was subsequently granted charity status. Over four years later, the US office is firmly established in New York and has attracted significant support from a wide section of society.

Our flagship event, the Change-Maker's Gala Ball, will attract up to 600 people to Manhattan in late October this year to support our projects. The black-tie event - which last year raised \$350,000 - features a host of celebrities along with patrons from the worlds of business, finance

and law. This year's gala will also see the presentation of the Spirit of Africa award, which goes to celebrity chef, author and entrepreneur Marcus Samuelsson.

But activity in New York isn't confined to one night in October. Every year, a Streetfest is held in the city's financial district, attracting thousands of people to a number of bars and restaurants which donate all profits from the evening to our programmes.

This year, for the first time, Self Help Africa participated in the annual BGC Charity Day at a financial trading firm in Manhattan. Held to commemorate the Cantor Fitzgerald staff who died on 9/11, the event involves celebrities concluding trades on world markets on behalf of a set of charities, with profits from these trades going to charity. This year, the event raised over \$12m, and Self Help Africa - assisted



by celebrities Nana Meriweather (Miss USA 2012), Vincent Pastore (from TV show The Sopranos) and Al Leiter (former baseball star and commentator) - will receive a share of this fund.

Further afield, Boston has hosted a Change-Maker's Gala evening for the last two years, while there have been entries in the Boston and San Diego marathons by runners raising funds for our work. In addition, a team of runners from New York will travel to Addis Ababa this November to run in the Great Ethiopian Run, raising up to \$80,000 for our work as a result.

But it's not all 'public' fundraising events in the US, as attracting institutional funding and support for our work in other ways is also vital. Self Help Africa received its first significant support from the US government in 2011, when a

team of organisations of which it is part was tasked with an ambitious new \$24m programme to link agriculture and health promotion in Uganda. In addition, our work has been attracting increased attention from the private sector across the US, as it seeks to engage with the growing African market.

Self Help Africa has also represented the interests of smallholder African farmers at multiple events and initiatives in the US, the most recent of which included serving on the World Bank advisory group for the development of an agricultural business index.



Almaz Tadsaa, a farmer with Galema Farmers Cooperative Union, pictured in her field.
Photo: Shelley Eades



Meki Batu's Lasting Union

The establishment of five retail outlets in the capital city and export links for their produce to Europe are testimony to a remarkable decade of growth for one of Self Help Africa's longest standing agricultural cooperative partners.

Formed in Meki town, Ethiopia, as an agricultural union to represent the interests of 12 producer groups across a district which was the site of one of Self Help Africa's earliest agricultural development projects, Meki Batu Fruit and Vegetable Growers Cooperative is today virtually unrecognisable from the organisation that was created in 2002.

The union has grown from its original 12 to now include more than 140 primary cooperatives under its stewardship, and has seen membership grow from an original 527 fruit and vegetable producers to stand currently at 6,500, a quarter of whom are women.

Meki Batu Union's members have more than 3,000 hectares (7,000 acres) of land under cultivation – producing onion, pepper, potato, beans, papaya and other fruit which finds domestic markets across Ethiopia, including through five retail and wholesale outlets in the capital Addis Ababa, has found exports markets for its produce in the Middle East, and recently established export links for its produce to Europe, through wholesalers in Holland.

The union's members currently produce and sell in excess of 50,000 tonnes of fruit and vegetables a year, according to marketing manager Tewolde Kufkmarian Wassie, and there are plans for future growth, with better storage and refrigeration and improved transport facilities all in the pipeline.

Self Help Africa's links with the farmers in Meki date back to the early 1990s, when the organisation embarked on just its second long term rural development project in Ethiopia.

During this work in both Meki and neighbouring Adami Tulu, location of Self Help Africa's first long-term development project, numerous irrigated horticultural projects were established, with farmer producers being organised into the primary co-operatives who would, in time, unite to create Meki Batu Cooperative Union.

Self Help Africa is currently supporting Meki Batu Union through an EU-funded Smallholder Markets and Agriculture Resilience Transformation (SMART) Programme. The project aims to enhance the social and economic

stability of 12,000 households in the Oromia and SNNP regions of southern Ethiopia.

The economic impact of Meki Batu Union on the wider communities around Meki, Adami Tulu, Maraka and Awasa has been considerable, with the union also undertaking a range of social service activities, including the construction of a primary school, built a number of years ago from a share of trading profits made by the organisation.

Each year, the union allocates 5% of its turnover to meeting social service needs in the wider community.



Birtukan Shura, participant in small ruminants programme run by Meki Batu.
Photo: Shelley Eades



In the Diary...

Eat in for Africa

UK supporters are taking part in a novel fundraising campaign surrounding World Food Day, this October, with 'Eat in for Africa' inviting friends of Self Help to host a series of 'Eat in for Africa' events in the home and workplace.

African-themed soirees, coffee mornings and lunch parties are all on the menu, and fun downloadable packs with information and suggestions are available to those wishing to get involved.

Change-Makers Ball

Fashionable Chelsea Piers in Manhattan will again be the destination when New Yorkers turn out to support Self Help Africa on Friday, 25th October next.

Close to 600 guests are expected at the black-tie event, which will be the fourth major New York gala to have been held to support Self Help Africa. Last year's Change-makers Ball netted a massive \$350,000 to support our programmes.

World Food Day

Selected restaurants and hotels across Ireland are lending their backing to a 'World Food Day' initiative – with diners at eateries across the country being invited to make contributions to our work on the UN World Food Day on October 16th. It will be the second year that Self Help Africa has organised activities surrounding WFD.

Media Night

Self Help Africa is involved in organizing 'Media Night 2013', the second gala event for representatives of print, broadcast and online media and taking place in Dublin on Saturday, November 9th next.

Sponsored by Diageo Ireland, this is the second 'Media Night' benefit that has been staged for Self Help Africa and the Irish Motor Neurone Disease Association. More than 300 representatives of the fourth estate are expected at the event.

West of Ireland Ball

The west of Ireland will awake for Self Help Africa when the organisation hosts its inaugural fundraising dinner in Galway, this November.

The event takes place at the Galway Bay Hotel in Salthill on Friday, 15th November, and tickets are now on sale, priced €70 each. Up to 300 friends and supporters are expected at the occasion, which will include a champagne reception, four-course dinner, and live music. For more information contact Ronan Scully on 087-6189094.

Christmas Lunch

Self Help Africa returns with its popular annual fundraising lunch this November at the Dawson Restaurant (formerly La Stampa & Balzac), in Dublin on Saturday, 16th November.

This lunch always sells out so contact us early to book your place - a champagne reception will be followed by a tasty three course lunch with wine and entertainment.

Christmas Appeal

Check out Self Help Africa's Christmas Catalogue and buy some great alternative gifts for your family and friends this year. All our gifts are available to purchase online at: www.selfhelpafrica.org

The Race

The Race is Ireland's ultimate endurance challenge. Taking place in Donegal in early March, 2013, the event is attracting some of the toughest competitors from across the globe – and is raising funds to support the work of Self Help Africa.

Up to 70 competitors – from Ireland, the UK, United States, and across Europe will take part in the challenge, which includes 260km of cycling, running, climbing and kayaking – all in the space of 24-hours of course !

To find out more about the event visit www.therace.ie for more information.

Time Out

Time Out is the second charity book from the pen of Self Help Africa's Ronan Scully. A collection of everyday reflections and stories carrying messages of extraordinary power and positivity, the book is published by Ballpoint Press, and contains imagery by award-winning photographer Andrew Downes.

Proceeds from the sale of 'Time Out', which retails for €15 (incl. post and packing) will go to support the work of Self Help Africa and Irish Guide Dogs for the Blind.

Giving Big

The Big Give is a remarkable UK fundraising initiative that has enabled us to raise more than a quarter of a million pounds sterling to support our work in recent years. An online campaign that allows donors to double their donation to Self Help Africa each Christmas, this year's Big Give takes place on Thursday, 5th December. Since it was established five years ago, The Big Give has contributed more than 40 million pounds to thousands of good causes. Further details online at 'www.thebiggive.org.uk'.



Jennifer Bray and Elizabeth Lavin (Irish Daily Mail) at Media Night 2012.
Photo: Fran Veale



Nutrition Matters

Christine, daughter of Sarah Mtonga, enjoys dinner.
Photo: Arjen Van De Merwe



Sarah Mtonga, groundnut farmer in Malawi, cooking for her family. Photo: Arjen Van De Merwe

For close to 30 years Self Help Africa has been supporting rural African communities to grow more food.

Our activities have assisted hundreds of thousands of households to increase production and earnings from their farms, and are testimony to the success of the programmes that have been implemented across nine countries in sub-Saharan Africa since the mid 1980s.

But productivity is not just about quantity. It is also about the quality of the food being produced, and the ability of rural poor households to provide meals that are nourishing, and provide the diet that is required, especially for children in the early stages of growth and development.

Unfortunately, undernutrition remains one of the most serious public health challenges affecting the poor of the Developing World today, with an estimated 165million children under five stunted (short for their age) and a further 52million wasted (too thin for their height).

This is due to the lack of a well balanced diet on a continuous basis together with lack of access to health facilities and poor

water and sanitation facilities. Rural populations worldwide, and particularly in Africa, are disproportionately affected by undernutrition. The negative impact is huge, linked with the high levels of under five mortality and morbidity.

For those that survive and are stunted there are strong links to under achievements in school during childhood and substantial loss in earning power as adults. There is also an association with poor health in later life to undernutrition in childhood. Therefore it is imperative that undernutrition is addressed more aggressively.

The Lancet published a series on undernutrition in 2008 highlighting the importance of addressing hunger and undernutrition.

For decades nutrition sat within the health sector and it is now realised that there is a need for other sectors to also address the issue. This is particularly relevant in the agriculture sector, but also other sectors including education, water and sanitation and social protection.

Following the publication of the Lancet nutrition series there has been a strong global momentum towards addressing undernutrition by the various UN agencies, donors and NGOs with the focus on supporting countries with a high burden of undernutrition (high levels of under-five wasting and stunting).

The SUN (Scaling Up Nutrition) Movement was established in 2010 to support countries develop strategies, plans and budgets with the major focus on maternal and under two nutrition with nutrition specific and sensitive interventions with a multi-sectoral approach.

Self Help Africa is ideally placed to support undernutrition as it is currently working in some of the countries with a high burden of undernutrition. Over the years the focus has been on increasing resilience and improving food security and economic

capacity within its target populations. With the increased focus on nutrition Self Help Africa is now ensuring that all its new programmes have a much stronger focus in nutrition. This is particularly relevant in Uganda, Malawi and Zambia.

It is not sufficient to just increase the production of staple crops such as maize, sorghum and rice but it is necessary to ensure small-holder farmers vary their crop production so that they have access to a more nutritious diet.

The introduction of pulses such as beans, peas, chickpeas and vegetables ensure that the diet has adequate protein, vitamin and minerals as well as carbohydrates.

A nutrition education/promotion component is included to ensure the beneficiaries are aware of what a well balanced diet is and that the foods being produced in the household are being used by the family as well as sold. Good nutrition for young children is essential to break the intergenerational cycle of undernutrition. Promotion of good infant and young child feeding practices is a core component to address this area.

Self Help Africa is incorporating these components within new programmes and over time will see reductions in undernutrition within the populations being served. This is particularly the case in its new five-year programme in Northern Province in Zambia, funded by Irish Aid.



Leave a legacy for the future of Africa

If you could do one thing to make the world a better place, what would it be? Would you help to feed people, not just for today, but for tomorrow?

For too long, people in Africa have been dying for want of enough to eat.

For too long, they have been unable to earn enough to protect their children from diseases that do not need to kill.

For too long, they have struggled while the rest of the world has prospered.

Africa's land is the key to ending hunger and poverty – permanently. Most farm land in Africa can grow much more, and farmers simply need advice and support to unlock this potential. By remembering Self Help Africa in your will, you can help to make the world a better place for Africa's poorest people.

Legacies help us to expand our work. A modest sum that is left to Self Help Africa will allow us to invest more in the tens of millions of farming families who are the future of Africa. A small sum left to us in your will allows us to replicate again and again some of the stories of progress and success that you can read about in this review.

What to do next

Legacies have helped us to achieve incredible things in the past. Yours will too. Speak to your solicitor and get his advice on making a provision in favour of Self Help Africa in your will. Alternatively call our offices and we will assist you further. A bequest to Self Help Africa is also exempt from Inheritance Tax.

Find out more

To find out more contact us at our offices in Ireland (1850) 757678 or in UK (0) 1743 277170, and speak to one of our advisors. We will be happy to send you our legacy information pack.



Self Help Africa is a signatory to the Dochas NGO code of conduct on the responsible use of images and messages

Donate to Self Help Africa

Name _____

Address _____

Tel. _____ Email* _____

*Please only include if you are happy to receive information about Self Help Africa's work by email.
We will not pass your details on to others. We would like to keep in touch with you. If you don't want to hear from us, please tick here. ☐

By Card I would like to make a donation of £/€ _____

Please debit my ☐ Visa ☐ Mastercard ☐ Maestro ☐ Switch ☐ CAF

Card No.

Valid From Expires End

Security Last 3 numbers on back of card

Signature _____ Date _____

By Cheque ☐ I enclose a **cheque** made payable to Self Help Africa

Please return to:
Ireland: Self Help Africa, Kingsbridge House, 17–22 Parkgate Street, Dublin 8, Ireland.
UK: Self Help Africa, Westgate House, Dickens Court, Hills Lane, Shrewsbury, SY1 1QU

By Direct Debit I want to give: ☐ €5 ☐ €8 ☐ €20 ☐ Other € _____ monthly, until further notice **IRELAND**

SEPA Direct Debit Mandate

Creditor Identifier: IE35ZZ304564

Legal Text: By signing this mandate form, you authorise (A) **SELF HELP AFRICA** to send instructions to your bank to debit your account and (B) your bank to debit your account in accordance with the instruction from **SELF HELP AFRICA**.
As part of your rights, you are entitled to a refund from your bank under the terms and conditions of your agreement with your bank. A refund must be claimed within 8 weeks starting from the date on which your account was debited. Your rights are explained in a statement that you can obtain from your bank. Please complete all the fields below marked *

*Your Name: _____

Your Address: _____

*City/Postcode: _____ *Country: _____

*Account number (IBAN):

*Swift BIC:

Please complete and return form to:

Creditor's Name:	Self Help Africa
Creditor's Address:	Kingbridge House 17 - 22 Parkgate Street Dublin 8 Ireland
Country:	Ireland

*Type of payment (Please tick)

Recurrent ☐

One-Off Payment ☐

Signature(s): _____ *Date:

By Direct Debit I want to give: ☐ £3 ☐ £6 ☐ £15 ☐ Other £ _____ monthly, until further notice **UK**

Self Help Africa **Instruction to your bank or building society to pay by Direct Debit** **DIRECT Debit**

Please fill in the form and send to:
Freeport, RRRU-AZUB-EBEE, Self Help Africa, Westgate House, Dickens Court, Hills Lane Shrewsbury, SY1 1QU
DO NOT RETURN TO YOUR BANK

Name and full postal address of your Bank/ Building Society

To: The Manager	Bank/building society
Address	
Postcode	

Name(s) of account holder(s)

Bank/building society account number

Branch sort code

Service user number

Reference (to be completed by Self Help Africa)

Instruction to your bank or building society
Please pay **Self Help Africa (UK)** Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with **Self Help Africa (UK)** and, if so, details will be passed electronically to my bank/building society.

Signature(s) _____

Date _____

Banks and building societies may not accept Direct Debit Instructions for some types of account.

 ☐ **Tick here to make every £1 worth £1.25 at no cost to you.** Please claim back the tax I have paid against all donations made in the past four years and any future donations made to SHA. I understand that I must pay an amount of UK income tax and/or capital gains for each tax year that is at least equal to the tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gift for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify.



**There is a solution to hunger
and poverty in Africa.
It's called farming.**

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**Self Help
Africa**
Food and a future