

Africa Now's £1 Challenge

We challenge you to raise money for Africa Now



Background

2.7 billion people around the world are living on less than £1 a day - that is 45 times the population of the UK! In Rwanda one kilogram of cassava flour, part of the population's staple diet, costs 30p which is equivalent to one day's wages. Many of these people live in Africa. Africa Now promotes enterprise opportunities, enabling people in Africa to trade their way out of poverty and have a brighter future.



Africa Now challenges you to develop an enterprise, starting with just £1. Any profit you make will be donated to our programmes, giving more opportunities to struggling entrepreneurs in Africa. To learn more about our work visit our website, www.africanow.org.

Difficult choices

Many people in Africa have limited resources. This activity illustrates the struggles they face.

You are responsible for deciding where money is spent within the family. There are many needs:

Towards School Fees - giving your children a chance of a brighter future

Seeds and Tools - growing food to feed your family and sell at a local market

Health Care - buy basic medicine for your poorly grandmother

Shelter - mend a leaky roof and improve the health of the family

Start saving for a goat -milk is an excellent source of nutrition and they're cheaper to keep than cows

Each of these choices costs £1 and you have £1 to spend. Which one would you choose?

By increasing income hard working entrepreneurs are able to provide for their family, and even save for the future in local Village Banks.

Your mission, if you choose to accept it...

Bring in £1 to invest in a new enterprise. Your challenge is to make as much profit as possible. You can work by yourself or you can pool your resources, skills and imagination by forming a team.



Case Study

Farmers in Kenya struggle to sell all the fresh fruit they grow; up to 60% is wasted! By partnering with others they are able to invest in solar panels to dry extra fruit. Dried fruit sells for a higher price, and therefore increases household income.

Examples

Enterprise	Where your £1 could be invested	Where you would make money
Cake Sale	Ingredients	From sale of cakes
Auction your Skills	Marketing	From bids at auction
Treasure Hunt	Pool with others to buy prizes	Entrance fee
Games Night	Prizes	Entrance fee
Ethical Fashion Show	Market event	Entrance fee
Car Wash	Cleaning products	Fee received for washing car
5-a-side Football Tournament	Footballs	Entrance fee

Rules

- Keep it Clean. Keep it Legal. Keep it Ethical. Keep it Safe!!
- If you need more than £1 to invest you will have to join forces with others!
- Your only other resource is your imagination and entrepreneurial skills!



Prizes will be awarded for:

- ❖ The Most Profitable Enterprise
- ❖ The Most Innovative Enterprise

*****Africa Now's Entrepreneur of the Year Award*****

Tell us about your school's best enterprise and you will be entered into our national competition. The winner will be posted on the Africa Now website.

www.africanow.org