

current call-to-action

 resultscanada.ca/campaign/campaign-1/



#FightForWhatCounts campaign update (September 21, 2022)

Prime Minister Justin Trudeau announced an **investment of CAD\$1.2 billion** in the Global Fund to Fight AIDS, Tuberculosis and Malaria's Seventh Replenishment! 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. **Next step:** celebrating Canada's contribution to the Global Fund's Seventh Replenishment - be loud on social media, call your Member or Parliament and write LTEs expressing your support for the investment.

“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

As part of our #TheWorldWeNeed advocacy plan for 2022, we set out to focus on COVID-19 and how to move forward from the pandemic, but it is clear now that the pandemic was only part of the problem. Progress towards ending extreme poverty has been kicked into reverse by a convergence of crises – COVID-19, conflict, and climate change. To get back on the path to progress, we need advocates to raise their voices for #TheWorldWeNeed, a stronger, healthier, more equitable world.

This month, we are standing in solidarity with those living in poverty by recognizing October 17: International Day for the Eradication of Poverty. For our second #EndPoverty Challenge, there are two main ways to contribute to Results' mission of ending extreme poverty, and both involve sharing the power of advocacy with friends and family.

1. Create your personal fundraising page and ask your peers to donate.
2. Help us grow in our advocacy work by inviting others to become a volunteer too.

The ask: In recognition of October 17, the International Day for the Eradication of Poverty, participate in the #EndPoverty Challenge to fundraise and invite others to join Results.

No matter how you choose to take on the challenge, review these three key tips and our resources below to get started:

1.share why advocacy is important

With every hour they dedicate, Results volunteers multiply their impact to end extreme poverty through the enormous power of advocacy. To put the power of advocacy into perspective, there are many ways to make change happen – put money towards the problem, change policies and procedures, or build the political will to do both (advocacy). Results volunteers make sure Canadian decision-makers, including parliamentarians, are aware of solutions to end extreme poverty globally.

Advocacy often starts with putting key issues on the radar of those in power—and keeping the pressure on with concrete and actionable asks. Our collective [advocacy_gets_results](#), like immediate financial investments from Canada in high-impact initiatives, approaches or institutions that both empower and benefit people living in extreme poverty.

As volunteers grow into advocates, so does their impact. We see it all the time – a new volunteer writes their first letter to the editor and soon they're publishing op-eds or speaking at events. Their voice becomes loud, their actions become bold, and they support others to join the chorus for change as well!

2. break past pessimism with your peers

Ask friends and family if they think ending poverty is possible. Lots of people don't realize the solutions to extreme poverty exist, and it's a lack of political will that impedes progress.

Share what you do as a volunteer and why it's important to you. Turn the pessimists in your life into optimists! Explain that volunteers like yourself across the country are neighbours who think that nobody around the block or around the world should suffer from a disease that costs dollars to treat. They are people who think that no one's child should die needlessly from lack of immunizations or nutritional supplements that cost only dimes. They are everyday people who are committed to education and action and who push our government to do better. When we take action, we fight hopelessness and create solutions.

"I thank my lucky stars for the comfortable life that I have - things like a full fridge, running water, sanitation, health care, education and all the things we take for granted every day. Then I think of those whose lives are not this easy. With Results, we undercut our cynicism and despair about the state of the world. We have that privilege to drive change, and that motivates me. I could do this forever." – Anita, Victoria group leader

3. review your knowledge of Results

Ending extreme poverty is our mission—but what sets us apart is exactly how we go about achieving our goals. We focus our efforts on advocacy because we know that smart, strategic, focused advocacy campaigns can usher in game-changing high-impact results. Results was founded in 1980 in the United States with the mission of mobilizing, educating, and empowering a network of citizens and politicians to raise their voices to end extreme poverty. Learn more about our [history](#).

Our approach is unique: we help everyday people become powerful advocates for change – and give them the knowledge, skills, and support they need to connect with decision makers who have the power to end extreme poverty. Our volunteers all over Canada advocate for improved policies and increased funding to secure advances in these critical areas: [global health equity](#), [education](#) and [economic opportunity](#). Brush up on [what we do](#) at Results Canada.

resources

See all our resources under [your tools](#) to support you in taking action.

- Share the power of advocacy webinar presentation
- [Fundraising toolkit](#)
- #EndPoverty printout of current call-to-action

key dates

- 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](#)

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

key words

COVID-19
International Day for the Eradication of Poverty
End poverty
Advocacy
Political will

hashtags

#Canada4Results
#EndPoverty

Twitter tags

[@ResultsCda](#)
[@UN](#)

fundraise for Results

 resultscanada.ca/action-button/fundraise-for-results-campaign-1/



take action now!

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 by sharing the power of advocacy with friends and family.

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

A hugely impactful way to support Results Canada is by starting your own #EndPoverty Challenge fundraiser. Create your own personal fundraising page with our easy-to-use, pre-made template. [Use our Challenge toolkit](#) 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.

why fundraise

October 17 – International Day for the Eradication of Poverty – is a globally recognized day to stand in solidarity with those living in extreme poverty. Our #EndPoverty Challenge gives you the opportunity to directly support the work of Results Canada in addressing the issues involved in extreme poverty that are being exacerbated by a convergence of crises – COVID-19, conflict, and climate change. To get back on the path to progress, we need advocates to raise their voices for #TheWorldWeNeed, a stronger, healthier, more equitable world.

what the funds are for

Our goal for this #EndPoverty Challenge is to fundraise in support of a collective target of CAD\$15,000 to invest in, and grow, our dynamic network of volunteer advocates. Our roadmap to end poverty involves multiplying our impact by supporting more and more everyday Canadians to join us as advocates. Over the last few years, Results has grown to over 500 active and powerful volunteers. Our goal is to double that number to 1000. Funds raised will go towards lighting up more Canadians to the power of advocacy, especially in regions where a larger presence could yield big results. We'll also dedicate funds raised to develop new tools to make our powerful volunteers even more powerful – ensuring they have the skills they need to generate big impact.

your “hook”: walk, run or wheel to raise funds

To fundraise, we're focusing on the “steps” we can take toward a world free of poverty through the power of advocacy.

As we take on the challenge to walk, run and/or wheel to raise funds, we are mindful that the causes and consequences of poverty are rooted in longstanding systems of oppression, meaning poverty cannot end as long as oppression exists. We pledge to walk alongside those who are currently experiencing poverty—not as “saviours”— but as allies, advocates, and partners.

why an experiential fundraiser?

The strength of these campaigns is getting your potential donors directly involved and invested in your mission. They leverage the power of personal interaction in an attention-grabbing way and highlights just how much you care about ending extreme poverty. Moreover, the medium of your campaign (the #EndPoverty challenge) directly supports your advocacy and helps raise awareness. Done correctly, experiential fundraisers are an unmatched way to allow donors to comprehend and interact with an organization and its cause.

Your task: Pick the topic you are most passionate about between health equity, education, and economic opportunity. Commit to walk, wheel, or run the distance of your choice within the month of October. Fundraise by inviting your network to support you in reaching your #EndPoverty Challenge goal.

Use the examples below to create your walk, wheel or run goal:



Health equity

Meet Zareen Khanum

She walks miles in the scorching heat, rain, and knee-deep snow to administer polio drops to children in hard-to-reach areas in Pakistan - one of only two countries where wild poliovirus still circulates. With grit and stamina, Zareen walks on rough terrain and broken roads to cover more than 120 houses from dawn to dusk, knowing full well anti-vaccination gunmen could put her life at risk. Polio eradication gets closer with each step she takes.

Example #EndPoverty challenge goal: “To recognize the International Day for the Eradication of Poverty on October 17, I am standing in solidarity with community health workers like Zareen. I commit to bike a total of 120km over the month of October.”



Education

Meet 13-year-old Khadija

In Afghanistan, young women in school are often expected to continue helping with household work, so finding time to attend classes and study can be challenging. But Khadija’s family wants her to know how to read and write, so they are extremely

supportive of her education. Every day, Khadija walks her 50-minute commute by foot to school. She hopes to become a doctor someday to help her community and each step takes her closer to that goal.

Example #EndPoverty challenge goal: “To recognize the International Day for the Eradication of Poverty, I am walking alongside students like Khadija. I commit to run 50 minutes twice per day between October 1-17.”



Economic opportunity

Meet Naidiso Sarapo, micro-entrepreneur

In the remote village of Ngoyapase in Northeastern Tanzania, Sarapo was left as the sole breadwinner for her large family when she was widowed in 2014. In search of means to sustain her loved ones, Sarapo secured a small business loan. She rented a shop and lined the shelves with rice, sugar, beans and oil, the sales of which supplemented her seasonal income from livestock. Her store allowed her to move from subsistence to sustainable micro-entrepreneurship, while women who sell their goods at the market walk on average 3.9 km each way.

Example #EndPoverty challenge goal: “To recognize the International Day for the Eradication of Poverty on October 17, I will stand in solidarity with micro-entrepreneurs like Sarapo. I commit to walking 3.9 km per day for two weeks.”

do I have to walk, run or wheel to fundraise?

No, feel free to be creative! You can pick a hook that works best for you. For example, you can create a personal fundraising profile around a special event in October like your birthday or graduation.

"Results volunteers have a history and a culture of fundraising. The important part: putting yourself out there in an experiential activity 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, Calgary group volunteer

See all our resources on our call-to-action page.

invite others to Results

resultscanada.ca/action-button/invite-others-to-results-campaign-1/



Call-to-action summary:

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

"I sometimes worry that my advocacy alone will not be enough. But by combining my voice with those of all the other Results volunteers, we are loud and we multiply our impact." – Tatyana, Montreal group volunteer and fellow

With every hour they dedicate, Results volunteers multiply their impact to end extreme poverty through the enormous power of advocacy. Our roadmap to end poverty involves multiplying our impact by supporting more and more everyday Canadians to join us as advocates. Over the last few years, Results has grown to over 500 active and powerful volunteers. Our goal is to double that number to 1000.

As volunteers grow into advocates, so does their impact. We see it all the time – a new volunteer writes their first letter to the editor and soon they're publishing op-eds or speaking at events. Their voice becomes loud, their actions become bold, and they support others to join the chorus for change as well!

Your task: Light up more Canadians to the power of advocacy. Write down why you think people should join Results, share widely, and have discussions with friends and family. We're looking for quality over quantity, heart over matter, and passion with compassion.

First, help us spread the word on social media - fill out this [form to receive a social media graphic](#) with your own statement:

volunteer with Results Canada
bit.ly/ResultsCanadaJoinUs

“Advocacy with Results is an opportunity to get close to power and decisions. It goes beyond voting - you don't have to wait for the next election. You can make a difference right now. My experience is that Members of Parliament want to hear from you. It's exciting that your voice matters and makes change happen!”

Camille Dibbs, volunteer coordinator
Vancouver group

results

Second, select multiple ways of inviting people to join as volunteers:

describing the volunteer opportunity

Set clear expectations by sharing [what volunteers do](#).

Refer people to <https://bit.ly/ResultsCanadaJoinUs> to sign up as a volunteer

run your own recruitment campaign on social media

- Use our [images](#) to share who we are, and what we do
- Use hashtags #Canada4Results and #EndPoverty
- Tag [@Resultscda](#) and [@UN](#)
- Use the images in our [photo bank](#)
- Refer people to <https://bit.ly/ResultsCanadaJoinUs> to sign up as a volunteer

share your passion in one-on-one conversations

- Read the call-to-action to articulate the power of advocacy for yourself, and practice telling others about it using our [EPIC method](#).
- Refer people to <https://bit.ly/ResultsCanadaJoinUs> to sign up as a volunteer

share Results volunteering opportunities with your community

Identify bulletin boards, libraries, colleges, and universities where you could advertise Results. You can use this text:

“Ending extreme poverty is our mission—but what sets us apart is exactly how we go about achieving our goals. We focus our efforts on advocacy because we know that smart, strategic, focussed advocacy campaigns can usher in game-changing high-impact results.

Our approach is unique: we help everyday people become powerful advocates for change – and give them the knowledge, skills, and support they need to connect with decision makers who have the power to end extreme poverty. Our volunteers all over Canada advocate for improved policies and increased funding to secure advances in these critical areas: global health equity, quality education and economic opportunity.

Go to <https://bit.ly/ResultsCanadaJoinUs> and click on “sign up to volunteer” to get started.”

Identify speaking opportunities or networking events where you can share your volunteering experience. Read the call-to-action to articulate the power of advocacy for yourself, and practice telling others about it using our [EPIC method](#).

get inspired by other volunteers

- Hear about volunteers themselves – see our [testimonials playlist](#). You can submit your own video testimonial at action@resultscanada.ca.
- Read our [volunteer stories](#)
- [Share our map](#) to showcase the strong presence of volunteers across the country
- Read stories about [champion advocates](#) against TB, polio and HIV
- Consider sharing your own testimonial on social media, tag [@Resultscda](#) and use #Canada4Results

"Over the years I've had the chance to work with parliamentarians in Ottawa, collaborate with frontline advocates in Kenya, and even march through the streets with protestors in Cape Town. I've sat down with one Prime Minister, encouraging Canada's leadership on child and maternal health, and held hands with struggling women borrowers who were part of a microfinance circle in Bangladesh. And most importantly I've had the chance to work with some amazing Results volunteers and advocates – like you – who are donating your time, energy, talent, and heart for a world free of extreme poverty."

- Chris Dendys, Executive Director

See all our [resources](#) on our [call-to-action page](#).