

BOLLOCKS TO POVERTY



WARRIORS



THANK YOU for your interest in **Bollocks to Poverty Warriors!**

In this pack you can find out how to become a BTP Warrior and be a part of our mission **to get all your friends** to say 'Bollocks to Poverty!'

[Must be 16 years+ to apply](#)

WHO ARE THE BOLLOCKS TO POVERTY WARRIORS?

The Bollocks to Poverty Warriors are people like you that want to do something that is **simple** and **fun** to get more people aware of the real facts behind **global poverty** and support ActionAid's campaigns and our projects overseas.



Some of our Bollocks to Poverty volunteers at Underage Festival 2011
Photo: Liz Workman / ActionAid

WHAT IS THE BTP WARRIORS MISSION?

Your mission is to get as many of your friends as possible to say 'bollocks to poverty!'

By being a Bollocks to Poverty Warrior in **your town or city** you will be helping ActionAid to get more people aware of the real facts behind **global poverty** and support our campaigns and projects overseas.

It sounds simple, but sharing the bollocks to poverty message to all of your friends on Facebook has a **real impact**.

You will be joining forces with young 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.

Good ideas travel fast, so let's get everyone saying bollocks to poverty.

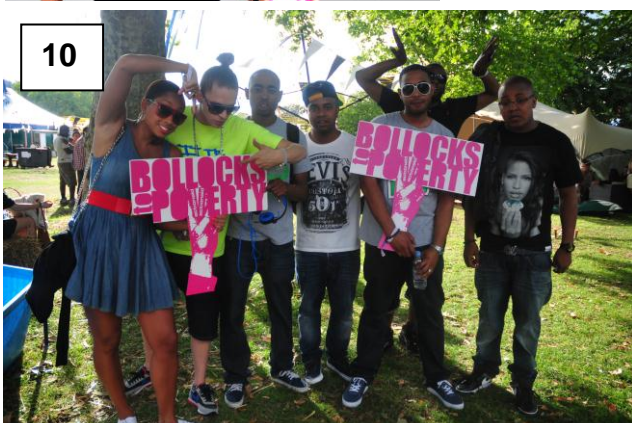
We can't do it without you!



Festival goers at Underage Festival 2011 say 'bollocks to poverty!'
Photo: Liz Workman / ActionAid

Artists that say Bollocks to Poverty!

1. Rizzle Kicks
2. Enter Shikari
3. Katy B
4. Frankie + The Heartstrings
5. Ms Dynamite
6. Maverick Sabre
7. Metronomy
8. Fugative
9. The Naked and Famous
10. Roll Deep
11. Dutch Uncles
12. Dog is Dead



Photos: Liz Workman, Henry Nicholls / ActionAid

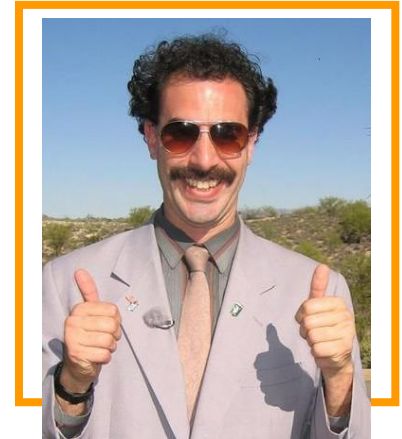
HOW CAN I COMPLETE MY BOLLOCKS TO POVERTY WARRIORS MISSION?

You can complete your Bollocks to Poverty mission in **5 simple steps.**

1 Register online for your BTP Warriors Pack

Register for your BTP Warrior Pack [here!](#)

2 You can take photos for your mission anywhere but if you are taking photos in your school you need to get the permission form signed by your school / college **(NB YOU WON'T BE SENT YOUR PACK BEFORE WE GET THIS!)**



3 Get as many of your friends (**16 YEARS AND OVER ONLY**) to say BTP as possible by taking their photo with the BTP sign and covering them in free stickers, tattoos and badges!



4 Upload your photos to Facebook and tag all of your friends in the photos **BY FRIDAY 10TH FEB** then share url link to the BTP [Facebook Page](#)

facebook



5 Get your BTP Warrior **MISSION COMPLETE** certificate and rewards!



What do I get if I complete my BTP Warrior mission?

When you have completed your BTP warrior mission you can get a number of rewards depending on how many photos you have taken of your friends to spread the BTP message!

For every 10 photos...
you will get x1 hour towards your very prestigious vinspired.com volunteering award!

E.g. x20 photos = 2 hours, x30 photos = 3 hours



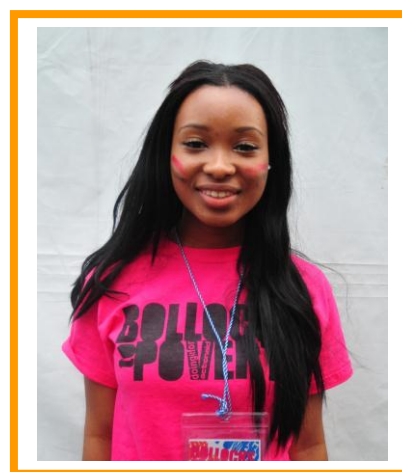
Take 15 photos...
and get a Bollocks to Poverty mug

Nice mug we know
BUT we don't just
want to give you
one of these!



Take 30 photos...
and get a Bollocks to Poverty T-shirt

A BTP Warrior models the
look!
Photo: Liz Workman
/ActionAid



Take 50 photos...
And get your hands on one of x10 tickets we have for an **Under The Radar club night near you!**
www.utrevents.com



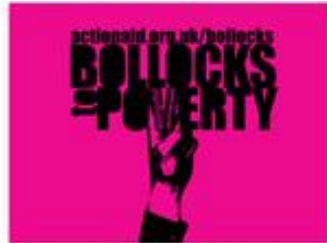
What freebies will I get in my BTP Warriors Pack?

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

Badges



Stickers



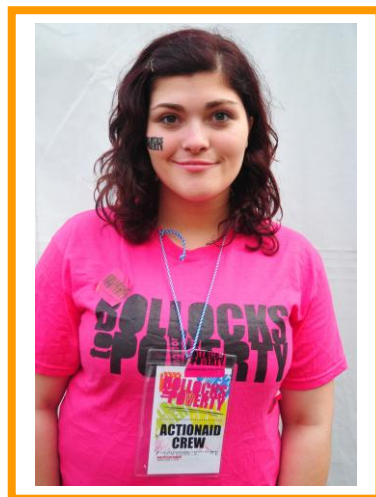
Transfers



A BTP photo sign



'ActionAid CREW' Pass



BTP Flyers



Photos: Liz Workman / ActionAid

How should I upload my photos to Facebook ?

1. **Create a photo album** e.g. "Luke Smith's BTP Warrior Mission!"
2. **Tag all your friends in the photos**

How do I let you know I've completed my BTP Warrior Mission?

Share the **url link** to the album with us on the BTP [Facebook fanpage wall here](#)

WHY DO IT FOR ACTIONAID?

Raising awareness for ActionAid will make a real difference to people's lives.

ActionAid works in Africa, Asia and the Americas 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.

Ophelia is 16, she lives in a village in Ghana with **no running water or electricity**. She is at school and wants to become a maths teacher.

Ophelia only has one gas lamp at home and sometimes her mum needs the light, so she **can't always do the studying she needs** to do in the evenings.

[Find out more about Ophelia's story here](#)



Ophelia says "I am appealing to the companies to pay their taxes so my government can provide our schools and light and water".

Photo: Jane Hahn/ActionAid



Activista campaigners in the UK on route to hand in over 1000 tax justice campaign actions collected at their student Union at Grolsch HQ in London. © ActionAid

Big companies like **SABMiller** (who own Grolsch beer) make lots of money in Ghana **but use loopholes to avoid paying their taxes there**.

Poor countries **lose billions** each year because of multinational companies dodging their taxes and the amount of money African countries lose to SABMiller's tax dodging alone, is enough to put an **extra 250,000 children** in school.

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 pledge \$20 billion to tackle hunger, like they did in 2009.

But they won't do the great things unless enough of us tell them to.



Underage Festival goers take part in our Tax Justice campaign to demand the government closes tax loopholes. © ActionAid

RESULT!

Tax authorities in **five African countries** are now investigating SAB Miller because of our work and we are continuing to **put pressure** on the company in the UK.

Facebook is a great place to get people aware of the injustices keeping people poor, and give them the opportunity to campaign to **change things**.

I WANT TO BE A BOLLOCKS TO POVERTY WARRIOR!

Until you register and send us your signed permission form we cannot send you any materials for your mission!

TO REGISTER: Send the details below to lisa.telfer@actionaid.org.uk

- Name
- DOB
- Address
- School / College
- Email address
- Have you done any previous volunteering?

CONTACT US

With any questions - including ordering materials, uploading images to Facebook and our campaigns.

Lisa Telfer

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E. lisa.telfer@actionaid.org

To find out more about all the other ways you can get involved, hear about our latest competitions and read our blog then check out our website:

www.actionaid.org.uk/bollocks