

*2005 is a year of great opportunity. We can really do something to change the world and make it a better place. The time has come to stop talking and start taking some action. If everyone who wants to see an end to poverty, hunger and suffering speaks out then the noise will be deafening. Politicians will have to listen.* Archbishop Desmond Tutu, 2004

In 2005 many organisations and individuals working in support of the Global Movement for Children will be part of an unprecedented movement and coalition to call on world leaders to take action to deliver on their promises. [\*\*The Global Call to Action against Poverty\*\*](#) is a growing alliance of people, organisations, networks and national campaigns committed to eradicating extreme poverty, which will be working together in 2005 to take action across the world to force world leaders to tackle the causes of poverty, and meet and exceed their own promises on the Millennium Development Goals.

[\*\*Find out here how you can get involved as a child rights organisation!\*\*](#)

Building on the successes of Jubilee 2000 and the Trade Justice Movement this Global Call to Action on Poverty will bring hundreds of organisations and millions of people together with one call: an end to poverty. We are the first generation with the power to eradicate extreme poverty - join this campaign to make sure that we seize that opportunity!

## **What is the campaign asking for?**

In the 21st century 58,000 people die every day from hunger and easily preventable diseases. 2005 is the time for world leaders to make eradicating global poverty the priority it deserves to be. Together, we will pressure governments to eliminate poverty and achieve the Millennium Development Goals. We want Trade Justice, Debt Cancellation and a major increase in the quantity and quality of aid. Also we want national efforts to eradicate poverty that are developed and implemented in a way that is democratic, transparent and accountable to citizens.

This global call to action on poverty recognises that action needs to come from both northern and southern governments if the Millennium Development Goals are to be met.

## **What will happen in 2005?**

2005 is a year when extraordinary and radical progress is finally possible. The political events of 2005 mean that there is a unique opportunity for us to be the great generation that said 'enough is enough'.

In *July 2005*, the G8 summit will take place in Scotland, UK and promises have been made to put poverty at the top of the agenda. As world leaders discuss development, we have a great opportunity to push them to take action to fulfil their promises and make a real impact on poverty. We must hold governments to account on their commitment to achieve the MDGs and ensure they take the action now to make their promises a reality. On 1 July 2005 we will attempt to get everyone in the world who is against poverty to act in solidarity, and wear a white band to call for world leaders to do more to eradicate poverty.

In *September 2005*, the UN Millennium Summit will discuss the progress made on the Millennium Development goals. This is a vital time to ensure that countries and world leaders are on track to meet their commitments to eradicate poverty. A second 'white band' day will be organised during early September.

The 'white band' was agreed to as the one symbol to unite all of our activities and demonstrate the truly worldwide nature of the Global Call to Action against Poverty. Beyond this symbol, the campaign will take many forms, with country-specific messages in countries all over the world, working with and lobbying governments and helping to create and support civil society movements for change.

### **What can I do to help now?**

With a little bit of your time and your passion, together we can make poverty history!

Over the next month, we are encouraging organisations active on poverty-related issues (including child poverty) in each country to come together to have their first national meetings on making the call to action a reality at a national level. Their role is information-sharing, co-ordination and facilitation rather than leadership or gate-keeping. In many countries there are already groups that have indicated their readiness and availability to help facilitate the Global Call to Action against Poverty at a national level. We encourage you to work with them – working together our call will be louder and more powerful. [See the White Band international website for more information on who to contact](#)

It is equally important for individuals, including children to get involved. You will be able to contact your national campaign in early 2005, when you will find out what's going on in your country ([see the national website from the UK for an example](#)). In the meantime, plan to wear a white band on 1 July and in early September, and tell all your friends! A child-specific option for encouraging children to get involved with the campaign globally will be organised by ten organisations supporting the Global Movement for Children and will be announced in early 2005.