



# 2012 UPDATE

[www.selfhelpafrica.org](http://www.selfhelpafrica.org)





# OUR VISION AN AFRICA FREE FROM HUNGER AND POVERTY

## In 2011, Self Help Africa...

-  Trained almost 400,000 smallholder farmers in production, business skills and organisational development
-  Improved harvests for almost 160,000 farm families
-  Improved market access for 284,000 smallholder farmers
-  Supported over 800 local farmer organisations
-  Supported microfinance services for over 35,000 people

Cover Image: Haymanot Gibretsadik is pictured with her livestock in her home in Ligaba village, Huruta, Ethiopia  
This page: Betha Manza on her farm in Katinta village, eastern Zambia  
Back page: Alicia Charles with her daughter Barbara, in the maize field, Mabwera village, Malawi



SELF HELP AFRICA IS A SIGNATORY TO THE DOCHAS NGO CODE OF CONDUCT ON THE RESPONSIBLE USE OF IMAGES AND MESSAGES

# IMAGINE AN END TO HUNGER



Imagine a job in which you can work in difficult conditions for many months and yet receive no pay or reward.

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You've just imagined life as an African farmer.

In every corner of the world, farming is a gamble. Yields rise and fall, as do market prices. Like all good gamblers, farmers are conditioned to risk only what they can afford to lose.

In Africa, smallholder farmers can afford to risk very little. If the rains fail, the harvest fails, so farmers hold back from investment in their lands and their future harvests.

It's called the poverty trap.

Now imagine a different picture. Because the harvest starts with the seed, small investments in better seed result in better harvests for small farmers.

Across Africa, farmers cannot improve crop yields because they are unable to get their hands on good seed at the right time. More than any other factor, what a farmer sows affects what she reaps.

For many years now, Self Help Africa has concentrated significant efforts on ensuring that farmers have access to high quality seed and to different varieties of seed. Local

research institutes can develop better seed varieties, but getting this seed into the hands of farmers is the real challenge.

Much of Self Help Africa's work in seed takes place through cooperatives, where farmer members are taught to 'multiply' or grow more quality seed, which is then sold to other farmers.

When you support our work in Africa, you are imagining with us. Thousands of miles from the fields of Ethiopia or Zambia, you are planting the seeds of a new African harvest.

This harvest brings enough to eat, but also enough to afford healthcare, education and better nutrition. Quite literally, it makes dreams come true.

For many years, we've been asking people to imagine a different Africa - a continent free from hunger and poverty. And now, for many communities, the dream has become a reality.

Let's continue to dream big, together!  
Thank you.

  
Raymond Jordan  
CEO Self Help Africa



# WHERE WE WORK

## THE BOTTOM LINE

- One in three people in sub-Saharan Africa is hungry
- Up to 80% of the population lives in rural areas, where farming is the main source of food and income
- Investing in agriculture is up to three times as effective in cutting poverty as investment in any other sector
- In 2011 we spent €8.04m/£6.98m to reach 360,000 households across Africa





Below: 19 year old David Banda produces cabbage as a member of Chanika irrigated horticultural group, Malawi



## WEST AFRICA TOGO, GHANA & BURKINA FASO

West Africa (Burkina Faso, Ghana, Togo): This three-country programme is coordinated from Ouagadougou, the capital of Burkina Faso, and concentrates its efforts on a 400-kilometre area of poor smallholder farming that runs across national boundaries. Water is a key pressure for all communities in the area, and our work here has made significant progress in improving access to water for community household use and for agriculture.



## ETHIOPIA

Ethiopia: The second most populous country in Africa. Self Help Africa has been working here since the organisation was founded, almost three decades ago. Our work here in 2012 includes new initiatives in partnership with the private sector, along with consolidation of our largest micro-finance project, now with over 34,000 members.



## KENYA

Kenya: The hub for East African commerce. The presence here of Self Help Africa's new sister charity, Partner Africa, gives added impetus to our work with small agri-business and new export markets. New initiatives in Kenya for 2012 include work on value chain development for fish farming and cooperative development for tea growers.



## ZAMBIA

Zambia: Self Help Africa has completed very significant work across the country in recent years to assist impoverished smallholder farmers improve their access to seeds, in collaboration with local seed research centres. This work with seeds continues, while 2012 also sees further work to assist farmers link to markets and develop private sector linkages to the rural poor.



## UGANDA

Uganda: Over 75% of the country relies on the land for survival. In 2012, Self Help Africa begins work on a major USAID-funded initiative in Uganda, providing support to farming communities in 18 districts across the country. It is the largest project Self Help Africa has ever worked on, and will continue for five years.



## MALAWI

Malawi: Known as 'The Warm Heart of Africa', Malawi has made significant strides in recent years to cut rural hunger. However, the effects of climate change present particular difficulties for this landlocked Southern African nation. One of Self Help Africa's key projects here in 2012 takes place in the northern part of the country, working with a number of other organisations to improve farmers' ability to cope with climate shocks.



## FARM INCOMES GROW WITH NEW SEEDS



“All of this  
success  
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peanut”



For farmers in Mabwera village in central Malawi, it starts with a seed.

“Most people here have always grown maize, along with some tobacco,” says Mary Banda. “The key to growing new crops has always been getting the seed to do it.”

With Self Help Africa’s assistance, the villagers saw a dramatic growth in what their farms could grow.

“Four years ago, Self Help came and helped us to set up a seed producer group,” says Mary. “So we never used to grow peanuts before, but now we do. The money this crop brings in is so important, and many farmers are also now growing green beans, tomato and pumpkin too.”

“All of this success has come from the peanut - from the fact that the seed is available to farmers,” says Mary.

“I am growing more than enough food for my family, and also have the profits from the sale of seed to invest in goods for my family. I have been using the money that I make to buy fertilizer, and to buy things for my house and clothing for my family,” she adds.

For over ten years, Self Help Africa has been supporting African farmers to produce their own seed.

Good quality seed stock means good harvests. By supporting the development of community-based seed production, Self Help Africa has helped tens of thousands of small-holder farming families to plant good quality seed at the right time - and increase food production dramatically.

Thousands of small-holder farmers in Africa have become seed producers - providing them with a good income - and giving farmers in their area the seed that can enable their communities to thrive.





“The loan  
was the key  
to all this”

## SMALL LOANS CHANGE LIVES



Janet Tembo was a roadside trader in a small town in eastern Zambia. “I used to buy maize bran and sell it as a livestock feed by the side of the road,” she says. “Life was tough.”

The mother of five wanted to set up a business but, with no savings and no credit history, she simply didn’t have the means to do so.

A Self Help Africa-supported micro-finance initiative changed all that. The Tisamale Financial Association was established in her village and

“it liberated people,” she says. “Nearly all the members were people who never had a bank account and so had no access to credit. Suddenly, there was hope.”

Janet is one of 250 people who have now received loans from the financial association. “I began saving with the association and later borrowed some money to open a shop,” she says.

“The loan was everything – it allowed me to buy stock, buy a battery charger to allow people to

charge mobile phones, and to get a fridge so that I could sell cold drinks,” says Janet.

The hours are long in the new business – helped by her husband, Janet keeps its doors open from 6am to 9pm – but the rewards are significant.

“I work hard because I know that this business is giving me a good living,” she says. “My children are all attending school and we now eat much better as a family than we used to,” she said. “The loan was the key to all this.”

For over a decade, Self Help Africa has supported the development of micro-finance services in rural Africa.

These member-run institutions provide small loans to people in rural communities, allowing borrowers to set up small businesses.

Most members of these micro-finance initiatives are women, who have been supported in a broad range of local business activities including beekeeping, poultry rearing, animal fattening, trading posts, restaurants and bars, and textile production.

In Ethiopia alone, more than 34,000 people have accessed small loans from savings and credit cooperatives established with support from Self Help Africa.



Helping hungry people to grow more food is at the heart of what Self Help Africa is doing in Africa.

Since its earliest days, Self Help Africa has supported small-holder farming families to produce more on their land, diversify their

crops, and earn more from selling their surplus.

Today, in hundreds of rural communities across Africa, your support helps tens of thousands of people to help themselves - by growing more food and escaping a cycle of hunger and poverty.

## MAKING A LIVING FROM LIVESTOCK

Grace Bakulyowa was born and raised on a small farm in Uganda. She remembers the hungry times.

A 36-year-old mother of two, Grace married locally, and with her husband works a three-acre farm close to the village where she was born in Kayunga district.

"We were subsistence farmers – living on the food that we could grow – and occasionally selling things and trading in the village. My husband did piece work (occasional labour) from time to time, but it was never easy," she says.

Grace attended a meeting organised by Self Help Africa in her district a few years ago, and subsequently participated in a 'revolving fund' livestock breeding scheme that was established in Kayunga.

"I received three piglets under the scheme, bred them, and sold off five

piglets when the first litter was born." At the same time Grace Bakulyowa returned three of her newborn pigs to the project, so that they could be given as a start-up litter to another household. She used the profits from the sale of the other animals to buy a calf, which she has since reared and fattened, with a view to selling.

"Last year I planted a stand of banana and other fruit trees on the farm, and am using the manure from my livestock to fertilise the plants, and also to fertilise my maize," she explains.

"I now have a cow and have eight piglets, and we are earning more from farming than we ever did in the past."

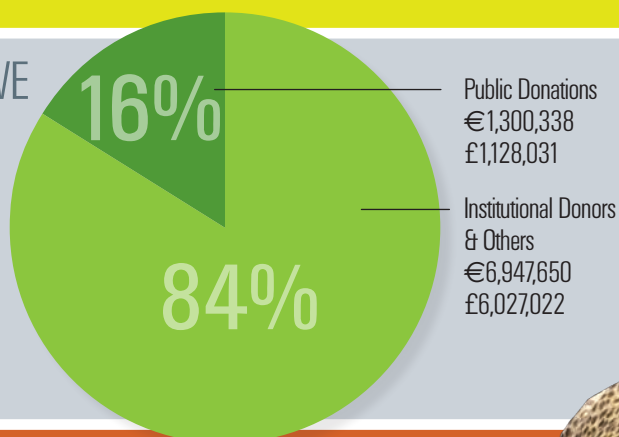
"Our older boy has started in school, and his younger brother will go to school next year. We can afford to send them – which makes me a happy mother", she says.



# KEY FINANCIAL ACTIVITIES 2011

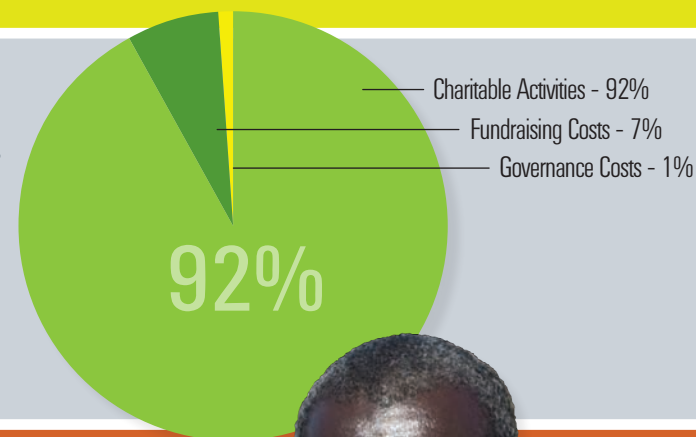
## WHERE WE RAISED MONEY

TOTAL  
INCOME:  
€8,247,988  
£7,155,054



## HOW YOUR MONEY WAS SPENT

TOTAL  
EXPENDITURE:  
€8,049,174  
£6,982,584



For every pound or euro raised from a member of the public, we can raise an additional six from institutional donors. Every donation, however small, benefits from this multiplier effect. Your donation grows here at home, and it helps African farmers grow much more in the field!

Village chief Heston Bybro and his wife Buseje work their small farm in Southern Malawi



# YOU HAVE SOWN THE SEEDS OF SUCCESS...

In the past year, tens of thousands of people have helped to plant the seeds of a new harvest in Africa. From Dublin to Durham, Dingle to Devon, our supporters have joined with hundreds of communities across Africa in the fight against hunger and poverty. Thanks to all the individuals, companies, groups, churches, schools and volunteers who have given their time to help and support us. Here's a flavour of what's happened, and what's to come...

**Strong Support:** Irish rugby internationals Donncha O'Callaghan, Tommy Bowe and Andrew Trimble with Sand2Snow duo Magnus Collins Smyth and David Burns in March before their 15,900-km trip for Self Help Africa Visit: [www.sand2snowadventures.com](http://www.sand2snowadventures.com) to find out more. ▼

**Metal Heads:** Our London Youth Council hosted their first event at Islington Metalworks, attracting 250 hip young things for an electric evening of Afro Beat, with performances by Bronzehead, Swimsuit Issue and DJ Sun Baillante. It rocked. ▶



**Combined Effort:** Frank Hemeryck and Philip Brady from Combines4Charity are pictured in Dublin's Phoenix Park with Bronagh Twomey, head of marketing at FBD Insurance and model Suzanne McCabe at the launch of Combines4Charity 2012. The event in Duleek, Co Meath, on July 21st this year, aims to use 200 combines to break the Guinness World Record for the largest harvesting event ever. A similar event in 2009 raised €300,000 for four charities, including Self Help Africa and this year again promises to be a great family day out Details at: [www.combines4charity.com](http://www.combines4charity.com). ▲



**Thanks to our regular givers whose ongoing backing is vital to the continuing success of our work in Africa**

You can support our work. Send an e-mail to [info@selfhelpafrica.org](mailto:info@selfhelpafrica.org) (Ireland) or [infoUK@selfhelpafrica.org](mailto:infoUK@selfhelpafrica.org) to find out how you can help.





**Bolly Good!** A group of friends in Cardiff got seriously creative and organised a Bollywood Night which raised over £1,500 to support our work ▲



**Love It!** St Valentine's Ball in Dublin - 400 hearts beat as one for Self Help Africa! ▲



**Good Read:** Almost 700 parents and children aim to break the world record for collective reading in Sheffield, with proceeds to SHA ▲



**Runaway Success:** A Self Help Africa team were amongst 30,000 people who took part in last year's Great Ethiopian Run. We're going back to Addis Ababa this year, and aim to bring 30 people along to compete in Africa's biggest race. If a mere 10k isn't enough of a challenge, there's also the chance to try this year's Kampala Marathon, also in November. See our website for more information. ▲



**London Calling:** Self Help Africa is now in London, with an energetic fundraising team and a growing supporter base. Hop on - we're going places! ▲

**In The Field:** RTE television star Kathryn Thomas visited our Zambia programmes to raise awareness and speak to beneficiaries. ▶



Gardeners' Question Time presenter Pippa Greenwood endorses our seed campaign. Check our website for details. ▲







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