

## current call-to-action

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 [resultsCanada.ca/campaign/campaign-2/](https://resultsCanada.ca/campaign/campaign-2/)

### take action now!

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Since the 1980s, Results has played a unique role in helping to direct billions of dollars of government funding toward child survival, microfinance, education and health. It has done it with an army of volunteers and almost no fanfare.

– David Bornstein, Lobbying For The Greater Good, The New York Times, May 29, 2013

After 18 months of living with COVID-19, we understand now more than ever how connected we are to people everywhere on our planet. While we debate the merits of vaccine boosters, too many people living in extreme poverty are not even close to receiving even one vaccine shot. Now for the first time in a generation, the quest to end poverty has suffered a setback. About 120 million additional people are living in poverty as a result of the pandemic, with the total expected to rise to about 150 million by the end of 2021. This represents by far the biggest blow ever since extreme poverty rates began to decline in the 1990s.

The issues involved in extreme poverty are being exacerbated by COVID-19 and impact all aspects of life, including income, healthcare, quality education, nutrition, and fights against other disease epidemics. Unfortunately, those who were already living in poverty are being disproportionately affected.

This month, we are standing in solidarity with those living in poverty by recognizing October 17: International Day for the Eradication of Poverty. Our #EndPoverty Challenge is asking you to take action by supporting Results Canada's work to address the issues involved in extreme poverty that are being exacerbated by COVID-19 – from lack of health services and education to the basic survival necessities of food and water.

Create your own personal fundraising page with our easy-to-use, pre-made template and select either the Food Challenge or the Water Challenge. Use our #EndPoverty Challenge resources to get access to everything that you need. Invite your family and friends to support you with donations as you take on your challenge – and ask them to join you! Use social media to chronicle everything about your journey and help to motivate others. You can also write a Letter to the Editor (LTE) and explain why October 17 is an important day and how you are taking action to #EndPoverty in recognition of those who have been hardest hit by the pandemic.

### what the funds are for

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Our goal for this #EndPoverty Challenge is to fundraise in support of a collective target of CAD\$15,000. In recent years, Results' advocacy efforts have been focused on advancing global health equity and education for all. Now, given the devastating impact of COVID-19 on the livelihoods of those living in poverty, we want to scale up our advocacy in support of economic opportunity. Funds raised will help finance the research, staff capacity, and volunteer tools needed to advance our ongoing work in support of economic opportunity for all.

In order to fundraise for Results Canada, choose from one of these two #EndPoverty challenges **by October 17:**

### **Food Challenge: eat the equivalent of CAD\$2.40 per day**

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The international poverty line is established as USD\$1.90 (approx. CAD\$2.40) by The World Bank. In India, children living at USD\$1.90 still have a 60% chance of being malnourished. In Niger, infants living at USD\$1.90 have a mortality rate three times higher the global average. The same story can be told of many other countries.

**The ask:** Pick as many days as you can within the month of October to eat food costing no more than CAD\$2.40/day and fundraise by inviting your network to support you in reaching your #EndPoverty Food Challenge.

**food security and COVID-19**

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An increasing number of countries are facing growing levels of acute food insecurity, reversing years of development gains. Even before COVID-19, reduced incomes, disrupted supply chains, and chronic acute hunger were already major issues due to factors including conflict, socio-economic conditions, natural hazards, climate change, and pests. COVID-19 impacts have led to severe and widespread increases in global food insecurity, affecting vulnerable households in almost every country. The impacts are expected to continue through 2021 into 2022 and possibly beyond as the Delta variant continues its spread.

### **Water Challenge: walk, wheel or run 6 km per day**

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Six kilometers is the average distance round trip predominantly women and children in low-income countries must walk for water – and it is often contaminated with life-threatening diseases. Moms and daughters walk their 6 km barefoot or wearing rubber sandals. More than 3 million children and nearly 14 million women walk more than 30 minutes to collect water. And they often make that trip more than once a day.

**The ask:** Pick as many days as you can to walk, wheel or run 6 km/day within the month of October and fundraise by inviting your network to support you in reaching your #EndPoverty Water Challenge.

**access to water and COVID-19**

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Every day, women and girls spend 200 million hours walking to collect water for their families. That is 8.3 million days. More than 22,800 years. In sub-Saharan Africa, many do not have access to an improved water source and need to walk those distances to collect water. An African woman carries 44 pounds on her head in a 20-liter jerrycan, often resulting in lifelong neck or back that sometimes causes serious health problems. Due to COVID-19, there have been substantial disruptions to health services in many lower-income countries. In Nigeria, health facilities reported that 55% of people are unable to access the health services they needed as they could not afford to pay, while a further 26% are unable to access these health services as a result of lockdowns and movement restrictions.

This October 17 will be marked by an unprecedented rise in people living in extreme poverty due to COVID-19. No one is safe until everyone is safe. Mark this important moment to stand in solidarity and take action to ensure that people living in poverty have the basic necessities of food and water that they need to thrive.



**Michael Gretton**

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**Results Canada Group volunteer Leader, Calgary**

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Michael has been a volunteer for 16 years and participated in the 2015 'Live Below the Line' extreme poverty challenge with Results Canada where he ate and drank for five days on no more than USD\$1.75 per day.

*"That [Live Below the Line fundraising challenge] was really awesome. At first, I thought can I do this? And then I got familiar with bananas! I have a lot of fun with it on social media – taking pictures and sharing my story – the curiosity from friends and getting them engaged; friends who may not have known about Results or what this is all about and just connecting with the world's poorest – and how that's their reality. So I hope we can do this again. That really meant a lot to me."*

**Meet more of our [champions](#).**

## resources

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- your [toolkit](#) for the #EndPoverty Challenge
- [EPIC for #EndPoverty Challenge](#)
- [fundraising tips](#)

## key dates

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October 10: [World Mental Health Day](#)

October 11: [International Day of the Girl Child](#)

October 16: [World Food Day](#)

October 17: [International Day for the Eradication of Poverty](#)

October 24: [World Polio Day](#)

October 30-31: [G20](#)

## key words

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COVID-19

International Day for the Eradication of Poverty

End poverty

Food

Water

## hashtags

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#Canada4Results

#EndPoverty

## tags

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[@ResultsCda](#)

[@UN](#)

# fundraise

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 [resultscanada.ca/action-button/fundraise-campaign-2/](https://resultscanada.ca/action-button/fundraise-campaign-2/)

## Call-to-action summary:

This month we are standing in solidarity with those living in poverty by recognizing October 17: International Day for the Eradication of Poverty. Our #EndPoverty Challenge is asking you to take action by supporting Results Canada's work to address the issues involved in extreme poverty that are being exacerbated by COVID-19 – from lack of health services and education to the basic survival necessities of food and water.

### [read full call-to-action](#)

You can support Results Canada by starting your own food or water fundraiser and rising to the #EndPoverty Challenge. Choose either the Food Challenge or the Water Challenge and create your own personal [fundraising page](#) with our easy-to-use, pre-made template. Use our Challenge [resources](#) to get access to everything that you need. Then invite your family and friends to support you with donations as you take on your challenge – and ask them to join you!

## Food Challenge: eat the equivalent of CAD\$2.40 per day

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The international poverty line was established as USD\$1.90 (approx. CAD\$2.40) by The World Bank. In India, children living at USD\$1.90 still have a 60% chance of being malnourished. In Niger, infants living at USD\$1.90 have a mortality rate three times higher the global average. The same story can be told of many other countries.

**The ask:** Pick as many days as you can within the month of October to eat food costing no more than CAD\$2.40/day and fundraise by inviting your network to support you in reaching your #EndPoverty Food Challenge.

### **Water Challenge: walk, wheel or run 6 km per day**

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Six kilometers is the average distance round trip predominantly women and children in low-income countries must walk for water – and it is often contaminated with life-threatening diseases. Moms and daughters walk their 6 km barefoot or wearing rubber sandals. More than 3 million children and nearly 14 million women walk more than 30 minutes to collect water. And they often make that trip more than once a day.

**The ask:** Pick as many days as you can to walk, wheel or run 6 km/day within the month of October and fundraise by inviting your network to support you in reaching your #EndPoverty Water Challenge.

**Are you up for the challenge?**

Here are some ideas you can use to accomplish the challenge you choose and raise fundraising dollars to support Results Canada's work of ending extreme poverty. Ask your family and friends to consider aligning their donations with the level of challenge you complete.

- Attempt your challenge for more than 1 day - especially consecutive days
- Get together with other Results volunteers in your city to complete your challenge
- Start small with a goal that feels achievable
- If your birthday (or another special occasion) is in October, use that as a hook to ask for donations!

Get started by creating your own [fundraising page](#) today. The deadline to create your page is October 17.

### create my fundraising page

1. Read the call-to-action overview to make sure you are familiar with the content.
  2. Determine your personal fundraising goal (our collective goal is to raise CAD\$15,000).
  3. Decide which challenge you will undertake (you can do both) and define how you would like to complete it. As an example, you could decide to walk 6km/day for 6 days or to eat the equivalent of CAD\$2.40/day for 10 days! This is entirely up to you as long as you complete your challenge within the month of October.
  4. Set up your fundraising page (refer to the step-by-step instructions that follow).
  5. Use the images and resources in your peer-to-peer fundraising [toolkit](#) and get started on asking for donations!
  6. The top 3 Results Canada volunteer fundraisers will get a surprise prize pack.
  7. Got questions? Email [action@resultscanada.ca](mailto:action@resultscanada.ca).
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1. Go to our main [#EndPoverty\\_Challenge](#) fundraise page.
  2. Click on 'create my own fundraising page!'
  3. Enter your name (that you want to appear on your page) and email.
  4. Go to your email (potentially your junk mail folder) and look for **2 emails** that were just sent (there should not be any delay):
    - Email #1 is to help you personalise your fundraising page
    - Email #2 is an email you can forward to your peers (once you have personalised your page) and it also contains your public fundraising page link that you should share with peers
  5. Follow the steps explained in the email
    - Modify your fundraising goal by clicking on the pencil
    - Add your own photo if you want
    - Write why you are taking part in this
    - Describe what you will do (food or water challenge)
  6. Start sharing your page – make sure you are sharing the public link and not the one that you need to edit your page

7. Refer to this fundraising [page](#) for an example (your page does not need to be bilingual – you know your audience best)
8. Got a question? Go in our Fundraising channel on [Slack](#) or contact us at [action@resultscanada.ca](mailto:action@resultscanada.ca)

## read our top tips

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1. It is best to set a small but realistic goal for yourself. No amount is too small – remember that this is a collective peer-to-peer fundraising campaign that many are collaborating on.
2. Consult our [toolkit](#) for ideas on addressing common fundraising fears.
3. Make the suggested donation symbolic or reflective of our mission – for example, CAD\$20.30 to symbolize our goal to end poverty by 2030.
4. Make it about you! People donate to you because you're passionate – they want to hear why you care about Results.
5. 80:20 rule – spend 80% of your time informing potential donors about the kind of volunteer work you do and 20% asking for donations.
6. Be confident and persevere! Practice helps and review our communicating a message powerfully [handout](#) and create your own EPIC.

## secret tip

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The beauty of being part of the Results Canada volunteer network is that you are never alone: reach out to Results volunteers – especially those nearby as you can walk together, cook, etc. You can reach out to volunteers in our internal [Slack](#) as well.

[see an example of an online fundraiser profile](#)

We recognize that COVID-19 may have adversely affected your everyday life or those of your friends and loved ones – whether that's with work, your child's school, or even a personal encounter with the disease itself. Whatever you can do to support the work that Results Canada does to #EndPoverty will bring us closer to our goals. Support our fundraising challenge now by [donating](#) to Results Canada.

**Reference the current call-to-action page about our [#EndPoverty Challenge](#) to find key dates, key words, hashtags, and tags along with resources and references.**

Results volunteers have a history and a culture of fundraising. The important part: putting yourself out there in an experiential activity (like Living Below the Line) is an excellent way for you to raise the profile of the work Results does. Even better if you share your day-to-day experiences on social media or in a blog. Walking the talk, and telling others about it, is one of the most fulfilling things I've ever done for Results.

- Randy Rudolph, Results Canada volunteer

# write a letter to the editor (LTE)

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 [resultsCanada.ca/action-button/write-a-letter-to-editor-campaign-2/](https://resultsCanada.ca/action-button/write-a-letter-to-editor-campaign-2/)

## take action now!

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### Call-to-action summary:

This month we are standing in solidarity with those living in poverty by recognizing October 17: International Day for the Eradication of Poverty. Our #EndPoverty Challenge is asking you to take action by supporting Results Canada's work to address the issues involved in extreme poverty that are being exacerbated by COVID-19 – from lack of health services and education to the basic survival necessities of food and water.

[read full call-to-action](#)

### **letter to the editor \ (LTE)**

*: a letter written to a newspaper, magazine or other periodical about issues of concern to readers, usually intended to be published in the paper/periodical*

Write a letter to the editor (LTE) and mention that October 17 is the International Day for the Eradication of Poverty. Explain how despite living in Canada with high levels of economic development, technological means, financial resources, and immunization, there are millions of people around the world living in extreme poverty. Talk about how poverty is not solely an economic issue, but rather a multidimensional phenomenon that encompasses both a lack of income and the basic necessities of food and water.

Point out that, according to the World Bank, global extreme poverty rose in 2020 for the first time in over 20 years as the disruption of the COVID-19 pandemic compounded the forces of conflict and climate change. Share the World Bank's estimate that 120 million additional people are living in poverty as a result of the pandemic with the total expected to rise to about 150 million by the end of 2021.

Describe your support of Results Canada's work to address the issues involved in extreme poverty that are being exacerbated by COVID-19 and talk about the fundraising #EndPoverty Food or Water Challenge you are undertaking – or your donation – to mark October 17 to #EndPoverty and stand in solidarity with those most adversely affected.

Use our instructions, tips, and resources below to write your LTE and get it published in the media.

1. Familiarize yourself with our current campaign.
  2. Connect our campaign and your opinion with a newsworthy topic or hook that inspires you.
- Try these ideas:

- refer here to our [key dates, hashtags, tags and keywords](#)
- do internet research, read the latest news articles, or use external resources
- refer to past [volunteer LTEs](#) to see published examples.

3. Write your LTE to give your opinion related to our campaign issue. See an example below.
4. Use our searchable list of [editors' emails](#) to email your LTE to.
5. Press send.
6. Send your LTE to your [Member of Parliament \(MP\)](#) to let them know your opinion.
7. If you belong to a Results group, let your Group Leader know that you've submitted an LTE. If you are not part of a group, consider [joining one!](#) Until then, fill out this "actions taken" [online form](#).
8. If your LTE gets published, share it on social media by tagging [@ResultsCda](#) and your [MP](#). And make sure to let your Group Leader know!

## read our top tips

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1. Make it relevant and timely - ideally within 2 days of a current event.
2. Finish and submit your letter - it doesn't have to be perfect, and you don't have to be an expert to have an opinion. You simply need to care.
3. Come up with a dynamite title that will catch the Editor's attention.
4. Be creative and speak from the heart about the campaign issue.

## secret tips

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- Keep it short - around 3 paragraphs or 150-200 words. You want your LTE to be concise and succinct to increase your chances of grabbing the reader's attention, getting published, and getting your message out.
- Don't give up. If your letter hasn't been published, email the editors and ask them for feedback.
- Track your letter by doing an internet search of your name and following up with the publication to find out if/when it is getting published.

## see an example of an LTE

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### COVID-19: A salutary tale?

Dear Editor,

The pandemic is not yet over but we are beginning to see some light through the cracks in our world. I am proud to say that Canada has taken a leadership role and contributed ever-increasing amounts to end COVID everywhere. More Canadians should be made aware that the experts estimate a return of \$5.60 for every \$1 of aid we invest. Indeed, it means the pandemic world-wide will end sooner which is good for our economy.

My greater hope is that we learn from our pandemic experience that contributing to better public health abroad is also the right thing to do. The best example is the TB epidemic which continues to ravage many countries and regions, including Canada's North. TB is both preventable and curable yet has been the leading cause of death from a single infectious agent. In 2019, it resulted in the deaths of 1.4 million people. COVID deaths will be higher in 2020 as we are already over 1.6 million deaths. But the COVID vaccines were not available until this month.

We have seen how quickly governments and communities react when disease hits richer nations such as our own. Many people have been working for a very long time to combat TB in the Global South. Let's make sure that the community health workers or "front-line heroes" in those nations have the resources they need post-COVID to wipe out epidemics like TB.

Sherry Moran, Publication date: Dec 15, 2020, [Oshawa Express](#)

**See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [call-to-action](#) page.**

I've fundraised for Results because every dollar goes to an organization that has unlocked millions of dollars to improve girls' education, strengthen global health systems and address the root causes of poverty around the world while supporting Canadians with skills building opportunities to become powerful and engaged citizen advocates right here at home. Can you think of better value for your hard-earned dollar?

- Roshelle Filart, Results Canada volunteer

# use your voice on social media

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 [resultscanada.ca/action-button/use-social-media-campaign-2/](https://resultscanada.ca/action-button/use-social-media-campaign-2/)

## take action now!

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### Call-to-action summary:

This month we are standing in solidarity with those living in poverty by recognizing October 17: International Day for the Eradication of Poverty. Our #EndPoverty Challenge is asking you to take action by supporting Results Canada's work to address the issues involved in extreme poverty that are being exacerbated by COVID-19 – from lack of health services and education to the basic survival necessities of food and water.

### read full call-to-action

Use your voice on social media to demonstrate how you are standing in solidarity with those living in poverty by recognizing October 17: International Day for the Eradication of Poverty. Show how you are taking action to support Results Canada's work to address the issues involved in extreme poverty that are being exacerbated by COVID-19.

Explain that the total number of people living in poverty is expected to rise to about 150 million by the end of 2021, and how they will lack the basic necessities of food and water.

If you are fundraising with the #EndPoverty Food or Water Challenge, chronicle your journey and describe your challenge, the number of days you are participating, and ask them to follow, like, share – and support you by donating on your own personal fundraising page! Use our Challenge resources to get access to everything that you need.

If you are donating, ask your friends and followers on social media to join you by donating in support of Results Canada's work. You can share that the funds raised from the Challenge will help finance the advocacy work needed to advance economic opportunity for all, so that everyone everywhere can have the basic necessities that they need to thrive.

You can also instantly let your friends and followers know how you are taking action by sending these ready-made social media posts below.

### **Tweet instantly** (click below)

#### **Fundraising:**

I'm taking action for @ResultsCda's #EndPoverty Challenge. Join me as I stand in solidarity with those living in poverty, especially due to #COVID19, by donating to my fundraising page! #Canada4Results #IDEP2021 @UN

***Wait! Remember to add a link to your fundraising page at the end of the tweet!***

## **Donating:**

I donated to the @ResultsCda #EndPoverty Challenge. Join me and donate to fund the work needed to address the devastating impact of #COVID19 on the livelihoods of those living in poverty. #Canada4Results #IDEP2021 @UN

## **Facebook posts**

### **Fundraising:**

To mark the International Day for the Eradication of Poverty, I'm taking action for @Results.Canada's #EndPoverty Challenge to stand in solidarity with those who lack the basic necessities that they need to thrive. Due to #COVID-19, the total number of those living in poverty is expected to rise to 150 million by the end of 2021. I ask for your support as I take on my challenge by following my journey, donating on my fundraising page, or even joining me! #Canada4Results #IDEP2021 @unitednations

***Do not forget to add your fundraising page link at the end!***

### **Donating:**

To mark the International Day for the Eradication of Poverty, I'm donating to support @Results.Canada's #EndPoverty Challenge. I stand in solidarity with those who lack the basic necessities that they need to thrive. Given the devastating impact of #COVID19 on the livelihoods of those living in poverty, I ask you to join me by donating, too. You'll be funding important work needed to support economic opportunity for all! #Canada4Results @unitednations #IDEP2021

## **Instagram posts**

### **Fundraising:**

This International Day for the Eradication of Poverty will be forever marked by an unprecedented rise in people living in extreme poverty due to #COVID19. I'm standing in solidarity with those living in poverty and taking action in support of @resultscda's #EndPoverty Challenge. Everyone everywhere deserves the basic necessities that they need to thrive. Support my challenge by donating on my fundraising page! #Canada4Results #IDEP2021 @unitednations

***Add your fundraising page link at the end of the post!***

### **Donating:**

This International Day for the Eradication of Poverty will be forever marked by an unprecedented rise in people living in extreme poverty due to #COVID19. I'm standing in solidarity with those living in poverty and donating in support of @resultscda's #EndPoverty Challenge. Everyone everywhere deserves the basic necessities that they need to thrive. Join me by donating to help finance the advocacy work needed to advance economic opportunity for all! #Canada4Results #IDEP2021 @unitednations

### **LinkedIn posts**

#### **Fundraising:**

According to @The World Bank, the total number of people living in poverty is expected to rise to about 150 million by the end of 2021. Now more than ever, we must address the issues involved in extreme poverty that are being exacerbated by #COVID19. I'm standing in solidarity with those who lack the basic necessities to thrive by taking action with @Results Canada's #EndPoverty Challenge. Follow me as I take on my challenge for the International Day for the Eradication of Poverty and support my journey by donating on my fundraising page! #Canada4Results #IDEP2021 @United Nations

***Add your fundraising page link at the end of the post!***

#### **Donating:**

According to @The World Bank, the total number of people living in poverty is expected to rise to about 150 million by the end of 2021. Now more than ever, we must address the issues involved in extreme poverty that are being exacerbated by #COVID19. I'm standing in solidarity with those who lack the basic necessities to thrive by donating to @Results Canada's #EndPoverty Challenge. Join me and help finance the research, staff, and volunteer tools needed to support economic opportunity for all! #Canada4Results @United Nations #IDEP2021



**due to COVID-19,**

**120 million**  
additional people are living in poverty

**150 million**  
people are expected to be living in poverty by the end of 2021

global extreme poverty rose for the first time in over  
**20 years**

**results**

**This International Day for the Eradication of Poverty, we must address the issues involved in extreme poverty that are being exacerbated by COVID-19.**

**#EndPoverty #IDEP2021**

[View all](#) our photos and social media images.

If you prefer to write your own tweet or post, use our instructions, tips, and resources below.

1. Familiarize yourself with our current [call-to-action](#).
2. Connect our campaign, and support your opinion with a newsworthy topic or hook that inspires you. Try these ideas:

- refer here to our [key dates, hashtags, tags, and keywords](#)
- do internet research, read the latest news articles, or use external resources
- refer to [Twitter](#) and our [Social Media Wall](#) to see posts from volunteers and others

3. Login to your profile on social media. If you need help, consult our [social media tips](#) for Twitter, Facebook, and Instagram

4. If your MP, a Minister or the Prime Minister has social media, you can find their details [here](#).

5. Write your post and personalize it so that it's meaningful to you. Consider these ideas:

- consult [your tools](#) to learn how to use social media powerfully
- include [@ResultsCda](#) in your post so that we can help amplify your voice

6. Hit post and ask your friends to help you spread the word by sharing, commenting and liking.

7. If you belong to a Results group, let your Group Leader know that you took action on social media. If you are not part of a group, consider [joining one](#)! Until then, fill out this "actions taken" [online form](#).

## read our top tips

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1. Be catchy
2. Be bold and respectful
3. Post frequently
4. Always tag [@ResultsCda](#) so that we can help amplify your message. If space allows, include the hashtag [#voices4results](#)

## secret tip

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When posting on social media, be genuine and speak from the heart. People want to connect with other human beings online, so be yourself and it'll help you get your message across!

**See all our [resources](#) to help you use social media, along with key dates, hashtags, tags and keywords found on our [call-to-action page](#).**

Results Canada's independence from any government funding ensures we have the autonomy to confidently advocate on important global issues.

- Michael Snow, Results Canada volunteer