

Advocate Toolkit



 **AFRICA**
 **WINDMILL**
 **PROJECT**

Helping bring food security to Africa

At Africa Windmill Project, our mission is to end hunger and establish food security for every household in Malawi. Most Malawian farmers grow crops only during the four-month rainy season. We work toward sustainable change by equipping farmers with locally led agricultural training programs, irrigation techniques, irrigation technology. As a result, they can grow enough food to feed their families year-round and break the cycle of poverty.



How We Do It

We produce irrigation technology on site from locally sourced materials and can therefore do it efficiently. Since our staff mentors peer educators in each village in a systematic four-year cycle, we can do it sustainably. For example:

- **With \$70** we can produce and install a rope and washer pump that will enable a family to irrigate their crops 12 months a year. Irrigation that would have taken a family an entire day using buckets can be done by a single person with a pump in 20 minutes.
- **With \$120** we can provide training in crop management, irrigation techniques, and farm budgeting for one family for a year.
- **With \$3000** we can produce and install a windmill that will irrigate the farms of an entire village.



Why It Matters

Without access to water, food security is an impossibility for vulnerable populations living in very dry climates. Malawian farmers typically grow food between November and February, during the rainy season. The food they harvest during those four months has to last them throughout the rest of the year. When the dry season arrives, farming is much more difficult.

In order for crops to be grown at all during the dry season, families must carry buckets back and forth for hours upon hours each day. Eventually, families are unable to sustain this. They run out of food and the hunger season ensues. Families begin to run out of food.

With the right education and tools, farmers can change that. Irrigation technology and training enable smallholder farms to grow food year-round, making them food secure, and providing them with disposable income to pay their children's school fees, invest in additional farming supplies, and develop other types of income generating activity. When a community becomes food secure, it can thrive and escape generational poverty for years to come.



Ways To Get Involved

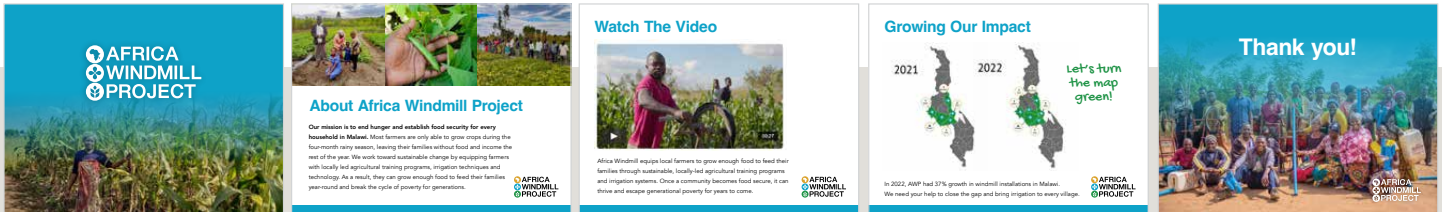
You can partner with us to bring food security to farmers in Malawi and break the cycle of generational poverty by giving, going, or advocating.

- **Advocate.** Spread the word about AWP by hosting an awareness event with your family, friends, church, or school.
- **Give.** Donate monthly or as a one-time gift to cover the cost of irrigation technology or training farmers.
- **Go.** Take a trip with us to Malawi in the summer to see what we are doing first-hand and meet African Windmill Project staff and farmers.

Be an AWP Advocate

Bring awareness to people about AWP by hosting an event about food insecurity and the power of irrigation and training. Whether you're looking to host a small or large crowd, a one-time or ongoing event, we've got a vehicle for your involvement:

- Movie Night
- Book Study Club
- Dinner Party



AWP Presentation

You can share this AWP Presentation with your friends using your computer, television or phone. All the information is at your fingertips. Slides include: mission, videos, need, impact, farmer's stories, partners, strategy and how to get involved.

[Download Presentation](#)

Movie Night: *The Boy Who Harnessed the Wind* (Netflix)

A get-together with friends to view this Netflix program can be an excellent conversation starter. You can talk about subsistence farming in sub-Saharan Africa and the life-changing potential of irrigation technology. Although *The Boy Who Harnessed the Wind* isn't about AWP, it does a great job of providing background to the reality in which many of the farmers in sub-Saharan Africa live day-to-day.

Book Study Club

If you're interested in thinking through the ethics and practice of poverty alleviation efforts more generally, consider starting a book club to discuss one of the following:

- *Out of Poverty: What Works When Traditional Approaches Fail* by Paul Polak and Eric Bodrero
- *When Helping Hurts: How to Alleviate Poverty Without Hurting the Poor...and Yourself* by Steve Corbett and Brian Fikkert

Our philosophy and practice is closely aligned with these books, and we're happy to talk with you in more detail about how we operationalize that in our programming.

Dinner Party

Why not throw a dinner party for a few friends? A dinner party gives you a chance to share your own heart for the work of AWP. Give your guests the opportunity learn more by sharing the AWP Presentation with them. Fellowship over dinner before, during, or after, and provide your guests with the opportunity to ask questions and commit to involvement.

Suggested schedule:

- Eat Dinner
- Share your own heart about AWP
- View the AWP Presentation
- Have a discussion and provide guests with contact information for involvement

Resources

Swag

Order an AWP t-shirt or hoodie and help spread the word!

[View the gear](#)

Videos

[Watch on Vimeo](#)

[Watch on YouTube](#)

Stories

[Read the blog](#)

Online

africawindmill.org

facebook.com/africawindmill

instagram.com/africawindmillproject

twitter.com/AfricaWindmill

Contact Us

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