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# TeleFood

## KEY FACTS

- TeleFood has generated more than US\$29 million in donations.
- More than 3 200 TeleFood projects have been approved so far in 130 countries around the world.
- TeleFood projects are small and self-sustaining, costing between US\$5 000 and US\$10 000.
- TeleFood projects target the poorest of the poor. By improving cultivation methods, they enable people to produce more food and to generate additional cash income.

## Helping the hungry feed themselves

TeleFood is an annual campaign of broadcasts, concerts and other events dedicated to increasing awareness about hunger and to raising funds for micro-projects designed to help the hungry help themselves. The campaign provides a direct link between people wanting to help, both in the developed world and elsewhere, and families and communities in the developing world afflicted by hunger.

### How TeleFood raises money

Individual donations and corporate sponsorship constitute the basis for TeleFood funding. Since the programme's establishment in 1997, dozens of TeleFood concerts, sporting events, television shows and other activities have been used to raise funds for projects to fight hunger. TeleFood receives different kinds of support. Direct financial contributions and assistance – technical and otherwise – make it possible to organize broadcasts, concerts and sporting events. And celebrities from all corners of the world perform at fund-raising events or otherwise lend their names to the cause. Since its start, TeleFood has generated more than US\$29 million in donations.



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*This Burundi woman received sheep from TeleFood.*

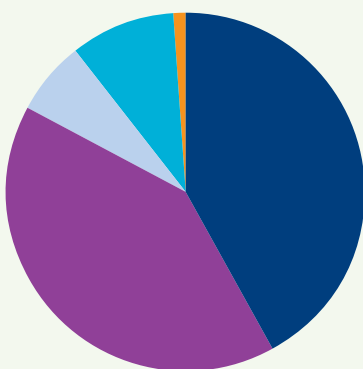
### Small projects that make the difference

Projects carried out with TeleFood funding provide direct assistance to food-insecure communities by providing physical inputs. These small-scale ventures help beneficiaries increase their incomes, learn improved working methods or purchase the food they need for a better life.

TeleFood projects are designed according to a few guiding principles:

- Projects are small in scale and deliver direct inputs such as seeds, farming tools, water pumps and small animals to beneficiary communities.
- The projects target specific needs. They are sustainable and environmentally safe and are designed to have a lasting impact even once initial supplies are exhausted.
- To ensure sustainability and access to technical supervision, they are linked to other development projects.
- The projects are submitted by FAO member governments or by communities themselves and are approved by FAO technical experts.
- The average cost of a project is about US\$7 500, with a ceiling of US\$10 000. Funds are used exclusively for physical inputs such as seeds, tools, starter livestock, field supplies and non-motorized equipment. No proceeds are diverted to cover administrative costs.
- Project categories are: crops, livestock, and fish.

### TeleFood projects by subject



- Crop production 42%
- Small animal production 41%
- Fish production 6.5%
- Apiculture and agro-industry 9.5%
- Small scale water activities 1%

Source: TeleFood

### Types of projects

Crop production projects typically involve the cultivation of cereal, roots and tubers, vegetable and fruit. Small animal projects usually focus on poultry and rabbits, goats and sheep, or pigs. Fish production projects focus on small-scale fish culture and the improvement of artisan fisheries.

These micro projects make important contributions to family nutrition and livelihoods by providing the essential vitamins and minerals that are often lacking in local diets and by producing surpluses that can be sold to generate income.

## Results

The results of TeleFood activities can be seen in 130 countries around the globe. Since 1997, more than 3 200 projects have been approved, a majority in Africa where large segments of the population suffer from hunger. Others have been launched in Asia, Central Asia, Latin America and the Caribbean, the Near East, the Pacific and Eastern Europe.

Every dollar donated to TeleFood goes directly to grassroots ventures that enable even the poorest communities to produce more food.

## An emphasis on women and youth

Women are the main food producers in the rural areas of most developing countries where the majority of the world's hungry live. With TeleFood's assistance they are able to increase local food production and processing and thereby ensure greater food security for their families. At present, most of the projects are specially designed for indigenous women and households headed by women and for youth (e.g school garden projects)

## School gardens make for good nutrition

Hunger and malnutrition inhibit children's growth and reduce their capacity to learn. School gardens provide nutritious food for school meals, giving children the strength to attend school more regularly and, simultaneously, to perform better. The gardens serve as extended classroom laboratories for teaching agriculture, nutrition and economics. TeleFood projects provide seeds, tools and fertilizer for the gardens, which generate funds to pay for next season's inputs.

### Natalie Felix, 18, Dominican Republic



©FAO/Giuseppe Bizzarri

*"In the morning I help pluck chickens raised with help from TeleFood. My area is distressed after the sugar industry collapsed. Young people need more work so projects like TeleFood are important. I hope to enter university and become an engineer or paediatrician."*

### K.V.Leelasekara, 56, Sri Lanka



©Geert van Kesteren/Magnum Photos

*"Some of us pick herbs together to dry and sell for traditional medicine. A TeleFood solar herb dryer is the secret of success. By selling herbs, I am building a house and our daughters attend university."*

### Manisa Ranarijaona, 11, Madagascar



©FAO/Marco Longari

*"In the TeleFood school garden we enjoy peaches and bananas. Today we planted breeds, a leafy vegetable. Our teachers encourage eating vegetables in the hungry period before harvest. I want to be a farmer, to build on what I have learned in our school garden."*

### Aynur Cabuk, 13, Turkey



©FAO/Ami Vitale

*"I go to boarding school in Polatli. As class vice-president, I wake other students for breakfast. The cafeteria cooks the tomatoes and peppers we grow in TeleFood greenhouses. We learn new techniques that we teach others in the village."*

## TeleFood projects by region

Region	Number of countries with TeleFood projects	Number of projects in the region
Africa	43	1 461
Asia and Pacific	32	610
Europe	10	151
Latin America/Caribbean	33	751
Near East/North Africa	12	262
<b>TOTAL</b>	<b>130</b>	<b>3 235</b>

Source: TeleFood



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