

'Live Below The Line' for RESULTS:

The dos and don'ts of living on £1 a day

What is Live Below The Line?

Live Below The Line is an innovative and powerful awareness and fundraising campaign that challenges people in developed countries to feed themselves on £1 per day – the equivalent of the extreme poverty line. This not only raises awareness of the challenges faced by those trapped in the cycle of extreme poverty, but also raises money for poverty-fighting charities as participants get their friends and family to sponsor them to take the challenge.

This year the challenge will take place on April 29th – 3rd May. There are participants in Australia, New Zealand, America and the United Kingdom, where thousands of people will live on £1 a day. Participants will use their experience of Living Below the Line to bring extreme poverty to the centre of conversation in homes and workplaces.

RESULTS and Live Below The Line

At RESULTS we know that the world already possesses the money and technical knowhow to eliminate extreme poverty; what we lack is the political will to do so. Live Below the Line will bring the work of RESULTS to new audiences and generate support for our actions. As a grassroots advocacy organisation, our success is dependent on the mobilisation of advocates who will speak out intelligently and passionately, to convince others that ending extreme poverty is possible and something we should do, starting now.

Despite a global commitment to making enormous impact on ending extreme poverty by 2015, many challenges and obstacles remain to achieving the Millennium Development Goals. At RESULTS we advocate for effective interventions in healthcare, education and access to financial services that are proven to create sustainable pathways out of poverty.

What does extreme poverty mean?

According to the World Bank, poverty corresponds to a “pronounced deprivation in well-being”. Extreme poverty is not only the lack of food to meet minimum

daily nutritional needs, it also includes many other obstacles such as lack of access to sanitation, education and healthcare. People living in extreme poverty have to face incredibly difficult decisions on a daily basis such as whether to feed their children or take a family member to hospital.

Why £1?

The international measure for extreme poverty is set by the World Bank, and since 2005 it has been judged to be £1 per day. This means that anyone living on less than this is considered to live in extreme poverty. The World Bank work this figure out using a mechanism called ‘Parity of Purchasing Power’ (PPP). The PPP is similar to an exchange rate that would equalise the price of goods in different countries. The extreme poverty line is thus not £1 per day spent in Kenya or Zambia, but living on the equivalent goods that you purchase in THIS country – the UK – for one pound.

This is the reality for 1.4 billion people, one in every six people in the world, who are living in extreme poverty. In practical terms, £1 a day is enough to buy two basic meals with around 5p left over for everything else.

The Rules

- From the 29th April to the 3rd of May (or, another five days that you choose up until the 1st of July) you can spend no more than £1 a day on food and drink. This means you have a total of £5 with which to buy all ingredients for your meals.
- You can use items already in your house but you have to account for the cost per portion: if you have a 500g bag of pasta that cost £5 and you use 100g, you need to deduct £1 from your weekly total.
- This principle applies to ‘store cupboard’ items such as salt, pepper, herbs and spices, simply work out the cost of each item per gram.
- You can share the cost of ingredients amongst a team, as long as the total team budget is no more than £1 a

day per person. Working as a team will allow you to pool together funds and do more with your cooking.

- You can use food sourced from your garden as long as you can account for the cost of production.
- You cannot accept 'donated' food from family or friends, but monetary donations towards your fundraising goals are acceptable, and encouraged!
- You are allowed (and encouraged!) to drink tap water – it's free!

How to do the challenge

- **Plan ahead!** It is a challenge, but how much of a challenge depends on how well you plan.
- **Compare prices.** This doesn't mean you have to drag yourself to your local supermarket. The mysupermarket.com website is a great way to compare food prices of ASDA, Sainsbury's, TESCO, Waitrose and Ocado.
- Buy from the **value food** selections. They're usually the cheapest and best value for money.
- Don't be put off by **reduced food**. Some foods keep for quite a while (E.g. potatoes) and others can be frozen until needed.
- **Keep motivated.** Never forget that you are helping to change people's lives.

Fundraising:

1. **Direct people to your Live Below The Line page.**
2. **Set up a Facebook group** to explain more about the challenge and invite your friends to sponsor you
3. **Run an event.** There are loads of innovative events you can hold to develop sponsorship and support. Try a £1 cake sale or sponsored dinner party with a £1 per head food spend.
4. **For further tips take a look at the 'Fundraising tips' document in the action materials.**

Raising Awareness within your networks

Sit down and sketch out all the people you know in your various networks: work, school church, clubs, friends and family. Then start contacting those who you think will be most interested. That way you will have a clear picture of who you want to contact.

Working with the media

1. Live Below The Line is about raising awareness as much as it is about raising funds. The media is a powerful tool for raising awareness about the campaign and global poverty issues, and you would be surprised how many local papers love to run Live Below the Line stories! The best place to start is to pick up the phone and ring your local newspapers and radio stations. We have included a press release with the action materials. Feel free to use/edit to include your own words and ideas.

2. Invite your friends to take part in the challenge

1. One of the great things about Live Below the Line is it gets people talking. As those of you have lived below the line before will know, talking about the challenge with your friends and colleagues is a great way to stimulate discussion about extreme poverty. This year we are asking you to capitalise on these discussions, and challenge your friends to take part in the challenge as well. We have set you a target of signing up 3 friends to take part, but you don't need to stop there! It would be hugely effective to invite your work colleagues, class or church group to take part and set up a leader board in your office to see who can raise the most money.

2. Invite your MP

3. A great way to ensure Live Below The Line helps tackle poverty is to invite your MP to take part in the challenge. This will help raise the profile of the campaign and hopefully help you to build a relationship with a key decision-maker who can work with you on all your advocacy for RESULTS.

Come Dine Below the Poverty Line

Perhaps you fancy a different kind of challenge this year? Why not hold a "**Come Dine Below The Line**" event! Invite people over and cook a meal for your guests on a budget of 33p per person - "Below the Line" – and solicit donations and other offers of support. If you charge £10 and invite 10 people, you will raise £100 for RESULTS vital work to end poverty - simple really! Remember to plan in advance your meal in advance be inventive! For recipe ideas and inspiration have a look at our Live Below the Line recipe book in the Action Materials.