

Do Something Different

40

Ideas for your Lent Challenge

**DO SOMETHING
DIFFERENT
THIS LENT**



Send a Cow
Change a family's future



**DO SOMETHING
DIFFERENT
THIS LENT**

HELP CHANGE A FAMILY'S FUTURE FOREVER

There are many ways you can raise £40 for Send a Cow this Lent so here are 40 ideas to get you started.

You can pick just one for 40 days, one per week or even one a day – Set your own personal challenge and go for it!

You'll be in good company. Families all over Africa are busy working to overcome their own challenges of hunger and poverty. Every £1 you raise will make such a difference to them, helping them to farm effectively even when rainfall is unreliable.

Why not use this game to keep you motivated:-

Start with two old jam jars or pots. Label one "Donation" and one "Fine". Pick your ideas from the list below or create your own Challenges. The aim is to finish Lent with more money in your donation jar than in your fine jar.

£40 in 40 days is enough to provide a Drought Kit, giving farmers the essentials to be able to provide for their families and livestock all year round – even during the dry seasons. It includes: training in digging wells and conserving food and fodder; seeds for drought resistant crops and trees; and the tools to make it all happen. Every penny will make a big difference to families desperate to work their way out of poverty.



Thank you for choosing to be part of this year's Lent Challenge!



FOODIE CHALLENGES

HELP CHANGE A FAMILY'S FUTURE FOREVER

- 1 Get all your colleagues to drink one less cup of coffee a day for 40 days.** Ask everyone to donate the cost of that coffee to Send a Cow. Fine everyone 50p who sneaks in an extra cup.
- 2 Swap your chocolate treat for an apple for 40 days.** Donate the money you save every day. Fine £1 every time you cheat. *Did you know that apples grow well in parts of Africa? It costs £12 to provide a farmer with 4 fruit tree saplings.*
- 3 Swap your lunch for a simpler meal as in Africa** – rice and vegetables. Donate the cost of your usual lunch. Fine the cost of the meal by double, every day you don't do it. *Lunch is the most important meal of the day in Uganda. When we start working with a family, they are often only able to eat once a day.*
- 4 Cut meat from your diet for 40 days** and donate the money you save. Fine the costs of your favourite meal in a restaurant if you fail.
- 5 Try a new recipe and bake a cake, selling slices to friends, family and colleagues.** Donate the money that you make. Fine yourself £5 if you end up having to eat slices that you don't sell.
- 6 Give up take aways or ready meals for Lent.** Donate the money you would have spent. Fine yourself double the cost of your favourite dish if you fail.
- 7 Invite all your neighbours round for a Coffee Morning.** Ask for donations for your tea and coffee. Visit www.sendacow.org.uk/coffee-for-cows for a coffee tasting idea!
- 8 Hold a Dinner Party** for family or friends. Ask everyone to donate how much they would pay for the meal.
- 9 Make sandwiches for your colleagues** once a week and sell them to cover your costs and then donate your profits.
- 10 Try a new fruit or vegetable you haven't eaten before.** Donate £1 if you like it or Fine 50p if you don't. *Trying new vegetables they thought it was impossible to grow such as beetroot, carrots and cauliflowers is exciting for the farmers we work with. It costs £12 to train someone on how to build a keyhole garden to grow nutritious vegetables.*
- 11 Swap your bottled water for filtered tap water!** Donate the money you save. *On average women and children in Africa spend 3 hours collecting water every day.*
- 12 Bake your own bread** – it's fun, satisfying and tastes much better! Donate the money you save. Fine yourself 50p for any toast you burn! *Bread isn't very commonly eaten in Africa but In Ethiopia they eat a sour flatbread called Injera.*

Thank you for choosing to be part of this year's Lent Challenge!



GREEN CHALLENGES

HELP CHANGE A FAMILY'S FUTURE FOREVER

13 **Replace your chemical cleaners with natural substances** such as white vinegar and baking soda. Donate the money you save.

14 **Switch off your TV and other appliances from Stand By** – Fine yourself 50p for every appliance you forget to turn off.

15 **Dry your washing outside** instead of using the tumble dryer. Donate £1 for every wash hung outside. Fine yourself £2 for every wash put in the tumble dryer. *Women often tell us they only have 1 outfit when we start working with them – being able to buy better clothes is often a priority once they have an income.*

16 **Reduce the amount of food you buy** and therefore the amount of food you throw away uneaten. Donate the money you save. Fine yourself £1 for every packet of out of date food you have to throw out. *Some families struggle to provide a meal for their children even once a day when we start working with them.*

17 **Turn the lights off** every time you leave a room. Donate £5 at the end of Lent if you manage this every time. Fine yourself 50p every time you find the lights left on. *In rural Africa with no mains electricity, families have to rely on paraffin lamps. It's often difficult for children to do their homework once it gets dark.*

18 **Arrange for all your bills to be sent electronically** to save paper. Donate the cost of a ream of paper to Send a Cow. Fine yourself £1 for every paper bill you receive during Lent. *Most families in Africa won't have bills as they do not have running water, electricity or gas!*

19 **Recycle all you can.** Fine yourself every time you put something recyclable in the bin. *The families we work with make the most of every resource they have available. Recycling plastic bottles into "tip tap" handwashers is just one example of how ingenious people can be.*



Thank you for choosing to be part of this year's Lent Challenge!



HELP CHANGE A FAMILY'S FUTURE FOREVER

ACTIVE & TRAVEL CHALLENGES

SPRING CLEANING CHALLENGES

- 20** **Swap the lift or escalator for the stairs.** Donate 20p every time you use the stairs. Fine yourself £1 if you choose the lazy option.
- 21** **Get off the bus one or two stops early.** Donate 50p for every bus stop you walk past. Fine yourself £1 every time you forget or cheat! *Women in Ethiopia often have to walk miles carrying heavy loads to the market.*
- 22** **Cycle rather than drive.** Donate your petrol savings. Fine yourself £1 every time you use the car for a journey under 1 mile. *Bicycles are essential forms of transport in rural Africa, helping to carry loads of water and enabling people to get to school and work.*
- 23** **Walk, run, swim, dance for 40 minutes every day.** Donate £5 at the end of Lent if you achieved your get fit target. Fine yourself £1 if you do not achieve it.
- 24** **Park in the furthest spot away in the supermarket carpark or shopping centre.** Donate the £1 you used for your trolley or fine yourself £1 every time you cheat.
- 25** Collect up all your old unwanted books, CDs, DVDs, furniture etc and **do a car boot sale.** Donate all the money you raise. Fine yourself 50p for every book you sell that you haven't read.
- 26** Clear out all the clothes that you haven't worn in the last 6 months and **hold a clothes swap for your friends.** Ask people to donate for items they take or charge an "entry fee" for your event.
- 27** **Sell unwanted items on Ebay** – you can choose to donate your profits directly to Send a Cow through the site.

Thank you for choosing to be part of this year's Lent Challenge!



HELP CHANGE A FAMILY'S FUTURE FOREVER

PERSONAL CHALLENGES

- 28** Install a **swear box** at home or work. Donate £5 if you never need to use it yourself. Charge £1 to anyone who swears during Lent.
- 29** Give up buying newspapers and magazines – Read books or online news instead and donate the money you save. Fine yourself £1 every time you cheat.
- 30** Replace alcoholic drinks with soft drinks during Lent and donate the money you save. Fine yourself £1 every time you cheat.
- 31** Learn a new craft skill during Lent such as knitting, making jewellery or cards. Sell your creations to friends or family to raise funds. *Many of the groups we work with supplement their income through crafts such as basket weaving.*
- 32** Give up watching TV and read instead. Donate £1 for every new book you read or fine yourself every time you turn the TV on.
- 33** Give up social networking. Fine yourself £1 every time you find yourself on facebook!
- 34** Rent DVDs instead of going to the cinema. Donate the money you save.

NEIGHBOURLY CHALLENGES

- 35** Offer to **wash the cars** of people in your street or at your work. Charge them £5 each and donate the money you make.
- 36** Offer to **do some gardening** for your neighbours and ask them for a donation in return. *In Africa, families work together to help build keyhole gardens on each other's land – supporting one another is vital on the journey out of poverty.*
- 37** Offer a **dog walking service**. Ask for a donation every time you take a dog for a walk.
- 38** Offer to **iron your friends' and family's shirts**. Charge them 50p per shirt and donate the money you raise.

And Finally?

- 39** Round up your shopping bills to the nearest £1 and donate the extra pennies.
- 40** Collect all your loose change from your friends, family and colleagues and donate the money to Send a Cow.

Thank you for choosing to be part of this year's Lent Challenge!

