



**Supporter
Review 2018**





We supported Cynthia Dorsaa, a sorghum farmer in rural Ghana, to improve her livelihood. Read more about our work in Ghana on page 8.

Foreword from the Chair.....4

Message from United Purpose.....5

Our 2017-18 highlights.....6

Projects:

Guinea.....8

Ghana.....9

Senegal.....10

Cameroon.....11

Photo credits

FRONT COVER: Jason Florio

Page 1: Jason Florio

Page 5: UP Guinea

Page 6: UP Ghana

Page 7: Jason Florio

Page 8: Olivia Sawyer & UP Senegambia

CONTENTS

Foreword from the Chair

It has been a privilege to serve for 10 years on the Village Board, with the last five as Chair. My motivation for getting involved in the first place was to play a small role in the brilliant work Village Aid does in West Africa – empowering communities to overcome poverty and take control of their own lives. I have very much enjoyed working with our dedicated colleagues, volunteers and partners over the past decade.

In this period, we have made huge strides in growing our supporter base, our influence and our reach. For me, there have been several highlights:

- Having the opportunity to visit projects in Sierra Leone, Gambia and elsewhere, to see first-hand the impact of our work and to hear personal stories from the people we work with
- Experiencing the power of collaboration through our successful work with local partners, people in the Peak District and, more recently, through being part of the United Purpose family – all of whom share our vision and values
- Being inspired by enabling the next generation to appreciate the importance of development through our Hands UP global education programme with local schools in the Peak District

I am proud to have been able to contribute in these and other areas. I should like to thank each and every one of you for your support and I hope that together we can help Village Aid and its partners achieve even more in the future.



Alan Davies
Chair of Village Aid



Alan stepped down from the Village Aid Board in October 2018. We are incredibly grateful for all of the time, passion and dedication he has put into Village Aid over the past 10 years and we wish him all the very best for the future.

Message from United Purpose

This year has been yet another significant one for United Purpose and Village Aid. Our continued partnership has gone from strength to strength, and we are excited to share with you some of our key achievements and successes in this Supporter Review.

We are huge believers in our people-first approach to development, where we implement community-led solutions to the challenges people face. Working across livelihoods, health and rights, we empower people to take control of their own lives and forge independent futures for themselves and future generations.

Over the past year, UP has supported 4 million people. In West Africa, 87,372 people have increased their incomes, 60,975 people have access to safe water and 83,634 people have been trained in advocacy and/or human rights. None of this would have been possible without our partnership with Village Aid, which raised an income of £127,000 in 2017-18. I'd like to take this opportunity to say a big thank you to all of our incredible donors, supporters and volunteers.



Kathryn Llewellyn
CEO



Village Aid merged with United Purpose in 2015. We retain our own independent Board and registered charity status and we work together on projects, financial processing and fundraising to reduce our overheads, share learning and increase our impact.

United Purpose 
Beyond aid

Thank you

None of the innovative and brilliant work we do could be done without the wonderful people and communities who fundraise and volunteer here in the UK to support Village Aid. We'd like to say a huge thank you to all of those who have supported us, and made a real difference to the lives of people in rural West Africa over the past year.

Perhaps you organised an open garden event, took on a 100-mile cycle ride or provided valuable monitoring and evaluation support. Or maybe you hosted a rock n' roll night, held a bake sale, spoke at an event on our behalf, donated to our 'Big Give – Water for Akum' appeal, or simply helped to spread the word about just how brilliant Village Aid is. Whatever it was, you have all done some pretty incredible things and we couldn't do what we do without you. *Thank you.*

2017

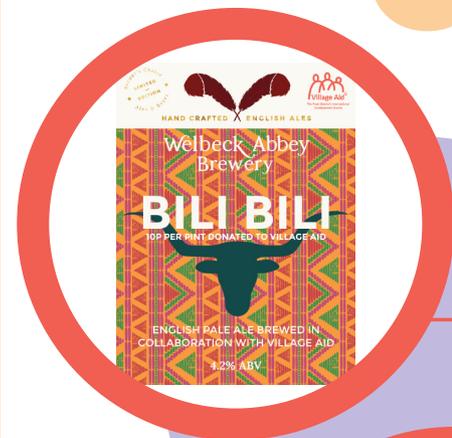
HIGHLIGHTS

A massive **£21,359** was raised in The Big Give match-funding challenge to deliver clean and safe drinking water for Akum, North-West Cameroon

Our Bili Bili beer collaboration with Wellbeck Abbey brought in **£567**

In collaboration with the Co-op local community fund, the people of Tideswell gave an amazing **£806.10**

The students who played the North Wales Dragons v Sheffield University charity football match, scored us a game-changing **£283**



RideLondon



“

I believed that any money I could raise would have a greater impact for doing good – whether it be through a conflict resolution programme or providing affordable loans to small businesses – and thereby help to make a real difference, changing lives and empowering people.

- Martin Stevens



Christmas bazaar

Martin raised an incredible **£1,613.75** to support our work

Guinea

Only 31% of Guinea's population has access to proper sanitation facilities, making people vulnerable to diseases like cholera and diarrhoea. Open defecation is a major issue in the communities we work with, which often results in illness. This year, we supported 10 villages in the Moussaya area to improve their hygiene and sanitation practices, with a particular focus on ending open defecation.



“ I see the consequences of open defecation on our health. When we have a latrine in the village it allows us to have good health and we won't feel ashamed when visitors come to our village. When someone comes to our village and asks for a toilet, it's our pride to show them our latrine. It's good for our village.”

- Fodé, Head of Gangnibayah village in Moussaya

Ghana

In Ghana, we empowered 13,986 smallholder farmers and micro-entrepreneurs to increase their access to financial services and provided them with business development support. Both of these groups experience high levels of illiteracy and civic exclusion, and are generally regarded as un-bankable due to the small size of their businesses.



Above left: Fodé, Head of Gangnibayah village (front row; centre), sits with his family members and other villagers.
Above right: Fodé stands next to the newly covered 'long drop' toilet in his village.



Meet Yaa (right). Her name means 'of the Earth' – and she's incredibly resourceful.

She's a farmer, food-stall owner and a hairdresser. If that wasn't enough, she's also the money counter for the Village Savings Group we helped set up in Techiman North, which she joined two years ago.

Through the group, Yaa has access to loans that she couldn't get through banks. She's been able to boost her business, buy new stock for her stall – and now has more money left over each month for her and her family.

Senegal



This year, we worked with local people to build social cohesion in the Casamance region of Senegal. 30 years of exposure to sudden violence in this region, together with the hidden nature of the conflict, competition for resources, and constant fear and mistrust, have led to isolation between the communities. Through United Purpose, we worked with a local organisation to support communities to establish community forests – forests that are managed by a group of communities to generate income through the sustainable harvesting of forest products, beekeeping and tree nurseries.

“Protecting our forest is so important. The forest has been destroyed and I am making sure it is rejuvenated. I urge other women and men to try this new charcoal production because it is really a way of protecting the forest.”

- Jainaba (right), one of the women we trained in sustainable charcoal production



Cameroon



In north-west Cameroon, we worked with a local organisation, MBOSCUA, to build peace between cattle herders and crop farmers. The two communities are embroiled in long-running conflicts over access to land and water, and tensions are heightened by a lack of communication between them. We trained individuals from both farming groups in conflict mediation – a practice that is dramatically improving relations between the communities.

“Before, I considered the farmer as an enemy who trespasses into my grazing land for farming. Within a short time in this project, I changed my perception of stigmatising farmers as enemies, and today I am a good friend with many farmers.”

- Alhadji (right; blue robe), one of the individuals we trained in conflict mediation



Get involved

Every mile you run, cycle or swim, every minute you volunteer or every penny you raise will enable communities in rural West Africa to forge bright futures, not just for themselves but future generations too. So what are you waiting for?

To find out about how you can volunteer, support or fundraise for Village Aid, please visit www.villageaid.org, or email Annie, our Regional Fundraiser, at: annie.hinton@villageaid.org.



www.villageaid.org

Charity number: 1067322
Company number: 3446625

United Purpose 
Beyond aid

Village Aid is a member of the United Purpose family.
www.united-purpose.org