



STAND UP!

This information is for volunteers who want to be part of this fantastic event on October 15+16. This will tell you:

- What is Stand UP?
- What are we doing in NZ?
- Resources
- FAQ's

What is STAND UP?

STAND UP is a global advocacy effort to set an official Guinness World Record - the greatest number of people ever to STAND UP Against Poverty and for the Millennium Development Goals - on October 15-16 2006.

Within a 24-hour period, a minimum of 10,000 people must physically and symbolically "STAND UP" to communicate their desire to fight poverty and to hold their governments and leaders accountable for promises to end poverty by 2015. The purpose of this action is to raise awareness of the Millennium Development Goals (MDGs) and to publicly demonstrate to policy makers the growing global support for the achievement of the MDGs and for the strengthening of development policies in both Northern and Southern countries.

STAND UP is a mobilisation initiative designed to coincide with global mobilisations around the International Day of Poverty Eradication and the White Band Day of the Global Call to Action against Poverty. It relies fully on citizen participation in that it mobilises all individuals, everywhere, to take part in local, group events around the world through which they use their bodies (rather than their voices) as concrete symbols of MDG advocacy. To ensure the inclusion of those not physically able to stand up, a symbolic act of raising a hand, wearing a white band (the symbol of the global fight against poverty), or holding up a banner with the "Stand Up Against Poverty" message will also be counted.

What are we doing in New Zealand?

In New Zealand, people will be invited to hold local actions - in schools, universities, workplaces and churches around the country. If you are planning a stand up event, please let us know by emailing standup@makepovertyhistory.org.nz. If your event is public let us know if it can be added to the Make Poverty History website so that others can join in.

Action cards:

It would be great to get people to sign action cards at the event so they can also let Helen Clark that they have put their name to the campaign. You can find out how to get these through the Make Poverty History website.

FAQs:**HOW CAN I GET INVOLVED?**

Monitored by Guinness World Records the STAND UP challenge will **take place between 11pm (NZ) 15 October to 11pm (NZ) 16 October**. During this time thousands of people will be standing up all over the world. In schools, universities, offices, churches, town halls and at sporting events and concerts. Either join an event that is already happening or gather your friends, colleagues and family and create your own STAND UP event.

HOW CAN I ORGANISE MY OWN EVENT?

1. Identify a local public space which is in a central location – town or village square, city hall, marketplace, park, school, office, university campus, etc.
2. Decide on event theme: e.g. music concert, theatre group, dance performance, carnival, rap concert, street theatre, film screening or just a simple gathering of friends, family and colleagues.
3. Decide on who will lead the event. A person from within your group or a high profile person / celebrity from the community would be ideal. They can be asked to be master of ceremonies at the event.
4. Inform everyone via e-mail, letter, fliers, posters etc about this mobilisation day. Invite them to come and join this global challenge.
5. Where appropriate inform relevant local or national media that the event is taking place.

I have an existing event on the 15-16 October, can I still be involved in STAND UP?

YES, the STAND UP moment has been designed so that it can also be inserted into existing events that are already taking place.

Some examples of this could be:

Sunday Church Services or other faith based gatherings after

11pm: Engage faith leaders to lead their congregations in a STAND UP Moment during Church service;

Football and other sports matches: Insert a STAND UP moment into half time at football and other sports events;

Clubs and student groups: Gather your members and have a STAND UP moment during your regular events and meeting;

Schools and Universities: Engage schools to hold a Stand Up moment on Monday morning;

Corporations: Engage your company to gather their employees on Monday and hold a Stand Up moment.

HOW DO I ORGANISE A STAND UP MOMENT?

The actual STAND UP moment must be coordinated to take place at a suitable time during your event. The following steps should be taken:

1. A celebrity, mayor, group leader, society president, CEO or other relevant figure ("an announcer") will ask everyone gathered to come together and sit/kneel down.
2. The announcer gives a brief explanation of the STAND UP initiative. Why we are doing this: A world record attempt to STAND UP Against poverty, in support of the MDGS, for promises that must be kept to end poverty by 2015
3. The announcer asks the gathered crowd to count down from ten with them and then at "0" everyone will STAND UP together for **one minute**. (Disabled people can perform any appropriate action to show they are taking a stand or just be present).
4. During this one minute the "announcer" or other appropriate figure reads the STAND UP pledge on behalf of those gathered - the pledge will be available on the website soon.
5. After the STAND UP moment and the reading of the pledge the "announcer" informs the audience that "x" number of people have Stood Up at this event and their efforts will be logged as part of the record setting attempt and total numbers of people Standing Up around the world against poverty.
6. After this the event can continue as scheduled. Although don't forget to take pictures and register your event so that it is counted for the world record attempt!

HOW DO I REGISTER MY EVENT?

Please e-mail us at standup@makepovertyhistory.org.nz if you are planning to organise an event with the following information:

Your name

Organisation/school/church etc

Contact information
Location and date of event
Brief outline of event
Estimated number of people that will STAND UP

HOW CAN I BE COUNTED FOR THE GUINNESS WORLD RECORD ATTEMPT?

If you are attending an existing event, you will automatically be counted and registered by event organisers. If you are organising your own event you will need to register your STAND UP numbers online for them to be counted.

Numbers can be submitted by completing the registration form at the Make Poverty History web-site by **11pm NZ on Oct 16th**:

Who's involved with STAND UP?

For the STAND UP challenge the Millennium Campaign will be joining forces with a wide range of partners across the world, including the Global Call to Action Against Poverty (GCAP), Make Poverty History, trade unions, faith based groups, local governments, youth groups, Parliamentarians, sporting associations, media and other key actors.

The STAND UP challenge is designed to coincide with global mobilisations around the International Day of Poverty Eradication and the White Band Day of the Global Call to Action Against Poverty on October 17th.

Why do you want people to STAND UP?

The act of Standing Up Against Poverty is a strong symbolic statement. We hope to have a strong political impact by telling our leaders and the world that hundreds and thousand of people, all over the world have mobilised publicly to demand that poverty eradication and the achievement of the Millennium Development Goals are a political priority and that there are no excuses for not achieving these Goals by 2015.

Can disabled people be included in the STAND UP challenge?

To ensure the inclusion of those not physically able to STAND UP i.e. disabled people, a symbolic act of raising a hand, wearing a white band or holding up a banner with the "Stand Up Against Poverty" message on it will also be counted. In these cases, rather than rising from a sitting position, symbolically "standing up" will also be taken to mean "taking a stand" against poverty.

What time does the STAND UP challenge start and finish?

The STAND Up challenge will start at 11pm (NZ) on Sunday 15 October and finish at 11pm (NZ) on Monday 16 October. We only have 24 hours!

My event falls out of this time slot, can it still be counted?

No, the above time period can not be changed to accommodate individual events. However the STAND UP challenge is part of a month of mobilisation around poverty eradication ending on October 17th so please let us know about your events so your initiative can be logged as part of this wider month of action.

**For more information, please visit www.makepovertyhistory.org.nz
LONG VERSION OF THE PLEDGE.**

Could I ask you all please to Stand Up Against Poverty.

(THEY STAND)

We stand here proudly as members of the generation that intends to defeat extreme poverty, the greatest challenge of our times.

We stand up now because we do not wish, years from now, to stand in front of the next generation and say 'we knew that millions of people were dying unnecessarily every year – and we stood by, doing nothing.'

We cannot stay seated when a child born in a poor country today will die 30 years earlier than a child born in a wealthy one. It's time to end all this heartbreak.

And we stand up because we are asking not for charity but justice – we know, that in our names, world leaders have already made promises to bring this to an end – they are called the Millennium Development Goals.

What is needed is the political will to achieve and exceed these goals - So we, hundreds of thousands of concerned individuals from over 100 countries, are on our feet to say -

To the leaders of the wealthy countries – be great - fight to keep your promises – debt cancellation, more and better aid, and trade rules that help fight poverty – you know what needs to be done – do it.

We also stand before the leaders of poorer countries to say – be great – make it your first responsibility to save the lives of your poorest citizens. We ask you to achieve real transparency and accountability in how money is spent, to tackle inequality, to root out corruption. You know what needs to be done. Do it.

Every generation has mighty battles to fight against evils such as slavery and apartheid which seem as though they cannot be defeated. But history proves time and again they can, if enough people stand up against injustice.

We wish to set a record today of the number of people standing up to demand action on poverty – but the record we really want to break is the world's record of breaking promises and just ignoring the poor.

(Insert local message here)

We are six billion Voices. We want justice now. No more excuses. We will not stand for them.

SHORT VERSION OF THE PLEDGE

Could I ask you all please to Stand Up Against Poverty.

(THEY STAND)

We stand here proudly as members of the generation that intends to defeat extreme poverty.

We cannot stay seated when a child born in a poor country today will die 30 years earlier than a child born in a wealthy one: when tens of thousands of people die unnecessarily every day.

And we stand up because we are asking not for charity but justice – we know, that in our names, world leaders have made mighty promises to bring this to an end – they are called the Millennium Development Goals. What is needed is the political will to achieve and exceed these goals - so we are on our feet to say -

To the leaders of the wealthy countries – be great - fight to keep your promises – debt cancellation, more and better aid, and trade rules that help fight poverty – you know what needs to be done – do it.

We also stand before the leaders of poorer countries to say – be great – make it your first responsibility to save the lives of your poorest citizens. We ask you to achieve real transparency and accountability in how money is spent, to tackle inequality, to root out corruption. You know what needs to be done. Do it.

We wish to set a record today of the number of people standing up to demand action on poverty – but the record we really want to break is the world's record of breaking promises and just ignoring the poor. We don't want record numbers of people dying of poverty every year for the rest of our lives.

(Insert local message here)

We are six billion Voices. We want justice now. No more excuses. We will not stand for them.

VERY SHORT VERSION OF THE PLEDGE

As part of the generation that demands an end to poverty, I stand up:

- for the 30,000 children killed by poverty today
- to insist that governments keep their promises to the poor
- to reach the Millennium Development Goals and aim even higher
- for action, not excuses
- for justice and equality

I stand up against poverty.