RABI
the farmers charity

Supporter Update

Autumn 2026

Spotlight story

Grant gives £2 million to farming households

RABI has delivered £2 million in Emergency Drought Grants to farming households across England and Wales following the prolonged dry conditions this summer.

The campaign provided £2,000 grants to eligible farm owners and tenant farmers, helping with essential personal and household costs as drought placed further pressure on farming families. The grants formed part of RABI's response to an exceptionally challenging year for farming, providing practical support where it was needed most.

Alicia Chivers, RABI Chief Executive, said: "I'm incredibly proud that RABI has been able to respond at this scale and provide £2 million directly to farming households at a time of real pressure.

"We know the impact of the prolonged dry conditions this year will continue to be felt. As farming changes and new challenges emerge, RABI will adapt and respond, ensuring farming people can access meaningful support when it matters most."

Missed out on the Drought Grant?

RABI offers a range of practical, financial and emotional support. Get in touch today.

Scan the QR code, call **0800 188 4444** or email: **help@rabi.org.uk**

Also in this edition:

Fundraising challenge
One woman, 10 days, 10,000 cows. Read about Marie Stephenson's milking challenge

In the community
County Durham Committee Summer Luncheon raises over £54,000

Spotlight story
Find out more about FarmersAid and how you can download the app now

Chief Exec's Update

It's a pleasure to introduce the autumn edition of RABI's Supporter Update.

The past few months have demonstrated both the challenges facing farming people and RABI's ability to listen, adapt and respond. The prolonged dry conditions have placed significant pressure on many farming households, and I am incredibly proud that RABI has been able to respond at scale, delivering £2 million in Emergency Drought Grants across England and Wales.

This summer has also seen the launch of FarmersAid, one of the most important new initiatives RABI has developed in recent years. I would like to thank our partners and supporters across agriculture who have helped us share and promote FarmersAid and encouraged people to download the app. We already know it has been used during serious on-farm accidents, helping to save lives and contribute to positive outcomes.

Throughout the summer, we have continued to spend time with farming people, listening to their experiences and working with partners across the sector. These conversations help us understand changing needs and ensure RABI continues to provide the right support.

This edition also celebrates the extraordinary commitment of our fundraisers and supporters across the community. Whether raising vital funds, sharing our work or helping us reach more farming people, your contribution is a vital part of RABI's wider impact.

Thank you for your continued support.

Alicia Chivers

– RABI Chief Executive

In the community

Community fundraising brings people together for RABI

Supporters have been busy raising funds for RABI through a range of events, bringing local communities together in support of farming people.

Diss Young Farmers' Club
Diss Young Farmers' Club raised almost £4,000 from fundraising activities held over the year, while students at Myerscough College generated just over £600 through their annual calf show.

Diss Young Farmers' Club raised £4,000 for RABI

The Leicestershire RABI committee
The Leicestershire RABI committee organised two events, with a county golf day bringing in more than £2,650 and a summer party raising a further £2,000.

The Leicestershire committee raised £4,650 for RABI

Thank you to everyone who organised, took part in and supported these events. The funds raised will help RABI continue providing practical, financial and emotional support to farming people across England and Wales.

Fundraising challenge

One woman, 10 days, 10,000 cows

Agricultural professional Marie Stephenson took on a fundraising challenge for RABI, aiming to milk 10,000 cows in 10 days while travelling from Cornwall to Scotland.

The challenge began on 3 August 2026, raising funds for RABI and drawing attention to mental health, wellbeing and the pressures that can affect farming people.

The motivation behind the challenge
Marie's motivation came from her own experience of farming and the impact of recent losses within her local farming community.

By choosing a challenge closely connected to dairy farming, Marie aimed to highlight the physical demands of the work and encourage more open conversations about mental health and wellbeing.

10 days on the road
Over the course of the challenge, Marie travelled between farms across the country. Her route required careful planning, particularly around farm biosecurity.

Farming contacts helped arrange stops along the route and supported Marie throughout the challenge.

National media coverage
Marie's challenge attracted national media coverage, creating opportunities to talk about why she was taking part and the support RABI provides to farming people.

Marie milked **10,411 cows across 22 farms** and raised **£7,045** for RABI

Marie appeared on Good Morning Britain, while ITV Evening News followed part of her journey and shared more about the motivation behind the challenge.

Later in the week, 5 News also featured Marie as its Hero of the Week, with filming taking place at a farm near Lutterworth in Leicestershire.

RABI's Laura Ractliffe (pictured below with Marie) also contributed to the coverage, explaining the practical, financial and emotional support available through RABI and how fundraising helps make this work possible.

Challenge complete
Marie completed her 10,000 Cows Challenge on 13 August 2026, having travelled from Cornwall to Scotland and milked 10,411 cows across 22 farms.

The challenge raised £7,045, which will help RABI continue providing practical, financial and emotional support to farming people across England and Wales.

Marie said she hoped the money raised would help RABI continue its work with farming people and described it as an honour to support the charity.

Fundraising challenges

Going the distance for RABI

From long-distance cycling to an ultramarathon across desert and mountain terrain, RABI supporters have been taking on demanding sporting challenges to raise funds for farming people across England and Wales.

Their efforts are raising funds for RABI's work while increasing awareness of the practical, financial and emotional support available to farming people.

William raised more than **£3,900** for RABI

William Hyde's 265km ultramarathon

William Hyde completed a 265km ultramarathon from the Western Sahara to Marrakesh in support of RABI.

Setting off on 28 May 2026, William spent six days crossing desert and mountain terrain with his friend Tom Darby. He took on the challenge in memory of his friend Harley Pearce, an agricultural contractor from Wiltshire who died following a tractor incident in 2025, aged 21.

William has raised more than £3,940 for RABI, helping RABI continue its work with farming people across England and Wales.

Justin's cycle challenge raised **£1,455** for RABI

Justin Young's 180-mile cycle challenge

On 22 May 2026, Justin Young, Operations Director at Cotteswold Dairy, completed more than 180 miles of cycling in a single day, raising £1,455 for RABI.

Starting at the company's North Wales depot in Conwy, Justin travelled via Shrewsbury, Hereford and Tewkesbury before finishing in Cheltenham, visiting Cotteswold Dairy depots along the way.

Thank you to Justin and the wider Cotteswold Dairy team for choosing to support RABI through the challenge.

Sophie's combined challenges raised **£3,250**

Sophie Bayliss's Kilimanjaro climb and Zanzibar skydive

Sophie Bayliss took on two demanding challenges in support of RABI and two other rural charities, Wales Air Ambulance and Shropshire Rural Support.

Starting on 23 July 2026, Sophie spent seven days climbing Mount Kilimanjaro via the Machame Route, reaching the summit at 5,895 metres. She then completed a skydive in Zanzibar.

Sophie self-funded the challenges, meaning all the money she raised could be divided equally between the three charities. She took them on in memory of her mum.

By completing the challenges, Sophie raised £3,250, exceeding her £3,000 target. Thank you to Sophie and everyone who supported her fundraising.

Thank you to our fundraisers!

Whether cycling hundreds of miles, completing an ultramarathon or climbing Mount Kilimanjaro, each of these challenges represents a significant commitment from those choosing to fundraise for RABI.

Thank you to Justin, William and Sophie, and to everyone who supported their fundraising. The funds raised will help RABI continue providing practical, financial and emotional support to farming people across England and Wales.

In the community

Farming community raises £54,200 for RABI at County Durham event

More than 300 people came together at the Stephenson family farm near Bishop Auckland, raising an incredible £54,200.64 for RABI – the Farmers Charity.

Organised by the County Durham RABI Committee in collaboration with the Stephenson family, the event brought together friends, neighbours, local businesses and supporters from across the farming community in support of farming people.

Special thanks were given to the Stephenson family, whose generosity in hosting the event played an important role in its success. Recognition was also given to Gemma Oliver, a committee member and daughter of the host family, whose commitment and enthusiasm helped make the day possible.

The funds raised will help RABI continue providing practical, financial and emotional support to farming people across England and Wales, including financial assistance, professional counselling and practical guidance.

The total reflects the generosity and commitment shown by individuals and businesses across the local farming community. Multiple local businesses provided sponsorship, including premium sponsors Latimer Hinks, H&H Land & Estates, Jonathan Wallis, Explorers Nursery, Country & Commercial Finance Ltd and Low Grange Quarry Ltd. Individuals also gave generously, while contributors donated prizes for the ever-popular golden raffle.

At its heart, the day was about more than fundraising. It provided an opportunity for people to come together, catch up, share stories and enjoy each other's company; something many said matters now more than ever during a period of continued pressure for farming people.

Paul Pirie, Head of Fundraising at RABI, said:
"Events like this are about far more than fundraising – they bring farming people and rural communities together to celebrate the enormous contribution farmers make to all our lives every day. Every meal we eat and much of the countryside we enjoy starts with our farmers.

We are incredibly grateful to our volunteers, sponsors and guests for their support. Their generosity helps RABI – the Farmers Charity, continue providing practical, financial and emotional support to farming people through difficult times, while also reminding farming families they are part of a strong community both on and off the farm."

Sarah Maughan, Chair of the County Durham RABI Committee, added:
"We are completely overwhelmed by the level of support we've received. To raise such an incredible amount is beyond what we could have hoped for, and it reflects just how generous and supportive our farming community is."

She continued:
"It was a genuinely special day, not just because of the money raised, but because it brought people together. That sense of community is something we should be really proud of."

The committee thanked everyone who played a part, from volunteers and organisers to sponsors, donors and guests, recognising the collective effort that contributed to the event's success.

Want to get involved?

If you are planning a fundraising activity in support of RABI, we would be pleased to hear from you. Email **fundraising@rabi.org.uk** and our team can provide guidance and help promote your activity.

FarmersAid: supporting response to serious on-farm accidents

RABI officially launched FarmersAid in June 2026, introducing a free mobile app, available in English and Welsh, designed to support people during the critical minutes following a serious on-farm accident.

The FarmersAid app provides clear, step-by-step guidance while emergency services are on their way. It is the first phase of the wider FarmersAid initiative, focused on improving preparedness and supporting early action following serious incidents.

What is FarmersAid?

Developed with leading expertise in remote and rural emergency medicine, FarmersAid translates clinical emergency guidance into clear, practical instructions for people without medical training.

The app does not replace calling 999 or professional medical care. Instead, it is designed to reduce hesitation, provide structure and help people take appropriate early action while emergency services are on their way.

Why does it matter?

Agriculture accounts for around 19 to 20% of work-related fatalities in the UK, despite representing only around 1% of the workforce.

Serious incidents can also happen in remote and isolated locations, where distance, terrain and access can affect how quickly emergency services reach the scene.

The first minutes are critical

This makes the period immediately following a serious accident particularly important.

FarmersAid is built around the Platinum Ten minutes – the critical window in which early action can significantly influence survival and recovery outcomes.

In cases such as severe bleeding, action within 60 to 90 seconds can make a significant difference to the outcome.

Guidance for serious on-farm accidents

To support people during those critical first minutes, the app provides guidance for 10 serious on-farm accident scenarios, including animal injuries, machinery entrapment, crush injuries, falls from height and vehicle incidents.

Its simple layout, clear buttons and yes/no triage steps are designed to reduce guesswork and help users navigate the guidance quickly under pressure.

Helping emergency services reach you

Responding to an injured person is only part of the challenge, particularly when an accident happens in a remote rural location.

FarmersAid includes location tools designed to help users identify and communicate where they are when contacting emergency services.

Preparing before something happens

FarmersAid is not only designed for use during an on-farm accident. It also helps farming people think about preparedness before an incident occurs.

Practical guidance includes knowing farm access points and exact location details, identifying nearby defibrillators, considering where an air ambulance could land and setting up Emergency SOS and emergency contacts on a mobile phone.

FarmersAid on tour

Following its launch at the Royal Cornwall Show, RABI introduced FarmersAid to farming people at events across England and Wales, including Cereals, Groundswell, the Great Yorkshire Show and the Royal Welsh Show.

Visitors could explore the app and take part in practical activities including the Tourniquet Challenge, demonstrating why early action matters following a serious accident.

RABI FarmersAid

7,000+ downloads in first 4 months

7,000+ downloads

The FarmersAid app achieved over 7,000 downloads shortly after the summer show season.

The milestone followed weeks of demonstrations and conversations with farming people across the show circuit, helping more people understand how the app can support preparedness and response to serious on-farm incidents.

FarmersAid is free to download from the Apple App Store and Google Play.

What comes next?

The app is the first phase of the wider FarmersAid initiative.

Looking ahead to 2027, RABI is developing training and purpose-designed Critical Care Kits to complement the app and support greater preparedness across the farming community.

Training

RABI's accredited mental health training

Knowing how to start a conversation about mental health can make a real difference.

RABI offers accredited mental health training, free for farming people, to build confidence in talking about mental health and supporting others.

Designed around the realities of farming life, the training explores common mental health conditions, signs and symptoms, how to support others and ways to look after your own mental wellbeing.

What people say about the training
For farmer, content creator and podcaster **Rebecca Wilson**, the training provided practical skills she could draw on when supporting others.

"Most importantly, the training is directly relevant to farming life as it recognises the unique risk factors which farming people face. I've found myself using what I learned in day-to-day conversations, giving me the confidence to listen properly and know where to signpost people for further support."

Emma Robinson, farmer, RABI volunteer and member of Women in Dairy, felt it was an important step towards normalising conversations about wellbeing in farming.

"I found participating in RABI's mental health training an incredibly valuable experience, offering practical and compassionate tools for supporting others. This training helps to break down the stigma around mental health in agriculture, creating a culture where asking for help is seen as a sign of strength, not weakness."

Find out more

RABI's mental health training is available at three levels, with half-day, one-day and two-day courses. Participants can also access a dedicated aftercare service following the training to discuss their experiences or seek further guidance.

To find out more or book a course, contact mentalhealthtraining@rabi.org.uk

Celebrating farming

Celebrating farming and raising awareness through Farm24

RABI's FarmersAid co-sponsored this year's Farm24 alongside Morrisons, helping celebrate British farming and the people behind it.

Across 24 hours, farmers and farm workers shared an honest view of their working day. RABI used the campaign to encourage conversations about farm safety, preparedness and wellbeing.

Through videos, interviews and shared content, we invited farming people and those around them to consider what they would do in the first minutes after a serious on-farm accident.

The campaign provided a valuable national platform to raise awareness of FarmersAid and the importance of being prepared before an emergency happens.

Thank you to everyone who tagged RABI, joined conversations about farm safety and shared FarmersAid with their networks across Farm24.

Over 1,100 online mentions for RABI's FarmersAid during #farm24

RABI out and about this show season

RABI has had a busy summer show season, meeting farming people, raising awareness of the charity's support and introducing FarmersAid to audiences across England and Wales.

From celebrating Farm Heroes at Farm-Fest to discussing the pressures affecting farming people with government representatives, the events created valuable opportunities to meet people from across the farming community.

Celebrating farming people at Farm-Fest
More than 55,000 people attended the inaugural Great British Farm-Fest in May, where RABI was a joint charity partner.

A highlight was the Farm Heroes initiative, supported by RABI, which celebrated 50 people from across the farming community for their resilience, dedication and contribution to others. Visitors could also meet the RABI team and find out more about FarmersAid ahead of its official launch the following month.

Taking FarmersAid on the road
FarmersAid officially launched at the **Royal Cornwall Show**, with MPs, local councillors, health professionals, sector partners, farmers and RABI committee members attending launch events during the show.

Following its launch, FarmersAid became a central part of RABI's summer events programme.

At **Cereals**, held for the first time at Diddly Squat Farm, RABI introduced the app to new audiences, with a particular focus on young farmers attending breakfast sessions, careers activities and seminars hosted by NFYFC and Oxford Young Farmers.

Visitors could also test their emergency response skills through the Tourniquet Challenge and see how FarmersAid provides structured guidance during the first critical minutes after a serious on-farm incident.

At **Groundswell**, FarmersAid was again the focus of the RABI stand. Sally-Ann Spence and Ted Howard-Jones from the Hawkstone Farmers Choir helped raise awareness of the initiative, while a visit from Herefordshire Police opened further discussion about emergency preparedness and safety across farming communities.

At the **Great Yorkshire Show**, RABI welcomed former Secretary of State for Environment, Food and Rural Affairs Emma Reynolds, Defra Permanent Secretary Paul Kissack and Farming Minister, Stephen Morgan to the stand.

It was RABI's busiest Great Yorkshire Show to date, with more than 1,000 conversations on the stand and record participation in the FarmersAid Tourniquet Challenge and First Response Test. Thousands of visitors engaged with the team across the four days, helping make it a record-breaking show for RABI.

Yorkshire Dales farmer Tom Carlisle (pictured above) received the 2026 Yorkshire Agricultural Society and RABI Award for Outstanding Achievement in Farming & Agriculture at the Show, following his nomination by RABI.

At the **Royal Welsh Show**, RABI held an event to introduce FarmersAid in Wales. Llyr Gruffydd, Cabinet Minister for Rural Resilience and Sustainability, spoke alongside RABI Chief Executive Alicia Chivers, Professor Stuart Maitland-Knibb and CLA Deputy President Joe Evans.

The event was attended by farming people, sector partners and Members of the Senedd, including Elfed Williams MS.

Wider conversations with farmers and policymakers
Across the summer, these events have helped RABI introduce FarmersAid to more people, hear directly from farming communities and continue discussions with partners and policymakers. Conversations have covered issues including profitability and wellbeing, barriers to accessing support and healthcare, and opportunities for closer collaboration between government and the farming sector.

In Wales, RABI's External Affairs team held meetings with key stakeholders, including Cabinet Minister Llyr Gruffydd and representatives from the Wales Farm Support Group. Cabinet Minister for Health and Care Mabon ap Gwynfor also visited RABI to discuss FarmersAid and rural health disparities.

Record show season engagement numbers

7,000+
FarmersAid app downloads

11,000+
conversations on stand

235k
people reached on socials

Why not Volunteer for RABI?

Join our fantastic team of volunteers and help us make a difference for farming people across England and Wales.

Visit **rabi.org.uk/volunteering** to explore the opportunities available and find a volunteering role that suits you.

What your support makes possible

In 2025, RABI helped 13,200 farming people through its support services, distributing £2.66 million in financial grants to households during challenging times.

Your continued support of RABI makes a real difference. By staying connected and raising awareness, you're helping to ensure farming people know where to turn whenever challenges arise.

£5 Helps keep RABI's freephone helpline open, allowing farmers to access our support services at any time.

£10 Could contribute towards RABI's regular financial grants, providing practical support for farming people experiencing financial pressures.

£20 Can help fund RABI's Cost of Living Grants, easing seasonal pressures such as heating or back-to-school costs for farming families.

£50 Could fund a professional counselling session for a farming person, helping to support their mental wellbeing.

**All donations are used where they're most needed.*

> RABI helped me through an extremely difficult period and got my life as a farmer back on track. I am indebted to them for their compassion and support.

Support RABI
Scan the QR code to donate or visit rabi.org.uk/donate

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