



# FOOTPRINTS

SPRING 2017

Helping families build a future free from poverty

## MOST OF THE 736 MILLION PEOPLE LIVING IN POVERTY ARE IN RURAL AREAS



*Bidyawati is from Geraw – an isolated village in a rural area of India. Her community is poor and struggle to grow enough food or earn an income.*

*But with your support, the women in Bidyawati's village are changing this. They have set up a savings group which meets every month. The women are now able to take out small loans to buy essential farming equipment, or start small businesses.*

Families from rural areas of Asia and Africa face a unique set of challenges.

Most depend on farming but lack the resources to grow enough food, especially when faced with disasters such as droughts or floods.

Poor roads and transport leave rural communities physically isolated from the rest of the country. Services which could improve quality of life, like healthcare, sanitation and education are either not available or under resourced. Illiteracy rates remain higher in rural areas so accessing information is harder.

The families we support also face discrimination; because of their culture and traditions, their caste or ethnic group, or because they have HIV or a disability.

But with your support we're reaching some of the most isolated communities. We're able to provide training and support, to help them overcome challenges and start to build a future free from poverty.

We enable poor rural families in Asia and Africa 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.

## LIFE IN... Tonahi Nara Village, India

**Every day around 800 women die of preventable causes related to pregnancy and childbirth. 20% of these women are from India.**

Women from remote villages in Chhattisgarh are particularly at risk. Most villages, like Tonahi Nara, are very isolated, with no hospitals nearby. This means that women are unable to access the care they need to ensure a safe pregnancy and birth.

Any medical treatment that is available is expensive. To afford it, families are forced to visit exploitative money lenders who charge very high rates of interest.

But with your support, women in rural Chhattisgarh are changing this.

For the first time, pregnant women in Tonahi Nara Village have access to life-saving medical treatment.

Members of the community meet once a month in a local information centre set up by Find Your Feet.

The monthly meetings are a chance for families to discuss the problems they face, and learn how they can be addressed. Maternal healthcare is a crucial issue that is repeatedly raised.

Find Your Feet supports women to apply for grants from the government. The grants pay for pre and postnatal care, as well as transport to hospital for the birth itself.

Thanks to your support, 100% of pregnant women in Tonahi Nara village now have access to medical care.

Women can now give birth in a clean, safe environment. Complications which would have once been life-threatening can now be treated.



*Thanks to your support, Chandra was able to access free healthcare throughout her pregnancy, and give birth to her baby boy safely in hospital.*



*A gift of £19 could provide a day of training for a local health worker in India, helping them to improve their knowledge of antenatal care, nutrition and maternity benefits.*

## SPOTLIGHT ON... Gulshan in India

**In a remote village in India, Gulshan is inspiring her community to demand change.**

In rural Chhattisgarh only 51% of people can read and write. Poverty levels are high and many communities lack basic facilities such as toilets, clean water and electricity.

Roads between villages are in poor condition, so that communities become isolated, and families are left to face the effects of poverty alone.

But, thanks to your support, and the hard work and dedication of women like Gulshan, the situation is improving.

Like many of the women in her village Gulshan is a young mother. Unlike most she has been to both high school and college. She has a detailed understanding of the government services that her community are entitled to, and knows how they can access them.

Gulshan works in a local information centre set up by Find Your Feet. The information centre provides leaflets, magazines and posters on topics such as nutrition, hygiene and childcare.

It also provides villagers with information on the support they can apply for through local government. This includes free healthcare, nutritional support for adolescent girls, pensions, employment and housing support.

Gulshan spends two days a week at the information centre, where she welcomes people from surrounding villages, talks them through the services available and helps them to fill in application forms. This is vital in a community where many are illiterate.



*“I enjoy being a counsellor and getting to work with people in the community. It feels good to use my skills to support people who can’t read or write.”*

She supports each individual through the application process from start to finish, ensuring they receive what they are entitled to.

The other three days a week she spends travelling to the poorest and most isolated communities in the area, to tell people about the information centre, and to encourage them to visit.

Thanks to your support and funding from the European Union, Gulshan’s information centre has helped 2359 people access at least one government scheme to date.

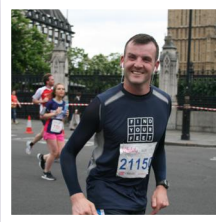


*A gift of £125 could provide a year’s supply of illustrated brochures and posters for one information centre. The brochures are written in local languages and inform communities about government services such as education and healthcare.*



# GET INVOLVED...

Take part in some of the biggest sporting events in the UK whilst raising vital funds to help families build a future free from poverty.



*If you're looking for a new challenge and want to make a real impact this year, sign up to a sponsored sporting event and become a member of team Find Your Feet.*

This year we have places in:

## **The British 10K – Sunday 9th July**

The British London 10K Run is Britain's number one road race and takes you through the heart of central London. The route goes through some of the world's most famous streets and past many of London's best-known sights, including Trafalgar Square and the Houses of Parliament. You will be joined by 22,000 other runners along with huge cheering crowds and music to spur you on.

## **Ride London-Surrey 100 – Sunday 30th July**

RideLondon-Surrey 100 is a cycling race that starts in the new Queen Elizabeth Olympic Park, takes you through the capital and onto Surrey's stunning country

roads.

Join 20,000 other people to cycle the same path as some of the world's top cyclists and scale the infamous Box Hill.

It is open to a range of cycling abilities so join our team, take on a cycling challenge like no other and make every mile count!

Next year we have places in:

## **London Marathon 2018 - April**

Each year we have a limited number of places in the London Marathon – one of the most sought after sporting events of the year. We ask each of our runners to raise £1500 for the families we support. So if you'd like to take on the challenge of a lifetime, get in touch to register your interest for 2018.

For more information please visit our website at [www.find-your-feet.org/get-involved](http://www.find-your-feet.org/get-involved), email [katy@fyf.org.uk](mailto:katy@fyf.org.uk) or give us a call on **0207 840 3780**.

### **Give as you live**

If sporting events aren't your thing, you can still support Find Your Feet – simply by shopping online. With Give As You Live you can raise a completely free donation every time you make an online purchase. Visit [find-your-feet.org/support-us/give-as-you-live](http://find-your-feet.org/support-us/give-as-you-live) for more information.

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