

Thriving Mothers. Thriving World.

Together we can break
the cycle of malnutrition
for mothers and children.



**World
Hunger
Day**
28 May

Contents

What is World Hunger Day?	3
The problem	4 - 5
The solution	6
Get involved	7
Donate	8
Fundraise	9
Share	10
Social posts	11
Posters	12
About The Hunger Project	13
Thank you and get in touch!	14



Benita and Naluso, Malawi 2022,
The Hunger Project

What is World Hunger Day?

Tuesday 28th May is World Hunger Day, an opportunity for all of us around the world to play our part in ending world hunger, for good.

Thriving Mothers. Thriving World.

Our theme for World Hunger Day 2024 is Thriving Mothers. Thriving World.

Together we can break the cycle of malnutrition for mothers and children.

Highlights - World Hunger Day 2023

Key Objectives

1. Increase online visibility & brand awareness.
2. Dynamic media mentions & coverage.
3. Raise awareness about ending hunger.
4. Engage with new activists, followers & donors.

#WorldHungerDay reached 2.5 million people



Powerful partnerships

- Dock & Bay
- Future food movement
- 1% for the planet
- JC Decaux

Worldhungerday.org - 8k page views

Top Media Mentions

- CNN
- Country & Townhouse
- Bond
- Independent

Thriving Mothers. Thriving World.

The problem

More than 1 billion adolescent girls and women suffer from malnutrition today. Malnutrition is one of the biggest contributors to the cycle of chronic hunger. The effects are passed down from mother to child. Malnourished mothers give birth to malnourished babies. These children suffer irreversible impacts on their brain development and futures.

Girls are often fed last and least, and mothers often eat only after the rest of their family is fed. And, because girls are often married at a young age, before they are fully developed, and begin having babies early, malnourished girls give birth to malnourished babies. Improper nutrition during the first 1,000 days can be irreversible and can cause catastrophic harm to physical and mental health, including inhibiting cognitive development.

It creates a cycle of chronic hunger.



Every country in the world is affected by malnutrition. It has developmental, economic, social and medical impacts for individuals and their families, for communities and for countries.

Key stats



783 million people in the world lived with chronic hunger in 2022.



149 million children under 5 were estimated to be stunted, 45 million were estimated to be wasted.



Nearly half of deaths among children under 5 years of age are linked to undernutrition.



68% of adolescent girls and women in South Asia and sub-Saharan Africa are underweight and 60% have anaemia.



More than 3.1 billion people globally were unable to afford a healthy diet in 2021.

The good news: We can end malnutrition.

This World Hunger Day, we're shining a light on nutrition for new and expecting mothers. By investing in women, we can break the cycle of hunger and create a world where we all thrive.

The solution

Ensuring that mothers have access to information and nutritious foods for themselves and their babies is the most effective way to break the cycle of malnutrition.

What we do.



Nutrition Education

Educate on maternal and childhood health. We host tens of thousands of women at training workshops in which health care professionals explain the basics of nutrition for both children and mothers and the importance of pre and postnatal care.



Monitor maternal and childhood health

We work with trained healthcare workers and community volunteers to support mothers to monitor their children's health and weight.



Provide trainings on sustainable farming practices

Our partners learn techniques to sustainably improve crop yields, providing entire communities with increased access to food AND the knowledge necessary to diversify crops and create nutritional diets.

Meet Kossigui

Kossigui is 45 years old and the mother of 6 children including 2 girls. She is a partner of The Hunger Project in Benin, Africa.

“I have been responsible for Health & Nutrition at the epicenter. I participated in several trainings on the nutrition of children from 0-5 years old, which allowed me to feed my children well, to advise pregnant women and mothers of children in the surrounding villages on several topics including child nutrition, hygiene and sanitation and measures to fight against sexually transmitted diseases.”



Get involved

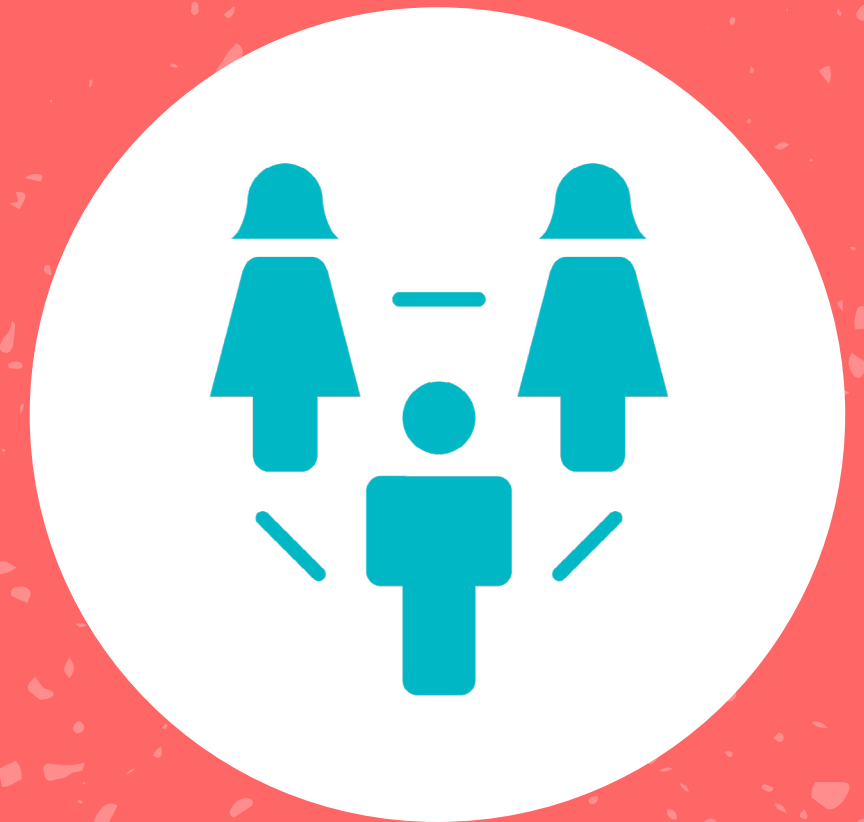
World Hunger Day is an amazing opportunity for your organisation to help raise awareness about global hunger, how to break the cycle of malnutrition and to demonstrate your commitment to ending hunger.



Donate



Fundraise



Share

Donate

Here are a few ways you can donate to The Hunger Project for World Hunger Day and make a direct impact to break the cycle of hunger and poverty and end maternal and child malnutrition.

- **Donate securely online at www.thehungerproject.org.uk/donate**
- **Donate by bank transfer: The Co-Operative Bank, Sort Code: 08-92-99 Account number: 65864333. Please use your name as the reference.**
- **Donate by Cheque (made payable to The Hunger Project UK) and send to The Hunger Project UK, 7 Bell Yard, London, WC2A 2JR.**
- **Text **WORLDHUNGERDAY** to **70460** to donate **£10***.**

*Texts will cost £10 plus one standard network rate message, and you'll be opting into hearing more from us. If you would like to donate but don't wish to hear more from us, please text **WORLDHUNGERDAYNOINFO** instead.*

What your donation will do:

£100 could support the establishment of a Young Mother's Club in Senegal where women can share experiences and knowledge to tackle the root causes of malnutrition, including food, hygiene, water and sanitation.

£800 could support the screening of 100 children for malnutrition in Uganda, directly in the community where they live. During these screenings, parents are also educated on nutrition and optimal feeding practices.

£8,000 could support a three-day residential training program in Bangladesh for 50 women leaders on essential nutrition actions and water, sanitation and hygiene. They leave the program ready to train other community leaders in these topics.

Fundraise

This World Hunger Day we invite you and your organisation to fundraise for us and help end maternal and child malnutrition.

Guess the baby

Ask everyone to send in a baby photo of themselves and add them all to a physical or digital photo wall. Ask for donations to guess who's who and the most correct answers wins a prize – could be an additional annual leave day for example, but check this one with HR!

Bake Sale

Everyone loves a cup of tea, a piece of cake and a catch up, so get everyone together on Tuesday 28th May to raise funds and awareness for World Hunger Day and The Hunger Project.

The Big Quiz

Organise a lunchtime or evening Quiz Night for your colleagues, charge teams to enter, put their knowledge to the test and have a great night!

The 24 Hour Dance-a-thon

Challenge the staff of your office to dance for 24 hours straight. This works best if you organise everyone into teams, with each team taking a stint of a few hours before resting and refuelling ready for the next dance session. Top Tip - Stream it live on Facebook so your colleagues and friends can follow you throughout the day (and night).

The Ugly Jumper

An alternative to Christmas jumper day that works at any time of year. Offer prizes for the ugliest or funniest jumper worn and post the entries on your Intranet or message board to allow colleagues to vote for the worst. Top Tip - If you work for a large company, offer individual prizes for departmental winners and a grand prize for the worst knitwear offence in the company.

The Payroll Life-Changer

Speak with your HR team to find out how employees can give via the monthly payroll. It is often possible to give to more than one charity and some employers will match what you give up to a certain amount. Make a monthly commitment to end hunger and poverty.

Share

Help us spread the word!

The Hunger Project is powered by an amazing team of staff, volunteers and pro bono agencies but we have scant resources and a huge global challenge. We need people power to get our campaign seen by millions if we are to achieve our goal of ending hunger by 2030!

Please help us spread the word – we've got templates for social posts and posters that can all be downloaded from this pack, and by sharing these with your networks, you are making a MASSIVE difference already.

Follow us on social...



Subscribe to our newsletter [HERE](#)

#WorldHungerDay



Suporna and Zabra, Bangladesh 2022,
The Hunger Project

Social posts

Download our social assets straight from our website and post them on your own social pages.

Suggested supporting copy:

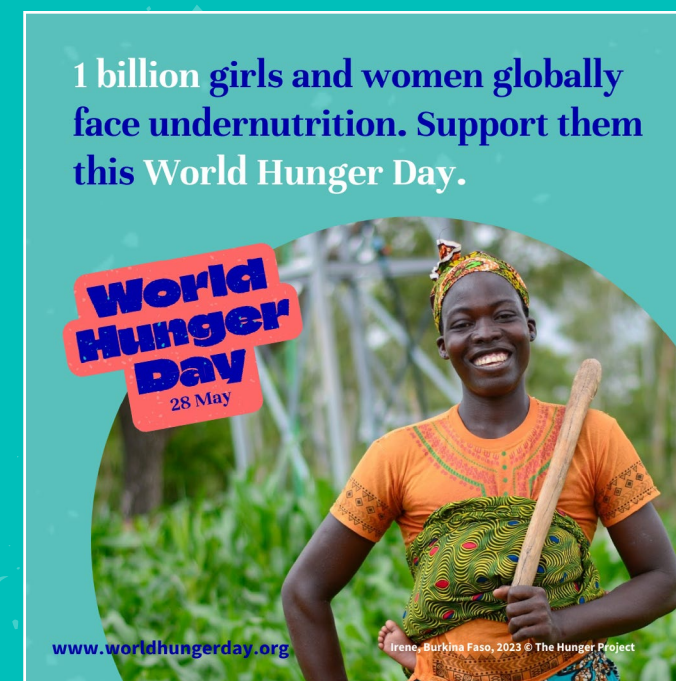
28th May is World Hunger Day, an opportunity for all of us around the world to play our part in ending world hunger, for good. We're joining the movement with @thehungerprojectuk by raising awareness of world hunger and poverty under this year's theme Thriving Mothers. Thriving World.

More than 1 billion girls and women globally face undernutrition. The effects are passed down from mother to child. Malnourished mothers give birth to malnourished babies. These children suffer irreversible impacts on their brain development and futures. It creates a cycle of chronic hunger.

The good news: We can end malnutrition.

This #WorldHungerDay, we're shining a light on nutrition for new and expecting mothers. By investing in women, we can break the cycle of hunger and create a world where we all thrive.

Get involved today – <https://thehungerproject.org.uk/act-now/world-hunger-day>



Posters

Download our campaign overview poster to share with your teams.

We can also create something bespoke to you and your organisation, please get in touch if this is something you would like.

Download Here



Thriving Mothers. Thriving World.

28th May is World Hunger Day, an opportunity for all of us around the world to play our part in ending world hunger, for good.

42%

of people globally cannot afford a healthy diet.

1 billion

girls and women globally face undernutrition.

149 million

children under 5 are stunted.

More than 1 billion adolescent girls and women suffer from malnutrition today. The effects are passed down from mother to child. Malnourished mothers give birth to malnourished babies. These children suffer irreversible impacts on their brain development and futures. It creates a cycle of chronic hunger.

The good news:

We can end malnutrition.

This World Hunger Day, we're shining a light on nutrition for new and expecting mothers. By investing in women, we can break the cycle of hunger and create a world where we all thrive.

What we do to ensure mothers and children thrive.

- Nutrition Education
- Access to Nutritious Foods
- Prenatal Care
- Supplementation
- Encouraging and supporting breastfeeding
- Community Support & Empowerment
- Addressing Socioeconomic Factors
- Policy & Advocacy



Take Action Today. Find out more.

www.worldhungerday.org

The
Hunger
Project.

UNITED KINGDOM

About The Hunger Project

The Hunger Project has a more than 40-year track record of standing in partnership with people living in poverty as they work to end their own chronic hunger. We support people in communities across rural Africa, South Asia and Latin America.

To ensure long-lasting, community led action, we train volunteer leaders, who carry on local efforts to improve health and nutrition, education, food security and family income.

www.thehungerproject.org.uk

**The
Hunger
Project.**

UNITED KINGDOM



Uganda 2021 © The Hunger Project, Martin Kharumwa

Thank you and get in touch!

Do you work for an organisation that might like to get involved?
Get in touch with us today!

Simply email diane.gault@thehungerproject.org.uk
to find out more.

This campaign wouldn't be possible without our brilliant
team of staff, volunteers and pro bono agencies that
have supported us along the way. Here's to them!

Find out more at

<https://thehungerproject.org.uk/act-now/world-hunger-day/>

