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**Helping families build a  
future free from poverty**

**Our review of 2013**

# Dear Supporter

We are pleased to share with you Find Your Feet's review of 2013. In the past year the rural families we work with have faced many challenges. The income disparities between urban and rural areas in the countries where we work is growing; families are experiencing increasingly erratic weather conditions as a result of climate change and numerous threats to the land that is their livelihood. This year, however, we have renewed our commitment to these families. With your support, we have invested in talented people, who have become leaders of change in their villages, helping the whole community to become more resilient and self-reliant for generations to come.

In this review, we would like to introduce you to three people we met this year who have become leaders of change in their family and community: Gladys, who has learnt new farming skills and is helping her village to grow more food; Prakesh, who has learnt a new trade and is helping to earn an income for his family; and Kamala, who has grown in confidence and is speaking out to help her community access clean water and electricity.

We also want to recognise our fantastic fundraising champions, all of whom have gone that extra mile, helping to raise awareness and vital funds for the families we support. And we are looking ahead to 2014 when we will start three new projects, which will enable us to reach many more families in India, Nepal and Zimbabwe.

Finally, we would like to pay tribute to Sue Stoessl, a dedicated supporter of Find Your Feet for over 25 years, who sadly passed away last summer. Our work would not be possible without the support of people like her, and people like you.

**From the Find Your Feet UK Team** *Louisa Georgina Olivia Leah Dan Jessica*



# Leaving no one behind

**“In a world of great wealth and technological advances, no person, anywhere, should be left behind”**

**Ban Ki-moon, UN Secretary General.**

Since the start of the new millennium, the world has made significant progress on important issues such as enabling children to be enrolled in primary school and fighting diseases like HIV and AIDS, malaria and tuberculosis. But despite these achievements, the disparity between rich and poor is increasing across the world, resulting in many millions of people being left behind. In particular, it is the very poor, minority and marginalised groups, and women who are most vulnerable. And as the inequality between urban and rural areas increases, families living in remote rural areas are also finding themselves forgotten as their countries' economies grow.



Now, as 2015 draws closer and the world assesses its progress towards eradicating poverty as part of the Millennium Development Goals, discussions have already started about where we should focus our efforts in the future. Many are arguing that addressing inequality and focusing on those people who are currently being left behind is now the key to reducing poverty globally.

At Find Your Feet we welcome this renewed focus, especially if it means that those who are most vulnerable, such as the rural families we work with, are listened to, are able to influence the decisions and policies that affect them and are involved in the development of their country – so they too can break the cycle of poverty and hunger they face.

**With your vital support, we will continue to support the families who are being left behind: to grow enough food so they don't have to go hungry, to strengthen their voice so they can speak out against injustice, and to earn enough money so they can find their feet.**

# We are growing more food

## **In the Mzimba district in northern Malawi we are investing in talented farmers so they can share their skills with others and become leaders of change in their community.**

In Malawi, one of the poorest countries in the world, 50% of the population lives below the poverty line. Women, in particular, suffer hunger and poverty disproportionately because they struggle to get equal access to education, healthcare and agricultural support. The inequality they face also means they lack the opportunity to take on leadership roles and change things for the better.

This is why we invest in women like Gladys. Gladys struggled to grow enough food for her five children, because, like most farmers in her village, she could not afford seeds and fertilisers for her land. We provided her with training in low-cost sustainable agricultural techniques so she can make her own compost and experiment with different types of crops throughout the year, without using expensive fertilisers.

Gladys is now a Lead Farmer in her village and she has 10 Follower Farmers with whom she shares her knowledge and skills. She also conducts demonstrations on her land to try different types of compost to see which yields the best results. Now, she can provide enough food for her family, earn a little extra income and take a greater leadership role in her community.

**“Thanks to the compost I have made, I was able to grow enough cassava to sell in the local markets last season. With the money I made, I bought iron sheets to replace the straw roof of our house. This year, I am planning to expand our cassava plot and also move into growing vegetables so that we can improve our house.” Gladys**

In 2013, through this project, we invested in 15 Lead Farmers like Gladys, who have shared their skills with 345 Follower Farmers, creating a ripple effect of increased food production. In 2014, with the continued support of the Big Lottery Fund, the Development Fund and people like you, we will invest in 15 more Lead Farmers.

**£24 could provide a woman like Gladys with a day’s training in low-cost sustainable agriculture techniques so she can grow more food throughout the year.**



**Gladys**

# We are securing our future

**In the state of Uttar Pradesh, in northern India, we are enabling young people from remote rural villages to develop their life skills and learn a trade so they can build a secure future.**

In rural areas of India, many young people drop out of school because their families cannot afford the transport or uniforms they need to attend. Once they leave school, boys are often expected to work in the fields and girls stay home to help with chores. And because they live in very remote villages with few opportunities to interact with others, they grow up isolated and frustrated, left behind and marginalised from the growing Indian economy.

This is why we began working with young people like Prakesh, who dropped out of school at 14 to work in the fields and help his family make ends meet. We opened an Adolescent Education Centre in his village and provided him with training in life skills such as personal hygiene, family relationships and savings. We then provided him with a two week vocational training course so he could learn how to repair mobile phones.

After the training, with a loan from his brother and uncle, he opened a small mobile phone repair shop. With the income he now earns, Prakesh can repay the loan, give some of his earnings to his family, invest some in the business, and save a little for himself. More importantly, he can now secure a future in his own village, which means he can stay with his family, and is not forced to migrate to the city.

**“I always wanted to do mobile phone repair, and I felt confident that if I could learn this skill the business would do well in the village. Before, my family thought I was useless but now I can give them 100 Rupees (£1) a day and I feel very proud and my family now respect what I have done. I would like to expand my shop and get a computer and power generator.” Prakesh**

In 2013, through this project, we invested in 1,574 young people like Prakesh, enabling them to gain employment and life skills. In 2014, with the continued support of UKaid (UK Government) and people like you, we will provide training to 600 new young people.

**£31 could provide a young person with a two week vocational training course so they can learn a trade such as mobile phone repairs or tailoring.**



Prakesh

# We are speaking out

**In the state of Chhattisgarh, in north-eastern India, we are helping tribal communities to gain awareness of their rights and the knowledge they need to access vital services.**

Tribal communities in Chhattisgarh, one of the poorest states in India, have lived in remote villages amongst dense forests for generations. These communities have faced decades of marginalisation, and this exclusion has left them without the opportunities to understand or speak out against the injustices they experience. Families are unable to access important government services such as healthcare and education, or claim their right to the forest land they rely on for their survival.

This is why we began supporting families like Kamala's. Many families in Kamala's village are illiterate because they have been unable to attend school, so they have never received the information or support they need to understand their rights. This means Kamala's village has struggled to change their situation for the better, trapping families in a cycle of poverty.

Through the project we are bringing Kamala and her community together to discuss the key issues that affect them, and providing training and support so they can begin to address these problems. They have learnt they are entitled to education and healthcare services and how to access clean water and electricity. Kamala's community are now united and empowered. They have the knowledge and confidence to speak out and claim their rights so they can begin to improve their children's future.

**“There has been a huge difference since the project. Earlier we were not able to talk openly, we used to avoid expressing our views. Now we are able to think, express questions. Before, services were not properly functioning. We have learnt we have the right to demand.” Kamala**

By the end of 2013, we were working with over 6,000 marginalised tribal people, like Kamala, to access government services to which they are entitled, such as work schemes, pensions and immunisation services. This three year project would not have been possible without the support of the European Union and people like you.

**£60 could provide 500 leaflets and posters to help tribal communities understand their rights and entitlements to vital services.**



**Kamala**

# Our fundraising champions

**Thank you to all our supporters who took part in our events in 2013, to raise awareness and vital funds for the families we work with.**

We had teams of runners in the Brighton and Virgin London Marathons, the Royal Parks Half Marathon and the British 10K London Run, and other challenges to help run poverty into the ground.

For the first year, we had cyclists completing the Prudential Ride London to Surrey 100, a 100 mile bike ride following the Olympic road race route, and Nightrider, a 100km cycle around London, at night! Altogether, our sporty supporters raised over £28,000, well done all!

We partnered with the London School of Economics (LSE) Student Raising and Giving (RAG) Society as their chosen international charity, and they organised a whole host of events and sponsored challenges. Impressed by the partnership, one of our supporters and LSE alumnus, Bim Sandhu, also generously pledged to match every pound, helping to raise a fantastic £15,000.

Our annual Curry for Change campaign celebrated Indian cuisine to help families fight hunger. Celebrities, chefs, and restaurants raised awareness and vital funds. With the help of our free event pack and spices, special fundraising curry nights and supper clubs were held across the UK. We were also delighted to partner with COOK, who got their staff and stores involved in the campaign, and we were chosen as a benefiting charity for the first Aberdeen's Best Curry Awards. A huge thank you to everyone involved; you helped us to raise over £18,000, and we look forward to more curry fun in 2014!



**To find out how you can get involved in our 2014 activities please visit [www.fyf.org.uk/get-involved](http://www.fyf.org.uk/get-involved) or contact Jessica at [jessica@fyf.org.uk](mailto:jessica@fyf.org.uk).**

# Our partners

**In 2013 we were delighted to partner with a number of companies who share our commitment to supporting families who suffer from poverty.**

**GOODWIN PROCTER** The London office of Goodwin Procter, a leading global law firm, chose Find Your Feet as their charity of the year. Throughout the year their staff took part in a variety of activities, from impressive sporting challenges to raffles. They also generously provided us with rooms and venues for meetings and events – a valuable resource for a small charity like ours.

**“The partnership with Find Your Feet provides our small but growing London team with a focused programme for making a positive impact in our wider community.” David Evans, Partner**

**the innocent foundation** The innocent foundation, in association with innocent drinks, is an invaluable investor in our work in northern India, and this year their staff went the extra mile to raise funds and awareness. A team took part in the Nightrider cycle event, and, in November, staff member Kat Searson visited our work in India to help us document and communicate the impact of our projects.

**“I have been very impressed with the work that Find Your Feet does and we are proud to be a long-term supporter of their work.” Richard Reed, Founder**

**Wedlake Bell** Wedlake Bell, a top UK law firm, has also chosen us as their charity of the year until May 2014. So far, staff have organised activities including a cricket day, cake sales, a charity calendar and collections. A brave team of runners is also gearing up to run the Virgin London Marathon in April.

**“This is a great opportunity to support a small charity and have a big impact, and we look forward to hearing about the difference our support will make.” Martin Arnold, Partner**



**To find out more about our partnerships please visit [www.fyf.org.uk/our-partners](http://www.fyf.org.uk/our-partners) or contact Laura at [laura@fyf.org.uk](mailto:laura@fyf.org.uk) if you would be interested in seeing how your company could get involved.**

# Looking ahead

**In 2014, through three new projects, we will support more vulnerable families in Zimbabwe, Nepal and India to build a future free from poverty.**

## **We will reach more families in Chimanimani, Zimbabwe**

In the district of Chimanimani, 80% of families depend on agriculture for their livelihood but most are not able to afford seeds and inputs, trapping them in a cycle of poverty. In 2014, in response, we will double the number of families we work with to 2,900. We will provide training in low-cost techniques so families can conserve water and vary their crops. We will also invest in talented farmers so they can become Lead Farmers, teaching other farmers so they too can grow more food.

**“We used to do things on our own, each doing their own thing. The project has encouraged us to come together and exchange knowledge, information and skills.” Pajuel, Zimbabwe.**

## **We will reach more families in Banke, Nepal**

In the district of Banke, tribal families subsist on small plots of land and for months of the year they don't have enough to eat. Men are forced to migrate to find work, leaving women behind. In 2014, in response, we will triple the number of women we work with to 2,500. We will provide training so they can grow more food and start savings groups. We will also support them to work together to speak out about the issues that affect them, such as poor healthcare and education.

**“I am delighted at the positive changes in my life which I could not have imagined earlier. I want to educate my children and establish myself as a leader in the village.” Sabita, Nepal.**

## **We will reach more families in Chhattisgarh and Jharkhand, India**

In Chhattisgarh and Jharkhand states, tribal families not only suffer chronic hunger but they also experience discrimination, violence and exploitation as a direct result of their tribal identity. In 2014 in response, we will start work with 21,600 families – one of our most ambitious projects to date. We will organise communities so they can work together to access government services such as healthcare and education, and natural resources such as land and forests – all vital to their livelihood. We will also support them to take on leadership roles so they can challenge the discrimination they face.

**“I could never have imagined sitting together to discuss the problems of our village. Now I do that without any fear. Our biggest victory (so far) was getting long overdue wages for work we did for the government”. Kaneshwari, India.**

# Working together

**Your support enables communities to come together so they can speak out and challenge the poverty they face.**

Here's how the families of Ludukhet Village in India worked together to address community issues, such as a lack of clean water and other essential government services.



We bring women from the village together, empowering them to discuss the issues that affect their families, such as the need for a water pump in their village for safe drinking water.



Then we support the women to raise the issue with their fellow villagers, and we provide training so the village has the knowledge and confidence to address the problem, this helps them to apply to the government for a water pump.



Once one village has worked together to address a problem, such as getting a water pump installed, we help them to share what they have learnt with other villages. By coming together they can understand the common problems they face and unite to fight for change.



As the women, villagers and the wider communities gain confidence they realise that they cannot be ignored. This starts a ripple effect of change as communities start to demand their entitlements to vital services, such as healthcare, education and rights to their land – all vital to their livelihood.

**By helping communities to understand and claim their entitlements to vital services, they are working together to build a future free from poverty for generations to come. This is why we don't give handouts, instead we listen and provide families with the skills, training and confidence they need to help themselves.**

# A special tribute

**We would like to take this opportunity to pay tribute to Sue Stoessl, our trustee, who passed away in August 2013.**



**Sue Stoessl**

Sue joined Find Your Feet as our Chair in 1988, and her dedication and service to our organisation stretched over 25 years. Sue had a distinguished career and was the Head of Marketing at Channel 4 at its inception, and acted as a marketing consultant to TV AM, Yorkshire TV, Associated Newspapers, News International and the British Film Institute.

Her contribution during that time to Find Your Feet and the families we support around the world simply cannot be overstated, and she is sorely missed by everyone involved in Find Your Feet.

**“Sue will be remembered as a true friend of Find Your Feet. While she was always appreciative and encouraging of our work, her own remarkable spirit served as an inspiration to each of us individually and to us as a team. Her dedication to her family and to good causes is worthy of emulation. We remember her family and friends in our prayers as we bid goodbye to her. We also re-pledge ourselves to our mission. We know this is what Sue would have wanted.” Savitri Sharma, Find Your Feet Country Director, India.**

# Thank you

## Our work would not be possible without the loyalty and generosity of our supporters.

Thank you to all the trusts, foundations, companies, individuals and donors who have helped rural families build a future free from poverty in the past year.

### Special thanks to:



LOTTERY FUNDED



THE DEVELOPMENT FUND



Big Lottery Fund

The Development Fund

European Union

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Marjory & Lawrence Clark

Nigel & Pamela Harley

Ray & Chris Jackson

Nerissa Martin

Nigel & Lisa May

Stuart McMinnies

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**Want to know more or get involved?**

**To help support families build a future free from poverty, email Jessica at [jessica@fyf.org.uk](mailto:jessica@fyf.org.uk).**

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