

The Edith M Ellis 1985 Charitable Trust

The Lorna Young Foundation

#S2CXZXQHY8 submitted on 6 May 2022

1.1 Please summarise what you are seeking from us

The Farmers' Voice Radio Academy will train 10 East African organisations to develop high impact participatory radio programmes that empower thousands of smallholder coffee, tea and cocoa farmers to adapt to and mitigate climate change. The Lorna Young Foundation is seeking a grant of £5,000 to deliver this free, innovative online training course, coaching programme and community of practice that will enable trainees to develop Farmers' Voice Radio programmes with smallholders in their own contexts.

1.2 Tell us more about your project, the impact it will have on those it aims to help, and why you consider the proposed approach to be innovative

Smallholder coffee, tea and cocoa farming communities in East Africa are under huge pressure due to climate change, intensive cultivation, and under-developed agricultural practices. Isolation, illiteracy, and gender inequality mean that most rural smallholders lack the skills, tools and information they need to make their farming a success. COVID-19 has further marginalised many communities. Smallholder farmers across East Africa, particularly women, need information and an opportunity to discuss how to adapt to and mitigate the worst impacts of climate change, including extreme weather events, landslides and the frequent outbreaks of pests and disease that accompany increasing temperatures. They need to be able to connect with each other to share experiences of agricultural practices that are implementable with the resources they have available and work in their particular context to raise the quality and productivity of their crops, make them resilient to the changing climate and provide a diversified income that supports an acceptable standard of living all year round.

Radio is the most affordable and accessible communications media in East Africa: it is trusted, inclusive and has a rapid, wide reach. The Lorna Young Foundation (LYF)'s Farmers' Voice Radio (FVR) is an empowering and innovative approach that raises farmers' voices to address their concerns over the radio. LYF has trained farmer groups, cooperatives, NGOs and radio stations to deliver FVR programmes across Africa, with significant positive impact on thousands of farmers' knowledge, attitudes and practices. In Sierra Leone, 97% of the estimated 5,400 smallholder cocoa farmers located around the Gola Rainforest National Park who regularly listened to the 'Forest Friendship' FVR programmes reported using at least five forest-friendly cocoa production practices at the end of the 12-month series, strengthening cocoa livelihoods and preventing encroachment on this global biodiversity hotspot.

In the past two years, LYF has seen a significant increase in demand for FVR training from locally based organisations across Africa (particularly East Africa), as radio is a highly appropriate communications medium during the pandemic. To meet the demand for FVR training from these organisations we developed a free-to-access online FVR Resource Hub (supported by a grant from Edith M Ellis 3 years ago), which has received over 1,000 unique visitors. In January 2022, recognising that some organisations needed a little more support to use the resources in their own context, we launched the Farmers' Voice Radio Academy, a free online modular training course and coaching programme with an accompanying community of practice for peer support.

The Academy model, like FVR itself, is unique and innovative, as it turns on its head the assumption of traditional agricultural training programmes that expertise needs to be imported to rural communities to make them sustainable. The approach recognises the generations of experience and knowledge

embedded in farming communities and focuses on creating public spaces to enable this to be shared, amplified and adapted to new challenges such as climate change. Local organisations are empowered with tools, confidence and, in a few cases, seed funding to set up their own FVR programme series that raise farmers' voices and complement their existing work to tackle climate change and improve the lives of rural African communities.

A grant of £5,000 from the Edith M Ellis Charitable Trust would enable us to repeat the first successful Academy programme with a version targeted specifically at coffee, tea and cocoa organisations from East Africa. The radio programmes that the Academy graduates will go on to deliver will connect hundreds of thousands more farmers with vital information, skills and tools related to farming, climate change and community development, building up more resilient rural communities across East Africa.

1.3 Which grant-giving categories does your project fulfil?

D - Climate change mitigation

1.3d Climate change mitigation

Smallholder farmers globally name climate change as the most urgent threat to their livelihoods. The FVR Academy will give organisations working with smallholder farmers the skills and tools to improve their access to relevant, timely and practical information to make their farming more resilient to the worst effects of climate change, and to mitigate their own impact on the environment.

1.4 Which country is the project based in?

Kenya (KE)

1.5 Will the project continue after initial funding has ended?

Yes

1.5b Please give details of how you plan to continue after initial funding has ended

Sustainability is a central pillar of the FVR Academy and trainees are supported to develop their own business plans and identify resources and partnerships locally to enable the ongoing broadcast of their radio programmes – for example, using Fairtrade premiums to cover airtime costs. At the LYF level we are working with businesses dependent on smallholder crops, such as coffee brands, to raise sponsorship so that we can continue to offer this free and innovative initiative.

1.6 How will the project be monitored and evaluated?

FVR Academy participants' learning is monitored through questionnaires and reflective diaries. All participants are trained on LYF's monitoring and evaluation toolkit and commit to providing quarterly updates on the number of radio programmes broadcast, the number of farmers reached and, at the end of the programme series, case studies developed from qualitative interviews with a sample of listeners to demonstrate the impact the programmes have had on their farming knowledge and practice.

2.1 Expenditure

EXPENDITURE ITEM	AMOUNT	NOTES
4 x online training sessions for 10 organisations	£4,000	5 trainer days per session (preparation, communications, delivery and follow up)
2 x individual coaching sessions for 10 organisations	£4,000	2 trainer days per organisation (preparation, research, coaching and follow up)
3 x start-up grants, available to Academy graduates through a competitive process	£6,000	3 grants of £2000 each
Establishment and facilitation of the	£1,000	£400 web development costs; 0.5 day

community of practice		per month facilitation over 6 months
TOTALS	£15,000	

2.2 Income

INCOME SOURCE	TARGET AMOUNT	AMOUNT RAISED	NOTES
Grant funding	£10,000	£5,000	£5000 grant received from Peter Stebbings Charitable Trust
Business sponsorship from coffee, tea and cocoa sector	£5,000	£2,000	£2000 received from one coffee company. £3000 committed but not yet received from other coffee, tea and chocolate companies.
TOTALS	£15,000	£7,000	

2.3 What is the total amount (in £ sterling) your organisation is requesting from The Edith M Ellis Trust?

£5,000

2.4 Has your organisation made an application to The Edith M Ellis Trust before?

Yes

2.4b Please provide the date of the previous application

21/12/2018

2.4c Was this previous application successful?

Yes

2.4d How much did you receive?

£500

2.4e When did you receive the grant?

February 2019

2.5 Please state your organisation's annual turnover (in £ sterling)

£133,466

2.6 Do you wish to upload your audited accounts or financial statement?

No

2.6b Upload File

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2.7 Please tell us where payment should be made if your application is successful

LORNA YOUNG FOUNDATION

20419367

60-83-01

3.1 Your name

Hannah Davis

3.2 Your contact telephone number

07911 719799

3.3 Your position within the organisation

Farmers' Voice Radio Development Manager

3.4 Your email address

hdavis@lyf.org.uk

3.5 Organisation name

The Lorna Young Foundation

3.6 Please state the status of your organisation

UK registered charity

3.7 Please summarise what your organisation does

The Lorna Young Foundation (LYF), named after the fair trade pioneer, aims to reduce poverty in developing countries by empowering smallholder farmers through agricultural training, improved production systems and access to markets. It also delivers development education and ethical trading initiatives in the UK. Farmers' Voice Radio is LYF's flagship international programme. LYF's small team is made up of social entrepreneurs and development experts. Our Chair and Director are part of Huddersfield Quakers.

3.8 UK correspondence address for organisation

47 Lea Lane
Netherton
Huddersfield
HD4 7DP

3.9 UK telephone number

07944 979721

3.10 UK charity number (if applicable)

1112895

3.11 Year established

2003

3.12 Website (if applicable)

<http://www.lyf.org.uk> / <http://www.farmersvoiceradio.org>

3.13 Social media accounts (if applicable)

@FarmersVoiceRadio (Facebook)
@FarmersVoiceLYF (Twitter)

4.1 How did you hear about The Edith M Ellis Trust?

Internet
Quakers
Previous application to The Edith M Ellis Trust