

## Organizing Stand Up Events and Actions

In the year 2000, Canada joined 189 countries in promising to cut global poverty in half by 2015. But in 2010, every three seconds, a child dies from extreme poverty, and more than a billion people go to bed hungry every night. In Canada more than 3.5 million people, including 1 in 10 children, still live in poverty.

Canadians are losing ground in the fight against poverty, and the world is falling behind on its Millennium Development commitments.

I suppose they must not have thought we'd care. But we do.

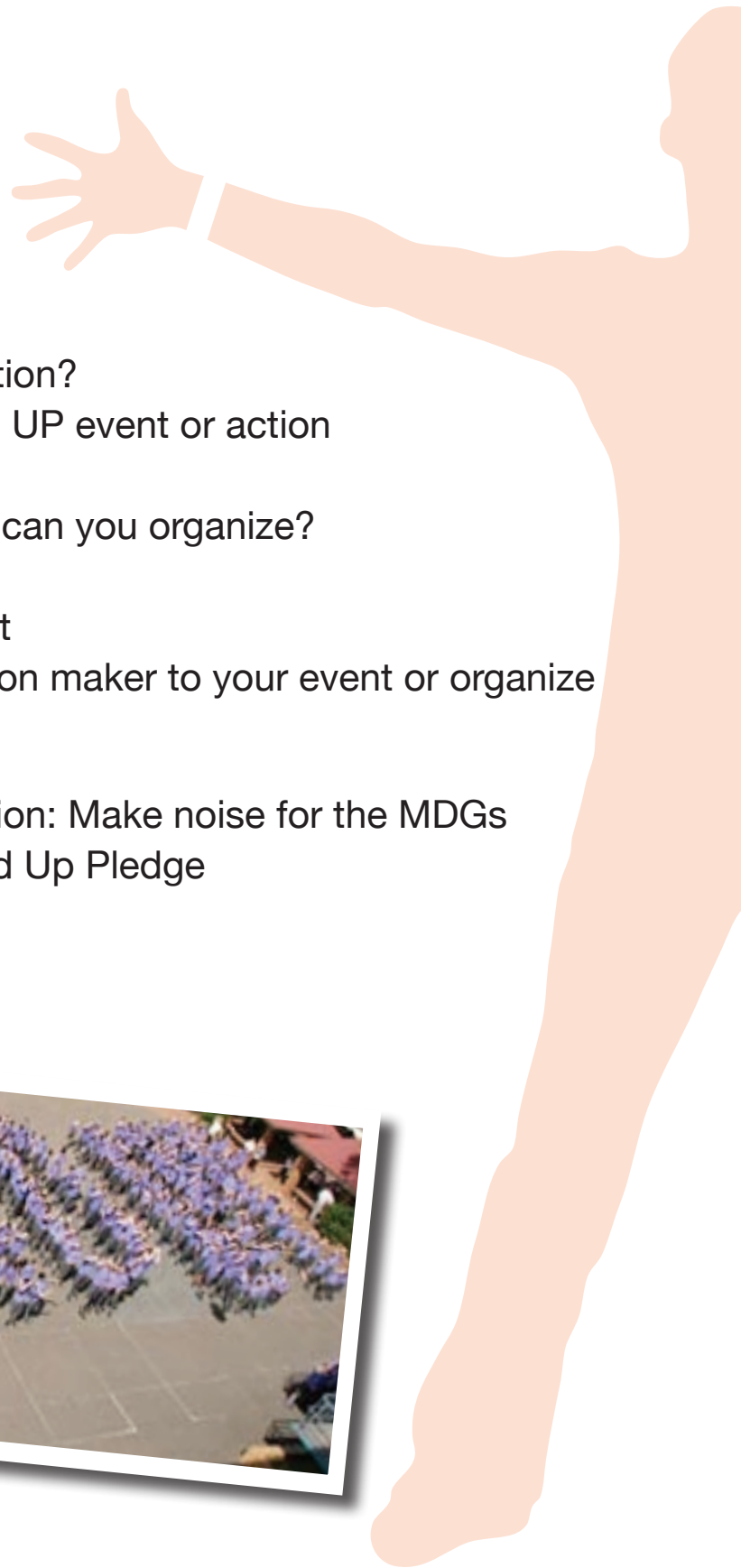
On September 17-19, join with tens of thousands of Canadians to Stand Up and tell our government to get back on track and keep its promises at home and abroad. Millions of people around the world will Stand Up. Canada can Stand Up too.

Will you?

**Stand Up. Take Action. Make Poverty History.**  
**September 17, 18 or 19**

## Contents

- What is Stand Up?
- When is Stand Up?
- Why Stand Up?
- Why now?
- How to Stand Up
- What's in a Stand Up event or action?  
Top 7 Parts to any kind of STAND UP event or action
- Why the White Band?
- What Kinds of STAND UP events can you organize?
  - Organize a Stand Up event
  - Organize a Stand Up moment
  - Invite your MP or local decision maker to your event or organize a separate meeting
  - Spread the word!
  - One day of unified global action: Make noise for the MDGs
- 2010 Make Poverty History Stand Up Pledge
- Resources



## What is Stand Up?

The STAND UP campaign is three days of global action where millions of people around the world “Stand Up and Take Action” to show their support for the fight against poverty at home and abroad. In Canada, we stand up to show our government that Canadians want Canada to keep its promises to end poverty here at home and abroad.

STAND UP is in its fifth year and every year this global movement is growing. Last year over 173 million people took part in the three days of global action!

2010 is an incredible year of opportunity but we need as many voices as possible to make it the year our prime minister and leaders around the world can no longer ignore our collective voice in calling for a world without poverty.

Leaders will no longer be able to ignore our voices when millions of voices have come together and the noise, as Archbishop Desmond Tutu famously said, “will be deafening. Politicians will have to listen.”

Stand Up is our chance to do that. But we need your help.



## When?

Anytime September 17, 18 or 19th, 2010

## We STAND UP on September 17, 18 or 19 2010 because:

In 2000, leaders of 189 countries signed up to the Millennium Development Goals (MDGs), a global plan to halve poverty by 2015. The STAND UP campaign strives to remind governments and policy makers of their promise. Together participants around the world STAND UP to make governments honour their commitments on more and better aid, debt cancellation, trade justice, climate action, gender equality and public accountability.

In Canada, we call on our government to live up to its promises to end poverty at home and abroad. We want to see concrete plans that will show how our government will be taking steps towards ending poverty at home and abroad. And we want our government to be accountable to its plans.

## Why now?

Recently, for the first time in human history, we are actually in a position to end poverty within our lifetime. We know what needs to be done. Most of the commitments have already been made. The challenge is getting leaders to live up to their commitments to the world's poorest. STAND UP is an amazing opportunity to facilitate a critical mass of people who will speak out, stand up and take action on behalf of the world's poorest.

And STAND UP 2010 is more important than ever before:

- 2010 is our year of HUGE opportunity to get the Millennium Development Goals back on track. From September 20 – 22, the United Nations will be holding a MDG Review Summit in New York. This Summit is the last big moment to pressure countries to develop and implement 5 year actions plans with policies that will get the MDGs back on track and achieved by 2015.
- In Canada, there is great momentum building for provincial and territorial poverty reduction plans as well as a national poverty reduction plan. 2010 is our year to significantly build on that momentum. And this will be happening just before Parliament reconvenes on September 20th and will be dealing with important reports from Senate and House of Commons committees on poverty in Canada, as well as Bill C-545, An Act to Eliminate Poverty in Canada.

## How?

Anytime on September 17, 18 or 19, organize big or small STAND UP events and actions. They can focus on particular issues relevant to your community.

But our broad ask is for a Canada and a world without poverty. In doing so, we are demanding that Canada honour all its commitments to ending poverty in Canada and abroad. We want to see concrete plans that will show how our government will be taking steps towards ending poverty at home and abroad. And we want our government to be accountable to its plans.

Whether big or small, STAND UP events and actions are meant to raise awareness of these issues, show support for ending poverty and bring as many voices together so that we make the biggest noise possible.

## What's in a Stand Up event or action?

### Top 7 Parts to any kind of STAND UP event or action:

1. Register your event at [www.makepovertyhistory.ca/standup/organize](http://www.makepovertyhistory.ca/standup/organize)

**\*Register your event by August 31 and receive a free resource kit!**

### 2. Promote the White Band

a) Wear white. Ask as many participants as possible to wear white. You can also hand out white balloons to participants. Balloons are a great way to engage people and create a moving white band.

b) Sport the white band. Ask as many participants as possible to wear a white band. You can wear the white band in any way you like - as a wristband, an armband, a headband, or a lapel badge.

It is not necessary to wear a professionally produced white band - the vast majority of people around the world wearing one will make their own. You can make your own white band with a piece of fabric or paper.

Or, consider selling Make Poverty History white bands at your event. You can order them through [Ten Thousand Villages](#).

#### c) White band wrap it!

One of the most striking ways to use the white band is to wrap public objects in one! You can use white cloth, paper banqueting roll, plain wallpaper, old bed sheets or banners...

- \* Wrap trees in your local park
- \* Wrap a famous building, monument or a clock tower
- \* Wrap a key venue where decision makers are meeting
- \* Wrap buildings that people pass on the way to work
- \* Wrap all the lamp posts on a street

The easiest way to wrap a building is to have people stand at regular intervals around the building, holding white material. This both makes for a more interesting photo and really engages passers by and local media.

#### d) Form a human white band chain or a human 0.7%

Even without any wrapping material, if you can get enough people together then a chain of people wearing white is also a very effective way of “wrapping” something.

Get lots of people wearing white clothes, with props like white hats and white umbrellas, to gather in one place and form a giant human white band chain.

Or, the crowd could form a human 0.7% signifying Canada’s unmet promise to give 0.7 percent of our national income for development aid.

Try and secure a good vantage point for photo and media opportunities.

### 3. Read the Stand Up pledge [HERE](#)

#### 4. Stand Up

Ask participants to stand up or raise their hands holding a white balloon/wristband in their human white band chain or 0.7. If you have a Make Poverty History Stand Up banner, hold it up high! Take pictures and if you can, any video would be great too!



## 5. Sign On

Ask participants to send a message to Prime Minister Harper asking him to support a bold plan of action at the UN MDG Summit by signing onto Make Poverty History.

3 ways to sign onto Make Poverty History:

- 1 – Online at [www.makepovertyhistory.ca](http://www.makepovertyhistory.ca)
- 2 – Collect a spreadsheet
- 3 – Collect paper copies and transcribe to a spreadsheet

\*To download a spreadsheet or paper copy, visit [www.makepovertyhistory.ca/standup/organize](http://www.makepovertyhistory.ca/standup/organize)

## 6. Count the number of people participating.

### 7. Share your experience

Upload the number of participants and your pictures and/or videos and stories to Make Poverty History. Over the Stand Up weekend, stay tuned to [www.makepovertyhistory.ca](http://www.makepovertyhistory.ca) for tools and information to help you upload and share your event experiences.

## Why the White Band?

The white band is our common symbol of the global fight to end poverty.

It was agreed as a worldwide symbol by the Global Call to Action Against Poverty, the world's largest ever anti-poverty movement with organisations representing more than 150 million people in over 100 countries.

The great thing about the white band is that it is simple and flexible, and can be used easily by anyone in the world, whatever their circumstances.

## What Kinds of STAND UP events can you organize?

**From small actions to larger events, the choice is yours!**

### 1. Organize a Stand Up event

Choose the style of event you want to organize

Example activities: community potluck, community picnic, community film and discussion night, concert, assembly, meeting or a rally/stunt/flash mob in a public space.

#### Choose the location

School, office, church, coffee house, community centre, park, or other public space in your community.

Double check to make sure there isn't an event already planned – and if there is, try and connect with the other planners to see if you can work together.

### Choose a Stand Up contact

Choose a person to register your event, count participants on the day, arrange for photo/video taking of your event on the day and submit participant numbers and any photos/videos to Make Poverty History.

### Select an MC for your event

Nominate 1 or several pledge readers, and if contacting local media, a spokesperson.

### Plan your event

Plan the program. Your Stand Up event can focus on particular areas of poverty eradication work in Canada or abroad depending on what is most relevant to your organization, group or community. But our overall message is:

We want our Canadian government to keep its promises to end poverty in Canada and around the world.

And our overall theme is: Promote the White band! [Click here for ideas.](#)

### Promote your event

Invite as many people as you can to attend your event.  
Consider inviting media and/or local politicians.

### Register your event

Register your event at [www.makepovertyhistory.ca/standup/organize](http://www.makepovertyhistory.ca/standup/organize).

\*Register your event by August 31st, and receive a free resource kit!

### At the event

Read the [Stand Up pledge](#), Stand Up, take a photo and count your participants.

**Ask participants to send a message to Prime Minister Harper by signing onto Make Poverty History.**

3 ways to sign onto Make Poverty History:

- 1 – Online at [www.makepovertyhistory.ca](http://www.makepovertyhistory.ca)
- 2 – Collect a spreadsheet
- 3 – Collect paper copies and transcribe to a spreadsheet

\*To download a spreadsheet or paper copy, visit [www.makepovertyhistory.ca/standup/organize](http://www.makepovertyhistory.ca/standup/organize)

### After your event

Submit your participant numbers and any pictures or video to Make Poverty History. Over the Stand Up weekend, stay tuned to [www.makepovertyhistory.ca](http://www.makepovertyhistory.ca) for tools and information to help you upload and share your event experiences.

## 2. Organize a Stand Up moment

### Go to where the people already are

Don't have a lot of time to spare? Why not insert a Stand Up moment into an event already being planned!

By inserting a STAND UP moment into a pre-existing event or gathering of people most of the hard parts of organizing a STAND UP event – finding a location, advertising, getting people to attend, getting the resources you need for the event – are all already taken care of. And if you're really ambitious you can try and insert numerous STAND UP moments into a variety of events!

### How to insert a STAND UP moment:

**Find a gathering of people where you can insert a STAND UP moment.**

Examples: any school with a PA system; local, school or professional sporting events; at a faith gathering; any large (university or college) classes; concerts, stage-plays, even local movie theatres may be willing to have a "moment" before the performance begins; community radio show program, runs, conferences, during your office coffee break.

**Register your Stand Up participation beforehand at [www.makepovertyhistory.ca/standup/organize](http://www.makepovertyhistory.ca/standup/organize).**

**Ask the appropriate person if you or they can insert a STAND UP moment.**

**Ask people to stand up (or participate in whatever way they can) and read the [STAND UP pledge](#).**

Count how many people stand up and enter the number in at [www.makepovertyhistory.ca](http://www.makepovertyhistory.ca).

Provide opportunities during or after the event for people to sign onto the Make Poverty History campaign.

3 ways to sign onto Make Poverty History:

- 1 – Online at [www.makepovertyhistory.ca](http://www.makepovertyhistory.ca)
- 2 – Collect a spreadsheet
- 3 – Collect paper copies and transcribe to a spreadsheet

\*To download a spreadsheet or paper copy, visit [www.makepovertyhistory.ca/standup/organize](http://www.makepovertyhistory.ca/standup/organize)

**Please share with us your Stand Up experience.** If you take any pictures or if you film your event, please let us know! Check out [www.makepovertyhistory.ca](http://www.makepovertyhistory.ca) during the Stand Up weekend to upload your pictures or video.

### 3. Invite your MP or local decision maker to your event or organize a separate meeting

The MDGs not only need to be seen and heard in the public sphere but also in the political sphere. Decision makers can raise the profile of the MDGs in debates, hearings, in committee meetings and among constituents in their riding. Ask your local decision makers to push for Canada to support a bold plan of action to achieve the MDGs by the 2015 target date.

If you meet with your decision maker(s) before Stand Up, you can:

- Ask your local decision maker to wear the white band if they support making poverty history and achieving and exceeding the MDGs.
- Ask him/her to declare September 17 – 19th Stand Up Days of Action in your community.
- Ask him/her to support Stand Up events/actions in your community and publicly declare their support. Encourage them to attend Stand Up events or organize one of their own.
- Ask him/her to help promote Stand Up on their website and in their communications.

Or, invite your local decision maker(s) to attend your Stand Up event or action.

### 4. Spread the word!

Promote Stand Up to all your friends, family, colleagues and neighbours. Ask them to participate in local Stand Up events or to Stand Up online from September 17 to 19th at [www.makepovertyhistory.ca](http://www.makepovertyhistory.ca). You can also help promote Stand Up on Facebook and Twitter.

Stay tuned to [makepovertyhistory.ca/standup](http://makepovertyhistory.ca/standup) for more info on how you can help us spread the word!

### 5. One Day Of Unified Global Action: Make Noise For The MDGs

**On September 18, the second day of the mobilization, we will “Make Noise for the MDGs!”**

We are encouraging people all over the world to take part in a common global action to make sure that the global movement in support of the MDGs is seen and heard in every corner of the globe. We hope to see widespread participation in this global action and are urging everybody to think of creative ways to generate a noise.

Examples of noise- making ideas include citizens gathering in a public space to bang spoons on metal plates as a way of illustrating hunger; Church groups and temples could arrange for their church/temple bells to be rung at the same time on that date in cities across their country; Local musicians could come together to play their instruments in innovative locations – African drummers on Mt. Kilimanjaro; the French National Orchestra from the top of the Eiffel Tower; football fans in South Africa blowing their local “Vuvuzelas” (trumpets) at football matches that weekend.

For more information and resources please visit [www.standagainstopoverty.org](http://www.standagainstopoverty.org).

## 2010 Make Poverty History Stand Up Pledge

We are standing now with millions of people around the world on this historic day, to show our commitment to the fight against extreme poverty and inequality.

We only have five years left to the 2015 deadline to realize the Millennium Development Goals.

As world leaders gather for an important summit on the Millennium Development Goals next week, we Stand Up together to say to our leaders :

“We will no longer stay seated or silent in the face of poverty and the broken promises to end it!”

We ask Prime Minister Harper to act now and keep Canada’s commitments to achieving the Millennium Development Goals and ending extreme poverty by 2015. We urge you to keep your promises on poverty – debt cancellation, more and better aid, trade justice and gender equality, addressing poverty and inequality at home and abroad.

We will continue to Stand Up, not just today but every day, to say:  
No more Excuses, End Poverty and Inequality Now!”

## Resources

Millennium  
Development  
Goals



More and  
better aid



STANDUP   
MAKE POVERTY HISTORY

**\*Register your event by August 31st and receive a free resource kit!**

Stand Up Canada is part of the global Stand Up campaign.

ENDPOVERTY  
**2015**  
millennium campaign

**STAND UP**  
**TAKE ACTION**



For more information and resources, please visit: [www.standagainstopoverty.org](http://www.standagainstopoverty.org).