



2011 Campaign Partner



Our Inspirational Cape Town Day Hikers, World Food Day 2009

2011 Campaign: How to set up a Day Hike

"hike4hunger is a great way of learning about how we can help people who are much less fortunate than we are. Plus you'll help support some highly effective projects. It's easy, fun, and rewarding, so get involved."

Peter Singer, author of "The Life You Can Save"



Follow us:
www.hike4hunger.org.au

1. Introduction

Thank you for taking an interest in our campaign. As a community-led organisation drawing attention to World Food Day, we want to do everything we can to encourage you to take part, and lead your own walk of solidarity with your family & friends. The walk itself is up to you - length, day, and destination. We provide you with a support pack to ensure we get your message of solidarity to the world.

2. Background to hike4hunger

Firstly, it is important you understand what we stand for as an organisation. Our focus and emphasis is on the following vision, mission and goals; please consider these priorities when you embark on organising your campaign...

Our Vision:

To inspire a global movement in commemoration of World Food Day each year, and draw attention and action to the prevailing issue of global food security

Our Mission Statement:

hike4hunger is an international, community-led initiative based in Australia. We aim to raise awareness about the global hunger crisis, build solidarity behind those afflicted by hunger and encourage new behaviours in both the privileged and underprivileged worlds to close this gap. Each year, hike4hunger commemorates the UN World Food Day on 16 October by encouraging others to join or initiate personal pilgrimages, symbolic walks of solidarity ending at a place of significance. Participation and fundraising focuses on providing both immediate and long term relief to marginalised communities in Sub-Saharan Africa.

Our Goals:

1. To raise AWARENESS of the global hunger crisis
 2. To encourage PARTICIPATION in hikes of solidarity worldwide
 3. To provide sustainable aid & RELIEF to communities in need
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3. How does hike4hunger work

Each year, we provide centralised support and 3 types of walks/pilgrimages around the world to draw attention to World Food Day:

- **Day Hikes**, led by community leaders such as yourself
- **Pilgrimages**, led by a teams in Australia and UK, but always looking for more longer walks to join our 8 day campaigns
- **School Award**, led by school kids in pursuit of a AUD5,000 prize sponsored by [World First](#)

4. Who is the Hunger Project and how will any funds raised by schools be making a difference?

An international organisation based in the USA, The Hunger Project has over 30 years' experience investing in local communities in Sub-Saharan Africa, Asia and South America. It

has an ‘epicenter model’ whereby the local community takes a lead in their own development, supported by an infrastructure model and some limited guidance to give their community work a focus. Women play a lead role in the epicenter model, and The Hunger Project has a goal to withdraw its support after 5 years at which point the community continues to work on breaking the cycle of poverty. We have formed a partnership with The Hunger Project Australia to distribute the money we raise, as we are confident The Hunger Project has the optimum model to help us invest our hard-raised money in Sub-Saharan Africa.

2011 is about Mozambique - one of the world’s poorest nations - where The Hunger Project has selected a program for us to invest AUD80,000. Last year, we contributed AUD60,000 to a project in Malawi through The Hunger Project. Visit www.thp.org.au for more information.

5. Our Goals for the 2011 Campaign

Having raised over AUD200,000 in our first 2 years, we wish to continue to take our message to communities around the world, rich and poor, to commemorate the most important day of the year. In particular, we would like to

- Raise in excess of AUD125,000 this year
- Support hikes in over 20 countries
- Get hike participation over 1,000 people

6. How to get your Day Hike organised

So, how do you put your idea for a hike in motion...

What you need to do	What we will help you do
<ol style="list-style-type: none"> 1. Pick a place of significance/walk in your area and get in touch with your friends, family and colleagues to be involved 2. Filling out the registration form 3. Make an AUD50 registration donation (voluntary if you are in a developing country) with us for the support pack on our website by visiting the “Donate Page” on our website at www.hike4hunger.org and entering your name against your donation 4. Enter the details of your payment on the registration form, and send it back to us by email to contact@hike4hunger.org 5. Set up your fundraising page on our site (detailed to be emailed out to you upon registering) including details of your hike on our website, and start emailing your family & friends the link to start raising awareness and raising funds 6. Join our facebook group http://www.facebook.com/hike4hunger.org and invite your group to join 7. Follow us on http://twitter.com/hike4hunger 8. Now you are all set! 	<ul style="list-style-type: none"> • Once you register, we will send you a Day Hike Support Pack that includes: <ul style="list-style-type: none"> ○ A hike4hunger banner to unfurl on top of your mountain, or at your destination for the group photo ○ A set of ndoro necklaces to distribute to your fellow hikers. Subject to number of walkers, stocks may be limited. The Ndoro is the symbol of our hike4hunger campaign and is a symbol of the prosperity we wish to bring to the world’s marginalised communities ○ Marketing material, brochures and flyers related to our 2011 campaign to keep • We provide you with an online platform to set up your team’s fundraising page. All fundraising monies are lodged with The Hunger Project via our website at www.hike4hunger.org. • We will gather in the news from the hikes around the world for our campaign newsletter, and look forward to receiving your photos and stories.

7. Other Tips

You may wish to share your hike journey with your local media. This will help us with our primary goal to RAISE AWARENESS about World Food Day and the prevailing global food crisis. If you would like to do so, we have the support of a couple of PR firms in Australia and New Zealand that could help. Otherwise, simply

- Telephone and ask to speak to the editor or a journalist that deals with community fundraising/education or just someone who might be interested in doing a local story
- Introduce yourself, give an overview of hike4hunger (see vision, mission and goals above) and ask to send the journalist some details about what is happening for this year's campaign
- Ask for their contact details and send the information to them via the medium they request (ie. via fax, mail, email or in person at their office)
- Remember to get their phone number
- Once you have passed your information onto the relevant contact, follow up in a few days or up to a week later. Ask if they have all the information they need and offer for them to speak with a spokesperson (if that's not you)
- For television and newspapers, it is a good idea to mention what your activity will look like because newspapers will want an appealing photo opportunity and the television media will also be interested in a good visual
- Ask if they would like to come along to the event to interview a participant or photograph the participants in action

Local media will always be interested in what this means for the local community so remember to include local information, imagery and/or local people.

8. FAQs

Are my donations tax deductible and will I get a tax receipt?

hike4hunger is a sub-account of The Trust Company Foundation (ABN: 59 958 929 347) and donations are eligible for tax deductions in Australia.

Do we need public liability insurance for the hike?

If you are located in Australia then you are covered by our central public liability insurance. This will typically be for a sum assured of \$10m. Some National Parks may require evidence of cover. Please email us at contact@hike4hunger.org for this information. In other jurisdictions, please provide a duty of care to your fellow hikers.

How much does it cost to participate?

Your registration fee of AUD50 is **voluntary** (if you are located in a developing country), but will allow us to cover the cost of participation by covering the costs of the banner, postage and packaging and other administration expenses.

How much do participants normally fundraise?

The target fundraising contribution per hiker is around AUD250. If you are planning a longer hike, it should be higher. For the 8 day pilgrimage, the target is AUD1,000.

Thank you for your Support!