



Faces of Hunger in the U.S. – STREET TEAM
Informational Packet

INTRODUCTION & GUIDELINES	1
CONTEST FLYER.....	3
PALMS FOR LIFE PRESS KIT	4



Faces of Hunger
“Street Team”
...Because Hunger is Everybody’s Business

Are you hungry to be heard?! Do you want to be an Advocacy Leader within your community on issues that are dear to you such as... hunger? Well then we want YOU! Become an active member of Palms for Life’s *Street Team* and spread the word to create a buzz about our film contest *Faces of Hunger in the US*.

At Palms for Life, our mission is to work palm in palm/hand in hand to create awareness about hunger and poverty and collectively find solutions. Therefore, we are looking to you—our Street Team members—to be our “face” on your college campus. *

What YOU can do:

1. Inspire your friends to participate in the *Faces of Hunger in the U.S.* competition and make their own short films!
2. Inform your friends, peers, family, and faculty members about Palms for Life’s project and once they have extended their support, ask them to spread the word (it’s all about the snowball effect).

How YOU can do this:

1. Post our Facebook group link to your profile page and get all of your friends to join the group. Don’t forget to share our links with all of the other online social networking sites out there, such as Twitter, MySpace, GotSpot, etc.
2. Familiarize your friends with our website: <http://www.facesofhunger.org> and encourage them to sign up for our mailing list!
3. Wear our Palms for Life—*Hungry Tee* proudly around campus. (Of course, take it off once in a while and throw it in the wash;)
4. Invite yourself along to multiple university-wide events (career-days, fundraisers, mixers, etc.) and inform attendees about the competition.
5. Pass out our informational flyers, email them to all of your friends, and attach them to every student bulletin board you can find!
6. Follow up with all of your friends, family, faculty members, and anyone else you’ve reached out to. Don’t feel bad if people think you are being obnoxious! Persistence and creativity will be rewarded. :)
7. Last but not least, crash every campus party and spread the word!

Questions?

If you come across anyone who has questions or requests more information about Palms for Life, please direct them to our website or have them email info@palmsforlife.org and one of us will respond to their inquiry immediately.

The ultimate goal is to inspire and build momentum about the contest.

We'll want to know how it's going, so please remember to send us periodic updates on the response you're getting. If you've encountered any obstacles...we want to know! Or, perhaps your outreach and interaction with peers has sparked ideas along the way...tell us about them! And, don't forget that we're always here for questions and support!

As you've now become one of our team members, we also welcome your creative ideas for other outreach outlets that we haven't yet thought of.

* Please be advised that joining the *Street Team* does not in any way prohibit you from making your own video submission/participating in the contest.



YOUNG FILMMAKERS' CONTEST FOR FILM ON HUNGER IN AMERICA

A Nationwide Initiative to Visually Portray Hunger in the United States

"Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek."

-President Barack Obama (Excerpt from speech following Super Tuesday – February 5, 2008)

About the Project

Palms for Life Fund is calling out to young filmmakers, under 25 years of age, to participate in a competition to visually depict in their communities the growing epidemic of hunger in the United States. This national contest for documentary short films entitled ***"Faces of Hunger in America"*** intends to bring the issue of hunger onto the forefront of the nation's radar screen while at the same time empowering our youth, the future generation of leaders and activists, to facilitate positive change and challenge antiquated principles.

Palms for Life will offer cash prizes of up to \$10K, and give the winners exposure to a vast audience in a full-length compilation of the prize-winning works.

Why Now

Food needs to be treated as an inalienable basic human right – beyond charity – and hunger needs to be tackled in its root causes. The short films will increase awareness about hunger, affecting more than 36 million Americans who are unable to access consistently sustainable amounts of food for a healthy life. Of this population, over 12.4 million are children, left to suffer the physical, mental and emotional consequences of daily life without the most basic human needs.

Who We Are

After 30 years of service with the United Nations World Food Programme, Hannah Laufer-Rottman founded Palms for Life Fund to continue raising awareness and financial support for all those living in impoverished conditions around the globe. By providing food and education to those in need, Palms for Life Fund helps create new livelihood opportunities to people around the world. For more information, please go to: **www.palmsforlifefund.org**.

How to Participate

All entrants must submit a non-fiction short film between 5-12 minutes in length, accompanied by an artist statement of no more than 300 words. This contest is only open to U.S. Citizens, under the age of 25.

If you are interested in participating in the contest, please add your name to our mailing list by visiting **www.facesofhunger.org**. Please share this information with your friends.

we • are • all • connected • to • the • poor

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who we are

Palms for Life is a US-based charity committed to ending poverty worldwide. The Executive Director and founder, Hannah Laufer-Rottman, has worked for 30 years with the United Nations World Food Programme helping feed and educate millions of poor people and providing them with new livelihood opportunities. Hannah has lived in many developing countries. She receives help from a team of highly motivated and knowledgeable professionals serving on the Executive and Advisory Boards. On the ground, projects are implemented by Palms for Life's experienced, successful and reliable local partner organizations.

our focus

The funds raised bring education and food to schoolchildren, healthcare for mothers and children, new skills and employment to adults through vocational training, adult literacy and microfinance in countries such as Angola, Burkina Faso, Ecuador, India, Mozambique, Nicaragua, Pakistan, Tanzania and Thailand. These social investments respond to poor people's needs and provide them with new opportunities to improve their life and make the right choice for a better future.

By focusing especially on women's and girls' education, we guarantee even more impact of our projects because an educated young woman will more likely have less children, have healthier children and send them to school. In the case of Female Genital Mutilation, an educated mother is much more likely to refuse to submit her child to this terrible violence.

in the US

In the United States, we focus on increasing awareness about domestic hunger affecting more than 36 million Americans. We support the idea that food needs to be treated as an inalienable basic human right – beyond charity -- and hunger needs to be tackled in its root causes. Through our project "Faces of Hunger in America" young filmmakers around the country will depict hunger in their communities.

our business model is very simple

We raise awareness about poverty and its devastating impact on poor people around the world; at the same time we raise funds on behalf of our partners on the ground to support projects that we carefully select, that have proven to be successful, and that are fully sustainable and have long lasting effects on the participants' quality of life.

our current projects

- **Angola** Support to Primary Education and Protection from Violence
- **Burkina Faso** Community-Based Health Planning and Services
- **Burkina Faso** Eliminating Female Genital Mutilation
- **Ecuador** Educating and Feeding Street Children, Quito
- **Ecuador** Protecting Against Violence, Sucumbios,
- **Ecuador** Bilingual Education in Rural Schools
- **India** Vocational Training and New Employment Opportunities
- **India** Universal School Enrollment and Quality of Primary Education
- **Mozambique** Giving better and safer Schools to Children
- **Tanzania** New Opportunities for Orphans and the Disabled, Bukoba
- **Tanzania** Income Generation and Microfinance directed at women
- **Thailand** Community Development and Microfinance

current signature “for life” fundraising projects

In addition to approaching foundations, corporations and individuals to raise money, Palms For Life has designed a series of innovative events and “happenings” to raise awareness and funds for our variety of internationally-based initiatives:

- **Art for Life:** whereby artists from the countries where the projects are located donate their work to support the projects; artist Luis Salazar from Ecuador has produced 33 paintings that have been shown and sold in New York in May 2008 and at the Jack Meier Gallery in Houston, on June 2008. All net proceeds support educational projects in Ecuador;
- **Chocolate for Life and Banana for Life:** whereby we import high quality Arriba chocolate and bananas from Ecuador to sell in the US. The project is under development with interest from several food companies;
- **Cooking for Life:** whereby chefs donate a dish or a meal to Palms for Life in support of schoolfeeding (thereby retaining kids in school and improving their performance); renowned Chef Art Smith has donated a dinner for 12 people that Palms for Life will auction of;
- **Tees for Life:** tee shirts with impacting messages about poverty: we have launched the HUNGRY and the ILLITERATE tees in partnership with Conspiracy Eight, a Young Designer from LA. All net proceeds from these tees support Palms for Life projects, mainly literacy and girl’s education.

some of our successes in helping the poor



Our Partners and our Projects

We have ongoing partnerships with 9 reputable anti-poverty organizations on the ground in Angola, Burkina Faso, Ecuador, India, Mozambique, Pakistan and Tanzania. Our partners implement high quality projects in the areas of health, education and community development for at least 300,000 participants, mainly children and women that need our help. A list of these projects are attached and can be found on our website (www.palmsforlifefund.org)



Funding of our Project

In 2008 we secured funding for several projects in Africa and Latin America, totaling about \$1.4 million. The projects support primary education in rural schools in Mozambique, food production by rural women in Burkina Faso, food for streetchildren and their families in Ecuador, cultural education for disadvantaged children in Ecuador. We also secured funding for the “Faces of Hunger in America.”



Goods for Life

Thanks to our partnership with Mercy Corps and generous gifts from our supporters, we have shipped two containers with a total of 300 computers and 800 gallons of paint to Ecuador. All the computers and the paint have been distributed to 42 poor schools and educational facilities around the country boosting learning for 14,000 poor children. Pictures can be found on our [Photo Gallery](#) at our website.



Volunteers for Life

Palms for Life has sent two volunteers so far to Africa. Liz Ross traveled in July 2007 to Bukoba, Tanzania where she worked with orphans and disabled children at the Izaas center. There she identified urgent needs such as wheelchairs, Braille equipment, a truck and cash to pay for children’s basic education. Naâma Laufer traveled to Angola in January 2008 and assisted the Development Workshop with marketing and webdesign.



GivingExpress from American Express

Palms for Life Fund participates in American Express’ program that allows Cardmembers who are enrolled in the Membership Rewards program to choose to donate online at the GivingExpress program or you can use your points to make a donation. Anyone interested in this option, or in using your points to make a donation, can [click here](#) or on the GivingExpress icon on our website.



Mission Fish from eBay

Thanks to our partnership with Mission Fish, the charitable arm of eBay, we have been featured on eBay in several occasions resulting in additional exposure and funding. In 2008, more than 350 eBay sellers have selected Palms for Life as their preferred charity.

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