

# Fast for Awareness: Planning Guide

*Follow this simple, 3-step process to help raise awareness about global hunger.*



*ACF-GUATEMALA, courtesy of Susana Vera, 2009*



ACTION AGAINST HUNGER • USA  
247 West 37th Street, 10th floor, New York, NY 10018 • (212) 967-7800  
students@actionagainsthunger.org • www.actionagainsthunger.org

# Fast for Awareness: Planning Guide

Dear ACF Supporter:

I am writing to thank you for your interest in educating others about Action Against Hunger (ACF) through the Fast for Awareness. We at ACF are excited about the potential impact of this event as a tool to increase public awareness about the complexity and reality of global hunger and to spark people's interest in international relief and development. We welcome you to our team and look forward to working with you.

Following is an instruction packet that outlines how you can hold a Fast for Awareness and get students and/or your community involved with ACF. Please review the packet and let us know how you think you can use it to help expand public awareness about the importance of global issues at your school and in your community. If you have any questions, please do not hesitate to contact me at [students@actionagainsthunger.org](mailto:students@actionagainsthunger.org) or (212) 967-7800.

Thank you for your time and I am looking forward to working with you to make your event a success.

Best,

Student Outreach Fellow

## Table of Contents:

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### Step One: Background & Overview

Background on ACF.....	1
Overview of Fast for Awareness.....	2

### Step Two: Spreading Awareness

Plan your event.....	2-3
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### Step Three: Wrapping Up

What to do after your event.....	4
Further action.....	4

<b>Sign-In Sheet: <i>Sample</i></b> .....	5
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<i>Fast for Awareness</i> <b>Flyer: <i>Sample</i></b> .....	6
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# 1) Background & Overview: Familiarize Yourself with Action Against Hunger (ACF) and the Fast for Awareness

## Action Against Hunger

Action Against Hunger works to save the lives of acutely malnourished children while providing families with access to safe water and sustainable solutions to hunger. Our mission is to eliminate hunger through the prevention, detection, and treatment of acute malnutrition, and our comprehensive solutions are context-specific, needs-based, and customized through direct community participation. For nearly 30 years ACF has pursued programs in nutrition, food security, and water & sanitation, to address the underlying causes of malnutrition. By integrating our activities into existing national health structures we ensure the capacity needed to sustain our programs over the long-term.

As part of the ACF Network -- with headquarters in New York, Paris, Madrid, London, and Montreal -- Action Against Hunger bridges emergency relief with longer-term development, intervening in emergency situations of conflict, natural disaster, and chronic food insecurity. Our 6,000+ field staff are seasoned professionals and technical experts in nutrition, water and sanitation, public health, and food security who carry out life-saving programs in some 40 countries around the world. ACF's humanitarian interventions provide lasting solutions to nearly 5 million people a year, restoring dignity, self sufficiency, and independence to vulnerable populations throughout the world.

## Action Against Hunger's Programs

ACF has pursued its vision of a world without hunger for three decades, combating hunger with innovative, lifesaving programs in nutrition, food security, and water and sanitation:

**Nutrition Programs:** Action Against Hunger's nutrition programs treat and prevent acute malnutrition. Launched most often during times of crisis, our programs center on the evaluation of nutritional needs, the direct therapeutic treatment and the prevention of acute malnutrition, technical training and support for local staff, and capacity building with national ministries and government structures. The contexts for our programs can be as varied as the crises: from rural mountain villages, to ethnically divided cities, to the confines of overcrowded relocation camps for internally displaced peoples.

**Food Security & Livelihood Programs:** Action Against Hunger's food security programs evolve from the work we do in nutrition. While our therapeutic nutrition programs restore to health individuals suffering from acute malnutrition, our food security programs prevent future outbreaks by supplying needed inputs (seeds, fertilizers, tools, fishing nets, etc.), introducing new techniques, and fortifying coping mechanisms and livelihoods through training in income-generating activities such as farming, gardening, animal breeding, and food conservation. Our food security programs put people on the road to self sufficiency.

**Water, Sanitation, & Hygiene Programs:** Action Against Hunger's integrated approach to hunger involves extending water and sanitation services to communities faced with water scarcity, unsafe drinking water, inadequate sanitation, and poor hygiene: We truck water into affected communities during emergencies, decontaminate wells and install solar-, diesel- and hand powered pumps. Employing sophisticated geophysics, we locate water resources and tap aquifers. We protect natural springs and pipe water into villages and health centers, and rehabilitate damaged infrastructure to ensure access to adequate sources of clean water. We build latrines and bathhouses and introduce basic sanitation infrastructure to keep communities hygienic.



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## Overview: Fast for Awareness

Fast for Awareness is designed to raise awareness about global malnutrition and help raise funds for Action Against Hunger's life-saving programs. Participants will fast for an allotted time without any food, but beverages can be provided. The purpose of the fast is so that participants can experience something similar to what many around the world feel on a regular basis.

## 2) Spreading Awareness: Plan Your Event

### I. Contact Action Against Hunger to register your event:

Email: [students@actionagainsthunger.org](mailto:students@actionagainsthunger.org)

Phone: (212) 967-7800

Mail: 247 West 37th Street, 10th floor  
New York, NY 10018

### II. Decide on the format of the event

1. Fundraiser
  - a. Attendees seek sponsors for their participation (i.e. sponsor donates \$1/ hour of fast)
  - b. Ticket sales
2. Awareness Raising (i.e. donation box)
3. Additional Details: Will your event feature any of the following?
  - a. Speaker:
    - i. Contact Action Against Hunger about the possibility of hosting an ACF representative at your event.
    - ii. Invite college professors, teachers or other humanitarians to participate in a panel or give a presentation.
  - b. Co-sponsors: this can help alleviate the cost of the event. Ask potential sponsors from your area if they would be willing to provide coordination support, publicity, or matching gift donations to ACF.
  - c. Refreshments & Food
    - i. Potluck: have attendees bring in food items for celebration after fast
    - ii. Reach out to local restaurants or grocery stores for food and drink donations.
  - d. Activities (i.e. documentary screening/games)



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### III. Plan the Event

1. Find Location
  - a. School auditorium/gym/classroom
  - b. House
  - c. Community Center
  - d. Coffee Shop/Restaurant
  
2. Publicize the Event
  - a. Post flyers around community/in schools/around campus (see sample flyer)
  - b. Use social networking sites to advertise (i.e. Facebook, MySpace, Twitter)
  - c. Send out invitations to friends and family
  - d. If funds allow, place an ad in local paper(s)
  
3. Setup
  - a. Table, Chairs, Video Equipment etc...
  - b. Refreshments
  - c. Sign-in sheet (see sample sign-in sheet)

### IV. At the Event

1. Introduction
  - a. Thank attendees for coming
  - b. Introduce yourself
  - c. Explain format of event (i.e. length; activities)
  - d. Introduce the issue of global hunger, Action Against Hunger and our life-saving programs
  - e. Introduce speaker if applicable



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# 3) Wrapping Up: What To Do After Your Event & Further Action

## What To Do After Your Event

### I. Send Thank You Letters/Emails to Attendees, Organizers and Sponsors (if applicable)

1. Include information about upcoming events
2. Include Action Against Hunger's website

### II. Report Back to Action Against Hunger

1. Send us a copy of your sign-up sheet
2. Write a short story about the event for our website, include photos if possible
3. Give us feedback on your event (i.e. What was useful? Did you run into any difficulties?)

## Further Action

There are many opportunities for further action in the fight against hunger. Be sure to join our mailing list to continuously explore the issue of hunger and our global efforts to end it. Encourage interested attendees to organize other benefits such as a Fast for Awareness, a Run/Walk Against Hunger, or an event on World Food Day or World Water Day.

With a creative and energetic leadership team, fundraising and awareness options are endless. Of course, feel free to contact us at any point at [students@actionagainsthunger.org](mailto:students@actionagainsthunger.org) or call (212) 967-7800.



*ACF-NIGER, courtesy of Samuel Hauenstein Swan, 2008*



# Fast for Awareness

Experiencing Hunger to Fight World Hunger



Location: \_\_\_\_\_

Time: \_\_\_\_\_

Fee: \_\_\_\_\_



Proceeds benefit Action Against Hunger.

*Action Against Hunger is an international network committed to saving the lives of malnourished children and families, while ensuring access to safe water and sustainable solutions to hunger.*