

## **Send a Cow – Practical Christianity**

Send a Cow's history plays a crucial role in the values which guide our organisation today. The founding UK farmers who sent cows to Africa from their own herds over 20 years ago, did so as a practical way of expressing their Christian faith.

This legacy lives on today and our work remains inspired by a 'practical Christianity'. We remain deeply committed to helping others, putting their needs before our own and creating a more just and balanced world.

Send a Cow believes that the shared opportunity to break free from poverty is important regardless of any differences in beliefs so we work with people from all faiths and none, treating everyone in the same way.

### **Our Christian values**

#### **Serving the Vulnerable and Disadvantaged**

We work to serve the vulnerable and the disadvantaged in Africa, believing that the lives of impoverished farmers and their families can be transformed quickly with the right help and support. 20 years of experience shows us that, with access to sufficient resources and opportunities, people can work their way out of poverty and become self-reliant.

Family relationships, livelihoods, health, dignity and hope for the future are restored and whole communities renewed.

#### **Respecting All People**

Send a Cow believes that poverty has denied many people choice in their lives – in work, in family life and in the community. We aim to fight poverty and to give people the hope and dignity they deserve.

As all people were made to love, be loved and to flourish, we aim to respect all people, helping them to restore their self-esteem and giving them opportunity to exercise choice.

#### **Looking after the Earth**

In everything we do, we respect the Earth and all the natural resources provided by God. As stewards of these resources, we encourage everyone who works with us to make the most of what they have and to use things responsibly, in environmentally sound and sustainable ways.



## **Working in Partnership**

From training groups of impoverished families to working with organisations and encouraging supporters to fundraise for us, working in partnership is key to Send a Cow's work.

We work hand in hand with African farmers, exchanging ideas and providing support so that they may help themselves, rather than having solutions imposed on them.

Our enthusiastic and loyal supporters provide the vital donations which allow us to continue helping even more families in desperate need. By offering them opportunities to help farmers attain sustainable livelihoods, we are contributing to global food security and environmental sustainability for *all* people.

And we look for opportunities to work in partnership with other organisations that aim to help poor farmers restore their lives, either directly on the ground in Africa or through policy or marketing initiatives here in the UK.

We believe that all members of our staff have valuable skills to contribute. We therefore empower our managers to encourage participation and learning right across the organisation.

## **Prayer**

For those supporters who wish to pray for our work, we send our 'Prayer Lifeline' leaflet twice a year. Staff in Send a Cow offices also have the opportunity to participate in regular prayer times.