

# INFORMATION PACK



Thanks for your interest in the World Cup Bollocks to Poverty tour for Education! 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.

At different times of the year you can get behind specific issues that ActionAid works on and summer is all about celebrating the World Cup by making education for all children the ultimate goal.

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 fact that 75 million children worldwide are not getting an education. We will send you posters, stickers, badges, transfers, balloons and leaflets.

ActionAid is a partner of the One Goal campaign, which FIFA is backing to help make universal education the legacy of the 2010 World Cup. Everyone at your party can text their support for the campaign instantly.

## FUNDRAISE

All of the above, plus raise some money for ActionAid too! Your cash will help fund a vital project to get more children an education in Haiti where the recent earthquake has destroyed many school buildings. 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 Bollocks to Poverty party to celebrate the World Cup, you will be making a real difference to the lives of some of the 72 million children who are missing out on an education every day.

It may seem obvious, but it's easy to forget that without education it's unlikely we'd know what our rights are, when we were being ripped off or how to change our lives for the better. Education doesn't just mean learning skills like reading, writing and maths. It means knowing how to stay healthy, having the confidence to speak up for ourselves, knowing how to use the internet and much more.

ActionAid works not only to provide schools for children who need them right now, but also to pressure governments to provide quality education for all children, permanently.



Photo: Charles Eckert / ActionAid

Even before the earthquake in Haiti, many children from poor communities were not able to go to school. Then hundreds of schools were destroyed.

ActionAid helped Chery, 9, and Christella, 5, start learning again as soon as possible. Temporary tarpaulins were provided plus training for teachers to do psychosocial activities with the children, to help overcome the trauma of their experiences.

An ActionAid funded project in Brazil gives children like Matheus, 11, the opportunity to practice football, do his homework, make friends and build confidence.

A lack of schools in his community means Matheus can only go to class in the afternoon. This project keeps him away from the streets and drug gangs that control the area where he lives for the rest of the day while his parents are at work.



Photo: Eduardo Martino / Documentography / ActionAid



Photo: David Rose / Panos / ActionAid

World leaders promised that all children will have a primary education by 2015 but with 5 years to go, they are a long way off target.

To put it in context, Americans spend \$20 billion on ice cream every year, but giving every child a primary education would cost \$10 billion a year.

ActionAid is part of the Global Campaign for Education which allows children like these in Mozambique, to speak directly to leaders like Gordon Brown and tell them to keep their promise to give every child an education.

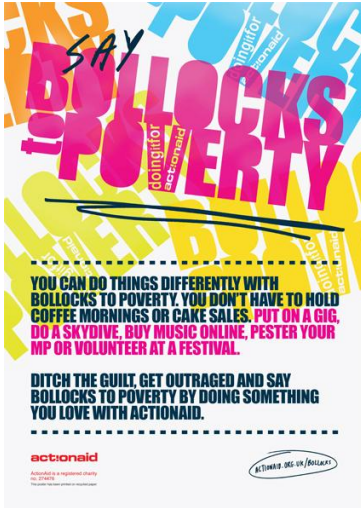
[Find out more about our work on Education](#)

# 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

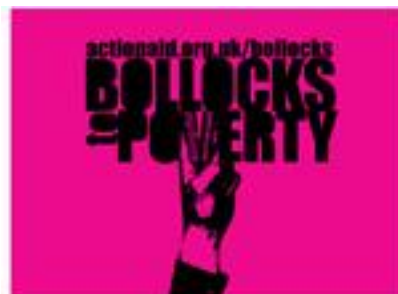
For your venue



### Badges



### Stickers



### Transfers



### Education posters



### Balloons



### Leaflets



## 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
- World Cup Themed Activity Pack
- 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

## PLAYLISTS



To get your party started, we've compiled the ultimate world cup playlist. From the divine to the downright dodgy, our favourite football anthems are ready for you to download.

If that's not enough, Elijah Wood has donated a playlist of his top tracks of the moment to inspire you as well – see what rocks his world in the [Bollocks to Poverty music shop.](#)

## 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 ...

### 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 celebrate the World Cup in style...

Get your mates round for a match screening in your living room and keep them entertained with Bollocks to Poverty antics during half time. It could be a good diversion if the result doesn't go your way....

Throw a World Cup party on the opening night of the tournament. Everyone picks a team and has to wear the national colours or paint their face like the flag.

If you are a world cup widow/er, get your fellow anti-footie friends round and feel good about yourself knowing you supported global education instead.

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 spend a lot of time in your local pub...**

persuade the manager to let you take over for a day and bring in extra customers.

**If you are in a football team or know people who are...**

book the pitch for a special Bollocks to Poverty fundraising tournament.

**If you are at university / college / school...**

you may be able to use a hall as a free venue during the holidays.

**If you have an eclectic music collection...**

make a world cup compilation with tracks from every country in the competition.

**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)