

*"Fundraising to support FoodAid is a very effective and enjoyable way to raise children's awareness of hunger and poverty in the world today."*

**MRS CRUICKSHANK**  
Headteacher, Anna Ritchie School, Aberdeenshire

*"St Helens LEA is keen to support the work of FoodAid. Not only is this a practical way to raise funds for young people in need, it is also a very effective tool for raising awareness in our schools about international issues of Concern."*

**SUSAN RICHARDSON**  
Director of Education, St Helens LEA

FoodAid  
Hotline  
0800  
032 4000

# FoodAid'05

Harvesting for the world

Contact Name.....

Position.....

School Name .....

Address .....

.....Postcode.....

Tel No .....

E-mail .....

No. of pupils taking part.....

#### England & Wales

Concern, Units 13 & 14  
Calico House, Clove Hitch Quay  
London SW11 3TN

Fax: 020 7738 1032

#### Scotland

Concern  
40 St Enoch Square  
Glasgow G1 4DH

Fax: 0141 221 3708

**foodaid@concern.net**  
**www.foodaid.org.uk**

Thank you!



Concern Worldwide (UK)  
registered charity no. 1092236 –  
is a charitable company limited  
by guarantee, registered in  
England & Wales under company  
number 4323646  
**www.concern.net**

Support FoodAid'05 & raise vital funds for  
Concern Worldwide's work overseas.

# FoodAid'05

Harvesting for the world

FREE  
citizenship  
lesson  
plans!

Just 70p  
will  
provide  
a fruit  
tree  
seedling  
for a  
family in  
Malawi



Call 0800 032 4000 now to  
receive your free FoodAid  
CD-ROM containing citizenship  
lesson plans, great fundraising  
ideas and lots more.



**The world produces enough food for everyone.  
Yet every 5 seconds a child dies of hunger or malnutrition  
and over 800 million people go to bed hungry.  
Register for FoodAid'05 and help make a difference.**

### What is FoodAid?

FoodAid is an education and fundraising initiative supporting Concern Worldwide's work in 29 of the world's poorest countries. Celebrating the United Nations World Food Day on 16th October, the campaign also ties in well with schools' harvest festival activities.

Registered schools will receive a FREE FoodAid CD-ROM containing citizenship lesson plans, fundraising ideas and lots more. This citizenship learning resource aims to raise awareness of the issues surrounding hunger and malnutrition around the world and encourage children to act as global citizens and raise money for those in need.

Last year, over 1000 schools throughout Great Britain joined forces to support FoodAid and raised over £90,000 for Concern's food-related projects in Zambia – a fantastic amount. This year we hope that even more schools will take part and that together we can break a new fundraising record!

### How does FoodAid work?

Your FoodAid Appeal can focus on World Food Day on the 16th October, your harvest celebrations or in fact take part anytime during the autumn term.

Simply call the FoodAid hotline on 0800 032 4000 to register your school & receive your FREE FoodAid Pack. The pack contains everything you need to participate - including a FoodAid CD-ROM, a world hunger map to display in your classroom plus FoodAid posters and stickers.

On the CD-ROM you will find curriculum based citizenship lesson plans for key stage 1, 2, 3, and 4; fascinating factsheets about hunger, malnutrition and related issues; lots of great fundraising ideas and songs specially created for FoodAid which pupils can learn and perform as part of your FoodAid appeal.

### What happens to the money?

The money raised from FoodAid supports Concern Worldwide's food related projects overseas, both in emergency and long term development situations.

In times of emergency Concern organises feeding programmes for the most vulnerable children and adults.

Our long term development food related projects, referred to as food security programmes, aim to ensure people are able to grow or buy enough food to have active & healthy lives.

Interventions include providing farmers with tools and seeds to enable them to increase the amount they grow and providing training to improve local farming techniques.

This year money raised from FoodAid will go towards Concern Worldwide's food related projects in Malawi.

**Your donation really will help to make a difference.  
For example, did you know...?**

**70p** will provide a fruit tree seedling for a family.

**£5** will buy a set of agricultural tools to enable people to grow enough food to feed their family.

**£25** will buy 10kg of therapeutic food that will enable a severely malnourished child to recover.

**£80** will help buy one manual water pump to allow families to irrigate their land.

### What next?

Registration is easy, complete the reply slip overleaf and fax or post it to Concern Worldwide.

Or e-mail your details to **foodaid@concern.net**

Or register via the internet at **www.foodaid.org.uk**

Or you can telephone the FoodAid hotline on **0800 032 4000**.



**Call 0800 032 4000 now to register or log onto [www.foodaid.org.uk](http://www.foodaid.org.uk)**