



Funding Appeal for 2007-2008

1000 Livelihoods

Target: £20,000

It takes a leap of the imagination to understand what rural poverty in Madagascar really means. Here are some of the ways it affects people:

- You can't afford soap to wash your hands, oil for cooking, paraffin for lights, exercise books for your children, medicine to treat illnesses and injuries
- You have to eat cassava and other root vegetables for months on end after the rice you harvested runs out, because rice in the market is too expensive to buy until the next harvest comes round
- You don't have enough food supplies or a spare blanket to take to the health centre to give birth.

You can imagine how, in circumstances like this, it is impossible to look further ahead than your next meal. Our Sustainable Livelihoods campaign will try to help people build a better future, by providing them with a sustainable income through a range of tried and tested cottage industries. Silk production and weaving, wickerwork/basketry crafts and bee-keeping have all proved to be reliable, successful businesses in rural Madagascar. We fill the gaps that the local people cannot supply, by

- Identifying beneficiaries
- Providing them with technical training and workshops
- Helping with up-front costs and delivery of materials and equipment
- Setting up marketing/sales channels
- Advising on managing environmental impact to make the industries sustainable
- Helping transfer forest management to locals wherever possible
- Building, promoting and monitoring the businesses.

So far, we have trained dozens of beekeepers and hundreds of basketweavers and silk growers and weavers. Our silk industry project even won a global award for best practice in the World Bank's Development Marketplace competition.

With your support, this year's campaign will extend these successes to more people and more communities, and if you help us raise our target of £20,000 we are confident that we will be able to get as many as 1,000 people out of the rut of rural poverty, and into Sustainable Livelihoods, for life.