

About us



IDE-UK is a UK registered charity that uses a business-led approach to help poor smallholder farmers in Africa and Asia break the cycle of poverty. We work with farmers and local entrepreneurs to design, manufacture and distribute affordable, innovative irrigation equipment that enables them to grow high-yield, high-value crops, even in the dry season. Furthermore, we help farmers to access local and regional markets to sell their surplus crops for a good profit. On average, each family that we help doubles their net annual income. This extra income means better nutrition, improved health, new clothes and the opportunity to plan for the future, often for the very first time. IDE-UK is part of IDE International which has helped over 17 million of the world's rural poor to date.

Working with us

IDE-UK is a small, dynamic charity where your support can make a *real* and *immediate* difference. We believe that any partnership should be mutually beneficial and we strive to engage in partnerships that strengthen the core values and beliefs of both organisations.

Working with IDE-UK offers the potential for:

- Achieving CSR goals and objectives
- PR opportunities
- Motivating and inspiring staff and strengthening their belief in the organisation they work for
- Experiencing a great sense of achievement once agreed goals have been met, or even surpassed
- Making a real impact on global poverty by helping poor farmers in Africa and Asia to leave poverty behind

Some CSR facts

- 44% of the British public believe that it is very important that a company shows a high degree of social responsibility when they buy the company's product¹
- 86% of consumers have a more positive image of a company that is seen to be doing something to make the world a better place²
- 87% of the British public say they would expect to see a copy of any social or partnership report if they were a shareholder³



¹ Business in the Community, The Business Case for Corporate Responsibility

² Business in the Community, The Ultimate Win Win Win

³ MORI (2001), Annual CSR Monitor

How your company can help

- **Staff fundraising**
 - Payroll giving
 - Organising individual or company-wide fundraising events
 - Taking part in group or individual overseas* or UK-based challenge events

- **Staff volunteering**
 - Sharing expertise with IDE-UK from IT to management to marketing
 - Supporting IDE-UK staff at events and exhibitions

- **Gifts in kind**
 - Offering pro bono services to IDE-UK e.g. print or design
 - Donating unwanted items e.g. office furniture, IT equipment

- **Sponsorship**
 - Sponsoring IDE-UK publications or events

- **Donations**
 - Making a one-off donation to support a particular IDE-UK project

- **Cause-related marketing**
 - Marketing a product or scheme using the partnership as a key marketing tool
 - On-pack promotions
 - Direct marketing
 - Point of sale promotions

* This could incorporate a visit to one of IDE-UK's projects in Africa or Asia, dependent on accessibility and the size of the group

Monitoring and Evaluation

IDE-UK's Fundraising and Communications manager will be dedicated to working with your company to maximise the partnership, to offer advice and support and to ensure that targets are met and goals achieved.

We will also ensure ongoing monitoring and evaluation of the partnership to measure its effectiveness. IDE-UK will provide regular reports so that companies are assured that any funds raised are being well spent. We can also provide case studies and any other information needed to include in Annual Reports, newsletters and other communications materials.

