

# Thriving Mothers. Thriving World.

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



**World  
Hunger  
Day**  
28 May

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Benita and Naluso,  
Malawi 2022,  
The Hunger Project

# What is World Hunger Day?

28<sup>th</sup> 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.



Ghana 2022 © The Hunger Project  
by Richard Twumasi

# 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.



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



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



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



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

## 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. Kossigui is a partner of The Hunger Project in Benin, Africa.



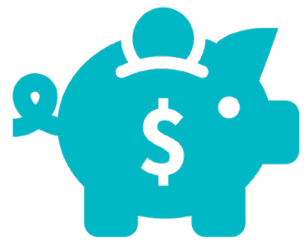
Kossigui, Benin 2021,  
The Hunger Project

*“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.”*

Through training and support from The Hunger Project, Kossigui has not only learnt the skills and knowledge to provide nutritious food to her own children, she is now passing her knowledge to other mothers and mothers-to-be, helping to break the cycle of malnutrition.

# Get involved.

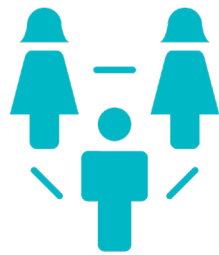
World Hunger Day is an amazing opportunity to raise awareness about global hunger, how to break the cycle of malnutrition and to demonstrate your commitment to ending hunger.



**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](http://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.**

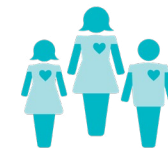
**Donate by Cheque (made payable to The Hunger Project UK)  
and send to The Hunger Project UK, 7 Bell Yard, London, WC2A 2JR.**

**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:



**£8** could support the screening of a child for malnutrition in Uganda, directly in the community where she lives. During these screenings, parents are also educated on nutrition and optimal feeding practices.



**£35** could train a woman in Benin on nutritional health practices and how to sustainably grow foods that are rich in micronutrients.



**£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.

# Fundraise

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

Here are some simple ways you can come together whilst raising money for The Hunger Project.

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## **Give us Your Lunch Money! (or coffee, we're not picky...)**

Give up your daily coffee or take a packed lunch to school, college or work instead of a shop bought one and donate the money saved to help end hunger.

## **Get Singing**

Host a karaoke night and use the excuse to release your inner diva, belt out your favourite tracks and charge an entry fee to donate towards ending hunger. A quick online search of top karaoke tunes will give you a host of tried and tested classics to keep you entertained for hours. Lay on snacks and drinks in exchange for donations to maximise your fundraising.

## **Give it Up**

Set yourself a health challenge – give up smoking, chocolate, cakes, alcohol or anything else that is costing you money and not benefiting your health and donate what you have saved. Do this for the month of May and massively improve your health whilst supporting that of mothers and infants.

## **Enjoy the Silence**

Hold a sponsored silence and use the opportunity to not speak to anyone for a day. Everything in writing only (a great way to improve children's literacy too!). Agree an amount per hour or per day and donate to fight hunger.

## **Get on your Bike!**

Cycle or walk where you can for the month of May. Do your health and the environment a favour by cycling or walking during May and donate the money you save on fuel or travel fares to our life-saving work. Many workplaces offer bike-to-work scheme or help employees purchase their own bikes via salary sacrifice arrangements – this could be life-changing for you as well as those suffering from hunger!



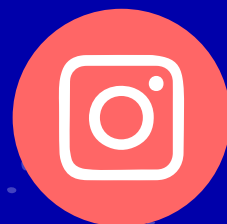
# Share

## 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 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. I'm 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/>**





# 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 reach 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](http://www.thehungerproject.org.uk)

Benita and Naluso, Malawi 2022,  
The Hunger Project

**The  
Hunger  
Project.**

UNITED KINGDOM

# Thank you and get in touch!

Please do get in touch with any questions you may have,  
we would love to hear from you!

Simply email [diane.gault@thehungerproject.org.uk](mailto: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!

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**Find out more at**

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

