XX September 2024

 Dear [Name],

It has been ten years since our first team of women travelled to Kenya with Farm Africa as part of the Food for Good network, each time undertaking a challenge event to raise money for Farm Africa and connecting directly with women farmers and their families. We have so much to be proud of.

This year’s trip will build on and celebrate the legacy of the last ten years. It’s a highly experienced group of women leaders from within the UK food and farming sectors, including Baroness Minette Batters, who was until recently the President of the National Farmers Union in the UK. We will return to Kenya in October and spend time working with the women taking part in Farm Africa’s Regenerative Agriculture project, which supports farmers to increase harvests through scaling up approaches that restore soil health and build climate resilience. We’re calling this trip Growing Resilience and Opportunities for Women (GROW).

At the end of our week in Kenya, on Friday 25 October, we will hold a half day roundtable for around 45 people at the Serena Hotel in Nairobi. This will involve an invited group of female leaders from suppliers, private sector, the farming and development sectors in Kenya as well as our GROW team, Farm Africa trustees and team members, as well as farmers themselves.

The Roundtable aims to achieve the following:

* Connect women farmers, business leaders and suppliers in a conversation around regenerative agriculture, resilient livelihoods and effective means to support women farmers.
* Share the experience and learnings from the trip and farm visits, and gather expert perspectives on these issues from the invited guests, building a network of committed women leaders and farmers.
* Create a legacy for this and previous events, by combining the outputs of the roundtable in a report which outlines the challenges and the actions that need to be taken. We will also be launching a project funding instrument as a practical and tangible way to take positive action to support the promotion of women in regenerative agriculture through training and replication.

I am sure these are all things that you can identify with and we would like your support!

Are you or your company able to sponsor the roundtable event? We are looking for two headline sponsors who can contribute £5,000. By sponsoring the event, you will help ensure that as much funding as possible goes towards empowering women farmers, and demonstrate your support for sustainable farming. The sponsorship package includes your branding displayed prominently at the event, as well as on the roundtable report and acknowledgement in communications before during and after the event. For full details of the sponsorship package contact Farm Africa on foodforgood@farmafrica.org.

Would you or your company like to be start-up investors in our GROW legacy project fund to empower 1,000 women farmers through regenerative agriculture? It costs £1,950 to train 15 female farmers who act as Village-Based Advisors (VBAs) and will go on to train many more farmers.

As a group of women, we are committed to making a difference and supporting women in eastern Africa to achieve more for themselves and their families now and in the future, and this is a unique opportunity for you to help us do that. The last ten years of making an impact is something to celebrate but together, let’s make the next ten years equally impactful.

We do hope that you can help us.

With all our good wishes.

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| Marnie Millard OBE  | Helen Newbrook  | Kate Taylor  |