

# INFORMATION PACK



Thanks for your interest in the Bollocks to Poverty tour for World AIDS Day!  
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.

## CONTENTS

What is the Bollocks to Poverty tour?	p 2
Why do it for ActionAid?	p 3
Materials we can provide	p 4
Ideas for your event	p 7
Register	p 8
Contact us	p 8

# 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.

At different times of the year you can get behind specific issues that ActionAid works on and December is all about marking World AIDS Day.

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 knows they are there to say bollocks to the lack of prevention, treatment and support faced by millions of people living with HIV and AIDS. We will send you posters, stickers, badges, transfers, balloons and leaflets.

## FUNDRAISE

All of the above, plus raise some money for ActionAid too! Your cash will help fund one of our priority projects in Cambodia, supporting women and orphans affected by HIV with the education and healthcare they need to live a healthy and happy life. We can provide collection boxes and fundraising advice.



Bollocks to Poverty gig at The Legion, London  
© ActionAid



Bollocks to Poverty open mic night at Cardiff University Student Union  
© Charity Yan

# WHY DO IT FOR ACTIONAID?

**By throwing a party to mark World AIDS Day, you will be making a real difference to the lives of people fighting to live positively with HIV.**

33 million people worldwide have HIV, with 70% of these in Africa. AIDS is one of the most urgent and serious threats to the progress of developing countries. We cannot end global poverty without tackling the spread of the virus and reducing the rates of death and illness linked to HIV and AIDS.

- Half of HIV positive people in the world become infected before they reach 25 and die of AIDS before their 35<sup>th</sup> birthday.
- Sexual violence against women in some countries makes them particularly vulnerable to infection. They often have no choice whether or who they have sex with, and cannot insist on condom use.

ActionAid has a long history of working with communities to protect vulnerable groups from infection and to tackle stigma and discrimination. We work with HIV-positive people, often using innovative methods, to develop their skills in living positively and claiming their rights.



Judith Otieno Basil at a youth group meeting.  
All photos: Sven Torfinn/ActionAid

Judith is 25 and lives in Kenya. Her village had high rates of HIV but people refused to admit they were positive or get treatment because of the discrimination they would face.

Along with other young people in her village, she formed a youth group to educate people through street drama and dance about HIV.

ActionAid support the group to give out free condoms, give advice about where to get tested and treatment, and have trained Judith and others to give counselling and home based care to positive people.

Now people are more open about HIV and infection rates have decreased in her village. Local schools invite the youth group in to educate pupils about safe sex and HIV. They are even in talking to the elders and religious leaders about changing the way they speak about HIV AIDS.



The youth group perform a drama about HIV to fishermen on the beach.



They write songs and create dances to get the village's attention on market days.

While some progress has been made in providing ARV treatment to people with HIV in poor countries, less than half of the people who need life saving drugs are receiving them. ActionAid are campaigning internationally for the UN to keep the promise they made of universal access to treatment by 2010.

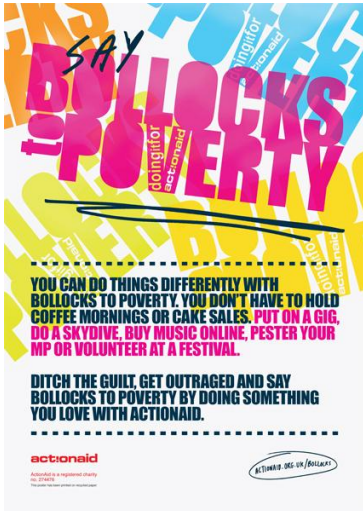
[Find out more about our work on HIV and AIDS.](#)

# 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



### World AIDS Day Posters



### Balloons



### 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 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

## 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/  
bollockstopoverty](http://www.facebook.com/bollockstopoverty)



[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 ...

### Adoration

We love to hear about the Bollocks to Poverty events that happen around the UK and make a point of thanking the people who work hard to make them happen.

If you send us a few photos and let us know what went on, we'll rave about you in our blog and plug your night or venue.

### Boost your CV

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

Here are some event ideas to say Bollocks to Poverty and make a huge noise about World AIDS Day...

Draw the a giant World AIDS Day ribbon on the floor in chalk, get everyone to stand in it and invite the local paper down to take a shot and get some publicity.

Put on a club night and challenge the DJs to only play tracks by international artists all night

Charge clubbers £2 to request their favourite track from the DJ

Red is the colour of the World AIDS Day awareness ribbon (and ActionAid!). Everyone who wears red gets to jump the queue and gets a discounted drink.

Ask the barman to create a special red cocktail and donate £1 per drink to ActionAid.

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 one your course involved and hold an exhibition, screening or show.

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

There are more themed event ideas as well as suggested activities for entertaining people and raising a bit of cash in the downloadable guides after you [REGISTER](#).



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.

Helen Hector  
T. 020 7561 7663  
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 7561 7667  
E. [jennifer.fash@actionaid.org](mailto:jennifer.fash@actionaid.org)