



Msaada News

Charity Registration Number 1111819

March 2013

INSIDE: RWANDA MARATHON WINS INTERNATIONAL PRAISE

PAINT BALL FUNDS ENSURE DAIRY COW AIRLIFT TO RWANDA

THE Msaada paint ball in Tunbridge Wells has raised enough funds to ensure an airlift of 35 elite dairy cows to Rwanda.

The airlift is due to arrive in Rwanda on March 30, 2013.

The paint ball was organised by Msaada trustee, Graeme Moore, and Katy Beaton, from Tunbridge Wells, and a small committee. It raised over £25,000.

Among the guests was Odette Kayirere, the executive secretary of AVEGA widows' association, which is Msaada's main partner in Rwanda.

Odette is a widow whose husband was killed in the 1994 genocide in Rwanda.

She spoke of the vitally important work Msaada and AVEGA do to support the survivors of the genocide.

Some 140 people attended the glittering event at Hever Castle.

Among the silent auction lots was a walk-on part in Guy Richie's next film, which the bookies reckon could well be the next James Bond movie.

This item alone raised over £4,000 for the charity.

(See back page for details of the dairy cow project.)



Odette Kayirere, executive secretary of the AVEGA widows' association speaks at the Paint Ball. In the background is Graeme Moore, Msaada trustee and event organiser.

MARATHON COURSE AND ORGANISATION WIN MUCH PRAISE

THE 2013 Malcolm Bown Memorial Marathon has won great praise from participants from around the world.

The third annual event proved to be the best to date, with a larger number of Europeans and Americans taking part than ever before.

All of the participants agreed that the new course was a real challenge.

The event was attended by a group from the UK which included television star, Pippa Haywood, who completed the 10k walk over the hilly course.

The UK group spent six days in Rwamagana in the east of Rwanda leading up to the event and visited some of Msaada's projects during their stay.

Pippa Haywood said she found the visit "thought provoking, challenging, uplifting, heart wrenching but ultimately exhilarating!"

The race co-ordinator was Gill East from Gillingham, where Msaada is based.

During the visit the UK group visited the Excel Bilingual school, which Msaada has been supporting since it was founded about seven years ago.

They also visited the Gatagara school for the visually impaired, the only school of its sort in Rwanda.

The visit also included a visit to the Akagera Game Park in the East of Rwanda.

One marathon participant from the USA, Ana Crawford, commented: "Thank you so much for such a wonderful experience! I had signed up for the full marathon but found a new respect for Rwandan hills and only completed the half marathon.



UK runner, Andy Stratton, is joined by local children as he negotiates the Rwanda Challenge marathon course in Rwamagana

"Normally, I would be dismayed by not reaching my preset goal, but the experience today was fantastic!

"I have never before had such friendly and encouraging crowd support, such amazing views, and an equally fantastic cause! It was a perfect morning.

"I am definitely going to train for the next one and finish the full marathon. I felt happy to run for such a great group of people doing wonderful things for Rwandans.

Thank you!"

Jamie O'Neill, also from the USA, said after the race: "Thanks for hosting a great race! It was tough but worth it. Cheers!"

Another ex-Pat, Claire Mazin, ran the half-marathon with her dog, Mushi.

She commented: "I just wanted to say thank you for the Rwanda Challenge.

"My dog and I had a great time and it was very well organized (much better than the Marathon in Kigali!).

"Good luck to your organization."

Plans are currently under way for next year's event, which is expected to be held in February 2014.

Contact msaadarwanda@yahoo.com for full details or phone Billy Kelly on 01747 823690.

MSAADA VISIT TO RWANDA



UK actress Pippa Haywood, and Richard Cumming, managing director of Orchard Park, Gillingham, visit the Msaada dairy cow project in Rwamagana, Rwanda



Rwanda Challenge race director, Gill East from Gillingham, makes new friends on the 10k walk in Rwamagana



Molly Newberry from Gillingham enjoys a laugh with students at the Excel Bilingual School in Rwamagana

Msaada was established with the support of
journalist and broadcaster



Fergal Keane
Msaada founder

OFFICERS AND TRUSTEES

CHAIRMAN: Jim Farrand, TREASURER: David Zackheim, DIRECTOR: Billy Kelly, TRUSTEE: Graeme Moore



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Msaada is a UK Registered Charity Number 1111819

Total support for Rwandan projects to date:
£659,559.00

Gift aid

I want Msaada to treat the enclosed donation of
£
as a Gift Aid donation

Please make cheques payable to Msaada

Name: _____

Address: _____

_____ Postcode: _____

Signature: _____

Date: _____

HELP US TRANSFORM
**a Family's
Life**

A gift that will keep on giving

Msaada has just initiated an ambitious 10-year livestock development programme in Rwanda.

This involves securing high-yielding in-calf dairy heifers and distributing them to impoverished families. Each recipient in turn passes on the first female calf to a neighbour. The cost of the cow, its airlift to Rwanda, training for the family, veterinary support and three years monitoring is £2,500.

The initial costs seems high, but over time the relative cost of transforming an impoverished family into a small self-reliant family business is diluted many times as the passing on of the gift multiplies the number of families lifted out of poverty.

After 10 years, with the birth of new calves, the average cost per cow in Rwanda has dropped to £250.

Year One: 35 families receive in-calf heifers

Milk brings protein to the diet. Each family's overall health improves. Some of the surplus is shared with neighbours improving their diet – the rest of the milk is sold to provide income for the family. School fees can be paid for children. Manure is used in a simple biogas converter to provide fuel for cooking and lighting. No more trees cut down. No more charcoal burned. Respiratory disease from cooking-fire smoke eliminated. Manure is still excellent fertiliser and local crops improve, adding to the family's income. Grass and legumes for feed grown on tiered, managed pasture protecting against soil erosion in rainy season. Msaada provides certified AI straws from UK and Irish AI stations to ensure pedigree offspring.

Year 10: From the annual airlifts, plus pass-ons, there are now 770 families benefitting

Indirectly, local economy improves through availability of cash from dairying. Msaada honey project benefits through increase in number of customers. Msaada hospitality centre (crafts/restaurant/bar) benefits through availability of disposable cash in the community. Big increase in the number of children attending school – Msaada knitting project benefits through providing school uniforms. Enough milk for the group of small producers to start a co-operative creamery, creating decent, sustained employment for locals. Producers add value to their own products through packaging and cheese production.