

November 2020

Dear Friend & Supporter

Please Spare 'Your Change to Create Change' at Fordhall Farm

This marks the start of our landmark Appeal for Change. Covid has been awful in so many ways, but it has also given us time to think, take stock, and realise that looking after our planet is the best way to guarantee our future. This is at the heart of Fordhall.

We hope that you are also able to get involved in our campaign to nurture a better future. One which works to restore hearts, minds and soil xx.

Watch my video here: 
www.fordhallfarm.com/changeappeal

It has and continues to be a year of flux, frustration and sadness, but we know at Fordhall that all rainbows are created following a rain storm.

We are, therefore, appealing for funds to help inspire a better future; one that is supporting our fight against climate change, one that is kinder to each other, and one that appreciates and cares for our natural world. Most importantly, to help us encourage a world rooted in our connection to the soil.

Please help us raise funds to inspire change.

2020 began with reports of disastrous climate change and since then we have been plagued with a global virus. Both consequences of the way we disregard nature.

This year we have seen the number of people suffering from food poverty rise; we have seen huge supermarkets struggling to cope with feeding our families and we have seen global corporations fold.

Yet, amongst these collapses, there have been many stories of success: local farm shops and grocery stores have continued to supply their local communities, their range expanding overnight. Home delivery schemes across the country were introduced. Going on a country walk to listen to the birds, enjoy a picnic, or paddle in a stream became favourite spring and summer activities.

At Fordhall, we have seen, and been part of, these changes first hand. Ben more than tripled farm shop supply to local people, his home delivery service grew, the range in the farm shop doubled – even the



Fordhall farm shop remained open throughout the pandemic

provision of flour and toilet roll was not a problem! Our café offered takeaway and free home deliveries, our farm trails remained open, and our community was welcomed to a safe space each week.

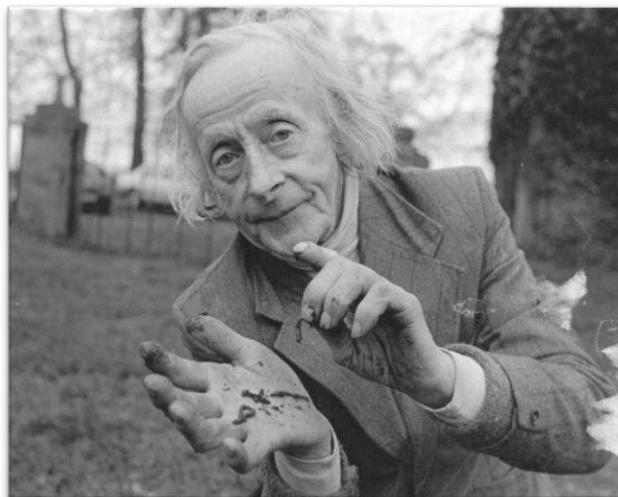
Now, we find ourselves in lockdown once again. This time our team will take advantage of the option to meet one other person outdoors. We will offer a 'friendship walk' to anyone in our community who is feeling isolated and needs to connect with us or with nature.

We have been reminded how vital cultural change is; a better normal is needed and there are three areas of change we want to inspire at Fordhall:

Connection: 'Love Mother Nature' - the root of our health starts in the soil

We want to live in a society where empathy for each other and the planet are instilled within us: not just human-kind, but planet-kind. We need a greener, more localised and connected society.

Dad (right) set a direction for change in the 1940's when he decided to stop using chemical fertilisers at Fordhall and started to farm alongside nature. He spent his life nurturing the soil and encouraging positive change. He inspired so many people, including Ben and I.



Fordhall is now approaching 100 years of positive change. We ~~want~~ **need** to make this count.

Farming systems based on diversity and localism work. The constant price pressure that farmers experience, from their large commercial customers, has meant that many have gone down a route of over-intensification. This carries the risk of soil erosion, the loss of precious soil organisms and the depletion of vital nutrients.

Whilst the success of this strategy means cheaper and more plentiful food in the developed world, the pressure can come with severe penalties. Nutritional quality and environmental degradation are all concerns. Wildlife is struggling too. Hedgehogs are disappearing, bees are dying and our food system is on a knife edge.

Fordhall aims to show that there is another way, albeit one that involves choices and responsibilities for consumers as well as producers.

During lockdown - when human activity slowed - the air was cleaner, the beaches were cleaner and we could actually hear the birds! They were singing with joy.

Fordhall is local, but we have global reach. Everyone should know the smell and touch of a healthy soil. Everyone should get joy from finding worms. This is vital for the planets health as well as being vital for our own health. We want to share this love.

When we come out of lockdown and into a better normal, we will offer farm experiences, nature crafts, mindfulness sessions, worm dances, tree planting, seasonal celebrations of nature, nutrition workshops and cookery classes.

Everything starts with a step forward, as it did with Dad in the 1940's and as it did when we saved Fordhall Farm from development in 2006. Please take this step with us by donating to our **Appeal for Change** today.

Compassion: 'Gathering the Flock' to create space to support nature and each other

Throughout the summer, we have created safe spaces for outdoor volunteering, offered skills training and refuge to struggling young people, and created activities to support the lonely and isolated within our community. In July, we launched Afternoon Amble and Cake and Crafts. These free weekly activities encourage social interaction and a much needed friendly face whilst remaining safely socially distanced, ensuring visitors feel welcome and part of 'our family'.

Natural crafts such as willow weaving or clay moulding, as well as a gentle walk around the farm, all encourage a sense of place and a closer connection to nature. We have seen the immense impact of these and we ~~want~~ **need** to do more.

Humans thrive when we communicate and support each other and this is enhanced further when we involve nature – we are all inextricably linked. It is in times of desperation that we need these links the most.

Our **Appeal for Change** will grow this activity, to have greater impact.

To create change, we must engage both hearts and minds in our activities.

Collaboration: 'Sowing the Seed' and spreading the message to others

We don't want a better future to be within Fordhall's fields alone; we want to share our learning and experiences, we want to learn from others, and we want to cultivate partnerships. For example, we would love to see more land in community ownership, which is inspired by Fordhall.

We would also love to see a national movement to encourage regenerative agriculture and long-term tenancies for farmers who are committed to nurturing the land.

Our Change Fund will help us to create opportunities for better collaboration and partnership working. We will encourage local change and facilitate long-term national change where we can, by sharing the Fordhall model.

We believe in the power of the people to create change. Fordhall has instilled that in us. **You** have instilled that in us. You give us the hope and encouragement that we can all do this.

Please donate your spare change to help us nurture a better world.

Now is our time to flourish and show the world what it could be like. Fordhall has succeeded in all of our previous challenges. This is so close to our hearts and we know we can make a difference. We know the land can help us heal, as much as we need to heal the land. I, for one, can't wait to share that journey with all of you.



Charlotte filming the Appeal for Change video

Full details of how to get involved can be found on the enclosed slip, or if you prefer please do call me in the office.

Our very best wishes to you all

In hope and with kindness

Charlotte and all at Fordhall Farm x (01630 638696)

01630 638696 www.fordhallfarm.com/changeappeal



How You Can Help?



- Donate online or via the post – what is hiding down the back of your sofa? Apparently, £50million hides down the back of the UK sofas! What can you find?



- Drop off your change to our giant onsite piggy bank!
- Share your ideas for change with us. Drop us an email or pop a note in the post.
- Please tell us what you have done or what others have done for you. What has inspired you this year – we would love to hear your stories of inspiration.



- AND if you so wish, you can continue to 'Sow the Seeds' by leaving a gift in your Will to Fordhall. Contact us for more information.

APPEAL FOR CHANGE RESPONSE FORM



I would like to donate:

£

or Buy shares at £50.00 each or

Back of the sofa change £

There is £50million hidden in sofa's across the country!

Total enclosed £

Please make cheques payable to:
Fordhall Community Land Initiative
N.B. We also accept CAF cheques

OR Call us to donate over the phone: **01630 638696**

OR via our website:
www.fordhallfarm.com/changeappeal

OR via Internet Banking:
Acct no. **90483001**
Sort code: **20-77-85**

Please use reference: **Change Appeal**

If paying by cheque, please return this form to our Freepost address:
FREEPOST RTBK-YSTY-JAZY,
Change Appeal,
Fordhall Organic Farm,
Tern Hill Road, Market Drayton,
Shropshire, TF9 3PS
(no stamp required).

"No one will protect what they don't care about; and no one will care about what they have never experienced"

Sir David Attenborough



Help us raise more! *giftaid it*

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given over the last four years and will continue reclaim 25p of tax on every £1 that I give until I notify you otherwise.

YES NO

Sign

Date

Thank you so much for your help with our mission for a Better Future

Please note: The Fordhall Community Land Initiative Ltd will not release your details to third parties without your prior consent, but if you have contributed then it will retain your details in its records for as long as they are needed. If you would like to be taken off our mailing list for appeals please tick this box or contact our Membership Support Officer, Kate Bevan Wood on 01630 638696 or email project@fordhallfarm.com

[Enter your contact details here please:](#)