

LORNA YOUNG FOUNDATION
LOUDER THAN WORDS

The Lorna Young Foundation

Accounts 2021-22 & Annual Report

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2022. The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2015, applicable in law and the charity's governing documents.

Charity No: 1112895
Company No: 4788426

LORNA YOUNG FOUNDATION
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022
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Report of the Directors

The Trustees of Lorna Young Foundation (LYF) have pleasure in presenting their financial statements for the year ended 30 June 2022.

Principal activity

The company's principal activity is to act as a charity.

OUR AIMS

LYF's Vision

The Lorna Young Foundation's vision is to bring about change in the attitudes and systems that prevent communities across the globe from working together to improve their lives.

LYF's Mission

The Lorna Young Foundation (LYF) is a charity that works to connect communities to trade knowledge, products and ideas that will make their lives better. It does this by devising and running unique programmes that bring together the many disconnected worlds that make up our societies - both in the UK and across the world.

We have a rich history, taking our name from fair trade pioneer Lorna Young who broke down doors to get the UK's first fair trade coffee into supermarkets. Our work is based on a deep understanding of international trade justice issues. We have a long track record of solving supply chain challenges, and access to networks that can deliver expertise and funding.

Our flagship programmes are:

Farmer Voice Radio (FVR) - which engages small farmers and farmer organisations in the developing world in the production of local radio programmes that broadcast vital farming information, equipping marginalised farmer communities with the knowledge, support and opportunities needed by their collective communities and their independent livelihoods. FVR helps to improve agricultural production, manage land more sustainably and facilitate access to markets. In turn, this supports the long-term viability and sustainability of remote rural communities.

Not Just Us (NJU) - which offers young people, disadvantaged people and their communities in some of the UK's most deprived areas an opportunity to create their own ethical and social enterprise, learning directly from the LYF and our educational resources, and linking where possible with small producers in developing countries.

Structure and Management

Organisational structure and Board

This report and review is provided by the Trustees of the Lorna Young Foundation (charity no.1112895), whose registered office is at: The LYF, 47 Lea Lane, Netherton, Huddersfield, West Yorkshire, HD4 7DP. The Lorna Young Foundation is also a registered company (04788426) private, limited by guarantee and with no share capital.

The Governing body of the Lorna Young Foundation is the Board of Trustees, who are also members of its management committee. The Board meets a minimum of three times a year, or as otherwise directed by its Director and Chairperson. At one of these meetings, its AGM, the officers are elected for an annual term of office.

The Trustees of the charity during the financial year of 2021-22 were led by Chairperson Ian Agnew. All Trustees names are contained on the final page of this report.

During the course of 2021-22, the Board of Trustees met to review the charity's strategy, operations and finance. In addition, monthly meetings took place between the Chair and Director and other Trustees were frequently consulted and informed, providing advice and challenge.

The administration and operational procedures of the charity are the responsibility of the current Board of Trustees, who delegate the day to day strategic and operational management of the charity to the Director and through this position to the appropriate staff through the method of sub-contracting and delegation, where applicable.

Governing Document

The charity is controlled by its Memorandum and Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Governance strategy

Following an extensive review of activities, income, expenditure and capacity, the charity delivers financial sustainability and progressive service development, all of which elements are reviewed at Trustees meetings, alongside regular Trustee reports, as appropriate, and periodic risk appraisals.

Recruitment and appointment of new Trustees

We are grateful to have a committed and highly expert Board of Trustees with a mix of skill sets. We are not currently recruiting new Trustees.

For future recruitment, the Board recognises that it is important to recruit those who fully understand the issues and challenges of ethical trading and share the general philosophy of the need to work towards a fairer approach to consumption and distribution of resources and of access to the knowledge and information needed by the world's poorest farmers. The charity strives to promote a culture of open access and business acumen in equal measure and does not wish in its development to lose sight of its prime reason for existing.

Management and staffing

Throughout this year, the charity had two formal employees for PAYE purposes.

The charity has an Operational Director and two FVR Development Managers, one of whom works on a PAYE basis and the other on a freelance basis. A Finance Officer carried out basic

LORNA YOUNG FOUNDATION

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

bookkeeping functions on a voluntary basis. This has proved a highly effective way to manage the charity as it has scaled up and grown, providing a flexible resource. Other individuals work on a freelance basis, as and when the need arises and when funding is available.

Other outsourced support

The charity now has a new accountant, Emma J Austin FCCA of Smith Austin Chartered Certified Accountants, who has very kindly agreed to act as an independent examiner for the accounts for no charge. We are very grateful for her support.

The Board believes that it has set a standard for reporting and good governance which is more exacting than usual for a charity of our size.

Financial Review

The LYF's financial year end is 30 June 2022. The charity continues its aim to ensure that its day-to-day finances are healthy, its accounting procedures are robust and that it is always mindful of and alert to the strategic issues and risks associated with the management of funds.

Financial Results and Position

The presentation of our accounts for the year reflects our responsibilities in relation to the various grant funders that have supported us with income that is separately identified as restricted income in the SOFA with corresponding expenditure.

All our financial income and expenditure - both restricted and unrestricted - underpins our mission.

During the year the charity received donations and income of £133,391 (of which £129,405 was restricted) and includes Gift Aid recovery of £Nil and Bank Interest of £9. Its expenditure was £106,471, leaving reserves at the year-end of £106,700 (made up of Unrestricted Funds of £5220 and Restricted Funds of £101,480).

Our unrestricted funds remain lower than hoped this year and action is being taken to redress the position.

The Board wishes to thank all of its financial supporters, both big and small, and takes its responsibility of stewardship in the distribution of monies awarded to us with the due diligence expected of custodians.

Reserves Policy

The charity's aim is to build up an unrestricted reserve amounting to approximately 12 weeks operational expenditure. The trustees are seeking to replenish the unrestricted funds and return to its reserves policy at the earliest opportunity.

Principal Funding Sources

Principal funding sources have been through grants from a number of independent Trusts and Foundations, as well as project income from commercial supply-chain organisations in support of projects relating to their producer partners.

As reported previously our strategic aim is to move away from this reliance on grant funding and build sustainability through income diversity. We are actively exploring other sources of income, including corporate and individual donations, contracts, trading income and legacy funding.

Investment Policy and Objectives

There are insufficient unrestricted funds to consider an investment policy at this stage, although the Trustees are fully aware of the ethical considerations to apply should future monies become available and would take the necessary advice from our professional advisers at the time of deliberation.

Risk management

The Board have adopted an ongoing process of risk assessment and management. Where appropriate, robust systems or procedures, including financial have been established to manage risks. Once the risks have been identified, a 'traffic light' system is then adopted to manage the risk and planning. This system is not only helpful and best practise for any small charity, but it is also necessary for most larger-scale funding organisations.

LORNA YOUNG FOUNDATION

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FOR THE YEAR ENDED 30 JUNE 2022

A review of risk is a standing item at all Board meetings, and we are continually in discussion with professional representative bodies and our funders, on matters of governance, strategy, employment, and risk.

Reference and administrative details

Registered Company number

04788426 (England and Wales)

Registered Charity number

1112895

Registered office

The LYF, 47 Lea Lane, Netherton, Huddersfield, West Yorkshire, HD4 7DP

Trustees

I Agnew (Chairperson), B McKinnon, A Faulkner, L Wilson, T Sheldon.

Independent examiner

Emma J Austin FCCA

Bankers:

Unity Trust plc, Nine Brindley Place, Birmingham, B1 2HB.

The Co-operative Bank, PO Box 101, 1 Balloon St, Manchester, M60 4EP

Triodos Bank NV, Brunel House, 11 The Promenade, Bristol BS8 3NN

Web references

www.lyf.org.uk

www.farmersvoiceradio.org

Responsibilities of Trustees

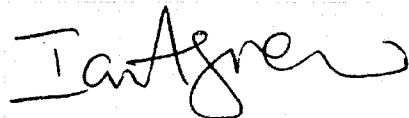
Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company's financial activities during the year and of its financial position at the end of the year. In preparing financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small entities.

This report was approved by the trustees on 1st March 2023 and signed on their behalf by:



Ian Agnew
Trustee

Company No. 4788426
Charity No. 1112895

LORNA YOUNG FOUNDATION
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

INDEPENDENT EXAMINERS REPORT TO THE TRUSTEES OF LORNA YOUNG FOUNDATION

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2022.

This report is made solely to the charity's trustees, as a body in accordance with Section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work, for this report, or for the opinions I have formed.

Responsibilities and basis of report

As the charity's trustees of the Company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act).

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention which gives me cause to believe that:

- accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
- the accounts do not accord with such records; or
- the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- the accounts have not been prepared in accordance with the Charities SORP (FRS102).



Emma J Austin FCCA

Smith Austin Ltd
Chartered and Certified Accountants
50 Hoyland Common
Barnsley
S74 0PB

24/03/2023

LORNA YOUNG FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 30 JUNE 2022

		2022			2021
	Notes	Unrestricted £	Restricted £	Total £	Total £
Incoming Resources					
Incoming resources from generated funds	2	2,069	129,405	131,474	126,269
Other Income	3	1,917		1,917	7,197
Total incoming resources		3,986	129,405	133,391	133,466
Resources Expended					
	4				
Costs of generating funds		-	-	-	-
Charitable activities		-	105,684	105,684	156,761
Governance costs		-	-	-	-
Other resources expended		787	-	787	9,635
Total Expenditure		787	105,684	106,471	166,396
Net incoming/(outgoing) resources		3,199	23,721	26,920	(32,930)
Transfer between funds	11	(307)	307	-	-
Fund balances brought forward at 30 June 2021	11	2,328	77,452	79,780	112,710
Fund balances carried forward At 30 June 2022	11	5,220	101,480	106,700	79,780

There were no recognised gains or losses for the year ended 30 June 2022 other than those included in the Statement of Financial Activities.

The notes on pages 11 to 18 form part of these accounts.

LORNA YOUNG FOUNDATION

BALANCE SHEET AS AT 30 JUNE 2022

	Notes	2,022 £	2,021 £
Fixed Assets			
Tangible fixed assets	7	105	140
Current assets			
Debtors	8	5,000	0
Cash at bank and in hand		<u>103,358</u>	<u>82,203</u>
		108,358	82,203
Creditors: amounts falling due within one year	9	1,763	2,563
Net current assets		<u>106,595</u>	<u>79,640</u>
Total assets less current liabilities		<u>106,700</u>	<u>79,780</u>
Represented by:			
Restricted funds	11	101,480	77,452
Unrestricted funds	11	5,220	2,328
		<u>106,700</u>	<u>79,780</u>

The company is entitled to the exemption from audit under Section 477(1) of the companies Act 2006 for the year ended 30 June 2022.

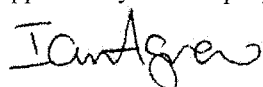
The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2022 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year in accordance with the requirements of Section 396 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by the company on 02/03/2023 and signed on its behalf by



Ian Agnew
Trustee

The notes on pages 11 to 18 form part of these accounts

LORNA YOUNG FOUNDATION

NOTES FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

1. Accounting policies

1.1 Basis of preparation of accounts

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Lorna Young Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

1.2 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Fixed assets costing more than £100 are capitalised. Depreciation is provided at rates calculated to write off the cost of fixed assets, less estimated residual value, over their expected useful lives at the following rates:

Equipment – 25% Reducing Balance

1.3 Inventories

Stock is valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks.

1.4 Income

Income is received by way of donations, trust grants and gifts in kind and is included in full in the Statement of Financial Activities in the year in which it is receivable. Gifts in kind are included in income at a value which is an estimate of the financial costs borne by the donor where such a cost is quantifiable and measurable. No income is recognized where there is no financial cost borne by a third party. Other income is included when received.

1.5 Expenditure

Expenditure comprises activities undertaken which are directly identifiable as wholly or mainly in support of the company's objectives. Governance expenditure relates to compliance with constitutional and statutory requirements. Charitable activities include expenditure on the various projects and programmes undertaken and include both the direct costs and support costs relating to those activities. Support costs have been allocated to activities on a basis consistent with the use of resources, for example staff and subcontractor costs by time spent and other costs by usage. Resources expended include attributable VAT which cannot be recovered.

1.6 Funds

The company has a number of restricted income funds to account for situations where a donor requires that a donation must be spent on a particular purpose or where funds have been raised for a specific purpose.

All other funds are unrestricted income funds. The funds held in each of these categories are disclosed in note 11 to these accounts.

1.7 Government grants

Government grants are recognised in the income statement in an appropriate manner that matches them with the expenditure towards which they are intended to contribute.

LORNA YOUNG FOUNDATION**NOTES FORMING PART OF THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 30 JUNE 2022**

Grants for immediate financial support or to cover costs already incurred are recognised immediately in the Statement of Financial Activities. Grants towards general activities of the entity over a specific period are recognised in Statement of Financial Activities over that period.

Grants towards fixed assets are recognised over the expected useful lives of the related assets and are treated as deferred income and released to the income statement over the useful life of the asset concerned.

All grants in the Statement of Financial Activities are recognised when all conditions for receipt have been complied with.

1.8 Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme for the benefit of its employees.

Contributions payable are charged to the profit and loss account in the period in which they are payable

2.	Incoming resources from generated funds	2022 Unrestricted £	2022 Restricted £	2022 Total £	2021 Total £
	Donations and grants	2,060	129,405	131,465	126,625
	Gift Aid	-	-	-	-
	Interest receivable	9		9	4
		2,069	129,405	131,474	126,629

3.	Other Income	2022 Unrestricted £	2022 Restricted £	2022 Total £	2021 Total £
	Coronavirus Job Retention Scheme Grants	1,917	-	1,917	7,197

LORNA YOUNG FOUNDATION

NOTES FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

4. Expenditure	2022 Unrestricted £	2022 Restricted	2022 Total £	2021 Total £
Cost of generating funds	-	-	-	-
Charitable activities - Project delivery	2022 LYF	2022 External Providers	2022 Total	2021 Total
DFID - Ghana	-	-	-	33,796
Not Just Us	15,200	72	15,272	1,415
Reading University - BRAVE	-	-	-	1,829
Reading University - NIMFRU	-	-	-	1,590
FVR Open	20,700	2,091	22,791	23,085
The Body Shop	-	-	-	10,406
DFID - SCCF SL	640	4,160	4,800	39,819
Marr Munning Trust	7,200	15,321	22,521	12,979
GOADC	-	15,093	15,093	25,797
DWP	-	-	-	2,250
RA Uganda	2,540	2,395	4,935	3,460
Ghana FVO Shea	4,960	1,750	6,710	-
Twinnings Kenya	3,450	10,112	13,562	-
Unrestricted funded Project costs	-	-	-	335
	54,690	50,994	105,684	156,761
Governance costs				
Trustees expenses	-	-	-	-
Other resources expended	2022		2021	2,021
				Post allocated contributions
Wages and Salaries	35,837		37,153	7,715
Subcontractor costs	17,280		18,480	
Book-keeping	1,231		4,601	1,406
Insurance	800		427	205
Information Technology and website	216		110	69
Telephone	-		215	143
Postage and stationery	-		-	-
Miscellaneous	35		69	49
Bank charges	78		99	48
	55,477		61,154	9,635
Less: Amount charged to projects	(54,690)		(51,519)	
Expenditure from Unrestricted fund	787		9,635	9,635

Included within governance costs are Independent Examiners fees of £NIL (2021:£Nil)

LORNA YOUNG FOUNDATION

NOTES FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

Note that in previous years the overhead contribution from LYF project charges was allocated pro-rata against the other resources expended. Moving forward the other resources expended will be shown in full for transparency, and then the contribution from LYF project charges set against this to show the total cost funded from the unrestricted funds.

For this year, the amounts post allocation from last year's figures are shown, as well as figures representing last year's costs in the new format for the purposes of comparison.

5. Staff costs	2022	2021
	£	£
Salaries	35,499	36,811
Social Security costs		
Pension costs	338	342
	35,837	37,153
	No	No.
Average number of employees	2	2

6. Trustees' remuneration and reimbursed expenses

No emoluments were paid to any Trustee for their services during the period.

No Trustee was reimbursed for expenses during the period (2021:£Nil)

7. Tangible Fixed Assets

	Equipment
	£
Cost	
At 1 July 2021	260
Additions	-
	260
At 30 June 2021	260
Depreciation	
At 1 July 2021	120
Charge	35
	155
At 30 June 2022	155
Net Book Values	
At 30 June 2022	105
At 30 June 2021	140

LORNA YOUNG FOUNDATION**NOTES FORMING PART OF THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 30 JUNE 2022**

8.	Debtors	2022	2021
		£	£
	Grants receivable	5,000	-
	Other Debtors	-	-
	Gift Aid	-	-
		<hr/>	
		5,000	-

9.	Creditors	2022	2021
		£	£
	Amounts falling due within one year:		
	Trade creditors	-	-
	Taxes and social security	-	-
	Other creditors	163	428
	Accruals	1,600	2,135
		<hr/>	
		1,763	2,563

10. Limited by Guarantee

Lorna Young Foundation is a company limited by guarantee and has no share capital. Each member is liable to contribute a sum not exceeding £1 in the event of the charity being wound up.

LORNA YOUNG FOUNDATION

NOTES FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

11. Analysis of Charitable Funds

	Fund at 30 June 2021 £	Incoming Resources £	Resources Expended £	Transfers £	Fund at 30 June 2022 £
Unrestricted fund movements					
General Fund	2,328	3,986	787	(307)	5,220
Restricted fund movements					
Not Just Us	8,782	44,150	15,272	-	37,660
FVR Open	28,095	10,963	22,791	-	16,267
DFID-SCCF SL	3,785	533	4,800	482	-
Marr Munning Trust	16,587	10,000	22,521	-	4,066
GOADC	15,263	-	15,093	(170)	-
RA-Uganda	4,940	-	4,935	(5)	-
Ghana FVO Shea	-	16,579	6,710	-	9,869
Twinings Kenya	-	47,180	13,562	-	33,618
	77,452	129,405	105,684	307	101,480

12. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total £
Fixed assets		105	105
Cash at bank and in hand	6,983	96,375	103,358
Debtors		5,000	5,000
Creditors: amounts falling due within one year	(1,763)	-	(1,763)
	5,220	101,480	106,700

Not Just Us

An initial grant was provided for the development of the LYF's ethical entrepreneur programme. The grant has subsequently been followed by a series of anonymous donations to continue these projects. Since that funding was secured, a total of 21 youth enterprise projects were established with a network of local community partner organisations in Yorkshire, Greater Manchester & London. Not Just Us (NJU) has successfully piloted this approach to ethical enterprise and has been developing accompanying educational materials and delivering adult community enterprise learning across the north of England. Part way through this reporting period of 2022-23, the Foundation received further grant income support in order to develop the piloting and refinement of its ethical enterprise Toolkit.

FVR Open

FVR Open is the project code given to the 'Open Source Farmers' Voice Radio' work. The funding allocated to this project code in this financial year comes from The Prince of Wales Charitable Trust (£1,000), The Southall Trust (£3,000) and The Peter Stebbings Memorial Trust (£5,000). Funds were also carried forward from earlier grants from The Fore, The Souter Charitable Trust, and Dark Woods Coffee Partnership. These funds have contributed to the design, delivery and marketing of the Farmers' Voice Radio online platform and Academy.

UK Aid Direct Small Charities Challenge Fund, Sierra Leone (DFID - SCCF SL)

FCDO (formally DFID) Small Charities Challenge Fund provided a grant of £53,434 for Farmers' Voice Radio in Sierra Leone targeting cocoa farming communities living around the Gola Rainforest National Park. This Farmers' Voice Radio Project, which ended in July 2021, improved access to information and knowledge on forest-friendly cocoa production and marketing for existing and potential Ngoleagorbu Cocoa Farmers Union members living in Gola Forest Edge Communities and strengthened communication flows between association members and leaders.

Marr Munning Trust

The Marr-Munning Trust awarded a grant of £40,00 over two years for a Farmers' Voice Radio project that aimed to strengthen the livelihoods of rural coffee-producing communities by improving the knowledge and practice of sustainable coffee production in Jimma region, Ethiopia. The project, which ended in May 2022 following a no-cost extension, was implemented in partnership with Oromia Coffee Farmers Cooperative Union and Rainforest Alliance.

Guernsey Overseas Aid and Development Commission (Uganda)

Guernsey Overseas Aid and Development Commission awarded a grant of £41,060 for a one-year Farmers' Voice Radio project targeting smallholder coffee farmers living on the slopes of Mount Elgon in eastern Uganda, an area severely affected by the impacts of climate change. The project was implemented in partnership with Mount Elgon Agroforestry Communities Cooperative Enterprise, ECOTRUST and Rainforest Alliance.

Rainforest Alliance (Uganda)

Rainforest Alliance provided match-funding of £8,400 for the Mount Elgon project in Uganda, as well as technical expertise on climate-smart agricultural practices.

FVO Shea (Ghana)

This project builds on the foundations of previous work with women shea nut collectors and butter producers in northern Ghana funded by FCDO Small Charities Challenge Fund and The Body Shop. A collaboration between LYF, Tungteiya Women's Association, The Body Shop, Solidaridad West Africa and the Global Shea Alliance and funded by the Dutch Government and partners' contributions, this three-year project aims to contribute to increased incomes and improved livelihoods for 10,000 women in shea producing communities in the Northern Region of Ghana. It combines Farmers' Voice Radio programmes with face-to-face training on health and safety, diversified livelihoods and shea cooperative development, as well as advocacy on shea parkland protection. The total project budget is €378,425, with €43,450 allocated to LYF for Farmers' Voice Radio activities.

LORNA YOUNG FOUNDATION

NOTES FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

Twinings (Kenya)

This project forms part of Twinings' Sourced with Care programme and targets smallholder tea farmers in Nandi County, Kenya, where Twinings sources some of its tea. The project is implemented in partnership with Sireet Outgrowers Empowerment and Producer Company and the National Organisation of Peer Educators, and aims to empower women tea smallholders and workers in Nandi Hills to improve their families' health and wellbeing and to achieve more secure livelihoods. The 18-month project is funded by a grant of £47,180 from Twinings.

FARMERS' VOICE RADIO (FVR)

2021-2022 was an interesting year for Farmers' Voice Radio (FVR) as new projects were started in Ghana and Kenya and projects were completed in Sierra Leone, Ethiopia and Uganda. There was a lot of project development work, which has since resulted in a new FVR project in Malawi.



The LYF also made considerable progress in open sourcing FVR with the launch of the Farmers' Voice Radio Academy. In spring 2022 the FVR Academy trained 14 farmer organisations and radio stations from 7 countries. Of these, 11 partner organisations graduated the training programme with a fully developed and costed Farmers' Voice Radio programme plan. At least 3 of these partners have since launched participatory radio programmes in their contexts, and we are aware of other radio programme series in development.

During this period the FVR team also prioritised building links with the coffee and ethical trading sector, which included hosting a webinar for businesses, being the charity partner at Manchester Coffee Festival (hosting a stand and giving a presentation) and organising an evening event with coffee roasters from across the North of England.

A huge thank you to our international partners, generous donors and the many other champions of Farmers' Voice Radio, who have worked with us over this last year to work towards transforming the lives of millions of farmers and rural communities through the power of radio.

PROJECT DELIVERY – PARTNERING WITH LOCAL AND INTERNATIONAL ORGANISATIONS TO CO-DESIGN AND IMPLEMENT FVR PROGRAMMES THAT ADDRESS FARMERS' SPECIFIC CHALLENGES.

GHANA: FVR for Shea Nut Collectors and Butter Processors in Northern Ghana

Timeframe: 07/2021-06/2024

Location: Tamale, northern Ghana

Partners: Tungteiya Women's Association, Solidaridad, The Body Shop, Cargill Zor and Global Shea Alliance

Radio station: Zaa FM and Simli Radio

Funders: Fund for Responsible Business (FVO), as part of the Netherlands Enterprise Agency (RVO), The Body Shop International and Cargill Zor.

This FVR project was developed following a successful pilot project funded by The Body Shop (TBS). TBS brought together a consortium of partners to develop a 3-year project to the Dutch Government FVO fund. This project aims to increase incomes and improve livelihoods among shea producing communities in the Northern Region, leading to a stronger and more resilient shea supply chain.

Women shea butter producers in Ghana are under huge pressure, and the global supply of shea butter is at risk. Climate change and unsustainable agricultural and land management practices are affecting yields and quality. A recent ITC report identified gender inequality, inadequate health provision and environmental threats to the shea parkland as key risks to the shea supply chain. Poor infrastructure, low education levels and gender dynamics hinder access to essential information, particularly for women. FVR are working in collaboration with Solidaridad, The Body Shop International, Cargill Zor, Tungteiya Women's Association and the Global Shea Alliance to achieve the following planned outcomes:

1. Improved quality and safety of shea butter production of 10,000 women by 2024
2. Improved business skills and collective marketing from 10,000 women in the target 10 communities by year 2024
3. Increased number of women undertake alternative income generating activities (minimum 800).
4. Improved understanding of sustainable parkland management around 10 target Associations and action plan to secure the ongoing improvement in the management of Shea
5. Improved sustainable due diligence process within the shea supply chain.

This will be achieved through FVR programmes produced by Programme Reference Groups made up of shea nut collectors in two communities, facilitated by Solidaridad and Tungteiya. These radio programmes will be broadcast twice weekly on 2 radio stations (Zaa FM and Simli Radio) in Dagbani language. The radio programmes address the key issues affecting shea workers and will broadcast shea price updates. Technical inputs are provided by the Global Shea Alliance and other partners and stakeholders in the project. N'Kalo is providing the shea market information updates for the radio programmes and training. Communal Listening Sessions have been set up in 10 target communities to ensure women have access to the radio programmes. Listeners also have an opportunity to provide their feedback and ask questions through an Interactive Voice Response (IVR) Listener Feedback System (developed by the UK tech company Climate Edge).

The radio programmes are being broadcast alongside face-to-face training on areas related to gender smart business skills, collective marketing, health and safety, climate smart agriculture, income diversification for up to 5720 women. Income diversification training will include the establishment of 10 food and technology demonstration plots for women on the borders of farms. In addition, the project includes community advocacy related to shea parkland management.

TBS recently won a Sedex Award for their role in setting up and championing this FVR project.

SIERRA LEONE: Farmers' Voice Radio for Forest-Edge Communities of the Gola Rainforest

Timeframe: 02/2020-07/2021

Location: Kenema and the communities around the Gola Rainforest National Park, Sierra Leone

Local partner: Gola Rainforest Conservation LG and Ngoleagorbu Cocoa Farmers Union

Radio station: Starline FM

Funders: UK Aid Direct (SCCF) with match funding from the Souter Charitable Trust

The goal of this project, which ended one month into this financial year, was to increase the production of 'forest-friendly' cocoa by farmers in remote communities around the edge of the protected Gola Rainforest National Park in eastern Sierra Leone. To achieve this, 52 episodes of a participatory radio programme, 'Forest Friendship', were recorded with two groups comprising 24 members of the Ngoleagorbu Cocoa Farmers' Union (NGOCFU) and broadcast weekly on Starline FM in the local Mende language. The programmes reached a regular listenership of around 5,400 cocoa farmers across the four target Chiefdoms of Gaura, Malema, Tunkia and Koya and beyond, with a final survey identifying that 75% of NGOCFU members and 52% of non-members listened every week. Programme topics were selected by farmers based on their own needs and interests and spanned four overarching themes: forest-friendly cocoa practices; farmer cooperation; market access; and women's participation.

Solar/wind-up Lifeplayer MP3 radios were distributed to 31 Radio Champions selected from the NGOCFO membership to improve the radio programmes' engagement with farmers in remote communities. These Champions held weekly communal listening sessions with up to 60 farmers, gathering their comments and questions on the programme content and transmitting it back to the media team to be responded to by local experts in special monthly Q&A programmes.

As a result, thousands of farmers gained new knowledge and skills in forest-friendly cocoa farming – by the end of the project, 97% of regular listeners were using at least five forest-friendly cocoa practices on their farms. Feedback from multiple sources demonstrated that there was also less encroachment on the rainforest and sales of quality, forest-friendly cocoa increased. This had a positive impact on farming families' incomes and livelihood security. In addition, the project challenged prevailing attitudes and practices around women's participation, providing a platform for women's voices to be heard and encouraging female listeners to claim their rights.



Gola cocoa farmer Jeneba talks about having gained confidence from having her voice heard and having a new status in her community: *"[Having my voice heard on the radio] makes me feel big, proud and honoured. I am considered a stakeholder in my small community after talking on the radio. I can now stand in women meetings and talk to fellow women without being shy, something I never did before. The radio program has not only thought me how to practice forest-friendly cocoa production; it has also instilled confidence in me to stand out and speak."*

UGANDA: Farmers' Voice Radio (FVR) for Mount Elgon Smallholder Coffee Producers

Timeframe: 08/2020-08/2021

Location: Mount Elgon in Eastern Uganda

Local partners: Mount Elgon Agroforestry Community Cooperative Enterprise (MEACCE), ECOTRUST and Rainforest Alliance

Radio stations: Open Gate FM Mbale and Elgon FM Kapchorwa

Funders: Guernsey Overseas Aid and Development Commission with match funding from Rainforest Alliance

This FVR project, which ended in August 2021, aimed to improve the knowledge, attitudes and practices relating to sustainable coffee production of the 3,033 farmer members of the Mount Elgon Agroforestry Communities Cooperative Enterprise (MEACCE) in eastern Uganda, around 20% of whom are women. Over a 12-month period, 70 episodes of the participatory radio programme, 'The Joy of Coffee', were recorded and produced in the Lugiso and Kupsabiny languages and broadcast on local radio stations Open Gate FM Mbale and Elgon FM Kapchorwa, reaching over 250,000 people. At least 2,050 smallholder coffee farmers and their families—71% of members of MEACCE—are known to have benefited directly by listening to the programme at least once a month and adopting the recommendations shared by their peers.

Monitoring and evaluation data point to positive changes to farmers' knowledge and practices in all the five areas targeted for improvement: quality coffee processing; agronomy and land management; access to the coffee market; gender inclusion; and sustainable coffee livelihoods. Of particular note were improvements to coffee cherry fermentation and drying, and the adoption of good agricultural practices including stumping, soil erosion control and organic growing. Sam, a 71-year-old farmer and Radio Programme Reference Group member, summarised these changes: *"As a senior farmer I have improved a lot in my farming... Having attended and listened to the Joy of Coffee radio programmes, I have planted trees at a good spacing. The trees provide shade to the coffee and the leaves act as manure to the coffee. I have also dug trenches in my garden, these help to control soil erosion. My coffee is now performing far better than it was in the past when the fertile soils were being eroded by the running water."*

As well as increased knowledge and improvement in practice, participants in the Farmers' Voice Radio programmes also talked of its empowering effect – especially for women, whose significant contributions to coffee production often go unnoticed and who rarely have the opportunity to speak out

and be heard in public. Short interviews with two women coffee farmers, Esther and Agnes, are available to view on the Farmers' Voice Radio [YouTube channel](#).



Esther Chelangat, MEACCE farmer and Programme Reference Group member:
"[Farmers' Voice Radio] has enabled me become more knowledgeable and made me responsible for others to learn from. That is why I take the group discussions and listening to the radio very [seriously] because as a listener group member I am supposed to pass on the information to other community members. We need to be more informed so that we teach others and when they ask us, we are able to answer."

ETHIOPIA: Strengthening Livelihoods of Rural Coffee-Producing Communities; Improving Knowledge and Practice of Sustainable Coffee Production in Jimma

Timeframe: 02/2020-05/2022

Location: Jimma, Oromia Region, South-West Ethiopia

Local partners: Oromia Coffee Farmers' Cooperative Union (OCFCU) and Rainforest Alliance

Radio station: Jimma University Community Radio

Funders: Marr-Munning Trust

This Farmers' Voice Radio project aimed to connect coffee farmers in Jimma to the information they need to improve the sustainability of their coffee production, improve labour conditions and access international markets. The specific objectives of the project were:

1. Increase the number of OCFCU coffee farmer members enrolled in Rainforest Alliance's sustainable certification scheme (from 3552 to 5000)
2. Increase the volume of coffee meeting required quality, environmental and social standards sold to OCFCU by member farmers by 15%
3. Increase the number of farmers who report adoption of a minimum of 3 recognised good agricultural practices by 35%
4. Increase the number of farmers who report at least 3 actions they can do to mitigate the risks associated with child labour by 35%

The radio programme Utuba was broadcast on two radio stations in the Jimma region, Jimma University Community Radio and Fana FM to an estimated listenership of 3-5 million people. The endline survey suggested that 88% (25,832) of OCFCU's members in Jimma listened to the radio programmes. In order to ensure that as many people as possible in OCFCU's target communities could listen to the radio programmes, Communal Listening Groups were set up to enable farmers to listen together, especially women and those without access to a radio set. 65% of the endline survey respondents said that they attended a Communal Listening Session either every week or monthly.

The evaluation and endline survey suggested that, as a result of increased knowledge and changes in changes, there has been progress in the indicators that relate to the overarching project outcome of improved sustainability and social conditions of rural coffee-producing communities in Jimma region. For example, Mrs KA, a female Utuba listener said *"In the past, we used to make the children work on coffee farms and stop them from going to school. We have openly discussed these issues and agreed that prohibiting children from going to school and engaging them in work beyond their capacity is so harmful to them and the whole family/community. If we overwork our children, they can get physically and mentally sick. And when we ban them from school, they will encounter a serious loss in academics."*

In terms of results at the farmer level, last year was not a good year for Ethiopian coffee due to unfavourable rains affecting production and the security situation impacting on coffee marketing. Despite this our monitoring shows a steady increase in the average quantity of coffee cherries harvested by the farmers interviewed in the baseline and the endline.

A significant achievement of this project was that OCFCU committed to continue to produce and broadcast radio programmes, using the FVR methodology, and financing this through the premiums they receive from buyers. This was a powerful demonstration of the effectiveness of the project and the sustainability of the FVR approach to partnership and training. RA reported a significant increase (79%) in the number of farmers enrolled in the RA sustainable certification scheme and that two cooperatives have recently registered for RA Certification independently from OCFCU (which relates to another 3810 farmers). The RA International Training Team hosted a very positive webinar for RA staff about the experiences of FVR in Ethiopia and Uganda. Forty RA staff members attended the webinar from around the world, and there is a commitment to roll out FVR amongst other RA country programmes. The RA Ethiopia Country Director shared the following *"The methodology of the FVR Program puts farmers in the driver seat; which is among the best practices to be used in designing similar projects.... In addition, the FVR program is time and cost efficient for mass-communication unlike the conventional face-to-face training. The programme also created a culture of information sharing within community members."*



Akatame Abasambi, Utuuba listener, Kenter

KENYA: Farmers' Voice Radio for Women Tea Smallholders and Workers in Nandi Hills

Timeframe: 04/2022 to 09/2023

Location: Nandi Hills, Kenya

Local partners: Sireet OEP (Outgrowers Empowerment and Producer Company), the National Organisation of Peer Educators (NOPE) and Twinings

Radio programme and station: "Tugetab Kabotik ab Sireet OEP" ("The sound of farmers from Sireet OEP") on Kass FM 91.1

Funder and Partner: **Twinings**

This new Farmers' Voice Radio project aims to empower women tea smallholders and workers in Nandi Hills to improve their families' health and wellbeing and to achieve more secure livelihoods. Sireet OEP has 12,000 smallholder tea farmer members, of whom around 30% are women. Sireet OEP own and manage (with the support of Eastern Produce Kenya) Sireet tea estate and factory in Nandi County in

Kenya, where Twinings sources some of its tea and already implements a health project as part of its Sourced With Care programme. The FVR project has the following objectives:

1. Health

- To increase access to community and personal health information and services for women and families, in particular reproductive health and nutrition.
- To improve women's knowledge, attitudes and practices around reproductive health and nutrition.

2. Gender justice

- To raise awareness of the benefits of gender equality amongst women and men.
- To challenge gender imbalances in household decision-making and reduce gender-based violence.

3. Secure livelihoods



- To increase knowledge and adoption of appropriate alternative income generating activities that will reduce families' dependence on tea.
- To increase women's control over household income.

These objectives are being achieved through a 12-month Farmers' Voice Radio programme series, 'Tugetab Kabotik ab Sireet OEP' ('The Sound of Farmers from Sireet OEP'), which is broadcast twice weekly in the Kalenjin language on local radio station, Kass FM 91.1. The programme targets the 12,000 members of Sireet OEP and their households, as well as other

farmers and workers involved in the Twinings tea supply chain in Nandi Hills. The radio programme content is being generated by a Programme Reference Group (PRG), made up of 12 farmers (two from each of the six Sireet OEP zones), who meet monthly to discuss the selected topics. Relevant and credible local resource people with expertise on the discussion topics are invited to the PRG meetings and/or interviewed separately by the radio presenters to supplement information provided by the PRG members where necessary, and to answer listener questions.

Esther, one of the farmers selected to feature in the programme, said: *"We should share our way of farming – the way you farm is not the way I farm, so we can exchange ideas. By the time the beans grow, we shall go forward. And we shall find that radio is the easiest way of communication: you can have the knowledge where you are; you don't need transport or money to get knowledge."*

'The Sound of Farmers from Sireet OEP' Programme Reference Group members

OPEN SOURCING FARMERS' VOICE RADIO – OUR UNIQUE SOLUTION

The COVID pandemic restrictions on travel and gathering in force during most of this period required the Farmers' Voice Radio team to adapt its implementation approach to deliver funded projects and maintain support to local partners. This resulted in the team having a much greater understanding of the strengths and challenges of remote support and training, which has been of immense benefit to the development of the 'open source' goal of Farmers' Voice Radio and its sustainability. We remain very grateful to the donors who have supported our work to develop and launch the Farmers' Voice Radio Academy: The Fore, the Network for Social Change, Souter Charitable Trust, Prince of Wales Charitable Fund, Southall Charitable Trust and Peter Stebbings Memorial Charity, who enabled this work over the last year.

The following is a summary of progress against the Farmers' Voice Radio business plan objectives.

1. *Increase take-up of FVR through open sourcing*

At the end of 2021, the team at FVR updated and completed the FVR free-to-access resource page on the FVR website. There have been 1664 unique visitors to the FVR website since it launched. The team also provided virtual support to partners in Uganda, Kenya and South Africa to enable these

organisations to set up their own FVR programme series. Learning from these training and coaching experiences led LYF to develop and launch the FVR Academy, a remote training programme combining four live online group training sessions with structured homework, individual coaching and the opportunity to apply for a start-up grant. We originally planned to provide 10 training places for small organisations in the Global South, however over 60 people applied and in the end 14 organisations were selected for the first course. All applicants had a mission of empowering rural smallholder communities and an idea for a FVR project. The course was free for all participants.

The first FVR Academy course trained 14 farmer organisations and radio stations from 7 countries (Kenya, Malawi, Zambia, Ghana, South Africa, Uganda and India). Of these, 11 partner organisations graduated the training programme with a fully developed and costed Farmers' Voice Radio programme plan, ready to pitch to prospective partners and donors and deliver on the ground, in their contexts.

The training course evaluation showed that 78% attended or watched all the sessions and completed all the homework activities. 100% of participants felt that their knowledge and skills of participatory radio significantly improved and confident that their organisation will deliver a FVR programme series within the next 12 months. 100% of participants would recommend the course to a colleague or peer at another organisation if they wanted to learn about participatory radio. One participant said: *"The whole course program was participatory and allowed each person [to] air out their views during the sessions. Also, it was lively and full of live examples, which made me relate easily with the environment I am in."*

One of the FVR Academy participants was Fatma Mzee, from the community radio station Vox FM in Kenya. By the end of the course, Fatma developed a FVR programme concept which focussed on the livelihood issues faced by pastoralist and crop farmers in the Tana River region, which have historically experienced conflict. Reaching an audience of 180,000, Fatma's radio programme aims to bring farmers from the two communities together to discuss the issues they face and find locally appropriate solutions, whilst also building understanding and connections between the communities. Fatma said in the evaluation *'After going through the Farmers Radio Academy, as a journalist I feel capacitated and the need to have the programme run at our radio station to foster change in the way our community does its farming activities to better practices that will in turn lead to better yield and market accessibility'*. Fatma's programme concept was awarded a FVR small grant to launch the radio programme series and we look forward to seeing how they get on!



Fatma Mzee from Vox Radio, Tana River,

2. Build and sustain our core team

At the start of 2021, we brought in a part-time Corporate Sponsorship Manager on a short-term contract to focus on corporate sponsorship for the open-sourcing approach. Over a six-month period, this individual worked with the core FVR team to develop a corporate sponsorship strategy, which resulted in the webinar mentioned in section 5 below and a UK sector focus on speciality coffee, which led to a partnership with Cup North and other northern coffee roasters (see section 3).

3. Develop business partnerships and sponsorship.

Partnerships have been strengthened with existing partners, including Twinings, Ethical Tea Partnership, Rainforest Alliance, The Body Shop, Cargill Zor, Global Shea Alliance, Solidaridad, Business Social Responsibility and others. Several new relationships are also in development, centred around bespoke FVR projects within these organisations' supply chains or sustainability programmes.

A corporate sponsorship model has been adopted to finance the FVR Academy beyond 2022. Our initial focus has been on the speciality coffee sector, and we have received financial support from Dark Woods Coffee and Cup North. In partnership with Dark Woods, Cup North and North Star Coffee Roasters the team convened a group of northern coffee roasters at an event to support FVR's work to build the sustainability of coffee communities on 23rd March 2022 in Slaithwaite. The event was an excellent

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opportunity to build the FVR brand awareness and relationships within the coffee sector. Since that event, Cup North selected FVR as its charity partner for the Manchester Coffee Festival 2022 and for the Birmingham and Manchester Coffee Festivals in 2023. FVR also had a stand at Otley Coffee Festival on 30th April 2022, which generated a donation of £150 and relationship development with La Marzocco. The team was also present at Brighton Coffee Festival and a La Marzocco networking event in Brighton.

4. Identify and secure appropriate grant funding.

In addition to the focus on developing corporate funding streams, the following grant income was also secured:

- Marr Munning Trust – £10,000 second tranche of funding for the Ethiopia coffee project
- Southall Trust- £3,000 received in January 2022
- Prince of Wales's Charitable Fund- £1,000 received in January 2022
- Peter Stebbings Memorial Charity- £5,000 received in April 2022
- Dutch Government FVO fund – total project award €264,898 for 3 years plus £113,527 in match funding from The Body Shop, Cargill Zor and Solidaridad. LYF received £16,578.51 in 21/22 for the LYF staff costs and the listener feedback system.

We have also benefited from pro-bono strategic support from INTRAC's Strengthening Small Organisations with Big Ambitions programme (funded by UK AID), which has helped us to articulate our theory of change for Farmers' Voice Radio and develop and launch the FVR Academy offer to overseas partners.

5. Raise the profile of FVR and share learning

As part of our strategy to increase corporate partnerships, the FVR team held a webinar on 10th July 2021. Cristina Talens chaired a panel consisting of FVR's Hannah Davis and representatives from The Body Shop, InsightShare and Ugandan coffee cooperative MEACCE to discuss the importance of listening to and empowering supplier communities for sustainable supply chains, before and during the COVID-19 pandemic. Farmers from Uganda and Sierra Leone also shared their experiences in recorded interviews. A blog and a recording of the webinar is available on the FVR website. 92 people attended the webinar, representing a range of businesses, NGOs, development consultancies, multilateral agencies, academic institutions and sustainability platforms.



In addition to the webinar, we participated in and contributed to a number of profile-raising events and publications, including:

- Interview by UK Aid about FVR for their new podcast series, The Learning Post. The episode has been shared on their website, on social media and is available to listen to here: <https://the-learning-post.simplecast.com/>

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- Participation in a Business Fights Poverty webinar on the role of women on global smallholder value chains resulted in a mention for FVR in a summary report of the event: <http://reportregisterhiddenwomensmallholders.pages.ontraport.net/> and <https://businessfightspovetry.org/an-innovative-use-of-a-traditional-technology-how-can-we-ensure-farmers-voices-are-heard>
- Contribution to a film that the Walker Institute/ Prof Ros Cornforth presented at Stockholm World Water Week at the end of August. The film is on [YouTube](#).
- Presentation at a webinar on community communication tools for the Walker Academy, 'Climate Resilience – Evidence Synthesis Training', for PhD Students at the University of Reading.
- Presentation at the Global Shea Alliance annual conference alongside The Body Shop.
- The Rainforest Alliance International Training Team hosted a very positive webinar for RA staff about the experiences of FVR in Ethiopia and Uganda on 14th July 2022. 40 RA staff attended.
- A paper focussed on the gender impact of Farmers' Voice Radio, written by Walker Institute has been submitted for peer review to The Journal of Agricultural Education and Extension. The title is 'Women and groundwater in Ghana: Using communication to identify and alter gender narratives that dictate livelihoods and access'.
- Participation in Manchester Coffee Festival, including a presentation alongside North Star Roasters. This resulted in a donation from Dark Woods Coffee of £1963 and several smaller donations from the public. This event was instrumental in enabling FVR to develop appropriate marketing material and fundraising options.

NOT JUST US

Not Just Us (NJU) is the LYF's programme that was developed some years ago to support disadvantaged people to become ethical entrepreneurs. NJU focusses entirely on ethical business, the rights and responsibilities within international supply chains and the global interconnectedness of disadvantaged people across the world.



NJU has been designed to counter the typical focus on a 'Dragons' or 'Apprentice' style of entrepreneurship and instead, promotes better understanding of the ethics in business and in trade, as well as creating a new generation of ethical entrepreneurs amongst the most disadvantaged groups in UK society. No other programme like this exists in the UK.

The Beginnings of NJU as an entity

NJU was born out of our work with Oromo refugees in Manchester in 2009. As a community, the refugees worked with us to set up the world's first refugee owned Fairtrade coffee company, known as The Oromo Coffee Company. This initiative was a resounding success, with the social enterprise bringing much needed income to the community as a whole and with the individuals involved going on to securing employment, training and setting up their own small businesses.



Oromo Coffee Company members at a local sale in Manchester

After the Oromo Coffee Company was launched at an event at the House of Lords in London, the UK Government were impressed with the fledgling idea of NJU and went on to fund our pilot project with a small group of NEET (Not in Education, Employment or Training) young people in Huddersfield, West Yorkshire. Since then, we were able to achieve Big Lottery Funding and have now worked with many disadvantaged groups to implement the NJU approach - including young people living in super-output areas, those with learning and physical disabilities, homeless young women, social housing residents, elderly people and the long-term unemployed.



The 1st NJU Group tasting tea at Taylors of Harrogate

NJU has also been successful in secondary schools, as well as working to bring together groups who would not normally spend time together (i.e., Muslim and non-Muslim NEET youth in West Yorkshire.) To date, we have worked across the north of England with young people and their supporting organisations - including the Hamara Centre Leeds (West Yorkshire), Rochdale Borough Housing (Lancashire area), Greater Manchester Youth Network (across Greater Manchester), Dame Kelly Holmes Trust (Yorkshire), Black Cat Theatre (south Yorkshire) and Places for People (Yorkshire).

The overall aims of NJU are to:

- *Increase life-skills and enterprise skills of people from disadvantaged areas leading to greater potential for income generation.*
- *Improved community cohesion through joining people of different ages, backgrounds and cultures in joint social projects that benefit their communities.*
- *Increase employability, leading to greater personal aspirations.*
- *Increase confidence, self-esteem and wellbeing of disadvantaged people.*
- *Increase awareness of the need for ethically-driven enterprise – and the interconnectedness between UK citizens and desperately poor producers at the other end of the supply-chain.*



One of the NJU groups enjoying some time out at the Lake District

Prior to 2022, over 30 ethical enterprises had been created as part of the NJU programme. They have included businesses where ethical products were both sourced and created on-site (tea, coffee, chocolate, cocoa, soap, fudge, bath bombs, mugs, coconut oil, arts and crafts). Other enterprises focused on income generation from events, catering and developing drama productions that addressed social issues. NJU has seen real increases in the life and entrepreneurial skills of young people from disadvantaged areas, leading to greater potential for income generation, vastly improving employability chances and improved community cohesion.

Open-Sourcing to Spread the Impact of NJU for 2021-22

The successes of NJU were celebrated by us after the Big Lottery Funding came to an end and it seemed to clear to us that there would be demand for the scaling up of NJU and our Board and Executive agreed that the LYF should follow the Farmers Voice Radio approach – open-sourcing NJU, so that all of our learning, experience and materials are provided for free under a license to organisations who can commit themselves to the learning and to NJU.

During 2020-21, we were pleased to receive funding from the Scottish Power Foundation, the Brelms Trust and the Leathersellers' Foundation. Collectively these funds were provided to write, refine, and pilot a NJU Toolkit. The Toolkit contains all the work and guidance for community-based groups, to assist them with setting up an NJU ethical enterprise. It is comprised of several modules that can be implemented in whatever manner suits a group i.e., the modules can be progressed in different orders, and they contain many different learning materials – so that groups who are not best suited to 'classroom style learning' can learn in whatever manner suits them best.



One of the Rochdale Sewing Enterprises

The Toolkit will be designed to be available online, will contain a licence for groups to sign up to and will contain modules that are comprised of learning materials, with a focus on: Induction, Trade Injustice and International Poverty, Social Enterprises and Co-operative Movement, Growing and Ethical Business, Getting Down to Ethical Business, Event Management, Pricing and Marketing and Monitoring and Evaluation.

During the reporting period the LYF began to seek out community-based groups in the north of England, to pilot and test out the new Toolkit materials with people. However, due to the pandemic, all community-based organisations and charities working with young people that we aimed to develop NJU with, were still very much struggling to put time aside to focus on any initiatives that were not focussed on pandemic and post-pandemic activities (such as mental health and wellbeing). Many local organisations were also unable to find available staff (because of illness etc) who could work with us on setting up new groups and testing the Toolkit. During the reporting period therefore, the LYF focussed on writing and refining the new Toolkit and on seeking out suitable organisations that we could plan to pilot the NJU Toolkit with.

By the end of the reporting period, the LYF had secured excellent relationships with several organisations and groups with marginalised backgrounds, who were able to commit themselves to piloting the Toolkit. To date, we are now actively working with 4 groups to test the Toolkit with, in the north of England, these include the 'Autistic Adults NJU', 2 sewing focussed groups and a cooking enterprise. We look forward to practically testing the Toolkit with these groups and watching their successes as they learn together to become NJU ethical entrepreneurs!



First practicing for the Cookery enterprise in Rochdale.