

WORLD IN NEED DAY 10 JUNE 2007

WORLD IN NEED DAY what it is all about?

On World in Need day we have decided to do something to change the lives of thousands of children who live in unimaginable conditions. They are hungry, lonely, frightened and sad.



- Some of them have just lost their Mummy or Daddy, or both, because of Aids and there is no one to comfort them or help them.
- Some of them have never had clean water and have lived with pain and illness all of their short lives.
- Some of them live on the streets, prey to hunger, fear and constant danger

They need us, and for a very little effort we can comfort them, feed them, send them to school and organise clean water in their villages.

At World in Need we are working all the time with local pastors, teachers and leaders in over twenty countries to change the lives of these children, but we must do more, much more.

Please, get involved with us now and in the weeks leading up to 10th June, to make a real effort to change the lives of hundreds of children.

This is how you can help and become a World in Need BREADWINNER for hungry children.



- ❑ Organise one or more simple **BREADWINNER** events between now and June 10th to raise money for World in Need Day.
- ❑ Host a **BREADWINNER** lunch on World in Need Day, or the week leading up to 10th June.

Do something that is easy and that you will enjoy with your friends.

A BREADWINNER event could be something as simple as a coffee morning where you invite round some friends, use the **BREADWINNER** pack from World in Need to tell them about the children, and ask for a small contribution, or sell some fair trade products that we will supply. Have a look at page 14; there are loads of ideas there for you to choose from. If you can, do something each month to 10th June and build up some momentum for the **BREADWINNER** lunch.

A BREADWINNER lunch is very simple. Ask some friends round for lunch or supper or a barbecue if the weather is good, and ask them to give the amount of money they would have spent on going out for a meal at their favourite restaurant. We have put together some soup recipes from around the world so that you can give it an air of authenticity.

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BREADWINNER BOARD GAME

We have designed a special **BREADWINNER** board game as one of the many resources provided to help you with your events. You will find it on pages 39 and 40 of the **BREADWINNER** Guide. It can be used in many situations and is especially suitable for introducing the issues of child poverty and hunger to children in this country.

Who is a BREADWINNER?

A **BREADWINNER** is anyone, from children to grannies and grandpas who will do something to raise some money for World in Need Day, 10th June 2007. Many children who live in the countries where World in Need works, don't have a father or a mother who can be their breadwinners. So we are asking you to be a **BREADWINNER** for them, and help in this exciting challenge.



We have set out a list of possible activities you could do with friends and family. It can be something very simple, or you may get together with an organisation like a playgroup or a church home group and organise a play or a special outing.

Whatever it is, whether big or small the most important thing is to sign up online, or send back the form and say you are willing to help and do something for these children.

If you can do one event that would be marvellous, or if you can do several before June 10th, that also would be amazing.

If possible we would encourage you to do a **BREADWINNER** lunch on 10th June or during the week before 10th June. We want to have hundreds or even thousands of these happening that week.

Here are some activities you can arrange to reach out to your locality and involve more people.

1. Hold a coffee morning amongst your friends and neighbours
2. Hold an auction and get friends to give services (ironing, gardening etc.) or fun activities or gifts.
3. Sponsored events like running, walking, dieting (A-Z of Fundraising, Appendix 2)
4. Sell Fair-Trade in your church, club or from your home. Contact World In Need for info.
5. Bring and Buy / car boot sales

Steps to becoming a World in Need Day BREADWINNER

1. Contact us online or on the **BREADWINNER** form and tell us you are signing up to be a **BREADWINNER**
2. Decide what you are going to do and who is going to help you
3. SET A DATE for your first activity
4. SET A DATE FOR A **BREADWINNER** LUNCH

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BREADWINNER lunches

We want to encourage everyone to do one of these on 10th June or during the week up to 10th June. This is how they work; they are very simple

1. Decide which date you are going to do it during the week to 10th June
2. Decide if you are going to host it yourself or with some other family or friends
3. Decide where you are going to do it and what you are going to give people to eat and drink
4. We have provided some authentic soup menus from different countries and cultures that you can use.
5. You can make it as simple or as sophisticated as you wish. The aim is to get as many people to come as possible, and it can be lots of fun and a great lunch or supper party, or a barbecue. God loves cheerful givers, so it can be fun! Make it a party and encourage people to give generously so that children who have never had a party before can have one.
6. Ask people to give at least £5 each, or the cost of going out to their favourite restaurant.
7. Raise as much as you can and send it to World in Need. Together we will make an impact on 10th June 2007!

Getting others involved

The success of World in Need Day will be to get as many people and organisation involved as possible. Maybe you are a member of a group like the ones listed here. Please ask them to do something for World in Need Day. It will be fun and they will enjoy it. Keep us informed about ideas you come up with.

1. School assemblies are always open to helping children understand their world, try to get to make a presentation using the dramas that are available.
2. WI also looks for speakers and a local contact could be approached to share the task of reducing poverty.
3. Churches are often involved themselves and this campaign would be well understood by many of them. Ask a local church for an interview and explain the campaign. See if they will give you some time to share your project with the congregation.
4. Students' CU's are also good outlets and should be contacted so that the younger people can be involved even before they start their careers.
5. Media opportunities abound a local newspapers, radio and TV may well welcome a current and local initiative that addresses these issues. Call and see if they would be interested in at least the press release if not a longer exposure.
6. Rotary and Lions clubs are very active in raising funds and the project for that current month may well be something they could get involved with.
7. Scouts and Girl Guides are good campaigners and could assist in a number of ways.
8. Collecting boxes in garden centres etc. Contact our office for details of these.
9. Travel agents. Our leaflet is ideal for distribution through those who buy tickets. Our office can supply
10. Restaurants especially ethnic ones can be involved in helping others overseas.
11. Ethnic communities often want to help but are not sure how too. You can guide them in many areas like the projects and also the exposure that they have a responsibility.
12. Large Corporations where you or others might have worked or still do, often have a charitable arm and they can also be approached.