



ARIGATOU INTERNATIONAL--END CHILD POVERTY

INTERNATIONAL DAY FOR THE ERADICATION OF POVERTY (IDEP) 17 OCTOBER 2018 CAMPAIGN IDEAS TOOLKIT

TOGETHER WE CAN END CHILD POVERTY WORLDWIDE

I. What is the International Day for the Eradication of Poverty (IDEP)?

The [International Day for the Eradication of Poverty \(IDEP\)](#) is a global event marked every year on **17th October**. It is a day for awareness, advocacy and action against poverty.

Every year, Arigatou International – End Child Poverty organises a global IDEP campaign with the universal message, *Together We Can End Child Poverty Worldwide*.

We invite to join this campaign by taking action and advocacy on 17th October 2018, and by raising awareness throughout the month of October 2018. This year our IDEP 2018 campaign will also be guided by the United Nations IDEP global theme, “**Coming together with those furthest behind to build an inclusive world of universal respect for human rights and dignity.**”

II. Why Take Part in our IDEP Campaign?

An estimated 1 billion children live in poverty globally – that is 1 out of every 2 children in the whole world. This poverty robs children of their rights, dignity and overall well-being. Child poverty is also closely linked to violence against children.

By taking part in the IDEP 2018 campaign, *Together We Can End Child Poverty Worldwide*, you too can be part of the global community addressing this important issue and making a positive difference.

We believe that, together with you, we can end child poverty worldwide, we can end violence against children, and we can build a better world for all children.



III. How You Can Take Part our IDEP 2018 Campaign:

Visit our [website](#) to get more information and IDEP 2018 Campaign ideas. In addition, here are 5 creative ways you can take part in the 2018 International Day for the Eradication of Poverty (IDEP) Campaign:

1. Listen to Children

Listen to children with empathy and respect, welcome their wisdom and gifts, and continue to work side-by-side with children to address violence against them and end child poverty.

- Ask children from your community what poverty means to them and how communities can work together to end child poverty and violence against children.

- ✚ Record and send these responses to your local leaders accompanied by an **advocacy message** demanding for action to end child poverty and violence against children.
 - ✚ You can record the children's responses through a video, in written form (as a letter, essay, poem) or as an audio message.
 - ✚ Send us these children's responses, to inspire many others.
- Organise various '**Listening to Children**' sessions with young people from your community, guided by the topic, *Together We Can End Child Poverty Worldwide*.
 - ✚ You can use the [Learning To Live Together](#) (LTLT) methodology to organise these sessions.
 - ✚ Focus on providing a safe space for children to express their views on child poverty and violence against children, as well as their ideas for community actions to address both.
 - ✚ Use the responses given by the children to help you in planning your future End Child Poverty projects.
 - Partner with the school(s) in your community to organise and host an **awareness activity** around our IDEP campaign message, *Together We Can End Child Poverty Worldwide*.
 - ✚ Invite students, teachers and parents to take part in your event.
 - ✚ In this school activity, provide a platform for children to speak about how communities can end child poverty and violence against children.
 - ✚ Also provide space for children to showcase their work in addressing child poverty.
 - Organise a **children's cultural event**, such as a concert, sports, dance, music, games, acting, watching a film, taking part in a walk or creating expressive artwork.
 - ✚ Partner with children or youth organisations such as religious groups, sports clubs, scouts and peace clubs, in order to host this event.

*** Before engaging the children in any of your IDEP activities, ensure to ask for permission and written consent from their parent(s) or guardian(s) beforehand.

2. Take Part in the 2nd End Child Poverty Photo Contest

Visit our website on October 17th to get full details on our End Child Poverty photo contest!

- Take part in the 2nd End Child Poverty Photo Contest, according to the contest rules on our website.
- Welcome young people from your community to actively take part in the photo contest.
- Vote for the best photos, according to the contest rules on our website.

3. Give

Involve children and other young people in identifying the needs of children affected by poverty in your community.

- **Give resources** – such as food stuff, clothing, shoes, books, learning material, medical kits – towards helping children affected by poverty and their families. Remember to ask the family or community what they require, before giving.
- **Give a money donation** to a local organisation serving children affected by poverty. This could be your local faith community, a children’s home, a refugee host-centre, a school, or other such children’s welfare institution.
- Organise a **fund-raising event** towards ending child poverty in your community. Ensure to follow the necessary legal and ethical procedures.
- **Volunteer** your time to visit or serve children affected by poverty, during IDEP.
- Engage in any other **humanitarian activity** that is relevant to ending child poverty in your community.

4. Spread the Word on Social Media

Use all your available social media channels to communicate facts about child poverty and violence against children, and what communities can do to eradicate child poverty and end violence against children.

- Connect with us on [Facebook](#); [Twitter](#) and [Instagram](#)
- We have made available our IDEP 2018 [Media Kit](#), which has social media assets and print banners which you can use to raise awareness.
- Use the hashtag **#EndChildPoverty** on all your relevant Facebook posts, Tweets, Instagram and Flickr photos, YouTube and Vimeo videos, and other social media messages, **during the month of October**.
- Share the IDEP campaign message, *“Together We Can End Child Poverty Worldwide”* and Tag us on your social media.
- ‘Donate’ your **Facebook Cover photo** and your **Twitter Header photo** – update it with the End Child Poverty IDEP photo, which will be available shortly on our [website](#).
- Invite your friends and followers to connect with End Child Poverty on Facebook and Twitter.
- Retweet, Share, Like and Comment on the End Child Poverty posts.

5. Tell Your Story

[Share Your Story](#) and let us know how your community is tackling child poverty, so that many others can get inspired.

- Use the [IDEP Activities Form](#) and tell us what you have planned for the IDEP 2018 Campaign.
- Tell us about your work to end child poverty in your community.
- Invite children and other young people in your community to share their story on what they are doing to end child poverty.

- You can share these stories through our [Facebook](#) and [Instagram](#), write us an [E-mail](#) and [Contact Us](#) through our website.
- Through the End Child Poverty [IDEP Map](#) we shall share your story with the rest of the world.
- Send us photos of all your IDEP 2018 Campaign activities.
- Share with us a brief report of your IDEP 2018 Campaign activities through [E-mail](#) or through our [website](#).

IV. Contact Us

For more resources and support, please contact us:

End Child Poverty: Arigatou International – Nairobi

- E-mail: endchildpoverty@arigatouinternational.org
- Facebook: <https://www.facebook.com/endchildpoverty>
- Twitter: <https://twitter.com/IIECP>
- Instagram: https://www.instagram.com/endchildpoverty_arigatou
- Website: <https://endingchildpoverty.org>

V. About Us

[Arigatou International](#) is a global non-profit organisation which brings people of diverse cultural and religious backgrounds together to build a better world for children.

[End Child Poverty](#) is the global initiative of Arigatou International that mobilises faith-inspired resources to overcome poverty affecting children. We are a multi-faith, child-centered initiative. We aim to create a world free of child poverty, by addressing both the root causes of poverty in the human heart and the structural causes of poverty in society.

We believe that together, we can end child poverty worldwide!