



# THE GLOBAL POVERTY PROJECT

## ANNUAL REVIEW 2011



“This campaign is not just making the world healthier but also more productive.”

– Bill Gates

Bill & Melinda Gates Foundation

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# IMPACT OVERVIEW

Since being launched at the UN High Level Event on the MDGs in September 2008, the Global Poverty Project has:

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## PROJECT



- Developed the 1.4 Billion Reasons feature presentation and DVD to share progress fighting extreme poverty
- Delivered more than 800 presentations to more than 110,000 people in AUS, UK, NZ, CA, USA
- Reached more than 450,000,000 people through media coverage in 5 countries

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## AMPLIFY



- Activated more than 60,000 people to take action to end extreme poverty
- Mobilized 10,000 people as participants in Live Below the Line, raising more than \$2 million for partner organisations fighting extreme poverty
- Trained 75 ambassadors for The End of Polio campaign

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## ADVOCATE



- Grown political support for polio eradication and leveraged \$118 million in new funding
- Supported successful campaigns on aid transparency, Fairtrade and increasing funding for vaccines
- Demonstrated public support for better quantity and quality of foreign aid

# CEO STATEMENT



## CEO STATEMENT

In 2011, our team has worked tirelessly to build the movement to end extreme poverty within a generation.

Our Country Directors have done tremendous work in growing strong teams, and to the hundreds of people who have given their time to us in 2011, thank you.

To our NGO partners, thank you for allowing us to work alongside you, particularly to Rotary International, whose long-standing commitment to polio eradication we are proud to join. To our funders, thank you for your belief in us.

And, to our supporters, thank you for joining us in this generation-long commitment. We look forward to journeying with you, doing everything we can to see an end to extreme poverty within a generation.

Hugh Evans, Co-Founder & Global CEO

## BOARD STATEMENT

2011 was a year of consolidation and growth for the Global Poverty Project. With operations now in four countries, the team have combined the power of the 1.4 Billion Reasons education tool with new campaigns to achieve real results for the world's poor.

I, like the rest of the Board, have been impressed by what has been achieved by such a small team over just a few short years. I'm inspired by their vision, and impressed by the innovative techniques they use to re-energise the movement around this important issue.

As the Board look forward to 2012 and beyond we are excited about the team's work activating new markets and its work to better support those already taking action. We look forward to continuing to support the senior leadership team in identifying strategic opportunities to create lasting change.

Peter Murphy, Interim Global Board Chair

# ABOUT US



## VISION & MISSION

The Global Poverty Project's vision is a world without extreme poverty within a generation.

Our mission is to increase the number and effectiveness of people taking action to end extreme poverty.

We create media, campaign and education tools that allow the public to ensure real action is taken, by both Government and private sectors, to address the issue.

We seek to project the progress that is being made fighting extreme poverty, amplify the efforts of NGOs achieving results, and advocate to decision-makers to increase their commitment to ending extreme poverty.

## OUR CHANGE GOALS

We focus on the pursuit of six change goals towards the end of extreme poverty:

- **Aid Quantity.** Increase the quantity of aid given by donor countries to 0.7% of GNI.
- **Aid Focus & Effectiveness.** Ensure that aid given is targeted towards poverty reduction and the achievement of the MDGs.
- **Macro Trade.** Improve the multilateral trading position for poor countries by reducing unfair trading rules and relationships.
- **Consumer Trade.** Increase consumer demand for fair trade products and an increase business supply of fair trade products.
- **Enabling Environment.** Support poor countries to improve education, infrastructure and governance
- **Sustainable Organisation.** Build a strong organisation that can achieve a global vision enacted locally.

# ENDING EXTREME POVERTY

## IT'S POSSIBLE

The world has halved extreme poverty in the last thirty years. We have what it takes to end it within a generation.

For the first time in human history we have the knowledge and the resources to end extreme poverty, and the Millennium Development Goals give us a framework for global action.

The remarkable progress that has been made shows just what is possible in the fight against extreme poverty. Global collaboration has reduced polio cases by 99% and brought eradication within reach. The aid given by governments and citizens in the last 10 years has saved over 10 million lives, immunized 7.7 million children and halved the number of people living without clean water.

But the world's poorest continue to face a series of roadblocks – around issues like trade, governance, debt and aid – that keep them in poverty, despite their hard work.

That's why we're building a movement to change the systems and policies that keep people in poverty – to ensure all people have the opportunity they deserve to escape extreme poverty.





## CREATING A WORLD WITHOUT EXTREME POVERTY

We believe that extreme poverty is unnecessary, unfair and unjust. It's an affront to human dignity, and it calls on us to do something about it.

We recognise that the world's poor are working hard to fight poverty themselves. We need to get behind their efforts by providing direct support, and by removing the barriers that our governments, businesses and ourselves place in their way.

We know it won't be quick or easy, as extreme poverty is a hugely complex issue. There's no single answer to it, rather, there are 1.4 billion individual answers, one for each of the world's citizens in extreme poverty.

What we do know is that there are basic needs that have to be met if people are to work themselves out of extreme poverty. There are local systems – governments, economies, societies – that need to work for the poor, not against them.

And we know that these systems connect up to a global system in which we have a stake. Global rules, norms, policies and practices that can either unleash the potential of the world's poor, or keep them locked in of poverty.

As global citizens, we have the chance and the responsibility to challenge these systems, and ensure that the world's poor have the opportunity to thrive.

We can change our actions and our beliefs – how we learn, talk, buy, give time and money, and use our voice politically. We can join the broad movement of global citizens around the world who are doing everything they can to enable the world's poor to lift themselves out of extreme poverty.

At the Global Poverty Project, we see our role as catalysing this movement, making it bigger, better and more effective. Join us, and help create a world without extreme poverty within a generation.

# THE END OF POLIO

## THE END OF POLIO

Polio - a disease which has disabled millions and pulled people further into poverty – has been reduced by 99% over the past 25 years.

The progress that has been made is an inspiring example of our ability to reach the world's most vulnerable children with basic health care.

Global efforts over the past 25 years have delivered incredible progress: immunising more than 2 billion children and saving more than 5 million children from life-long paralysis or death.

Eradication could be just years away. But a funding gap is placing this prospect, and the health of thousands of vulnerable children, at risk.

That's why the Global Poverty Project is supporting the four spearheading partners of the Global Polio Eradication Initiative (World Health Organization, Rotary International, UNICEF, and US Centers for Disease Control and Prevention) to make the end of polio reality.





**Few ideas are more powerful than the eradication of human disease – what is missing is the political will to see it through. Let us eradicate polio once and for all.**

**– David Cameron  
Prime Minister, United Kingdom**

Since July 2011, the Global Poverty Project has worked with partners to run The End of Polio campaign. This campaign shares the remarkable story of progress towards polio eradication, while helping build the public support and momentum required to close the funding gap threatening eradication efforts.

Our campaigning included a grassroots ambassador program, online petitions, events and briefings with key decision-makers, plus media coverage secured alongside partners like Rotary International and UNICEF.

In October, as world leaders gathered in Perth, Australia for the 2011 Commonwealth Heads of Government Meeting, the campaign called for a commitment to polio eradication.

Three months of advocacy efforts culminated in The End of Polio Concert, and the next day five world leaders joined Bill Gates in announcing additional commitments for polio eradication.

## IMPACT

**\$118m pledged for polio eradication**

**5,000,000+ media reach**

**25,000+ mobilised**

**4,000+ attend advocacy concert**

**\$20,000 donations**

**350,000+ video views**

# LIVE BELOW THE LINE

## LIVE BELOW THE LINE

Live Below the Line is an innovative awareness and fundraising campaign that's making a huge difference in the fight against extreme poverty.

Over five days, participants feed themselves with the equivalent of the extreme poverty line, gaining personal insights into lack of opportunity and choice, and opening a window onto the challenges faced by those living in extreme poverty.

Using their experiences, participants engage their community with the issue of extreme poverty, and raise funds to support projects fighting extreme poverty. They also join the movement of people willing and able to make a meaningful difference to the lives of those who trapped below the extreme poverty line.

Since launching the campaign with our partner The Oaktree Foundation in Australia in 2010, we've taken this campaign global – partnering with leading not for profit organisations across the United States, UK and New Zealand to ensure it has the most impact possible.





Live Below the Line highlights the challenge that over one billion people are faced with every day and urges us to do something about it, which is why I'm so proud to support it.

– Hugh Jackman  
Actor

Live Below the Line was born over a few backyard beers in a Melbourne share house. Housemates Rich Fleming from the Global Poverty Project and Nick Allardice from The Oaktree Foundation shared a passion for alleviating poverty, and often discussed the difficulty of communicating the lack of choice and opportunity available to those living below the extreme poverty line.

One night they started thinking about what it would mean to live below the extreme poverty line in Australia, and how hard it would be to even eat on that amount. Rich decided to give it a try: and documented his experiences along the way. He found that it provided a new, personal insight into the issues of extreme poverty, engaging his friends in ways he hadn't been able to before.

Nick & Rich saw the opportunity to share this concept with thousands of citizens across the world, to allow them to become advocates and in doing so raise critical money for projects creating change. And so Live Below the Line was born.

## IMPACT

**16 partner organisations**

**10,000+ participants**

**56,000+ donations**

**\$2.4 million raised**

**400,000+ conversations**

**420 million media reach**

# 1.4 BILLION REASONS

1.4  
BILLION  
REASONS

There are 1.4 billion people in the world living in extreme poverty. That's 1.4 billion people living without access to basic opportunities and rights.

The Global Poverty Project developed the multi-media presentation 1.4 Billion Reasons, to share the facts of extreme poverty, share the successes and opportunities, and inspire audiences to understand and get involved in the movement to end extreme poverty.

This educational presentation is built around five sections:

- What is extreme poverty?
- Can we do anything about it?
- What are the barriers to ending extreme poverty?
- Why should we care?
- What can I do?

Since launch, this world class presentation has been tailored for specific audience groups and delivered by expert presenters for between 45 and 90 minutes in workplaces, schools, universities, faith groups, community groups and at conferences across three continents.





**In one presentation you gave hope, strength and inspiration!**

**Lo Cristini,  
Presentation Attendee, Canada**

In 2006, Global Poverty Project co-founders Hugh Evans and Simon Moss saw the film *An Inconvenient Truth*. They were struck by the film's impact, and saw an opportunity to develop a similar tool to revitalise the movement to end extreme poverty.

They saw the presentation as an incredible vehicle for inspiring and mobilising a global movement – sharing both stories of previous success, and of the opportunity to end extreme poverty within a generation.

On the July 4 2009, as the result of the tireless work of a dedicated team of staff, volunteers, interns, partners, advisors and supporters, 1.4 Billion Reasons launched to the world from Melbourne, Australia.

Since then the presentation has spread across five continents, and been delivered as a keynote at major conferences such as One Young World, Montreal Summit and St Paul's Cathedral.

## IMPACT

**Seen by 110,000 people in 28 countries**

**Toured across United States, United Kingdom, Australia and New Zealand.**

**Partner tours with ONE, Malaria No More UK, and Opportunity International Australia.**

**Activated 60,000 people to take action to end extreme poverty**

# OTHER CAMPAIGNS

The Global Poverty Project actively participated in a number of other campaigns to fight extreme poverty in 2011, including the following:

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## MAKE AID TRANSPARENT



We joined 100 other organisations on the Make Aid Transparent campaign, calling on donor countries to publish what their aid funds.

We mobilised 1,365 of our supporters to add their name to the petition, and at the 4th High Level Forum on Aid Effectiveness, their voices joined more than 62,000 others from 218 countries.

As a result, countries including Australia, USA and UK signed onto the International Aid Transparency Index.

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## CONSUMER TRADE



We continued to support and promote Fairtrade and ethically purchased consumer products in 2011.

We encouraged supporters to run events for Fairtrade Fortnight in the UK, Australia and New Zealand, partnered with the Co-Operative in the UK our Global Poverty Ambassador pilot, included Fairtrade promotion in 1.4 Billion Reasons and blogged extensively about opportunities for consumers to make ethical purchasing decisions.

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## BRIBERY & CORRUPTION



In the United Kingdom we partnered with Transparency International in sending hundreds of messages to the Government to secure the full introduction of the UK Bribery Act, ensuring UK companies would be required not to give bribes through their overseas operations.

We also actively contributed to the Publish What You Pay coalition, which is campaigning to have governments enact legislation that requires corporate transparency in reporting royalties and taxes. We will continue to support the coalition in campaigning in the USA, EU and Asia-Pacific.

# MOVEMENT BUILDING

We're committed to strengthening the movement of citizens committed to bringing about the end of extreme poverty within a generation. To that end, in 2011 we:

## SOCIAL MEDIA & ONLINE



- Youtube: 1065% growth (37,920 to 442,146 video views)
- Twitter: 87.5% growth (4,000 to 7,500)
- Facebook: 56% growth (17,000 to 26,500)
- Website: 140,000 unique site visitors

## INFLUENCER MEDIA



- Joint opinion article by Bill Gates and Australia Prime Minister Julia Gillard for World Polio Day in the Sydney Morning Herald
- Hugh Jackman interview on CNN International for Live Below the Line
- Stories in The Guardian, The Sun, Daily Mirror UK papers

## SUPPORTER ENGAGEMENT



- Database: 156% growth (25,000 to 64,000) on main list
- Blog: 126,000 blog views
- Training: more than 120 ambassadors and presenters to educate and campaign in their communities

# AUSTRALIA



Since Establishing the first Global Poverty Project office in Melbourne in 2008, Australia has been an innovation hub for the Global Poverty Project.

In 2009, the Australian team launched 1.4 Billion Reasons to the world, touring the nation and training the world's first Global Poverty Project presenters.

In 2010, the staff, volunteer and intern team worked with partners at The Oaktree Foundation to develop Live Below the Line, and launched this advocacy and fundraising campaign to national headlines.

In 2011 this outreach work was complemented by additional education resources, as partnerships with Plan International Australia and Opportunity International Australia led to the development of customised presentations for school and workplace audiences. 2011 also saw the launch of The End of Polio campaign, which secured \$118 million for global polio eradication efforts.

## IMPACT

**350+ presentations to  
42,000+ people**

**Activated 20 presenters**

**75 campaign  
Ambassadors**

**A\$1.4 million raised by  
6,000 participants for 2  
organisations through  
Live Below the Line**

**12 million media reach**

# UNITED KINGDOM



Launched in February 2010, the Global Poverty Project UK has achieved remarkable outreach and partnership results, leading the way on public and political engagement.

Following the successful launch of 1.4 Billion Reasons the team developed and coordinated the simultaneous launch of the 1.4 Billion Reasons DVD in 30 countries around the world, and delivered tours across the UK in partnership with Malaria No More UK and ONE.

In 2011 London hosted the international launch of Live Below the Line, drawing the support of notable MPs and celebrities, including Global Poverty Project Ambassador Hugh Jackman. The team also ran campaigns supporting the work of the Global Alliance for Vaccines and Immunizations, defending the UK Bribery Act, and supporting the introduction of effective resource transparency laws.

In 2012, the UK enters an exciting new phase in education and campaign work: launching the Global Poverty Ambassadors program in partnership with The Co-Operative during the 2012 UN International Year of Co-operatives.

## IMPACT

**267 presentations to  
37,868 people**

**Activated 16 presenters**

**£180,000 raised by  
1,250 participants for 9  
organisations through  
Live Below the Line**

**450 million media reach**

# UNITED STATES



Launched in January 2011, the Global Poverty Project USA has been focused on putting the issue of extreme poverty on the map for the American public.

In early 2011, the team toured the country with 1.4 Billion Reasons, delivering 70 presentations to more than 11,000 people, and sharing stories of progress fighting extreme poverty along the way.

Live Below the Line was piloted in the USA in May 2011 through a partnership with CARE USA, challenging thousands to spend 5 days on \$1.50 a day, and culminating with The End Event, where Professor Jeffrey Sachs was the keynote speaker.

In 2012, we're preparing to hit the road again, educating young Americans about progress fighting extreme poverty, scaling up Live Below the Line, and creating the Global Festival to draw attention to progress being made fighting extreme poverty.

## IMPACT

**70 presentations to  
11,000+ people**

**Activated 6 presenters**

**\$48,000 raised by 2,750  
participants for 2  
organisations through  
Live Below the Line**

**300 million media reach**

# NEW ZEALAND



Established in 2010, the New Zealand office came under new leadership in 2011 with Will Watterson stepping in as Country Director.

With a vision to take 1.4 Billion Reasons to the general public, Will embarked on a 4-month road trip around the country with 9 other social entrepreneurs, spending a week in every geographical region of New Zealand and presenting 1.4 Billion Reasons to over 6,000 people.

The relationships built on the road trip were a key component in what was to become a highly successful Live Below The Line campaign in August, raising \$140,000 for 4 partner charities.

2012 is an exciting year for us in New Zealand as we roll out our first national Ambassadors program, and scale up Live Below The Line with the addition of 3 new charity partners.

## IMPACT

**60 presentations to  
6000 attendees**

**Activated 2 presenters**

**NZ\$140,000 raised by  
600 participants for 4  
organisations through  
Live Below the Line**

**1800 registered  
supporters**

# LOOKING TO 2012

## GLOBAL CITIZEN

Learn about the issues and take action for lasting change.

Global Citizen is a new website and mobile application that will help change makers find effective and relevant ways to create change. It revolves around a simple premise: that every person can play a role in realising the end of extreme poverty.

Global Citizen will act as a platform to learn more about the issues that keep people in poverty, to support organisations working to create change on the ground, and to campaign for systemic, lasting change. We're teaming up with musicians, celebrities and businesses that share our passionate for change, to offer our supporters opportunities to amplify their impact.

## GLOBAL FESTIVAL

A generation takes action to fight extreme poverty.

In September 2012, as the world's leaders gather in New York for the UN General Assembly, the Global Festival will bring together thousands of global citizens in New York City to celebrate progress fighting extreme poverty, and urge leaders and citizens to do more.

It will showcase a generation taking action to fight extreme poverty, and provide a platform for further action. It will share the good news stories of smart aid, demonstrating how investments in things like vaccines can transform children's lives, and bring us to the brink of huge wins like the complete eradication of polio.

## LIVE BELOW THE LINE

How much change can you make?

2012 is Live Below the Line's second year as an international campaign. In 2012, we're aiming to raise more than \$2.5 million for more than 30 charities around the world, engaging 20,000 participants. The Australia, UK and US challenges will take place in May, and the NZ campaign will take place in August.

In 2013 and beyond we will continue to grow Live Below the Line, working with partners to expand the campaign's reach, empower participants as advocates for change, and raise funds for crucial anti-poverty initiatives.

## THE END OF POLIO

The end of polio is within reach, help make it a reality.

We hope to celebrate India's remarkable achievement of one year polio free in January by touring Indian cricket legend BS Chandrashekar around Australia.

In May, driven by the urgency of the World Health Assembly's potential declaration of polio as a global health emergency, we will launch new phase of campaigning to secure additional financial and political commitments to polio eradication.



## GLOBAL POVERTY AMBASSADORS

in partnership with  
The co-operative

Educating, inspiring and activating  
communities to take action

In January 2012, we will launch the Global Poverty Ambassadors program in partnership with The Co-Operative, including presentations from philanthropist Bill Gates and academic Hans Rosling at our launch event.

We will train more than 120 community leaders to deliver 1.4 Billion Reasons and lead campaign work throughout the year, enabling these passionate and equipped leaders to take the message of progress fighting extreme poverty to their communities.

## OTHER CAMPAIGNS

Supporting transparency, good  
aid and ethical consumerism

In 2012 and beyond we'll continue our work as a member of the Publish What You Pay coalition, to ensure that our businesses, governments and citizens are not party to corrupt practices.

We will continue to campaign for governments to improve the quality of their foreign aid, and call on them to keep their promises to the world's poorest and most vulnerable.

And, we will continue encouraging consumers to choose ethical and Fairtrade products, including piloting a campaign on ethical fashion in the UK, ensuring that producers everywhere receive a fair deal.

# GOVERNANCE & FINANCIALS

## INTERNATIONAL GOVERNANCE

The Global Poverty Project is a global organisation, connected as four legal entities, one in each of the United States, Australia, United Kingdom, and New Zealand. We share a common vision, mission and strategic plan.

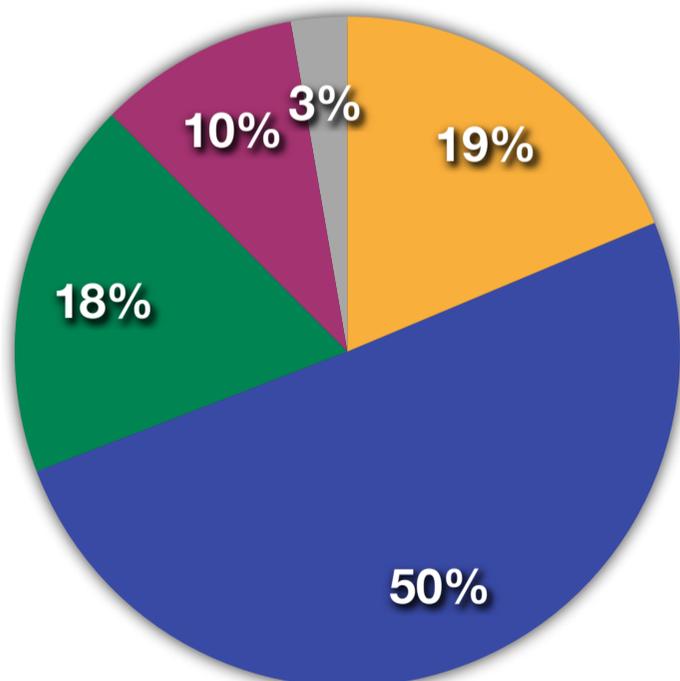
In 2011, the Global Poverty Project underwent a global restructure, to better facilitate ongoing growth and strengthen our activities. As of May 2012, our US entity, Global Poverty Project, Inc (registered 501(c)(3) entity) is our parent entity, and is the sole member of each of the other country entities.

During 2011, and as part of the global restructure process, an Interim Global Board was established. This board was comprised of advisors from our global offices: Donna Redel (US); Peter Murphy (AU); Lord Jack McConnell (UK) and Simon McKeon (AU). We thank the Interim Board for their leadership during this transition period.

## FINANCIALS

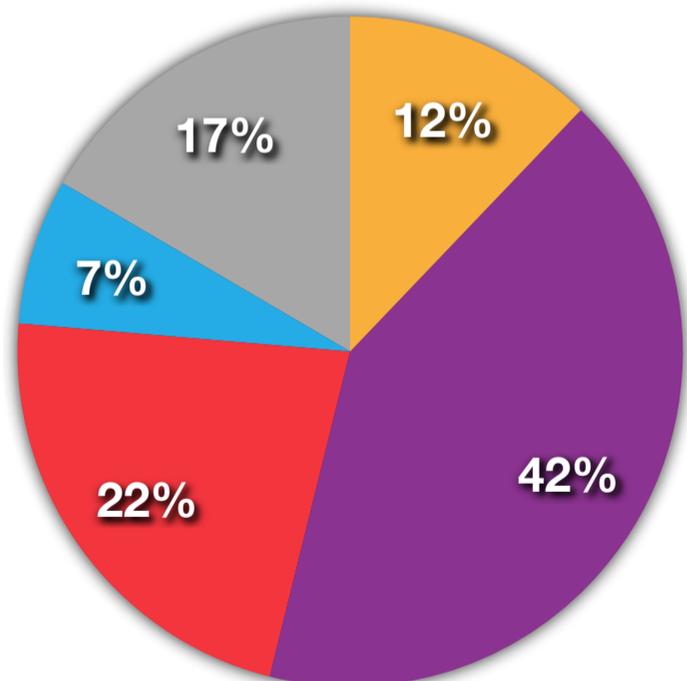
We provide below as a combined graphical representation the sources of funding we received as part of the entire Global Poverty Project network, as well as how these funds were expended.

Formal audit reports for each of the legal entities within the Global Poverty Project network can be accessed at [http://www.globalpovertyproject.com/pages/annual\\_reports](http://www.globalpovertyproject.com/pages/annual_reports)



**INCOME**

- Live Below the Line
- Donations
- Other
- Grants
- NGO Partners



**EXPENSES**

- Live Below the Line
- 1.4 Billion Reasons
- Admin & Fundraising
- The End of Polio
- Other Campaigns

# OUR PEOPLE

## GLOBAL LEADERSHIP TEAM

CEO & Co-Founder: Hugh Evans  
COO & Co-Founder: Simon Moss  
CFO & Australia Country Director: Wei Soo  
UK Country Director: Elisha London  
USA Country Director: Michael Trainer  
NZ Country Director: William Watterson

## STAFF TEAM

We wish to thank our staff for their commitment and hard work in 2011:

**AUSTRALIA:** Albert Benjamin (Operations), Ashley Uren (Events), Freya Shearer (Events), Jacquie Hoyes (National Workplace Program), Jay Frere-Harvey (National Schools Program), Joanna Brook (NSW Coordinator), Lindsay Hadley (Event Producer), Mick Sheldrick (The End of Polio Campaign), Paul Mason (WA Coordinator), Renee Carr (Communications), Sandra Opoku (National Schools Program)

**NZ:** Sarah Wood (Operations Manager)

**UK:** Matti Navellou (Activation), Lana Simpson (Activation), Ashli Alberty (Events and Activation), Guy Kirkpatrick (Campaigns), Kathryn Llewellyn (Live Below the Line), Dennis Marcus (Live Below the Line), Barney Samson (Events Assistant), Uschi Klein (Media), Nadeem Javaid (Ambassador Program).

**USA:** Agnia Musur (Executive Assistant), Anna Reeves (Campaigns), Annette Russo (Bookkeeper), Bobby Bailey (Content), Justine Lucas (Campaigns), Michael Schneider (Movement Producer)

We also wish to thank the dozens of volunteers and interns that worked with us all throughout the world during 2011 -- we salute your dedication, passion and support.

## ADVISORS & SUPPORTERS

We would like to thank our global advisory board members for their generous time, support and assistance in 2011: Simon McKeon, Lord Jack McConnell, Alan Court, David Ray, Laurie Lee, Hugh Jackman, Trish Daley, John Wilkerson, Peter Murphy, Martha Fray, Jane Atkinson, Chris Adams, Anthony Gordon, Russell James, Baroness Anne Jenkin, David Fletcher.

We would also like to thank other major supporters including the Sumner M. Redstone Foundation, Bill & Melinda Gates Foundation and Allen & Overy lawyers.

THE  
GLOBAL  
POVERTY  
PROJECT

[www.globalpovertyproject.com](http://www.globalpovertyproject.com)