

# Starata News

## Global Action Week - 11.150 students demand aid for education!



### The Big Read!

**170** schools of all grade levels throughout Greece participated in Global Action Week (GAW) from 6<sup>th</sup> to 12<sup>th</sup> of April. For the 6<sup>th</sup> consecutive year ActionAid Hellas was the coordinating organization of GAW, encouraging teachers and young students to take action and put pressure on decision makers in order to achieve quality education to all people.

The campaign pack ActionAid Hellas produced includes the Big Read Book, with testimonies of adults about the barriers they faced due to illiteracy, posters, stickers, lesson plans and petition cards.

**11.150 students** have signed and have addressed the petition to the Head of Hellenic Aid - General Directorate for International Development Cooperation. The policy ask of the petition is the funding of **Fast Track Initiative (FTI)** in order to provide efficient aid for primary education projects in low – income countries.



Many schools also organized their own GAW local events and projects.

One of the many projects we would like to share is a theatre play organized by 4 elementary schools from the province of Ahaia. Among the schools was the School for pupils with hearing impairment. 85 children from the 4 schools collaborated to perform an exquisite play that focused on the causes of illiteracy and the right to education. The play drew more than 1500 spectators including families, teachers, community members and local authorities. The title of the performance is "No child without paper and pencil" which was the slogan the School of the Deaf had created for last year's GAW campaign.

### Putting pressure on the Ministry

With the power of 11.150 young voices, we lobby the Greek government to fund primary education projects through FTI.

Greece is the only country among 22 donor countries that has never given any money for primary education projects in least developed countries.

We have already held lobbying meetings with HellenicAid and sent a package to the Minister of Foreign Affairs. Our ask is HellenicAid to join the November pledge FTI meeting, with the min. pledge of \$1m.

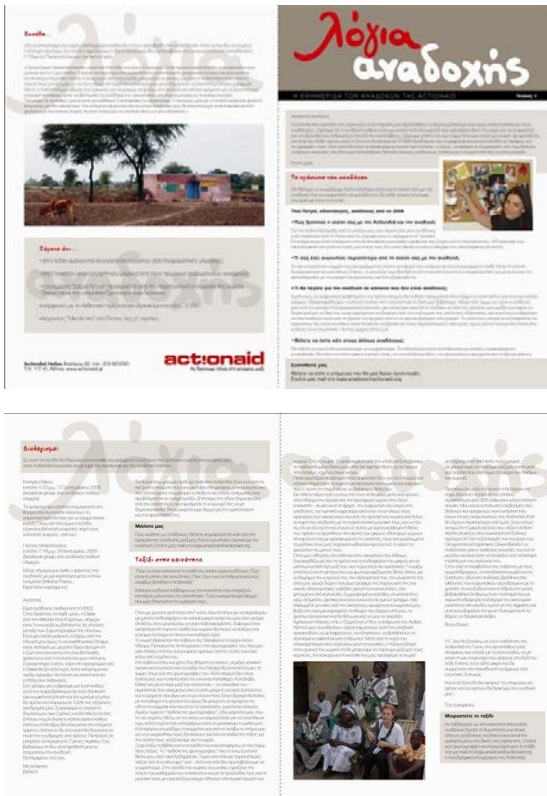
## Creating new tools for retention

### The new Child Sponsors' newsletter

We launched a new child sponsors' newsletter called "Logia Anadoxis" (*Words of Sponsorship*), so as to enhance the sponsors feeling of belonging to a society and give them an opportunity to share their Child Sponsorship experiences. Both needs were identified in the marketing qualitative research we conducted in January.

The first page consists of a short editorial and an interview with one of our child sponsors. The second page features letters we receive from child sponsors and some posts from our Child Sponsorship Facebook groups. The 3<sup>rd</sup> page is entirely dedicated to a sponsor's letter that describes her visit to the sponsored DA. Finally, page 4 has a testimonial from a child that lives in a DA explaining in what ways ActionAid has changed her life. At the bottom we add interesting information about the countries we support (for example, *me do wo* means I love you in Ghana/ we live in year 2001 according to the Ethiopian calendar etc).

The new newsletter has been warmly welcomed by our supporters and this is the reason we will continue its quarterly publication.



### DVDs from communities

One of the major outcomes of the supporters' research was that our Child Sponsors need to be more engaged in our programs. They feel that they get limited information, since, most of the times, they do not really read the community reports. They also need more audiovisual material to show them the reality of the South.

So we decided to enhance the supporters' expectations and excitement by developing DVDs from the DAs we support. The DVDs show the problems the communities are facing and the progress that is being made by ActionAid. They are enhanced by children and women testimonials verifying the change that ActionAid has brought to their lives. We developed 5 DVDs in total, namely from Ghana, Sierra Leone, Tanzania, Ethiopia and Brazil.

For more on retention supporter activities, contact [hara.tasoglou@actionaid.org](mailto:hara.tasoglou@actionaid.org)



## Annual Report for supporters

For the first time we created a printed version of Annual Report for supporters with information in all areas of our work.

The report describes examples of impact brought in communities with the support of Child Sponsors, through Priority Projects and Emergency Appeals in all countries ActionAid Hellas supported in 2008.

It also gives information on major partnerships fundraising and the impact from the use of respective funds globally. The last section describes our policy and campaign actions in Greece as well as internal developments.

It also includes financial information on income and expenditure.

The report was sent to all supporters in leaflet form attached to the last issue of Axion Logou.



For more, contact [glykeria.arapi@actionaid.org](mailto:glykeria.arapi@actionaid.org)



## The new Global Citizen annual report

We created a new format for our Global Citizen report so as to make it more attractive and interesting to our supporters.

The only difficulty we encountered was to actually find good national or international success stories with strong impact on poor people's lives.

The report was sent out in June and the initial feedback we have from our supporters is quite positive.

For more, contact [hara.tasoglou@actionaid.org](mailto:hara.tasoglou@actionaid.org)

## Thank you to:

- ☺ ActionAid Ghana for providing us with excellent audio-visual material of the work they do in the DAs
- ☺ ActionAid Sierra Leone for their valuable support for the filming of the material and their hospitality, and especially Tennyson, Peter, Bridget, Mohammed, Foday and Abdul.
- ☺ ActionAid Tanzania, Ethiopia and Brazil for their support in the making of the DVDs.
- ☺ ActionAid Bangladesh for hosting our colleague, Anna from Comms, in her first field visit.
- ☺ ActionAid Kenya and the BAMA community for assisting our DevEd colleagues in making the video for the Education Centre in Athens.

## Zimbabwe appeal

In May we launched an emergency appeal about the cholera outbreak in Zimbabwe. The appeal has been extremely successful as it has raised 220.000 euros already. And the inflow of funds has not ended yet!

It is the most income any appeal has ever raised in Greece!

The success of the appeal is due mainly to its subject and the proximity of Africa in the Greek supporters' perception. Is also due to the fact that we sent the appeal not only to all active but also to lapsed supporters of the past 3 years (following the outcomes of the marketing research).

We also inserted a major article about the situation in Zimbabwe in our supporters' magazine.

For more, contact [natalie.valaki@actionaid.org](mailto:natalie.valaki@actionaid.org)



## Extending corporate cooperations with Hotels

We continue the cooperation with Classical Hotels, a major Greek Hotel Chain, by charging one more Euro per stay to those hotel customers who agree on the charge.

The slogan of the collaboration "One More" is based on the concept that one more euro can contribute to the development of one more school, one more health center, one more gallon of clean safe water, and the right to a better future for ONE MORE child, its family and community in the developing countries.

This framework of cooperation is already adopted by other hotels in Greece, like the summer Resort in the Peloponnese "Kyllini Beach", which is contributing its "One More Euro" to the Emergencies Priority Project.

On corporate partnerships, contact [maqda.kazoli@actionaid.org](mailto:maqda.kazoli@actionaid.org)

## Young ActionAiders...



On 24<sup>th</sup> May, we went to the island of Alonnisos where Anastasia, a 9 year old extraordinary girl, had organized an event to mobilize the people of the island.

The spirit, maturity and understanding of our work by this future citizen of the world was great inspiration and source of strength for us.

The event finished with the Mare encouraging all citizens to become child sponsors.

On top of the presentation, we organized a photo exhibition with photos of children and their stories of about the age of the pupil.

## EuroElections campaign results



EuroElections might be over, yet we now count our campaign outcomes to enhance the pressure.

Around 1,500 people watched our EuroElections video and 200 postcards were sent to the political parties. The Green Party subsequently decided to adopt some of our proposals contained in ActionAid’s manifesto in their own work programme for the next mandate.

As a follow-up we have now sent letters to all newly elected Members of the European Parliament (MEP), along with the Manifesto, asking them to choose one of our proposed committees: development, trade or human rights and furthermore the committees of budget, agriculture, environment, fisheries and economic & monetary affairs. This will give us the opportunity to influence the decisions taken for the South within these committees.

Download the presentation on the campaign in [Hive Shared Library](#).



## Super & Wonder at Comicdom Festival

The annual comic festival Comicdom Con Athens invited ActionAid in this year’s celebration to promote the HungerFree campaign. The Activista network produced a big banner with faceless Superman and Wonderwoman and invited the people to take photos putting their faces in the super heroes. The event was a blast! Hundreds of people signed the HungerFree petition and lots of artists made drawings especially for ActionAid.

For policy work, contact [konstantina.papadimitriou@actionaid.org](mailto:konstantina.papadimitriou@actionaid.org)

For mobilization, contact [matta.samiou@actionaid.org](mailto:matta.samiou@actionaid.org)

## AidWatch



We produced and translated the Greek page of Aidwatch report, an important tool for our advocacy work on aid.

According to the report, although Greece increased aid by 135 million dollars in 2008, the government decided to readjust the target from 0,51% to 0,35% of GNI till 2010.

The important outcomes of the report will be used in our argumentation basis for lobbying. It has already been sent to HellenicAid and the MEP.

The Aidwatch project is a joint work of ActionAid, GCAP and the Greek platform of Concord in Greece.

## New HungerFREE material

Our new brochure comes to solve a problem we’ve had with information material in festivals. People don’t usually take the brochures because they have no place to keep them (usually they don’t carry bags). We’ve produced therefore a flyer which can be folded and wrapped around the wrist. In one side you can read some basic info on HungerFREE and on the back we have photos of people from the South thanking in their language the people who take the action.

This year we are hitting the music festivals together with Elvis. Taking his words “a little less conversation, a little more action” into account, Activista ask people to take a photo as The King, sign our plate-petition and throw it inside the loudspeaker to maximize ActionAid’s voice.



## ActionAid Hellas was invited to:

-award the schools that won the journalist competition organized by one of the most highly circulated daily newspapers. The specific schools ranked first in the category "Children and Poverty".

-to participate in the final panel of the Imagine Cup Software Design global competition organised by Microsoft. Students challenged their creativity by using technology to solve what they consider to be the toughest global problems. This year's theme was **Millennium Development Goals**.

-to speak about **Development Education** and present methods and tools in the National Conference on "Interculturalism in Education" organised by the Ministry of Interior.

## Governance

Our Board met on April 27<sup>th</sup> to discuss again the Regulation Agreements and the representation of ActionAid Hellas at the AAI Assembly in June.

Our General Assembly met on April 27<sup>th</sup> to agree on the nominations for the new AAI Board ActionAid Hellas would submit. 2008 annual report and financial accounts were also approved.

The Board met again on the 17<sup>th</sup> of June to discuss the election process and the agenda of the AAI General Assembly.

*For governance issues, contact [elli.thoua@actionaid.org](mailto:elli.thoua@actionaid.org)*

**External Audit** has been completed and is now available on Alps Tracker. The most basic elements from the auditor's report are also uploaded on our webpage.

## Clippings

- 5 Press Releases & 6 web stories
- 120 mentions in online and print press
- 7 radio and 4 TV interviews on GAW, the euroelections and Child Sponsorship.



## Supporters Magazine

The new issue of Axion Logou focuses on the appeal for the cholera outbreak in Zimbabwe, brings to all our Supporters the Annual Report of ActionAid Hellas for 2008 and all the latest news from our Activista team.

*For communications, contact [vasiliki.markolefa@actionaid.org](mailto:vasiliki.markolefa@actionaid.org)*

## Activista's social media network

Facebook:

<http://www.facebook.com/people/@/1049413808>

Follow us: [www.twitter.com/activista](http://www.twitter.com/activista)

Our photos:

<http://www.flickr.com/photos/activista-hellas/>

## Feedback

We are looking forward to your feedback on STARATA. Your comments are welcome at:

[glykeria.arapi@actionaid.org](mailto:glykeria.arapi@actionaid.org)