

A woman with a red bindi and a red sari is smiling and carrying a baby on her back. The baby is looking towards the camera. They are standing in front of a stone wall with some green plants. The background is slightly blurred, showing a rural setting.

FIND
YOUR
FEET

**Helping families build a
future free from poverty**
Our review of 2014

Building a future free from poverty

Find Your Feet believes in social justice. We enable poor rural families in Asia and Africa to:



**Grow enough food
so they don't have
to go hungry**



**Strengthen their voice
so they can speak out
against injustice**



**Earn enough money
so they can support
their family**

What is the need?

One in eight people around the world suffer from chronic hunger because they don't have enough to eat all year round. The majority of these people, like the families we work with, live in very remote areas of Asia and Africa without the means or opportunity to speak out and change things for the better.

How do we help?

Our approach is not to dictate how the communities we work with tackle the poverty they experience, instead we enable them to decide how they want to build a better future. This means we don't give handouts. We listen and provide people with the skills, training and confidence they need to help themselves.

Where do we work?

We work in some of the poorest and most remote places in India, Nepal, Malawi and Zimbabwe.

Who do we help?

We work with small family farmers, those who depend on small plots of land for their livelihood yet who make up the largest share of the world's undernourished. We work with tribal people who are denied access to the land and forest on which they depend for their survival. We focus on women who don't have a voice in their communities, and on young people so they can break the ongoing cycle of poverty for their families.

A few highlights from our year

1 mission shared by us all

4 countries in Asia and Africa

11 projects reaching remote rural communities

616

talented farmers
passing on their
knowledge to
others

43,367

tribal people
raising their voices
and demanding
change

12,320

families learning
new skills from
talented farmers

380

donors to our
cause, changing
the lives of poor
families

636

young people
learning a new
trade to earn an
income

£10

average spend
per person to
deliver our life-
changing work



It is people who change things for the better. By investing in people, we make modest sums of money go a long way.

We are growing more food

“It was a challenge but one that we met together! Now we can control our own destiny.”

In Mzimba and Nkhata Bay districts of Northern Malawi we are helping small family farmers, like the members of the Kaposha Chipopomo Irrigation Group, to feed their families all year round.

Amon Banda and his neighbours work hard on their own small farms to grow maize, cassava, and some vegetables - simple, staple foods that provide everyone with the energy they need. Yet many of them find they simply can't grow enough food for their needs every day, meaning they often start a hard day's work on an empty stomach. And it is hard work - people can't afford machinery for the backbreaking tasks so the majority of families water their crops by hand using buckets.

The months between December and March are worst, when nearly half of all the families in this poor rural area go hungry. They are forced to spend what little money they have on food, to trade their labour or rely on donations. With variable rainfall, long dry spells and erratic, damaging floods, families like Amon's were at real risk. But Find Your Feet helps families to make effective use of their existing resources, looking for low cost, lasting solutions.

So, Amon and 80 of his neighbours looked around them and saw that their local river presented them with an opportunity. They decided they wanted to build a weir and a series of canals to divert water to irrigate their shared farm land. We provided technical training, spades and support but the group built the weir and dug every canal for themselves. It was worth it. Now they all can rely on a longer growing season and higher crop yields, meaning more food for their families long into the future.

“We will be food secure and even earn an income from farming. We had some challenges at the start, such as leakage from the canals, but working together we will fix it so that not a drop of water for our crops is wasted.” Amon

£100 will enable a farming family in Malawi to join in a community irrigation scheme to boost their harvests.



Amon

We are earning an income

“I am so happy and with the money I earn now it’s my dream to give my children a good education.”

In the Banke district of southern Nepal we are helping women like Parbati to set up small businesses so, for the first time, they have the opportunity to earn an income.

Parbati lives with her husband, two sons and her elderly parents in Kumbhar village, a remote region of Banke surrounded by dense forest with poor roads and little access to electricity. Families are isolated, lack opportunities to earn an income and struggle to provide food for their families beyond what they can grow. Many men are forced to migrate for work, leaving women behind without access to money to support their family.

We started our first project in Nepal in Parbati’s village in 2011 and it’s inspiring to see how far the women have come. We first brought the women of Kumbhar village together to form a community group which meets every month to discuss village issues and receive training. Importantly, they now save money together to build up a group fund which they can use to take out small loans when they have a family emergency or want to start a small business.

In 2014, Parbati borrowed 13,000 Nepalese Rupees (£87) to buy some goods so she could open a small shop at her home. In just three months she was able to earn enough to pay back the loan to the group fund. Parbati now opens her shop every day and it generates a steady income to support her family. Now the business is doing so well her husband can live at home and help, rather than leaving the family to migrate for work.

“With the shop in my house I can look after my family and children and earn an income. Before I couldn’t earn anything, now I am able to earn money daily. Now I don’t have to struggle as much. I hope to expand my shop so I have more products to sell and can pay for my children to have a higher education so they can get a job.” Parbati

£42 could provide training to a woman like Parbati so she can gain the skills to set up a small business and earn an income for her family.



Parbati

We are speaking out

“The project has helped us get organised so we know about our rights and can demand them.”

In Uttar Pradesh, India we are empowering brick kiln workers to stand up for their rights and bring real changes for their families and their community.

Shakurtala’s family and neighbours rely on the local brick kiln for work. It is a backbreaking job with wages as low as 100 rupees (about £1) for a day’s work. Workers face injuries and poor health due to dangerous and dirty conditions. There are rarely contracts setting out wages and hours, leaving people open to exploitation by employers. With few other means of earning a living, families have little choice but to work in these unsafe and insecure conditions.

Brick kiln workers like Shakurtala and her family were isolated and didn’t have the knowledge or skills to challenge the injustices they faced. That’s why Find Your Feet works in villages like hers to help people understand their labour rights and the government services they are entitled to. Our project is the only one of its kind in Uttar Pradesh.

In 2014, we supported the Brick Kiln Workers Association, of which Shakurtala is a member. They meet to discuss the issues they face and work together to secure fair wages and working conditions, and access schemes such as healthcare for the first time. Now workers have registered their own trade union so they can lobby for their labour rights at the highest levels of government. This will not only improve their life today, but also help to secure a future free from poverty for their children.

“We face many months of hardships, the brick kiln owners take our work but we don’t get our dues and our fight has been relentless. But now we can fight in a legal manner and this has more impact. Now we have a trade union. I also have three sons in the brick kilns who don’t get full and fair wages, but now they will.” Shakurtala

£20 could pay for a member of the Brick Kiln Workers Association to participate in training on leadership skills, enabling them to build an effective and sustainable trade union.



Shakurtala

Our fundraising champions

Thank you to all our supporters who took part in events in 2014 to raise awareness and vital funds for the families we work with.

We had our most successful year thanks to our fantastic teams of fundraisers who reached record breaking totals for two of our events. Our Virgin Money London Marathon team of 5 staff and friends from the law firm Wedlake Bell raised over £20,000, and our Royal Parks Half marathon team of 5 from investment firm Mondrian raised an impressive £10,000. Well done all!

Our teams taking part in the British 10K London Run, Ride London-Surrey 100 and Nightrider cycling events also trained, fundraised and took on challenges in aid of the families we work with. This included our very own staff member Jessica, who completed her first cycling event on the 100km Nightrider route!

For the first time we also had supporters taking on climbing challenges to conquer Ben Nevis and Everest Base camp. A huge congratulations to all our fundraising champions in 2014 for raising over £35,000 and helping to make a huge impact. Thank you!

Our Charity of the Year partnership with Wedlake Bell came to an end in May 2014 and not only did they produce an impressive London marathon team, but raised £30,000 through company activities and donations. They organised a charity cricket day with their partners, a curry evening, cake sales, Christmas jumper day, charity calendars and much more to support our work.

Our work would not be possible without the dedication and enthusiasm of our fundraisers and their supporters, so thank you to everyone who did their bit to fight poverty!



To find out how you can get involved in our 2015 activities please visit www.fyf.org.uk/get-involved

Curry for Change

Our annual fundraising campaign Curry for Change celebrates Indian cuisine to help change the lives of families who suffer from hunger.

In 2014 we partnered with Natco Foods who generously pledged to match every penny raised. It was a fantastic opportunity and through our ambassadors, campaign partners, restaurants and supporters we raised over £23,000. This was matched by Natco to make double the difference!

The campaign kicked off to a tasty start in June with 10 top Indian restaurants in London creating special dishes and inviting their customers to donate with their bill.

Food fans across the UK signed up for their free event pack and Natco spices. They hosted curry nights to change lives one curry at a time! We were delighted to partner again with frozen food producer COOK, who fundraised at their food festival.

Thanks to our celebrity chef ambassadors Atul Kochhar, Anjali Pathak, Cyrus Todiwala and Vivek Singh we have been sharing recipes online and raising awareness. With the support of Natco we ran a recipe competition and winners got the opportunity to film their recipe to inspire others.

In October we hosted our An Evening of Flavour event with 100 guests. We celebrated good food and drink, and came together to change lives. We were honoured to be joined by our ambassador chefs Anjum Anand, Dhruv Baker and Hari Ghotra who treated our guests to special masterclasses.

A huge thank you to everyone involved and we look forward to more curry fun in 2015!



To find out more about Curry for Change and to sign up for your free pack please visit www.curryforchange.org.uk

Looking back

In 2014, Find Your Feet completed a three year strategy and we are proud of all we have achieved – reaching 55% more people than originally planned.

Our aim over the last three years was to help lift 80,000 people out of poverty – in fact we were able to reach 124,121 people and their families.

**“This simply would not have been possible without the dedication and skills of the people that work for us and the generosity of the supporters who give to us. I thank them all.”
Dan Taylor, Director**

We recognise that the empowerment of local people is at the centre of all development work. We strengthen existing local structures to create change.

**“In Malawi we’ve had success working within existing structures such as Village Development Committees, helping these groups to become strong, vibrant and effective”.
Chakalipa Kanyenda, Country Director, Malawi**

We champion rural youth as they are the drivers of future prosperity. We listen to them and understand their aspirations, helping them to thrive.

**“Now I am seeing young people leading change in their communities and inspiring others. Now I am meeting confident energised young people full of hope and aspirations.”
Jessica Ridgewell, Senior Fundraiser**



Looking ahead

In 2015, Find Your Feet's 55th year, we are entering a new five year strategic period. We will focus on sustainable rural livelihoods, which we believe transforms lives.

Over the next five years, our aim is to help lift 150,000 people and 750,000 of their family members out of poverty.

“I’m excited by our work with an agricultural cooperative in Malawi in the coming years. Access to new markets helps family farmers to increase their incomes and take the first steps out of poverty.” Olivia Wills, Programme Manager

We will listen to poor rural families, involving them in identifying problems and finding solutions, so they are able to influence the decisions and policies that affect them.

“We will ensure government systems in India work for the poor to achieve truly sustainable change. Results so far have been encouraging, that is why it is our focus in the years to come.” Savitri Sharma, Country Director, India

We will remain a small organisation that is effective, responsive, flexible and relevant. We want to grow our impact on peoples' lives, not necessarily grow ourselves.

“As I look ahead the thing that excites me most is simple - it's thinking about all the families that will achieve their own aspirations over the coming years. Lives transformed in a meaningful way.” Sharon Jackson, Chair



Your donation

We rely on the generosity of people like you to help lift families out of poverty. We are a small resourceful organisation, making sure your donation goes further.

Your donation starts a ripple effect of change, because we don't give handouts, we invest it in people.

We provide people with the skills, knowledge and confidence they need to help themselves and their whole community. And it all starts with you.



For just £165

We can train 1 talented farmer.

They can then teach **20** farmers their skills.

Together, they can provide more food for their whole village.

Ways to donate



Donating online is quick, easy and secure.

Visit: www.fyf.org.uk



Debit or Credit Cards accepted.

Call: 020 7326 4464



Cheques made payable to Find Your Feet.

Post: Find Your Feet
Freeport Lon7827
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Donation forms and gift aid forms are also available at:
www.fyf.org.uk/support-us/donate-now

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 helped rural families to build a future free from poverty in the past year.

Special thanks to:



Autonomous Research

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The Development Fund

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The Buckland Charitable Trust

The C J C Whitehouse 2006

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The Evan Cornish Foundation

The Family Rich Charities Trust

The Gibbs Charitable Trusts

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the innocent foundation

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