



**ONE IN SEVEN PEOPLE GO TO BED HUNGRY EVERY DAY – GROW WITH US AND CHANGE THIS!**

JOIN “EAT LOCAL FEED GLOBAL” BETWEEN 14–21 OCTOBER  
LET’S GROW A FUTURE WHERE EVERYONE HAS ENOUGH TO EAT.

Your Eat Local Feed Global  
**“how to”**  
DIY event guide



Photo: Glenn Daniels/Manna Gum



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***Thank you for registering your Eat Local Feed Global event. This “how to” guide is packed with tips to help you plan and host your event.***



Photo: Rodney Dekker/OxfamAUS





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### What is an Oxfam Australia *Eat Local Feed Global* event?

The world produces enough food to feed everyone, yet one in seven people still go hungry every day.

As we approach World Food Day this year, on Tuesday 16 October, our recently released *Food Transformation* report shows mothers across the world are crying out to know how they can buy, store and prepare food in a sustainable way. Not just sustainable from an environmental perspective, but in terms of making sure everyone around the world gets enough to eat every day.

Now in its second year, *Eat Local Feed Global* is a key part of our broader GROW campaign.

### Why host an event?

Hosting your own *Eat Local Feed Global* event gives you the opportunity to discuss these issues, whether at home, in your community or at work. You can talk to your friends and family about where your food comes from and why so many are still going hungry. It also gives you an opportunity to discuss the steps you might like to take in future, not just to better feed your own family, but to help others around the world get enough to eat.

### Sharing a meal

What better way to consider the issues around our food supply than by sharing a meal? Thousands of supporters in dozens of countries will be doing just that during GROW Week.

We encourage you to join them by organising a lunch, dinner or afternoon tea between 14–21 October. It doesn't have to be too elaborate or involve too much work. If you'd like to hold an event at home, ask family and friends to bring a plate, perhaps. They might like to select from our celebrity chef recipes or choose something themselves.

These recipes, along with lots of other great event resources, are available to download at [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow)

### Making it even easier

The really simple option is to download and print these online resources and take your group off to a local cafe or restaurant. These resources will inspire you to think about how we can build a world where we share, live and grow a better way.

To register or for more information about *Eat Local Feed Global*, visit [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow)

#### ***Still need some inspiration?***

*Have a listen to celebrity chef Simon Bryant from the ABC's The Cook and The Chef — he's sure to inspire.*

*And when you send out your invitations, include this link...*

[www.oxfam.org.au/grow/simonbryant](http://www.oxfam.org.au/grow/simonbryant)



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**Factsheets you can download from [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow)**

1. *The GROW fact sheet*
2. *The Small-Scale Food Producer fact sheet*
3. *The Land Grabs fact sheet*
4. *The DIY Local Media fact sheet*

**Other stuff you can download from [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow)**

1. *Eat Local Feed Global event invitations and posters to invite and excite your friends*
2. *The Individual GROW pledge form: add you name to the thousands who want action to end global hunger.*
3. *The Organisational GROW pledge form: sign up your workplace or community group to support GROW.*
4. *Celebrity chef recipes: some great food suggestions for your event.*
5. *Farmer food stories: conversation starters for your event*
6. *Eat Local Feed Global placemats and drinks coasters, also with conversation starters.*
7. *Discussion-starter food videos to watch, including the dancing gardener, celebrity chef Simon Bryant, the Food and You animation and stories from Tuvalu to Uganda.*
8. *“What’s wrong with our food system?” infographic.*
9. *Donation receipt form, for when you receive donations.*
10. *Donation deposit form, for when you submit donations.*
11. *The GROW Method: six easy steps you can take to better feed your family and help 1 billion do the same.*
12. *The GROW booklet, the recently released Food Transformation report and more.*



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## Planning your *Eat Local Feed Global* event

Here are a few tips to help make your event a success.

### Step 1: Get informed

GROW is our international campaign calling for a re-think of the global food system. GROW examines issues ranging from household waste to supporting sustainable food production by small-scale farmers in developing countries. We’ve put together a range of downloadable resources for you to print and circulate at your event: [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow)

### Step 2: Get organised — eight tips to planning your event

#### 1. Ask yourself what you want to do

Our advice is to keep it simple. And fun.

Most importantly, you’re bringing people together to talk about how they can reduce hunger and improve the way we all GROW, share and consume food. There are lots of conversation starters among the downloadable resources to help you with this. The GROW Method also provides six simple steps for your event attendees to discuss and possibly help guide their future thinking about food.

#### 2. What type of event?

How many people to ask, who, where, what time of day and what catering arrangements need to be made? Don’t be afraid to ask people to contribute. Making these decisions is your first step to a successful event.

#### 3. Find people to help

Whether you’re hosting an event at home, at school, your workplace or somewhere else, it’ll be easier and a whole lot more fun if you get some help.

#### 4. Know your “audience”

If it’s a larger group, think about who’ll be at your event and how you could make global food issues engaging to them. Targeting their interests will ensure the event’s a success.

**Our advice:  
keep it  
simple and  
have fun.**





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**5. Make a plan**

Make a list of what needs doing, by whom and by when, then delegate.

**6. Sending invitations**

If you’re having a small event, invitations will be easy. If you want to try something bigger at work or in the community, think about the best ways to get information out to people. We have posters and email-invitation templates — just add your details and print or send.

**7. Tell the world ... or at least your community**

Let people know what you’re up to. Facebook and Twitter are a great way to spread the word. Write a short “Letter to the Editor” for your local paper or something for your newsletter at work, saying why you’re supporting GROW Week and what it means to you. Our downloadable resources include suggestions on writing to your local media: [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow)  
And please, we’d love to hear what you’re up to. Write to us at [campaigns@oxfam.org.au](mailto:campaigns@oxfam.org.au)

Send out invitations.

But tell the world!

**8. Celebrate your success**

Send an email or letter to those who came to your event to thank them for their support. You could also recap some of the discussion during the event and finish with how much money you all raised. And remember to give yourself a pat on the back.





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### **Step 3: On the day of your event**

There are many ways you can run your *Eat Local Feed Global* event. Whatever shape it takes, try to incorporate the following things:

1. Start a discussion about global hunger and how we can improve the world’s food system. The small-scale food producer story cards and GROW Method document are good for this.
2. Fundraise during your event. All donations will support our work to reduce global hunger, creating a world where we share, live and grow food a better way.
3. Have a good time.

Exactly how you do this is up to you, but here are some tips:

- **Bring people together over a meal**  
Some of Australia’s best loved cooks have donated recipes for you to use. There’s something for every occasion. Add to this yourself, get a group to share the cooking, or ask everyone to bring a plate.
- **Show a GROW video**  
At [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow) you’ll find a selection of short videos. They range from inspiring messages from celebrity cooks and chefs, to the dancing gardener and stories from small-scale farmers overseas.
- **Decorate the venue**  
Download our GROW placemats, drink coasters and posters.
- **Share the farmer food story cards**  
We’ve created a set of farmer food stories to help you understand why people are hungry, particularly women and small-scale farmers. Hand the stories out as people arrive or place them around the table.
- **Invite a local foodie to talk at your event**  
How does food get to your table? Depending on the size of your event, you might like to invite a local chef, farmer, food writer, community gardener or horticulturalist to answer this question and share their perspective on our food system.
- **Sign the GROW pledge**  
By signing the pledge, people can show their support for the GROW campaign and receive regular updates. Encourage your guests to join up. You can download the pledge from [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow)



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#### **Step 4: Fundraising ideas**

There are so many ways you can turn an event into a fundraiser, but here are three to get you started. Adapt them to suit your situation, to make sure your event is a success.

##### **1. An event in your house**

You could encourage everyone to donate the amount they would spend if they went out to eat. Think about having a collection box at the door.

##### **2. An event in your community** (such as your community group or church)

At your next community group or church gathering, ask for donations of goods or services that you can then auction off. You’ll be surprised at what people can offer, like two hours’ gardening or a basket of groceries. You can include games like guessing the number of sweets in a jar, or charge a gold coin “donation” fee. With so many options, why have just one at your gathering?

##### **3. A workplace event**

In the week prior to the event, ask people to track their food waste. When they arrive at the venue, ask them to donate an amount similar to what the wasted food had cost. This doubles as a discussion starter around the staggering 30% of our food that finds its way to landfill.

**Make it fun and easy for people to donate.**

#### **When collecting donations**

Because you’re fundraising in our name, we need you to keep track of all donations received. You can download the donation receipt form from our website. [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow)

For legal reasons, you’ll also need to offer people a tax receipt. Returning your **donation receipt form** will allow us to issue receipts to all your generous donors.

If people decide they don’t want a tax receipt, there’s no need for them to leave their details. We’d still like you to ask them for their contact details anyway, so we can thank them for their support.

**If you’re planning to fundraise, here’s some basic information and guidelines to help you out.**





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If you plan to collect funds from people in a public space, you’ll need permission from your local authority. If you’re collecting on private property, like a restaurant or pub, you should make sure you get written permission from the owner.

### **What to do with the money**

You’ve done the hard work, now all you need to do is return the donations to us. Complete the **donation deposit form** and return it together with the funds you raised in one of the following ways:

- Online
- Electronic Funds Transfer
- Cheque / money order
- Please don’t send cash!

For more details, see the “how to” deposit instructions on the donation deposit form. All funds raised, together with your donation deposit form, need to be returned to us by Wednesday 31 October 2012.

### **Share your success**

Tell us about your event and send us your best snaps. Your fundraising efforts are hugely inspiring to other people, both in Australia and around the world. You might find yourself and your friends starring in Oxfam communications, magazines or on our website. **We look forward to hearing how your event went.**

**Send stories  
and photos to  
[campaigns@  
oxfam.org.au](mailto:campaigns@oxfam.org.au)**

### **Pledge your support and ask others as well**

By hosting an *Eat Local Feed Global* event, you’re joining a movement of people around the world who are looking to find better ways to eat, share and grow together.

To stay connected with this movement, sign the GROW pledge and encourage other people to do the same. Your workplace or community organisation can pledge its support too. Download the individual or organisational pledge at [www.oxfam.org.au/grow](http://www.oxfam.org.au/grow)



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### Your *Eat Local Feed Global* Event Checklist

1. Find out more Do by ..... Done
2. What type of event? Choose by..... Done
3. Who can help me? List by..... Done
4. Prepare invitation list Do by..... Done
5. Send out invitations Do by..... Done
6. Plan event Do by..... Done
7. Tell the world Do by..... Done
8. Local media? Do by..... Done
9. Collect and send donations ..... Done
10. Thank you letters Do by..... Done