



## Action Through Enterprise

### Who we are

Action Through Enterprise (ATE) is a small, dynamic, growing charity. Founded in 2012, it is one of the only charities working with communities in Lawra District, in a remote, neglected corner of Upper West Ghana. Our mission is to reduce poverty in Upper West Ghana through education, enterprise and social change.

We have 3 part time staff in the UK, two part time staff in Ghana, a team of highly qualified volunteer consultants, and a board of trustees with a wealth of knowledge and experience.

### Where we work: The context in Lawra District, Upper West, Ghana



Lawra is a rural district situated in the region with the highest poverty incidence in Ghana, and is home to just under 55,000 people. 83% of the working population are engaged in subsistence farming, though food production is low, and worsened by climatic change. People in Lawra District experience chronic food shortages during 'the lean season' (April-June) during which many families can afford just one meal per day.

The adult literacy rate is 19%, sitting far below the national average of 72%. Against the odds, people in Lawra are striving to be able to provide for their families, to live with dignity and enable their children to reach their full potential.

### What we do

ATE works in partnership with the community to identify issues related to poverty and develop solutions to address them. Our aim is to reduce poverty and enable people in Lawra District to support themselves and to thrive, through education, enterprise and social change.

#### ATE Projects

ATE is currently engaged in delivering three key initiatives:

- 1) EducATE - A partnership with local government schools to encourage children to access and complete their education through a school-feeding program, provision of basic educational resources and health insurance.
- 2) BizATE - Assistance to small business owners for sustainable income generation. This includes an initial grant and ongoing training, advice and monitoring.
- 3) Special Needs Awareness Program (SNAP) - Monthly support meetings for families with children living with special needs to combat isolation and widespread discrimination, and attend workshops which equip parent-carers to engage and support their children to live healthy fulfilling lives.

#### Who we work with:

Action Through Enterprise currently:

- Feed over 850 school children each school day
- Reach 150 families with disabled children through workshops on a monthly basis
- Provide ongoing advice to 46 small business owners
- Will be providing small business grants to 6 new successful applicants in April.

### Your support

We can't end poverty in Lawra overnight but with your support, and our passion and expertise, we can extend the work we are doing to deepen our impact and reach more people struggling to improve lives for themselves, their families and their community. Your support is very much appreciated and in a small organisation like ATE it goes a long way!

Find out more about ATE and how you can support at: [www.ateghana.org](http://www.ateghana.org).

And for information about fundraising through challenges please see below. Thank you!

Registered Charity Number: 1149988 Fighting poverty in Upper West Ghana [www.ateghana.org](http://www.ateghana.org)

## Information about fundraising challenges for ATE

Thank you for considering Action Through Enterprise (ATE) as your/your team's chosen charity to raise money for through a physical fundraising challenge.

Where we can, ATE will:

- Cover your entrance fee to the marathon or organized event that you will participate in
- Provide you with an Action Through Enterprise t-shirt
- Set up a 'Challenge' fundraising page for you through BT My Donate  
ATE's my donate page: <https://mydonate.bt.com/charities/actionthroughenterprise#>
- Promote your fundraising challenge through our website and social media: facebook, twitter, instagram.

You might consider:

- Setting up a facebook page, or writing a blog sharing photos and news of your training and preparation in the build up to your event. See below for some examples.
- Tell people about ATE and our programmes, why you are raising money for ATE and how the funds will help to continue ATE's work with vulnerable people in Lawra, Upper West, Ghana, to reduce poverty.
- Keep us up to date on your progress as you put yourself through your paces!

### Some examples of previous fundraisers for ATE:

- Katie Harland – Sydney Half Marathon – May 2015  
Donate page: <https://mydonate.bt.com/fundraisers/katieharland1>
- Tim Rees - Tough Mudder – June 2013  
<https://mydonate.bt.com/fundraisers/timstoughmudder?currentPage=3&update=new>
- Our Big Ride cycling challenge – May-June 2015  
<https://mydonate.bt.com/fundraisers/ourbigride1> (For ATE and MacMillan Cancer Support)  
Big Ride blog: <https://ourbigride.wordpress.com/2015/05/22/the-route/>
- YouGov Three Peaks Challenge – May 2015  
<https://mydonate.bt.com/events/yougov3peaks/200480>  
<https://www.facebook.com/The-YouGov-Three-Peaks-Challenge-609284669217474/>



**For further information** about fundraising for ATE or to tell us about your challenge, please contact: Leela Shanti at [leela@ateghana.org](mailto:leela@ateghana.org) | 07956 636089

Registered Charity Number: 1149988 Fighting poverty in Upper West Ghana [www.ateghana.org](http://www.ateghana.org)

## How the funds you raise can help ATE and the people in Lawra

Choosing Action Through Enterprise (ATE) as your charity to raise money for will raise awareness of our work in Lawra, Upper West, Ghana, to your friends, family, colleagues, neighbours and your acquaintances within your community, and your social and professional networks.

Just as importantly you will be raising funds which will be providing free school meals to hungry school children, opportunities for parents of children with disabilities to meet and learn how to overcome staggering challenges to enable their children to live fulfilling lives, and financial advice and start up funds to small business owners struggling to make profits to support their families for a brighter future.

The funds you raise will enable ATE to bring greater improvements to the lives of the people we work with in Lawra and reach more people who need a helping hand, as they struggle to stand on their own two feet, in one of the poorest regions of Ghana.

Some examples of how far your money can go:

- ✓ £4 can provide free school meals to one school child for a month.
- ✓ £100 can provide a special needs workshop for 150 families with disabled children.
- ✓ £500 can set up a small business, with specialist training and ongoing support for one year.

### Patience's story

Having her disabled daughter with her when selling at her market stall in Lawra, Upper West, Ghana often meant Patience would struggle to make enough money. People would come and stare at her daughter. They would say that she is not human – she is a demon.

The ATE Special Needs Awareness Programme (SNAP) has helped people, like Patience, with disabled children to be strong in spite of their struggles and to see their children for the gifts that they are and change perceptions of disabled children in the community.

Through SNAP workshops parents are empowered to improve interaction and communication with their children. Patience was encouraged to start teaching her daughter, Michelle how to walk. Michelle is now seven years old, attending school and Patience beams that “she wobbles all over but she can walk!”

Some of the mothers in the group, like Patience, also benefit from Action Through Enterprise grants to start up and grow small businesses to support themselves and their families.

In 2013, Patience kick started her road-side snack business with an ATE grant which allowed her to expand, try new things and maximise profit. By mid-2015 she estimated that she held ten times the amount of the initial grant in savings, investment and stock.

For further case studies and ATE news see: [www.ateghana.org](http://www.ateghana.org)

