

STAND UP
to bring poverty down!

TAKE ACTION
to meet and exceed
the Millennium
Development Goals

STAND UP
against injustice
and inequality

TAKE ACTION
to demand that
governments'
promises are kept

STAND UP
and be counted!

**UN Millennium
Campaign**

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OCTOBER 16-18, 2009

**STAND UP
TAKE ACTION**

End Poverty Now!



www.standagainstopoverty.org



END POVERTY NOW!



In 2006, 23 million people stood up, in 2007 47 million people stood, last year 116 million people Stood Up and Took Action

WHY STAND UP AND TAKE ACTION IN 2009?

In 2000, leaders of 189 countries signed the Millennium Declaration agreeing to do everything in their power to end poverty. They pledged to do this by achieving the Millennium Development Goals (MDGs), a road map to end extreme poverty by 2015. Still, every day, 50,000 people die as a result of extreme poverty and the gap between rich and poor is increasing. Nearly half the world's population lives in poverty, 70% are women. We have the power to change this. And we must TAKE ACTION now!

With so little time left and a struggling global economy, it's more urgent than ever to keep up the pressure on our governments. The world's poorest are deeply impacted by the economic crisis, which they had no hand in creating. It also threatens to reverse progress on the MDGs. We cannot afford to let this happen. For the fourth year in a row, millions of people around the world will STAND UP and TAKE ACTION to show their support for the fight against poverty and the achievement of the Millennium Development Goals (MDGs).

Campaigners worldwide will be pushing their governments for more and better aid, debt cancellation, education for all boys and girls, healthcare, trade justice, gender equality and public accountability.

Let's STAND UP together to say: "We will no longer stay seated or silent in the face of poverty and broken promises to end it!"

WHEN

October 16th, 17th, 18th, 2009.

A STEP BY STEP GUIDE ON HOW TO GET INVOLVED

1. JOIN A PLANNED STAND UP EVENT

The United Nations Millennium Campaign and the Global Call to Action Against Poverty are working with a large number of national and local partners; schools and universities, local community groups, women's groups, choirs, sporting clubs, faith groups, local authorities, trade unions, corporations and many more. Events are being organised in cities and villages around the world. You can join these events or encourage a group or organisation you are a part of to get involved. This is a unique opportunity to speak with one voice on one issue. Get the message across with your action. View STAND UP events and find one near you at www.standagainstopoverty.org.

2. ARRANGE YOUR OWN STAND UP EVENT

- Choose the location
- Plan an event or insert a STAND UP and TAKE ACTION moment into an existing event
- Choose an event leader or high profile host person/celebrity from the community
- Invite local government members to attend and witness and discuss your demands
- Spread the word using e-mail, letters, flyers, posters and local media



The "Event in a Box" and a range of resources and materials are available at www.standagainstopoverty.org

HOW TO TAKE ACTION

This year, let's strengthen our actions for real change. Participants and partners in each context will determine the actions that are most effective to hold governments accountable for the realisation of the MDGs. This could include signing a petition, taking an online action, presenting your MDG-related demands to a politician, preparing a study on an issue you care about or direct lobbying... there are options for everyone. A major focus of this year's STAND UP will be to target Parliamentarians/legislators at the Federal (and where appropriate at the provincial level). This could include early planning to persuade Parliamentarians to STAND UP in the house, to organise a Parliamentary debate and to pass necessary laws and policies for the achievement of the MDGs. Writing to Parliamentarians through letters, emails or text messages in large numbers can make a difference.

For more ideas, see www.standagainstopoverty.org.



Remember, to be counted towards the Guinness World Record, you need to take part in the STAND UP action itself on Friday the 16th to Sunday the 18th of October.

ON THE DAY: HOW TO "STAND UP AND TAKE ACTION"

- Plan the event so the STAND UP moment takes place within the official STAND UP timeframe
- The event leader explains STAND UP and the ways people can TAKE ACTION
- Everyone comes together, sits or kneels down (people with disabilities can be counted by their presence at an event or by performing any appropriate symbolic action)
- People in the crowd then STAND UP in unison and are asked to take an appropriate action such as signing a petition, sending a postcard or message to a politician, taking an on-line action or reading an anti-poverty pledge
- Ask the audience to record this STAND UP moment on digital cameras, mobile phones or video recorders and upload them at www.standagainstopoverty.org.
- The last crucial step is to count or estimate as accurately as possible, the number of people taking part and report it to the organisers. These figures will be added to the total record-breaking tally

HOW TO BE COUNTED AND WHY

- For this mobilisation to have real impact we need to be able to tell our leaders and the world that millions of people are demanding that poverty is eradicated and the Millennium Development Goals are met as a political priority
- Event organisers take responsibility for pre-registering events online and registering STAND UP actions and the numbers of people who took part following the event at www.standagainstopoverty.org or on the relevant national campaign website
- It is also possible in some instances to "STAND UP" virtually using SMS and online communities. See guidelines at www.standagainstopoverty.org
- You can also fax your submissions to your local GCAP/Millennium Campaign office. Fax numbers are also listed on the standagainstopoverty.org website
- Register your event at www.standagainstopoverty.org before the start of the mobilisation



Don't forget to report the numbers of people who have taken part after the event. Numbers will be counted and verified by Guinness World Records.