

# INFORMATION PACK

# BOLLOCKS to POVERTY

doing it for  
actionaid

Thanks for your interest in the Bollocks to Poverty tour! In this pack you can find out what the tour is, how you become part of it, why you should get involved and what support we'll give you.

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# WHAT IS THE BOLLOCKS TO POVERTY TOUR?

The tour is made up of events all over the UK, organised by lovely people like you.

Putting on an event as part of the tour is just one of the ways you can do something you love with ActionAid and fight global poverty at the same time.

Whatever your event, by making it part of the tour you will be joining forces with people all over the UK who want to do something that will make a real difference to the lives of people fighting their way out of poverty.

There are two ways to support ActionAid at your event, and it's entirely up to you which option you choose.

## RAISE AWARENESS

Use the materials we provide to make sure everyone there gets the Bollocks to Poverty message! We send you posters, stickers, badges, transfers and flyers. ActionAid campaigns on a range of issues such as hunger, climate change, unfair trade and corporate abuse, so you can make a real difference by getting everyone there to text their support. We will then email them about all the ways they can get involved. We provide posters with the number to text.

## RAISE AWARENESS and FUNDRAISE

All of the above, plus raise some money for ActionAid too! We can provide collection boxes and fundraising advice.



BTP gig at The Legion, London  
© ActionAid



BTP club night at Reading University Student Union  
© Sally Pearman

# WHY DO IT FOR ACTIONAID?

Whether you raise awareness, money, or both, doing it for ActionAid will make a real difference to people's lives.

ActionAid works with more than 2000 community groups in 50 countries worldwide. We have reached over 19 million people in Africa, Asia and the Americas. We work with the poorest and most vulnerable people to fight for their rights to food, shelter, work, basic healthcare and a voice in the decisions that affect their lives.

The way we work means we don't tell people what to do – we listen to what people want and need, then help them get there. People living in poverty have the energy, commitment and ideas to improve their lives, they just need people like you to help make things happen.

## WHAT DOES RAISING AWARENESS DO?

You're a really powerful person. Because you live in a rich country like the UK, your government has a lot of influence internationally, in groups like the United Nations, European Union and G20. What the leaders of rich countries do has a massive impact on millions of poor people.

They can do great things like promise to make AIDS treatment available to everyone in the world who needs it by 2010, which happened in 2005. Or they can do not so great things like fail to reach agreements on cutting carbon emissions, threatening climate chaos for millions, which is still happening now. But they won't do the great things unless enough of us tell them to.

So we need you to get people aware of the injustices keeping people poor, and taking part in our campaigns to change things. It does work. [Find out more about our campaigns.](#)



UK festival goers take part in our HungerFREE campaign to demand world leaders keep their promise to halve hunger by 2015. © ActionAid



Activists in Gambia organised a rally for the same campaign, where hunger is a daily reality for many. This helped to persuade their government to almost double funding to agriculture, which will help farmers grow more food. © ActionAid

## WHAT DOES RAISING MONEY DO?

ActionAid relies on money raised by people like you to keep on changing lives. Your money won't just be providing the basics like clean water, food and shelter. You will be helping to train people to be health workers, activists, skilled craftswomen and better farmers. With your help we get people together, educate them about their rights and help them demand lasting change from their governments.

ActionAid works with poor communities worldwide on a range of issues and we know that you may want to support a particular region or type of project. So you get to choose where the money you raise goes. We have six Priority Projects in vital need of funding as well our Greatest Need Fund which supports every aspect of ActionAid's work.



### Bangladesh: helping vulnerable girls off the streets

This project will provide safe overnight accommodation for 30 girls who would otherwise be on the streets. During the day we help 5,000 girls by giving them access to education, healthcare and counselling to help them recover from the trauma of living on the streets.

Long term the centre will provide vocational training to help girls earn a living and teach them how to manage and save money so they can rebuild their lives.

**£50** could provide bedding for the centre.



### Uganda: education for children in Giriki

ActionAid has already started working with the government, helping the community to lobby for land and teachers, which the government has now committed to provide.

The community wants to build eight classrooms and three staff houses, and will equip the school with desks and books, for 500 children. But this project is about more than just bricks and mortar. The school is a symbol of hope, giving Giriki's children the best possible start in life.

**£666** could provide electricity for the school through solar panels.



### Kenya: improving education for nomadic children

ActionAid's aim is to bring fresh drinking and irrigation water, and quality education to the community. The project will directly benefit 400 pupils in Ejemen and Daaba primary schools, and indirectly another 3,000 children of school-going age, especially girls.

Better facilities will lead to higher enrolment and retention rates in school, and – more importantly – this project will engage the government in committing to provide long-term resources for education across the district.

**£139** could help train a school management committee.



### Nepal: secure homes and livelihoods for freed bonded labourers

This project will provide 25 freed Kamaiya families with low-cost, secure housing, complete with sanitation, protecting them from severe weather and diseases such as diarrhoea, cholera and typhoid.

Once in permanent homes, the families will be able to access other government services.

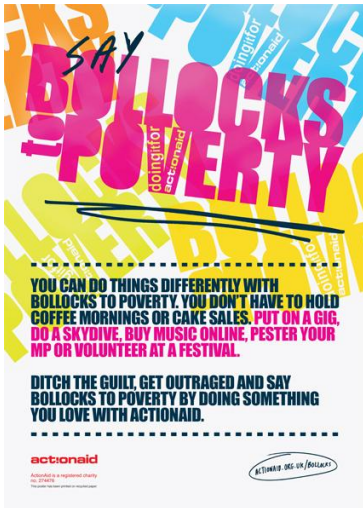
**£40** could pay for a carpenter to construct one house.

# MATERIALS WE CAN PROVIDE

All these materials are free of charge. Once you have [registered](#), you will receive a link to the portal where you can order them.

## A1 posters about Bollocks to Poverty and ActionAid

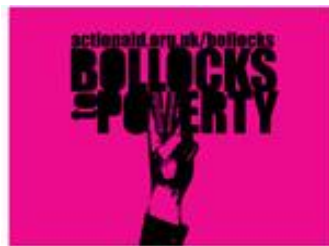
For your venue



### Badges



### Stickers



### Transfers



### Leaflets

**BOLLOCKS TO POVERTY IS ACTIONAID'S CHEEKY LITTLE SISTER.**

**YOU CAN DO THINGS DIFFERENTLY WITH US.**  
You don't have to do coffee mornings or cake sales. You can put on a gig, do a skydive, buy music online, pester your MP or volunteer at a festival.

Millions of people around the world are already saying Bollocks to Poverty by refusing to accept inequality and injustice. Join them.

Ditch the guilt, get outraged and say Bollocks to Poverty by doing something you love with ActionAid.

### Banners

2m wide x 1.5m high, fire-proof fabric banners. For hire only. You will need to post these back within 3 days of your event at a cost of around £4. If you lose, damage or fail to return any banners you will be charged £100 per banner for the cost of replacing it.



## IF YOU WANT TO CAMPAIGN...

### Action cards

We can send you action cards for our current campaign. You can see what we are campaigning on right now and find out more [here](#).

## IF YOU ARE FUNDRAISING...

### Official ActionAid collection boxes

#### [myactionaid.org.uk](http://myactionaid.org.uk)

Create a fundraising page for your event in seconds where people can donate instantly. It's like justgiving.com but ActionAid get 100% of any money donated instead of losing some to commission.

You can link to the page from your facebook profile or anywhere else, so people who can't attend your event can still show their support. You can also pay in any money you raise offline here so no messing around with cheques. [Create your page here](#).

## DOWNLOADS

### You will also be able to download these tools for free:

- The Essential Guide to Organising Your Event
- Our guide on How to Promote Your Event including getting media coverage
- Our guide on How to Fundraise including all the legal stuff
- Bollocks to Poverty logos to use in your own promotional materials like flyers or tickets, or project at your event
- Leaflets about your chosen Priority Project

## WEB PROMOTION

### If you want to promote your event publicly we can help.



[www.actionaid.org.uk/  
bollocks](http://www.actionaid.org.uk/bollocks)



[www.facebook.com](http://www.facebook.com)



[www.myspace.com/  
bollockstopoverty](http://www.myspace.com/bollockstopoverty)

We will list your event on our three web spaces, with links to your own myspace and facebook profiles if you have them.

## AND TO SAY THANK YOU ...

Organising events and getting people campaigning or parting with their cash is a challenge. Running a Bollocks to Poverty event requires commitment, energy, creativity and being able to network – skills that employers or universities look for. We can write you an official ActionAid reference to prove what a star you really are. Just ask us afterwards.

# IDEAS FOR YOUR EVENT

You probably already have an idea of what you want your Bollocks to Poverty tour event to be, but if not, here are some ideas...

Use whatever resources are available to you. Think about what you can get for free or as a favour and work from there.

**If you have friends who DJ or are in bands...**  
get them involved and organise a gig or club night.

**If you know someone who works in a bar or club...**  
ask if you can hire the venue for free or at a discount.

**If you are at university / college / school...**  
you may be able to use a hall as a free venue.

**If you are an art / fashion / film / photography student...**  
get everyone on your course involved and hold an exhibition, screening or show.

**If you are part of a sports team...**  
organise a one day tournament with other local teams.

**If all you have is your house...**  
get your mates round and have a Bollocks to Poverty party.

**Here are a few more ideas:**

**Stand up comedy / pub quiz / battle of the bands / karaoke / cabaret / rag event / fancy dress party / film screening / carnival.**

There's much more advice about venues, tickets, licenses, promotion and fundraising in our Essential Guide which you can download once you have registered.



Kath Harding DJs at her regular club night WiSH in London. Every month her night becomes part of the Bollocks to Poverty tour. So far she has raised over £3000 for a women's HIV and AIDS project in Africa.

© Stefan Klenke

# I WANT TO BE PART OF THE BOLLOCKS TO POVERTY TOUR!

Until you register we cannot send you any materials or add your event to our websites.

It only takes a few seconds though. [CLICK HERE TO REGISTER NOW.](#)

Then you will get access to our organiser's portal where you can get the resources, support and ideas to plan your event.

## CONTACT US

If you have any questions about getting involved in the Bollocks to Poverty tour, here's who to contact...

**General Enquiries** Including ordering materials, web promotion, our campaigns and media coverage.

Chris Bodycombe  
T. 01460 238132  
E. [bollocks@actionaid.org.uk](mailto:bollocks@actionaid.org.uk)

**Fundraising** Dedicated advice about fundraising at your event and how to make it successful.

Jennifer Fash  
T. 020 3122 0667  
E. [jennifer.fash@actionaid.org](mailto:jennifer.fash@actionaid.org)

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