



April 2022

Dear Friends

This is a very special letter to bring you up to date with an exciting change at Send a Cow. Please do share this with your congregation so that, together, we can spread the word!

We all love the name Send a Cow. It's quirky and gets people's attention but we've realised that it's now holding us back. If we are to reach more communities with our life-changing training, there's a need for change. We need to build awareness about our expert development work and have a name to demonstrate this effectiveness.

That's why from 31 May, we are changing the way we look and talk about our work, and with that, our name. Our life-changing development work however is not changing with our focus continuing to be on helping families farming the land sustainably to fight hunger and poverty.

[Find out about our new name](#)

The Send a Cow name described our heritage well, but it no longer accurately reflects our organisation today or expresses the incredible impact that training farmers can have on their communities.

Our new name emphasises that the impact of our work is always felt far beyond where it starts and that for every farmer we reach, many more benefit; that's something we are incredibly proud of. I hope you feel proud to be part of this impact too!

For those of you who are unable to view the above video we are changing our name to Ripple Effect. I hope that you'll see from this letter that it reflects more of what we do. Will you help us to make ripples?

You're invited to our webinar:

Send a Cow Talks: Beyond the Cow

Send a Cow is hosting an online event on Wednesday 25 May 2022 to present our new name and 2030 strategy to supporters. The event will feature a special panel discussion and Q & A, chaired by Jonathan Dimpleby (writer, broadcaster, filmmaker, Send a Cow patron) and featuring core members of our Africa and UK team, the theme of which will be why our work will continue to focus on supporting farmers as part of the ongoing effects of the climate crisis. We really hope you will be able to join us.



[Register for Beyond the Cow webinar](#)

Here are some more ways for you to find out about the changes:

1. Take a look at our [FAQs](#), or call me if you have any further questions.
2. Find out more at our [webinar](#) on 25 May at 5-6pm. Register via the link below.
3. Take a look at our [resources](#) to find out how your church can get involved.

Invitation to all Mission Partners! (This is in addition to the above invitation!)



Please join us on Zoom on Wednesday 18th May at 6.30 pm

We'll hear from Beatrice, the project manager of Women of Migori. There will be an opportunity for you to ask her questions and there will also be a time of prayer for Beatrice, her team and for the families she works with. There will be more information about the event soon.

Thank you for your continued support of our vital work in rural Africa, please do get in touch with me if you need any further information.

Best wishes,



Ann Hatton

Church Development Executive

ann.hatton@sendacow.org

01225 871920



 **RIPPLE
EFFECT**

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