

current call-to-action

 results.canada.ca/campaign/campaign-2/



#KeepThePromise

take action now!

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Poverty knows no borders, and Canada is committed to ending poverty everywhere, in all its forms, in line with the first United Nations' Sustainable Development Goal (SDG) – a goal I will continue to drive progress toward as Co-Chair of the UN SDGs Advocates Group.

- Prime Minister Justin Trudeau

Deep and lasting damage caused by the COVID-19 pandemic, a war in Ukraine that is sending shock waves across the globe, a global hunger crisis, an extraordinary series of blows to the global economy – no, this is not the premise of an apocalyptic movie: it's the state of our world in November 2022.

Around the world, the extent of unaddressed COVID-19 scarring has become clearer since Budget 2022. Just last month, a new [World Bank study](#) revealed a disheartening reality: the pandemic has pushed about [70 million people](#) into extreme poverty in 2020, the largest one-year increase on record. As it stands, our world is unlikely to meet the goal of ending extreme poverty by 2030.

COVID-19 setbacks to ending extreme poverty

- As a result of the worst shock to education in recorded history, learning poverty has increased by a third in low- and middle-income countries with an estimated 70% of 10-year-olds unable to understand a simple written text. This rate was 57% before the pandemic.
- In 2022, it was revealed that the pandemic has fueled the largest continued backslide in vaccinations in three decades. In 2021, six million more children had received no vaccinations at all compared to 2019, putting them at risk of devastating but preventable diseases.

Low-income countries across the world are reeling from the pandemic's harsh blow to domestic resources and the impacts of the war in Ukraine have further exacerbated the situation – with food, fertilizer, and fuel crises causing inflation to spike. Domestic budgets in low-income countries are now further constrained by growing debt burdens, which are restricting governments' abilities to adequately invest in basic services for their citizens.

But there is hope.

Part of the solution is global solidarity: our duty to provide support to those in need and dismantling systems that fuel inequities. Now more than ever, Canada must demonstrate bold leadership to deliver on their commitment to stand in solidarity with people living in extreme poverty around the world. Canada set a commitment in 2019 to increase the International Assistance Envelope (IAE) on an annual basis and this has been repeated in the last Speech from the Throne, ministerial mandate letters, and Budget 2022.

Canada must now urgently change words into immediate action, considering the convergence of factors that are driving up needs, outpacing the capacity of domestic budgets and current Official Development Assistance (ODA) funding levels.

scarcity of Official Development Assistance (ODA) globally

Since the last budget, the supply of ODA, the core component of the IAE, has been overstretched. Most replenishments in the past year have missed the mark. For example, humanitarian response plans are being funded at less than 50%, meaning millions of people are not receiving the lifesaving assistance they need.

The war in Ukraine has also driven up needs and spending by an unprecedented amount. While the needs are undisputedly justified, over CAD\$10 billion has recently been allocated to Eastern Europe, mostly offset by reductions in support toward other crises in Africa and the Middle East. We are also seeing countries including the UK, Sweden, and Norway redirect their ODA budgets to support refugees in-country, which has contributed to global funding gaps for other causes.

In the Minister of International Development Harjit Sajjan's 2021 mandate letter, the Government of Canada reaffirmed its commitment to **“increase Canada’s international development assistance every year towards 2030 to realize the United Nations’ (UN) Sustainable Development Goals”**. Now, the Canadian government must live up to its commitments on additional funding over last year’s baseline of CAD\$8.1 billion.

We know that global solidarity, including ODA, has a powerful impact. For decades, global solidarity has been one of the key ingredients for progress on combatting deadly and preventable diseases, improving education systems, moving the needle on gender equality, and supporting millions to lift themselves out of extreme poverty. Canadians know global solidarity delivers invaluable returns.

Recently, Minister Sajjan made another promise to boost Canada’s IAE to address the global hunger crisis: **“We are making adjustments to reflect this ... People are going hungry because the prices of food have gone up”**. In fact, we are amid the worst global hunger crisis in a generation. 828 million people do not have enough to eat. In three of the worst hit countries - Ethiopia, Kenya, and Somalia - one person is dying *every 48 seconds* from hunger. In the face of the multiple crises that erode global stability, Canada must ensure that the 2023 Federal Budget includes new sustainable investments to address the hunger crisis and the ever-increasing impact of converging crises affecting the world today.

The ask: Canada must increase its International Assistance Envelope (IAE) by CAD\$1.9 billion over the next three years to reach a minimum of CAD\$10 billion in the 2025-26 budget, in line with the government’s commitment to increase IAE every year toward 2030 to realize the United Nations Sustainable Development Goals.

why increase the IAE from the 2022baseline of CAD\$8.1billion to get to CAD\$10 billion by 2025?

- Canadian IAE has seen a notable boost in recent years, driven by the government’s response to COVID-19, going from CAD\$5.5 billion in 2019-2020 and CAD\$7.7 billion in 2020-2021 to CAD\$8.1 billion announced in Budget 2022. These increases ensured none of Canada’s pre-existing international solidarity programs were cut amid the pandemic response and the Ukraine crisis. Next year’s federal budget must increase to address ever increasing and intersecting global crises.
- To determine Canada’s fair share contribution to IAE, we considered, among other things, a respected funding model. Based on the model, there should be regular increases in the IAE to reach CAD\$10 billion by the 2025-26 budget.
- We looked at the donor contribution increases required to assist low- and middle-income countries to cope with the pandemic and the war in Ukraine, as well as boost investment in human, physical, social, and natural capital needed to benefit from a low-carbon future.



Global Polio Eradication Initiative (GPEI)

The story of the world coming together with resolve to eradicate a disease for only the second time in history (after smallpox) is one of remarkable hope.

When the GPEI was launched 30 years ago, polio paralyzed more than 1000 children worldwide every day. Today, we are witnessing an astonishing 99.9% decrease in the global polio burden. This remarkable progress perfectly illustrates that global solidarity including ODA works; that it has tangible, measurable impacts on the lives of individuals and families that are trying to improve their circumstances.

Photo: ©Gavi/2020/Asad Zaidi

Learn more about [GPEI](#).

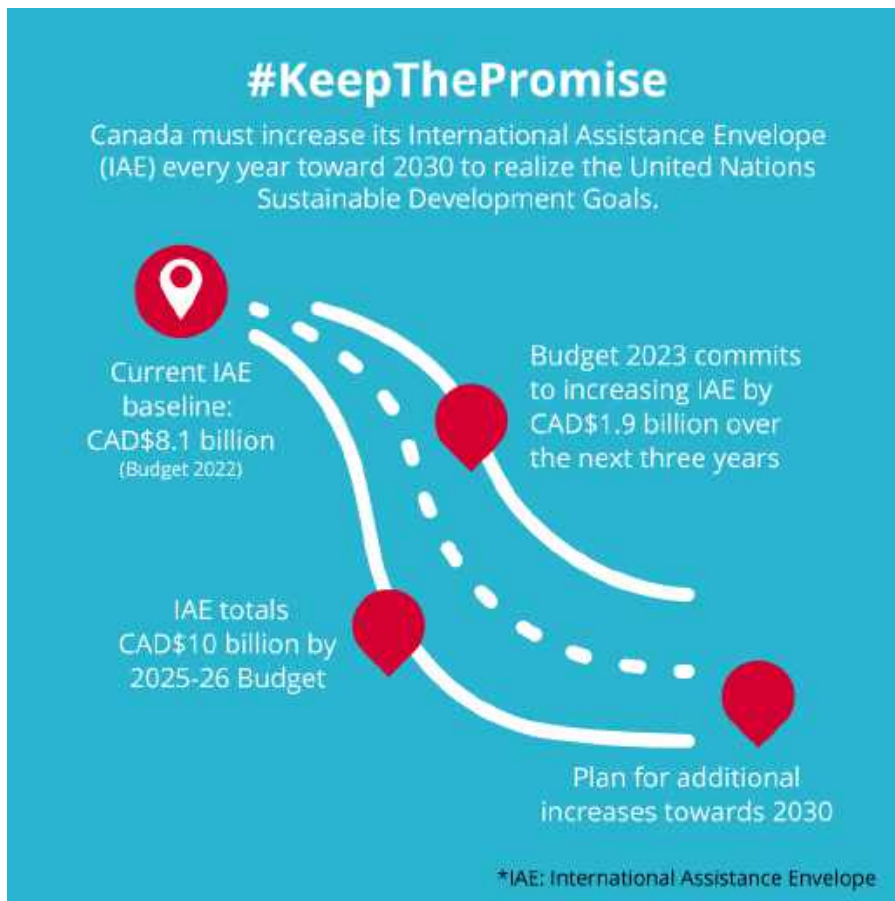
Meet more of our [champions](#).

latest call-to-action updates

- **#EndPoverty Challenge:** Thank you to the advocates who participated in our #EndPoverty Challenge by raising awareness, donating, and/or fundraising for our important work. Each step counts and so does every dollar raised. Stay tuned for a recap of the Challenge from our staff.
- **#EndPolio:** On October 18, global leaders confirmed [USD\\$2.6 billion](#) in funding for the [Global Polio Eradication Initiative's 2022-2026 Strategy](#). [Read a new report](#), co-authored by Results Canada, on why now is the time for a renewed investment in a polio-free world.
- **#FightForWhatCounts:** At the Global Fund's Replenishment Conference on September 21, [Prime Minister Justin Trudeau announced](#) an investment of CAD\$1.21 billion in the Global Fund. After months of advocating, we can be proud of Canada for stepping up in support of this lifesaving mechanism – and proud of ourselves as advocates for the efforts made to influence this historic investment.

resources

- [Poverty and Shared Prosperity Report 2022](#)
- [2022 Goalkeepers Report: The Future of Progress](#)
- [Results Canada's pre-budget consultation submission](#)
- [Our 2022 advocacy plan](#)
- [#TransformingEducation](#) printout of current call-to-action



key dates

- November 6-18: [United Nations Climate Change Conference 2022 \(COP27\)](#)
- November 8, 7:30pm ET: [#KeepThePromise campaign launch](#) – register today!
- November 19: [World Toilet Day](#)
- November 20: [World Children's Day](#)
- November 25: [International Day for the Elimination of Violence against Women](#)

Check out our full [key dates calendar](#)

key words

Global solidarity
Extreme poverty
International Assistance Envelope
Official Development Assistance

hashtags

#Canada4Results
#Cdnpoli
#Budget2023
#ODA

Twitter tags

[@ResultsCda](#)
[@HarjitSajjan](#)
[@JustinTrudeau](#)
[@CanadaDev](#)

attend your MP's budget consultation

 resultscanada.ca/action-button/attend-budget-consultation-campaign-2/



Call-to-action summary:

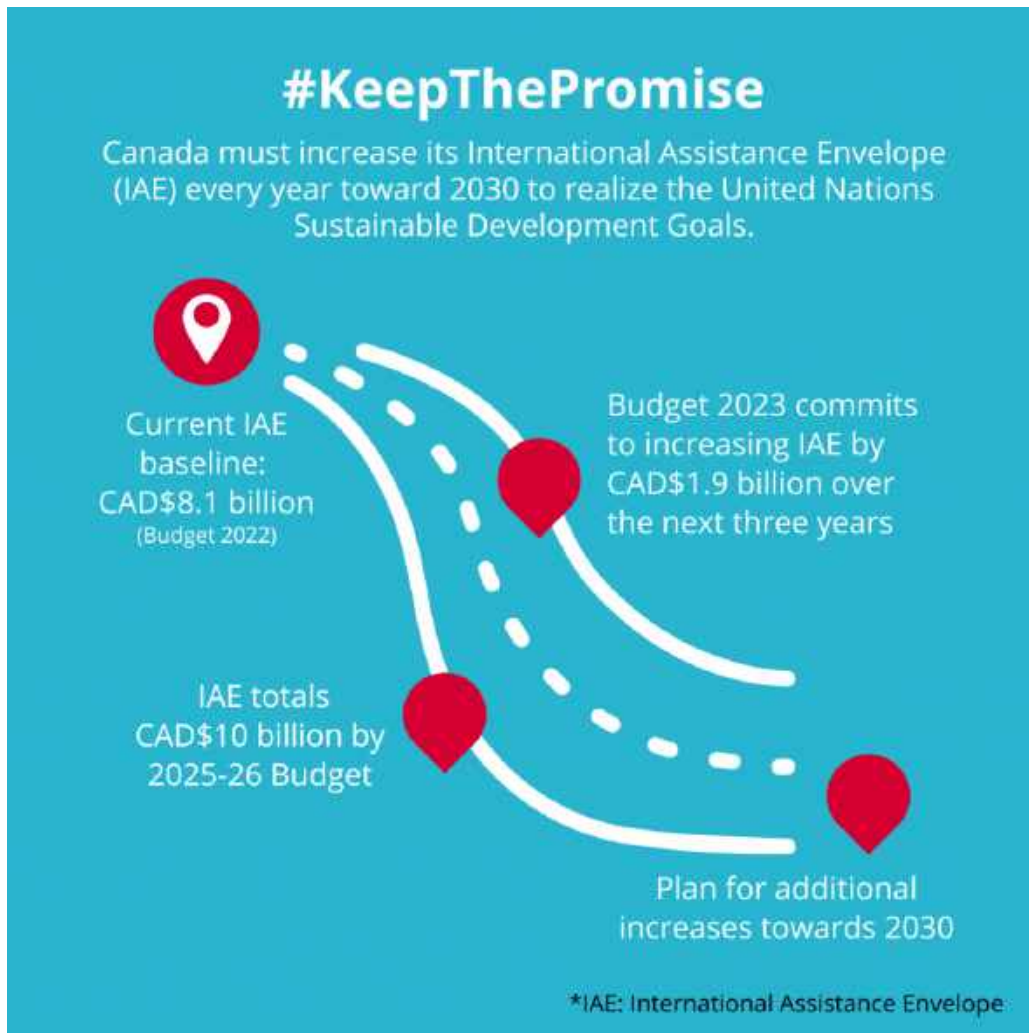
Our call-to-action for November kicks off our multi-month campaign alongside allies to ask the Government of Canada to #KeepThePromise it made to increase its International Assistance Envelope in the 2023 Federal Budget. If there is one thing that the COVID-19 pandemic, the war in Ukraine, and the climate crisis have all brought forward, it is just how interconnected our world is. As many countries face inwards to address domestic needs, we must continue standing in solidarity with people around the world who are bearing the brunt of these crises.

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

MP \ 'em- 'pē \

: an elected member of a parliament

Last month, Results Canada made a [pre-budget consultation](#) submission to the Standing Committee on Finance to call on Canada for an increase to the International Assistance Envelope in Budget 2023, so now we need Canadians like you to meet with your Member of Parliament (MP) to show you care about an increase too.



The ask: Canada must increase its International Assistance Envelope (IAE) by CAD\$1.9 billion over the next three years to reach a minimum of CAD\$10 billion in the 2025-26 budget, in line with the government’s commitment to increase IAE every year toward 2030 to realize the United Nations Sustainable Development Goals.

Use the step-by-step instructions below to find out when they will host the event in your riding.

step 1: research your Member of Parliament (MP)

Find out more about the parliamentarian(s) you’re trying to meet. Which party do they belong to? Do they sit on a committee? Have they expressed interest in international issues before? Are they vocal about a connected topic? Start your research with the [House of Commons](#) and [OpenParliament](#).

step 2: send them an email

Send your MP an email telling them that you care about seeing an increase in the International Assistance Envelope (IAE) at the next budget. Ask them when they will host a pre-budget consultation event and express a desire to attend.

Follow up by phone if you don't get an answer within 1 week. Ask for a response with an acknowledgement that they have received your email.

what to include in your email

- Subject line: Constituent input for the 2023 Federal Budget
- Introduce yourself as a constituent by providing your mailing address or simply your postal code.
- Refer to the call to action to articulate why an increase to IAE is needed now more than ever.
- Make it personal – tell them what motivated you to write to them. For example, was there a particular statistic that alarmed you?
- State your ask clearly: “Canada must increase its International Assistance Envelope (IAE) by CAD\$1.9 billion over the next three years to reach a minimum of CAD\$10 billion in the 2025-26 budget, in line with the government’s commitment to increase IAE every year toward 2030 to realize the United Nations Sustainable Development Goals.”
- Request that this recommendation be included in the MP’s report to the Minister of Finance for consideration.
- Thank them for their consideration.

step 3: save the date and show up to the event

Prepare to speak up making the same ask face-to-face at their pre-budget consultation event. If you need help to prepare, email action@resultscanada.ca.

step 4: post on social media

Give your MP some positive attention to thank them for hosting the event. Don't forget to use #Canada4Results!

expert tip

Keep the topic of your post broad and positive when tagging parliamentarians online.

For example: Thank you @[MPname] for a great discussion about Canada's need to #KeepThePromise by increasing Canadian aid in #Budget2023 #Canada4Results

step 5: report your intel

By reporting what you learned in your meeting, you give us important insight on your conversation which could be used to inform future actions and outreach to MPs with similar interests.

can't attend a budget consultation?

Call your MP's office - apologize for not attending their pre-budget consultation and ask them to include in their report that you care about seeing an increase in the IAE.

Members of Parliament ultimately work for you and you do have power in your relationship with them!

– Lindsay Sheridan, Results Canada staff

write a letter to the editor (LTE)

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



take action now!

Call-to-action summary:

Our call-to-action for November kicks off our multi-month campaign alongside allies to ask the Government of Canada to #KeepThePromise it made to increase its International Assistance Envelope in the 2023 Federal Budget. If there is one thing that the COVID-19 pandemic, the war in Ukraine, and the climate crisis have all brought forward, it is just how interconnected our world is. As many countries face inwards to address domestic needs, we must continue standing in solidarity with people around the world who are bearing the brunt of these crises.

[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 to make the case for why Canada must increase its International Assistance Envelope each year over the next three years to reach a minimum of CAD\$10 billion in the 2025-26 budget.

As a hook, refer to the launch of a new [World Bank report](#) in October, that paints a grim outlook: the pandemic has pushed about 70 million people into extreme poverty in 2020, the largest one-year increase on record.

Highlight how it's the people with the lowest incomes who bore the steepest costs of the pandemic and that, as it stands, our world is unlikely to meet the goal of ending extreme poverty by 2030. Demonstrate the urgency of taking action and call on Canada to make good on their promise to boost the International Assistance Envelope to respond to growing needs.

You can also demonstrate how investments in global solidarity including Official Development Assistance are successful. Include examples of how global solidarity delivers invaluable returns and has tangible, measurable impacts on the lives of individuals and families around the world that are trying to improve their circumstances.

The ask: Canada must increase its International Assistance Envelope (IAE) by CAD\$1.9 billion over the next three years to reach a minimum of CAD\$10 billion in the 2025-26 budget, in line with the government's commitment to increase IAE every year toward 2030 to realize the United Nations Sustainable Development Goals.

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

follow these step-by-step instructions to write an LTE

Volunteers on average spend 1-2 hours researching and planning, 30 minutes writing their draft and 15 minutes submitting it to newspapers.

1. Read our current [call-to-action](#) and note the "ask".
2. Research the current issue reading the news or external reliable sources (e.g., the World Health Organization).
3. Draft your LTE. It doesn't have to be perfect, and you don't have to be an expert to have an opinion.
 - o Create an outline of your letter using the [EPIC format](#).
 - o Keep it short – 150-200 words. Being clear and concise will increase your chances of getting published.
 - o Focus on your perspective and speak from the heart while supporting your opinion with evidence from our [call-to-action](#) and/or your research.
 - o Remember to state the problem early on and include a solution to the issue which is usually the "ask" in the [call-to-action](#).
 - o Write a catchy title that will draw the reader in.
 - o Review your draft to make sure you are using respectful and inclusive language – see our anti-oppression best practices.
4. Decide if you are sending your LTE to one or many newspapers. If you're emailing multiple newspapers, put their addresses in the BCC field. Use our database of [editors' emails](#) for options.
5. Press 'send' – congratulations! Tell your Group Leader you've submitted an LTE. If you are not part of a group, consider [joining one](#).

6. Send your LTE draft to your Member of Parliament (MP) to let them know your opinion.

did you get published?

1. Do an internet search of your name and a key sentence from your LTE for a few weeks after you submit if the newspaper editor didn't notify you that they picked up your LTE.
2. If you got published, complete the "I got published in the media" form.
3. Share it on social media by using #Canada4Results, plus tagging @ResultsCda and your Member of Parliament.
4. Keep submitting LTEs on future calls-to-action and you could become a publishing expert like Dena.

secret tips

- Look at our latest learning session on LTEs (15 mins).
- Get more traction by connecting your LTE to a newsworthy topic or hook that inspires you - refer to our key dates, hashtags, tags, and keywords.
- Respond to a recently published article as a hook for your LTE.
- Collaborate with other volunteers. Nothing is stopping you from submitting a co-written LTE!
- Speak another language? Send your LTE to community newspapers published in that language.
- Consider writing an op-ed if you have lots of research material and 200 words isn't enough!

see an example of an LTE

Pay more attention to growing poverty

I am writing this from a suburban neighbourhood with a roof over my head and access to clean running water. I have the means to pay my tuition and had easy access to two doses of the COVID vaccine. It is a privilege that I am writing about poverty and not living it.

The International Day for the Eradication of Poverty, Oct. 17, goes all the way back to 1987. On this day, many gather to show solidarity for those in need. Poverty is a violation of human rights yet the quest to end poverty has experienced a huge setback. According to the World Bank, global extreme poverty rose in 2020 for the first time in more than 20 years as the pandemic exacerbated climate change and conflicts. The Bank estimates that 120 million additional people are living in poverty as a result of the COVID-19, with the total expected to rise to about 150 million by the end of this year.

These numbers represent by far the biggest blow since extreme poverty rates began to decline in the 1990s, impacting not only income but health care, the quality of education, nutrition, access to clean water, and the battle against other epidemics.

As a society, we are constantly focusing on our jobs, school, etc. I am guilty of this as well. I try to challenge myself to do research on our global issues. We should all spend Oct. 17 donating and advocating for this cause and educating ourselves to learn how we can all help all year-round. No action or sum is too small.

Istahill Daoud, Ottawa, Publication date: Oct 16, 2021, [The Ottawa Citizen](#)

See more [published volunteer LTEs](#).

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.

Before volunteering with Results, I was so intimidated to write a letter to the editor but they gave me the tools to write one about immunizations and it ended up getting published! I feel so empowered to continue making a difference.

– Megan, Results Canada volunteer

use your voice on social media

results resultscanada.ca/action-button/use-social-media-campaign-2/



Call-to-action summary:

Our call-to-action for November kicks off our multi-month campaign alongside allies to ask the Government of Canada to #KeepThePromise it made to increase its International Assistance Envelope in the 2023 Federal Budget. If there is one thing that the COVID-19 pandemic, the war in Ukraine, and the climate crisis have all brought forward, it is just how interconnected our world is. As many countries face inwards to address domestic needs, we must continue standing in solidarity with people around the world who are bearing the brunt of these crises.

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

Global solidarity delivers invaluable returns and has tangible, measurable impacts on the lives of individuals and families. Now, due to a convergence of factors that are driving up needs and require immediate action, millions of people around the world are trying to improve their circumstances. Therefore, it is more important than ever that Canada fulfills its promise to increase its Official Development Assistance.

Use your voice on social media to tell Canada that you are counting on them to walk the talk and make good on their promise to boost the International Assistance Envelope in Budget 2023.

Why post on social media? The most common argument we hear from decision makers is “I don’t hear the general public talking about this issue”. Prove them wrong and make some noise.

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Twitter posts:

Low-income countries are reeling from #COVID19's harsh blow to resources & the impacts of war in Ukraine have exacerbated the situation. 🇨🇦 must deliver on its commitment to stand in solidarity with people living in poverty globally #KeepThePromise #Budget2023 #Canada4Results

#COVID19, the war in Ukraine & the climate crisis have brought forward how interconnected our 🌍 is. As countries look inwards to address domestic needs we must continue standing in solidarity w/ those bearing the brunt of global crises #Budget2023 #KeepThePromise #Canada4Results

Instagram/Facebook/LinkedIn post:

If there is one thing that the #COVID19 pandemic, the war in Ukraine, and the climate crisis have all brought forward, it is just how interconnected our world is. As many countries face inwards to address domestic needs, we must continue standing in solidarity with people around the world who are bearing the brunt of these crises.

Dear Honourable Minister @HarjitSajjan, Canada must increase its International Assistance Envelope (IAE) by CAD\$1.9 billion over the next three years to reach a minimum of CAD\$10 billion in the 2025-26 budget, in line with the government's commitment to increase IAE every year toward 2030 to realize the @UnitedNations Sustainable Development Goals.



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

All of our voices together can change the world and the lives that others live.

–Clarecia Christie, former Results Canada board member