

# WIN THE RACE AGAINST HUNGER

**THRIVE**

FOOD. FARMING. FUTURE.



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# THANK YOU!

Thank you for taking your first step in the **Race Against Hunger** by downloading this toolkit!

You can take the **Race Against Hunger** into your local community to get more people involved in the fight to break the cycle of hunger and poverty.

**Have a big picnic in your local area and hold spacehopper races with your friends, family or colleagues to raise awareness of hunger and even hop over the 100m world record!**

The current world record for 100m on a space hopper is 30.2 seconds... think you can beat it?

**Get attention, get support for our Thrive campaign — and get hopping!**

## WHAT IS THRIVE?

Millions of people are locked in a vicious cycle of hunger and poverty. Poverty means parents can't feed their families enough nutritious food, leaving children hungry and malnourished. Malnutrition leads to irreversibly stunted development and shorter, less productive lives. Less productive lives mean no escape from poverty. We have to break this cycle.

That's why ONE recently launched Thrive: Food. Farming. Future.

Thrive calls on each of us to play our part to break the cycle of hunger and poverty, tackling their root causes. If we achieve our goals by 2015, we could see 15 million fewer children chronically malnourished and 50 million people lifted out of extreme poverty.

To achieve our goal, ONE is calling on African leaders, donor governments and the private sector to focus on thirty of the poorest countries that have smart agriculture and nutrition plans. Those plans are tested, costed and affordable. They need to be put into practice. For that they need two things: political leadership and financial backing.



## RACE AGAINST HUNGER

The London Olympics will show the human spirit at its best. Individual performances will stretch our understanding of physical and mental strength and will represent a lifetime of dedication to be the very best. Teams will demonstrate the power of collaboration and the heights we can reach by working together. Things that were once thought impossible will be achieved. While Olympic memories are still fresh, there is an opportunity to harness this energy, ambition and dedication behind a bold drive that could change the lives of millions of children.

With attention focused on fit, healthy athletes, we have an opportunity to talk about health and nutrition in a different context – nearly 1 billion people who go hungry every night, and the 178 million young children who lack the food and nutrition they need to develop. Childhood nutrition is an end in itself – it cannot be acceptable to any of us that a generation of children will grow up permanently stunted and damaged because of lack of decent food in their early years.

We need your help to take this message to as many people in Britain as we can by holding your own alternative races this summer.

# HOW TO ORGANISE YOUR EVENT

- 1** Ask friends, family or colleagues to join you for a picnic and space hopper races
- 2** Invite your local MP and tell your local newspaper
- 3** Set up a space hopper race competition — try to break 100m record!
- 4** Get as many people to sign your petition, write letters, and join the races!

## KEY THINGS TO THINK ABOUT:

### **1 Find a place, set a date**



Decide your location and time to maximise the number of people you can reach, so you can encourage lots of other people to join in and learn about the campaign.

Try to hold your event in a busy public park with plenty of space on a weekend or early evening — hopefully in the sunshine! But you can also keep it simple and use a big garden.

### **2 Tell people**



Talk to your friends, family and colleagues. Ask people to help you organise and others to simply turn up and bring someone they know. Promote the event to invite other people along too — download and print some posters from our website.

## MORE KEY THINGS TO THINK ABOUT:

### 3 Get your stuff



Firstly, you'll need a space hopper or two — from the shed, a toy store or **online** for just £5.

Secondly, you also want to get some attention — so think about painted banners, balloons and flags. There's a sample poster at the end of this pack, too. Lastly, gather all you need for your own African picnic, including some fruit or veg grown in Africa.

### 4 Campaign success!



The reason we are doing this is ultimately to lift millions of people out of poverty and make sure more people have enough nutritious food to eat. So to make your **Race Against Hunger** a real campaign success, make sure you:



- **Raise Awareness** — tell everyone what this is about and what needs to be done with the help of our 'Campaign Chat' contained in this pack.

- **Get Signatures** — print copies of our petition (below), get everyone to sign it nice and clearly, then type it up and email to [UKcampaigns@one.org](mailto:UKcampaigns@one.org) (or you can scan/ email, or post back completed sheets)



- **Invite your MP** — use the suggested email invitation in this pack to ask them to join you. If they will be attending ask if they want to say a few words before or after the races. Also make sure you take a photo with them and let them know we'll feature it on our website.

- **Influence your MP** — even if they can't make it to your event, you can still make your voice heard. While having your picnic, why not write to your MP and let them know that you've held this event because hunger and nutrition matter to you. MPs like to know what their constituents care about, and this is a great way to do it!

- **Contact your local newspaper** — use the tips and template letters at the end of this pack.

# CHECKLIST

## BEFORE THE RACE

**Pick a date, time and location**

**Create a Facebook event**

**Promote your event on Facebook and Twitter**

**Ask your friends or family to help organise  
and come along**

**Put up your poster and give out flyers**

**Invite your MP**

**Contact your local newspaper**

**Get your spacehoppers**

**Buy some food for your picnic**

**Decide on the format for your race / competition**

**Update your Facebook event and send a reminder**

# CHECKLIST

## ON THE DAY

**Wear your ONE t-shirt!**

**Bring a camera and take photos(including with your MP)**

**Bring a stop watch and get some willing participants for the first races**

**Ensure you have a few petition pages, pens, and flat surface to write on, e.g. a clipboard or small table**

**Get lots of signatures! Make sure you can read it so it's easy to type up later**

**Use the info below to raise awareness about hunger and malnutrition**

## AFTER THE EVENT

**Send your petition back to ONE**

**Send any photos or videos and we'll try to include some on our website**

**Let us know the name and contact details of your race winner**

**Write a letter to your local newspaper editor telling them what happened**

**Thank everyone for coming!**

## STAY SAFE

We don't want to spoil the fun, but make sure you think about the safety of everyone at your event. Please use common sense when it comes to health and safety and follow the guidelines for equipment you use. If you expect large numbers, try to ensure someone with first aid training to be present during the day.

### FOOD HYGIENE

Food hygiene is vitally important so please take great care and work to basic rules for safe preparation, storage, display and cooking of food.

A Food Standards Agency booklet 'Preventing Food Poisoning — Good hygiene at home' can be downloaded from <http://www.food.gov.uk>

### DATA PROTECTION

Make sure any electronic or paper record you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you have to, and don't share information or data about someone without their permission.

### DONATIONS

Please note that ONE **does not** accept donations. If anyone wants to make a financial contribution to help fight extreme poverty and preventable disease, we encourage them to consider one of our partner organizations, the vast majority of which are providing direct services on the ground in Africa and around the world.

*ONE cannot accept any responsibility for any loss or damage from your picnic. ONE's insurance does not cover property nor does it cover your personal liability for any injury suffered by yourself or anyone else as a result of taking part in your event.*

# CAMPAIGN CHAT

## **1. What is Thrive trying to do?**

Thrive is all about ending the vicious cycle of hunger and poverty, once and for all.

Poverty means parents can't feed their families enough nutritious food, leaving children hungry and malnourished. Malnutrition leads to irreversibly stunted development and shorter, less productive lives. Less productive lives mean no escape from poverty.

If we achieve our goals by 2015, we could see 15 million fewer children chronically malnourished and 50 million people lifted out of extreme poverty.

## **2. What is ONE asking for?**

We are calling on African leaders, donor governments and the private sector to focus on thirty of the poorest countries that have smart agriculture and nutrition plans. Those plans are tested, costed and affordable. They need to be put into practice. For that they need two things: political leadership and financial backing.

## **3. How much will this cost?**

We estimate an extra \$27 billion is needed between 2013 and 2015 to full pay for 30 agricultural country investment plans, pulling 50 million people out of extreme poverty. A further investment of \$6.9 billion is needed in 18 countries to achieve 15 million fewer children stunted and 100 million children less malnourished.

To put this amount in perspective, the UK spent around £8.6 billion in overseas aid in 2011, which is just 0.56% of Britain's income.

## **4. When the economy is in such a dismal state, how can you ask for more?**

There is no question that we're in challenging financial times around the world and that we need to do more to get the global economy on track, but increasing agricultural productivity, storage, and access to food markets in the world's poorest places would help to lower food costs worldwide, prevent expensive interventions like what is currently happening in the Horn, and is one of the most effective means of pulling people out of poverty so they can actually become consumers of global goods. Investments in agriculture produce the highest returns in alleviating poverty and fighting hunger. The World Bank estimates that growth in the agricultural sector is two to four times as effective at reducing poverty as growth in other sectors.

## **5. Why is there another crisis happening if we spend so much on foreign aid?**

Actually, the international donor community spends relatively little on foreign aid compared to other categories of government spending. In Europe, most countries are falling short of meeting their promises to spend 0.7% of their GDP on aid by 2015. On average, between 2005 and 2010, development assistance constituted 8% of the total EU budget.

## **6. Surely investing in agriculture is a waste of time when Africa keeps suffering from droughts?**

Just the opposite. Most food crises are preventable and investments in agriculture can actually help people become more resilient to shocks such as drought. Other types of investments in rural roads, proper storage facilities, and access to improved seed varieties can also build tolerance to drought, save grains from previous seasons and help communities access food when drought strikes.

## **7. Why is investing in agriculture so important anyway? Isn't growth and poverty reduction driven by manufacturing and services these days?**

Investing in agriculture is one of the best ways to reduce poverty in Africa. With access to suitable seeds, technologies, and improved connections to markets, small-holder farmers can generate more income, send their children to school, help to keep food prices affordable and contribute to lifting their communities out of poverty for the long-term. The World Food Programme estimates that hunger and malnutrition cost US\$450 billion annually to developing countries, equivalent to \$1.2 billion every day. We can no longer afford to neglect agriculture.

## **8. How big of a problem is malnutrition?**

A lack of access to food and nutrition will result in around 178 million young children under 5 being stunted and suffering irreversible damage to their development, limiting their ability to learn and to grow. This seriously affects their chances of earning a good living so they can support themselves and their families as they get older. In fact, the World Bank estimates that on average individuals suffering from malnutrition lose 10 per cent of their potential lifetime earnings. This has a much broader impact too; in the same report the World Bank found that countries can lose 2–3 per cent of their GDP because of undernutrition.

# FACT SHEET

## POVERTY

- There are 1.4 billion people living in extreme poverty — that's 20% of the world's population earning less than \$1.25 per day.
- Sixteen African countries are on track to cut poverty in half by 2015: Burkina Faso, Cameroon, Egypt, Ethiopia, the Gambia, Ghana, Guinea, Kenya, Lesotho, Mali, Mozambique, Niger, Senegal, South Africa, Swaziland, and Uganda

1.4 BILLION PEOPLE

20%  
OF THE  
WORLD

LESS  
THAN < \$1.25

## MALNUTRITION AND HUNGER

- Nearly 1 billion people in the world do not have enough food to eat.
- Countries lose 2–3 percent of their GDP because of undernutrition.
- Malnutrition is an underlying cause of 1 in 3 child deaths.
- 7.6 million children under the age of 5 die each year. Malnutrition is attributed (as an underlying cause) to roughly one-third of these deaths.
- 38% of children in sub-Saharan Africa are stunted.



38 PERCENT

OF CHILDREN  
IN SUB-SAHARAN  
AFRICA ARE  
STUNTED



## ONE'S CAMPAIGN AIMS

- **30 low-income countries have country investment plans (CIPs) for agriculture, of those, 18 have endorsed the UN's Scaling Up Nutrition (SUN) movement.**
- **If funded by 2015, these 30 country investment plans for agriculture could lift 50 million people out of poverty – 31 million of who reside in Africa.**
- **The 30 low-income countries with country investment plans are: Bangladesh, Benin, Bhutan, Burkina Faso, Cambodia, Cape Verde, Ethiopia, Gambia, Ghana, Guinea Bissau, Haiti, Honduras, Kenya, Liberia, Malawi, Mali, Moldova, Mongolia, Mozambique, Nepal, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Tajikstan, Tanzania, Togo, Uganda, and Zambia [SUN countries in bold]**

## FUNDING

- **National governments have only identified 50% of the funds required to implement their country investment plans, leaving a gap of \$27 billion that needs to be filled by 2015.**
- **To reach 100 million children in these 18 SUN countries, \$6.9 billion will need to be mobilized by 2015.**
- **The food industry operating in Africa could fortify and iodize their food products and salt, contributing 7% of needed resources.**

## FOOD PRICES

- **According to the World Bank, 44 million were pushed into poverty between June 2010 and April 2011 by rising food prices.**
- **People in developing countries spend on average 60 – 80% of their incomes on food, while in the US and Europe, people spend around 10 –15%.**

# THE 30 COUNTRIES\* WITH COUNTRY INVESTMENT PLANS

BANGLADESH



BENIN



BHUTAN



BURKINA FASO



CAMBODIA



CAPE VERDE



ETHIOPIA



GAMBIA



GHANA



GUINEA BISSAU



HAITI



HONDURAS



KENYA



LIBERIA



MALAWI



MALI



MOLDOVA



MONGOLIA



MOZAMBIQUE



NEPAL



NIGER



NIGERIA



RWANDA



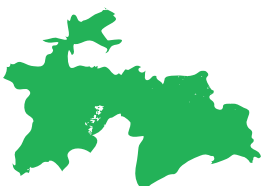
SENEGAL



SIERRA LEONE



TAJIKISTAN



TANZANIA



TOGO



UGANDA



ZAMBIA



\*THE COUNTRIES IN BLACK ARE THE 18 COUNTRIES THAT HAVE BOTH ENDORSED THE UN'S SCALING UP NUTRITION MOVEMENT. [COUNTRIES ARE NOT SHOWN TO SCALE.]

# EXPOSURE

## ▶ INVITE YOUR MP

Send an email or letter to your local MP inviting them to your event so you can talk about the campaign and they can see the support for the cause.

Go to [www.writetothem.com](http://www.writetothem.com) and type in your postcode to find and contact your MP.



Dear \_\_\_\_\_ MP,

I would like to invite you to an Olympics-inspired event 'Race Against Hunger', with members of your constituency at [TIME] on [DATE] at [PLACE], to raise awareness of Thrive, ONE's campaign to break the cycle of hunger and poverty.

We wanted to celebrate the London Olympics in our own way by drawing attention to an issue which we care passionately about. We are deeply concerned about the millions of families who can't get enough nutritious food, leaving children malnourished. Malnutrition leads to stunted development and shorter, less productive lives.

We will be joining in the sporting excitement ourselves with fun space-hopper races, followed by an African-themed picnic and a chance to talk about how we can help the nearly 1 billion people go to bed hungry every night.

As members of ONE, the global anti-poverty movement, we are calling on African leaders, donor governments and the private sector to focus on 30 of the poorest countries with smart agriculture and nutrition plans that need to be put into practice and funded.

We would be delighted if you are able to join us for our 'Race Against Hunger' and perhaps say a few words about this topic.

I look forward to hearing from you.

Yours sincerely,

[NAME]

# EXPOSURE

## ▶ TELL YOUR LOCAL PAPER

Getting attention in the media is a great way to spread our message to as many people as possible and encourage them to join our fight against extreme poverty. Local media coverage is also a brilliant way to get noticed by MPs and Government Ministers.

## ▶ ADVERTISE!

Advertise your event on local news websites and blogs which often have “what’s on” sections that they encourage people to update themselves for free. You can also try local and parish newsletters and announcements, community noticeboards, etc.

It may also be worth sending a short notice to the news desk of your local paper for the printed “what’s on” if they have one — and they may even want to send a journalist or photographer on the day. It should contain the basic information of the event along with contact details in case they have questions or wish to attend. See the end of this guide for an example ‘Event Notice’.





## TIPS TO GET COVERAGE:

### **This is a local newspaper for local people**

Your local newspaper will be interested in your story if it features local people, make sure your press release features quotes from local residents, give their full names and (if they are happy for you to do so – always check!) ages and the part of the local area they are from.

### **A picture is worth a thousand words**

Pictures are really useful when trying to get coverage in local press, (again, especially if they feature local people) so try and get a few really good ones to send along with your press release. Don't have too much going on in your picture; a clear image with a good focal point is enough. Send along a few pictures at the same time you send your press release.

### **Send a press release:**

A press release is a short (one page is best) document containing all the information that a journalist would need to start writing about your event. It contains the details of the event, quotes from participants to give it colour, any relevant background information and contact details in case the journalist has any questions. It's the best tool to use to let journalists know what you are doing.

### **Give them a call**

After you have sent the press release, pick up the phone.

Journalists receive dozens upon dozens of press releases every day about all kinds of things and it can get a little overwhelming. Believe it or not, they're human, too. Pick up the phone and ring the newspaper and ask to speak to the news desk. When you get through tell them who you are and why you've called: that you've done an event in their local area and think it might make an interesting story. They may or may not have seen your press release and ask for you to send it through again. Either way, you'll have instantly made your release more memorable than the countless other ones sent in.

### **Finding your local news outlet**

Depending on your area you may have several news outlets you could try, a local newspaper, news website or even community radio station. Usually it is best if you approach the news desk or news editor, or a named reporter (if you have one in mind). Their details will be readily available online, each outlet will usually have a "Contact Us" section on their website with an email address to send it to or a phone number to call. The phone numbers for the outlet will also be in the telephone directory.



## FINALLY...

If you get any coverage then do let us know! We'd love to see how you get on. Send us an email with an attachment or post a cutting to us at the London office. Good luck and happy Thriving!

## HOW TO SEND A PRESS RELEASE

- Write “**FOR IMMEDIATE USE**” on the top left of the release to let the person you’re sending the release know that you’re happy for them to write up the story as soon as they can.
- Think of an **eye-catching headline** — you can use a joke or a pun if you fancy, as long as the main message of the event gets across. Always lead with the most important or exciting aspect of what you’re doing; if you’re trying to break the world 100m record on a space hopper that’s great. If you’ve got your local MP doing it, that’s even better!
- Underneath your headline comes your first paragraph. Make sure all the crucial questions are answered in this paragraph: **Who, where, when, why and so what?** Make sure the person reading the press release is left in no doubt as to what the release is all about and why they should write about it. You can then expand on them in the next few paragraphs, talking about the event, what happened, and then perhaps onto what Thrive is, our aims etc.
- After that put some **quotes** in. If you’ve got a local representative / dignitary / celebrity down to the event it would be great to have a quote from them (do check with them first, of course) and one or two other quotes from people taking part in the event — they can even be friends, family or neighbours.
- Good news! You’re nearly done! One last thing: **Notes to the editor**. This is a handy, bullet point guide with any stats or extra information that would be useful for anyone writing the story, but would not have sat particularly well within the press release itself.
- Also, you will need to **put your name and contact details** at the bottom of these notes, just in case the journalist has any questions to ask you. Better news! We’ve included a **sample press release** that you can use as a model.

# SAMPLE PRESS RELEASE

PHOTO NOTICE

SATURDAY 30 JUNE 1pm-3pm

THE STABLES, SPRINGWATER PARK, RENTON

## **Anti-poverty campaigners attempt to break world record in a race against hunger**

This Saturday members of the anti-poverty campaigning organisation, ONE, (and [LOCAL CELEB/DIGNITARY ETC. IF APPROPRIATE]) will be attempting to break the world record for the fastest 100m on a space-hopper, as well as taking part in an African picnic.

The event is to raise awareness of ONE's Thrive campaign which aims to lift 50 million people out of poverty and prevent 15 million children from being malnourished. Campaigners are calling on Prime Minister David Cameron to lead on this issue after the Olympics.

[LOCATION: THE STABLES, SPRINGWATER PARK, RENTON, RN1 5HR]

[TIME: SATURDAY 30 JUNE 1PM-3PM]

[RSVP: FIRSTNAME.SECONDNAME@EMAIL.COM]

Further background:

1. ONE is a global advocacy and campaigning organisation backed by more than 3 million people from around the world dedicated to fighting extreme poverty and preventable disease, particularly in Africa. For more information please visit [www.ONE.org](http://www.ONE.org)
2. Nearly 1 billion people around the world go to bed hungry every night. ONE, in response to its report, "Food, Farming, Future" is asking David Cameron to lead on this issue at next year's G8, here in the UK, to help stop this terrible scourge.
3. For more information contact [XXXXX XXXXXX] on [07XXX XXX XXX] or email at [FIRSTNAME.SECONDNAME@EMAIL.COM]

# SAMPLE PRESS RELEASE

**For immediate use**

[DATE]

## **Anti-poverty campaigners attempt to break world record in a race against hunger**

Today, members of the anti-poverty campaigning organisation ONE were joined by [CORONATION STREET STAR BILL ROACHE] and [COUNCILLOR MARY MCELHONE] for an Olympic themed fun-day in [SPRINGWATER PARK] to raise awareness of hunger in the developing world.

As part of ONE's Thrive campaign, [MR ROACHE AND MS MCELHONE] joined in with [RENTON] residents attempting to break the world record for the fastest 100m on a space-hopper, as well as taking part in an African picnic.

**ONE** is calling on governments around the world to commit to plans that would help lift 50 million people out of poverty and prevent 15 million children from being malnourished. They are asking David Cameron to lead on this issue at next year's G8, which will be here in the UK.

[BILL ROACHE] said: "I am very pleased to be able to come along today and lend my support for this campaign, it is so important that we raise awareness about the injustice of hunger and malnutrition. Today has been a fun and, hopefully, effective way of doing that."

[COUNCILLOR MCELHONE] said: "The event has been a great success. It is wonderful to see the community coming together to help raise awareness for the problems facing those less fortunate than themselves. I am very proud to be a councillor in an area where events like this are being organised."

ONE member and Renton-resident [ANDREW HENEGHAN] said: "We're really pleased that so many people have come along to show support for this important issue. We wanted to send a message to the government to do all they can to help the 1 billion people around the world who will go hungry tonight."

### **Notes to the Editor**

- ONE is a global advocacy and campaigning organisation backed by more than 3 million people from around the world dedicated to fighting extreme poverty and preventable disease, particularly in Africa. Visit [www.ONE.org](http://www.ONE.org)
- Nearly 1 billion people around the world go to bed hungry every night. ONE, in response to its report, "Food, Farming, Future" is asking David Cameron to lead on this issue at next year's G8.
- ONE have identified 30 countries with agriculture plans that, if properly invested in, could help 50 million people work their way out of poverty and prevent 15 million children from being malnourished.
- For more information contact [XXXXX XXXXXX] on [07XXX XXX XXX] or email at [FIRSTNAME.SECONDNAME@EMAIL.COM]

# Become a ONE member



First Name	Last Name	Email Address

ONE will not distribute your contact details to any third parties, but only contact you directly about our campaigns.

