







**APRIL 27TH-MAY 1ST, 2015,  
PEOPLE AROUND THE WORLD WILL *LIVE BELOW THE LINE***

.....

**Over 250,000 People** Across the World  
will engage in *Live Below the Line* in 2015

**THE GLOBAL CHALLENGE:** To spend only \$1.75  
(the equivalent of the extreme poverty line) per day  
on food and drink for 5 days.

Similar to running a marathon, participants take  
on the challenge while raising funds for the 1.2  
billion people who live below the extreme poverty  
line by choosing one of the campaign's charity  
partners to support.



**LIVE BELOW  
THE LINE**

## WHY LBL WORKS

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*Live Below the Line* is a challenging and meaningful experience that's about more than hunger: it's about the lack of choice and opportunity faced by people living in extreme poverty around

Social media, print and broadcast media in addition to campaign ambassadors attract participants by the thousands before and well after the official *Live Below the Line* week.







## LIVE BELOW THE LINE GLOBAL ENGAGEMENT 2011-2014

.....

150+ partner organizations

\$8+ million raised

2 billion+ impressions







## LIVE BELOW THE LINE

SOCIAL MEDIA AND CELEBRITY SUPPORT

# Hugh Jackman

## Global Advisory Board

## Global Poverty Project

We can be the ones that colour outside the lines, we can voyage out to cross over those lines for the sake of each other, and for the planet. *Live below the Line* so that others can rise above it.  
- Hugh Jackman, Global Advisory Board

**MEDIA REACH** Over 2 billion media impressions from 2012 to 2014 through social media appearances.

### SOCIAL MEDIA SUPPORT

Facebook, AOL, Impact, Kenneth Cole, Devex, World Moms Blog, Living on One, Senator Ben Cardin, Nick Kristof of The New York Times, Acumen Fund, Bill & Melinda Gates Foundation

### CELEBRITY SUPPORTERS

Bridget Moynahan, Hugh Jackman, Dr. Jill Biden, Annalynne McCord, Tom Hiddleston, Bonnie Wright, Tamzin Merchant, Deborra-lee Furness, Rachel Brosnahan, Sophia Bush, Amandla Stenberg, Laura Marano, Ben Affleck, Hunter Biden, Josh Groban, Malin Akerman, Minka Kelly



# LIVE BELOW THE LINE

## THE POWER OF SOCIAL MEDIA

With the support of our LBL partners and celebrity supporters, social media has become a growing voice for ending extreme poverty.



Office of VP Biden @VP - Apr 30  
The VP, @DrBiden, @HunterBiden and their family raised awareness about global hunger this morning #BelowTheLine pic.twitter.com/dAr0b7p7z2

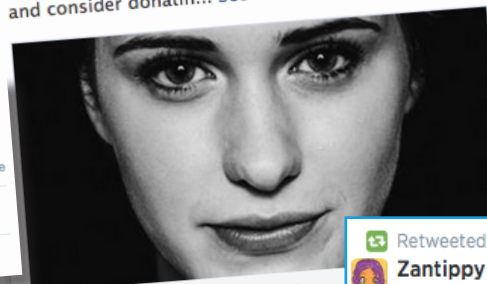
Rachel Brosnahan shared a link.  
March 15

Hello friends,

I'm getting ready to Live Below the Line in sup a vitally important organization called Care wI aims to deliver lasting solutions to poverty by empowering women and girls. Please read me and consider donatin... See More

Retweeted by GlobalOne Foundation and 16 others  
Hugh Jackman @RealHughJackman · Apr 27  
I admire those taking on the Live #BelowTheLine challenge this week to help end poverty. Sign up at... [instagram.com/p/nSS0C1ChLZ/](https://www.instagram.com/p/nSS0C1ChLZ/)  
Collapse  
RETWEETS 339 FAVORITES 589  
6:42 AM · 27 Apr 2014 · Details

Retweeted by Live Below The Line  
Bonnie Wright @thisisbwright · May 7  
Read my article on the @HuffingtonPost how I lived below the line for 5 days with @LBLUS [huff.to/Rs48bL](http://huff.to/Rs48bL)  
85 153  
View summary



Live Below the Line: Rachel Brosnahan  
[www.livebelowtheline.com](http://www.livebelowtheline.com)

Donate to one of the best anti-poverty orgs to support my efforts eating and drinking 5 days in the #Belowtheline challenge.

Like · Comment · Share

Nicholas Kristof @NickKristof · 7 May  
Americans, Brits & Aussies living on \$1.50 in food per day to try to understand global poverty: [bit.ly/ITQq9K](http://bit.ly/ITQq9K)

Kevin Connolly @mrkevinconnolly · 8 May  
Here we go. Living below the line for the day. My meals for the day totaled just under 1.50 [hungry.yfrog.com/nuv7nfj](http://hungry.yfrog.com/nuv7nfj)

Kevin Connolly @mrkevinconnolly · 4 May  
"1.4 Billion people live on \$1.50/day for food, water, health care and more. Could you? #belowtheline [livebelowtheline.com/us](http://livebelowtheline.com/us) @LBLUS"

Minka Kelly @minkakelly · 10 May  
Women are 1/2 the world population but 3/5 of those living in... [belowtheline.com](http://belowtheline.com) @LBLUS #belowtheline

Minka Kelly @minkakelly · 10 May  
Could you live on \$1.50/day for five days? Join the #belowtheline challenge and see the end of extreme poverty @LBLUS [say.ly/drC3ha6](http://say.ly/drC3ha6)

josh groban @joshgroban · 9 May  
Its amazing how much we take for granted not having to live in hunger. Just made my donation, have you? [livebelowtheline.com/us-donate](http://livebelowtheline.com/us-donate)

josh groban @joshgroban · 9 May  
Today's my day to "live below the line". Going to the market to find my 1.50 of food for the day. @LBLUS @TheGPP #belowthelinechallenge

Favorited by わいわい Kids Club  
Laura Marano @lauramarano · Apr 28  
Day 1 of Live #BelowtheLine for @UNICEFUSA! \$1.50 of food per day - won't be easy, but I'm proud to be part of this! [unf.us/1iQVriJ](http://unf.us/1iQVriJ)  
Collapse  
RETWEETS 284 FAVORITES 618  
9:20 AM · 28 Apr 2014 · Details

Retweeted by Live Below The Line  
Zantippy Skipshop @ZantippySkipshop · May 8  
@thisisbwright @HuffingtonPost @LBLUS Thanks for your story - I'm going to do it and pass it on.

Retweeted by Live Below The Line  
Hunter Biden @HunterBiden · Apr 17  
Tomorrow talking w/ @morning\_joe about living #BelowTheLine & how 1.2 billion people live on \$1.50 a day. Tune in & see how you can help





**CHARITY PARTNERS:** We partner with leading charitable organizations for *Live Below the Line*. Participants have the opportunity to raise funds for the critical programs of organizations like the ones listed below.





# LIVE BELOW THE LINE

## HOW DOES IT WORK?

### 1. SIGN UP TAKES PLACE AT [WWW.LIVEBELOWTHELINE.COM](http://WWW.LIVEBELOWTHELINE.COM)

Participants enter their details to create a personal account.

### 2. SELECT A CHARITY

We partner with incredible organizations that are working to end extreme poverty. Participants pick their favorite organization to receive the money that they fundraise.

### 3. USE A UNIQUE FUNDRAISING PROFILE

Each participant has a unique fundraising page where they can upload a photo and use the page to talk about their experience during *Live Below the Line*.

### 4. PARTICIPANTS FUNDRAISE TO MEET THEIR GOAL

We engage with participants through social media and email to help them along their fundraising journey and plan for Challenge Week







**LIVE BELOW  
THE LINE**

## Take the Challenge

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Live Below the Line is a fundraising, team building and community building experience unlike any other with the unique benefit of being part of the global fight to end extreme poverty

Get your community involved by creating a team on our online platform and setting an ambitious fundraising goal.

Let your community know that this is going on by posting on community boards, including Live Below the Line in newsletters and posting about it on your social media.

The Live Below the Line team provides resource support for all these areas and will help your community get the most out of the challenge.

The conversations that the challenge generates will have your community seeing poverty, hunger and their own team work in a whole new way.







***LIVE BELOW THE LINE IS BROUGHT TO YOU BY GLOBAL CITIZEN***

**GLOBAL CITIZEN IS BEST KNOWN FOR THE GLOBAL CITIZEN FESTIVAL IN CENTRAL PARK, NEW YORK CITY**

.....

Global Citizen is a tool to amplify and unite a generation's call for justice.

It's a place to learn and act and help bring an end to extreme poverty.

The platform is used to dive deep into the systems that keep people poor and take action to effect change.

Every time you raise your voice, you can earn points and use them for tickets  
to see your favourite artists throughout the year.

.....

take **action.** earn **points.** see impact.

**SIGN UP AT [WWW.GLOBALCITIZEN.ORG](http://WWW.GLOBALCITIZEN.ORG)**



## The Global Citizen Movement

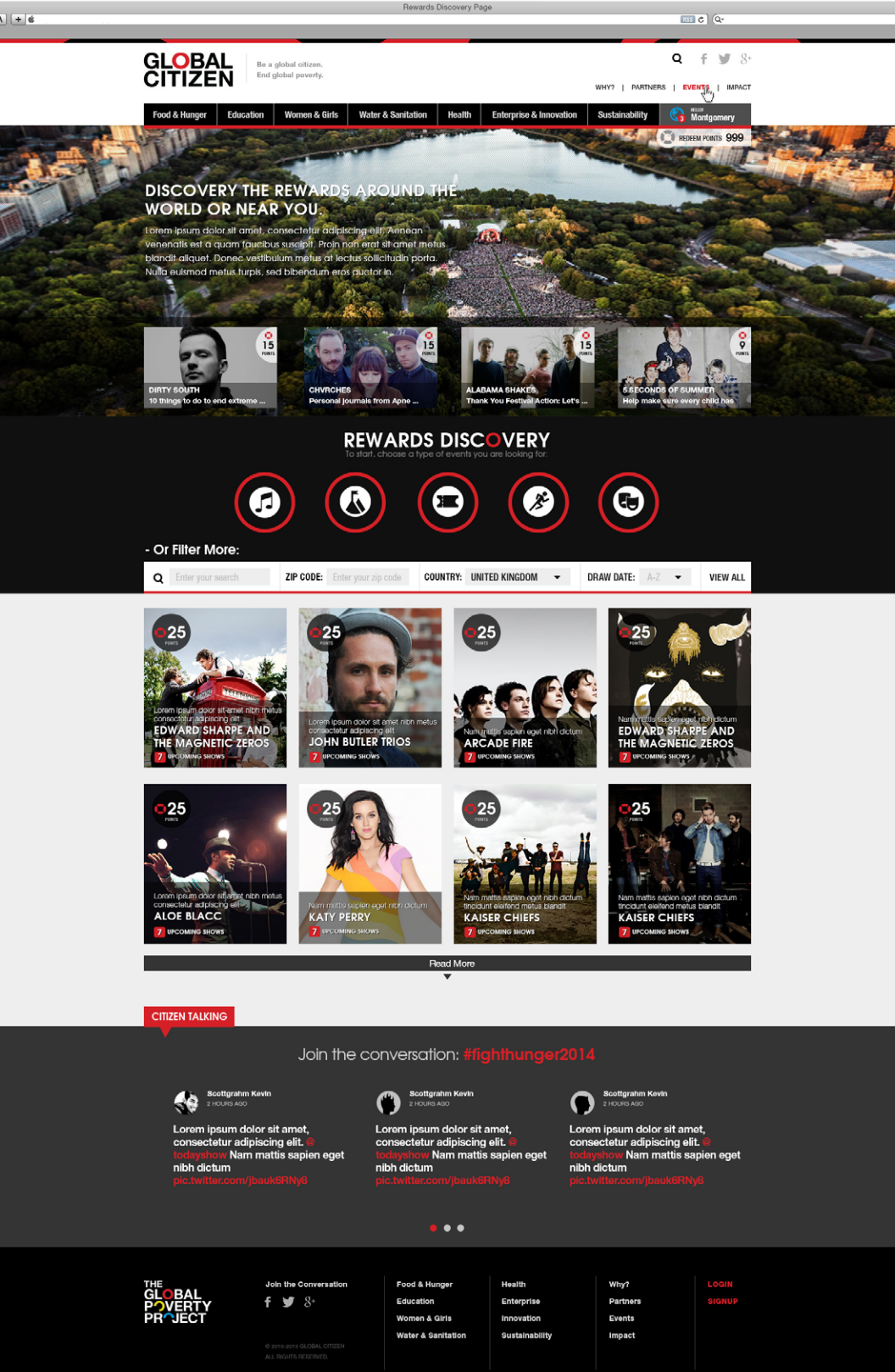
.....

Our **VISION** is a world without extreme poverty by 2030.

We're creating this world by catalyzing a movement of citizens, businesses, philanthropy and charities to take action to remove the barriers that keep people poor.

**MISSION:** Growing the number and effectiveness of Global Citizens to achieve the public, business and political commitment and action to end extreme poverty.





# GLOBAL CITIZEN

## THE GLOBAL CITIZEN PLATFORM

The Global Citizen platform was created to help build and catalyze the movement to end extreme poverty by 2030.

Disrupting the social good space, the platform uses gamified technology to engage users and foster action that supports policy change, and corporate and foreign aid.

Global Citizen partners have the opportunity to engage with users and feature high quality content that is tied to actions and issues they care about.



## OUR IMPACT

**Up to 300,000 Global Citizens have taken 1.5 million+ actions in support of ending extreme poverty by 2030.**

### **LIVE BELOW THE LINE**

50,000 participants have taken on the 5 day challenge to eat and drink on the equivalent of the extreme poverty line, raising USD 10 million for more than 70 charities.

### **1.4 BILLION REASONS**

200,000 people have seen our groundbreaking presentation on progress fighting extreme poverty, and have been activated to support campaigns and change their behaviour.

### **THE END OF POLIO**

Our campaigning has facilitated more than USD \$750m in new commitments towards polio eradication.

### **GLOBAL CITIZEN FESTIVAL 2012**

\$1.3b of new commitments made by NGOs and international organisations in support of the world's poor, following 671,000 actions taken by Global Citizens.

### **GLOBAL CITIZEN FESTIVAL 2013**

250,000 people took 900,000 actions on issues of Global Health, Universal Education, Women's Equality and Global Partnerships.

### **GLOBAL CITIZEN FESTIVAL 2014**

Following campaigning by Global Citizens, 18 announcements made by world leaders on key issues of sanitation, child health and education. Commitments made at the 2014 Festival are set to affect 259 million lives by 2020.

Sanitation commitments included a pledge by Prime Minister Narendra Modi of India to ensure a toilet in every school and home in India by 2019 and pledges by the Prime Ministers of Nepal and Madagascar to end open defecation.

Additionally, the World Bank Group announced a major financing commitment worth 15 billion to support sanitation and sanitation commitments were made by the H&M Conscious Foundation, Unilever and Procter & Gamble

Commitments to Child Health included an announcement by Erna Solberg of Norway of an increased commitment towards vaccines of over \$1 billion over the next 5 years. The Prime Minister of Luxembourg and President of Liberia also made commitments towards Child Health.

Education and Youth Rights were bolstered by commitments made by Denmark's Trade and Development Minister who committed \$11 million in funds to UNICEF Pakistan and \$15 million towards the Amplify Change Fund, which works towards improving youth rights.

GLOBAL  
CITIZEN

## GLOBAL CITIZEN FESTIVAL

50,000 fans, iconic artists, celebrities, and leaders from around the world attend the Global Citizen Festival held on the Great Lawn of Central Park directly following the UN General Assembly meetings.

The Festival is Global Citizen's pillar event where NGO's, corporates and multilaterals can effectively come together and make announcements supporting the world's poor.

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The Global Citizen Festivals were broadcast throughout the world by major media companies:





# Superstar performers

2014



**JAY Z**



**No Doubt**



**Carrie Underwood**



**FUN.**



**The Roots**

2013



**Tiësto**



**Stevie Wonder**



**Alicia Keys**



**John Mayer**



**Kings of Leon**

2012



**will.i.am**



**Elvis Costello**



**The Foo Fighters**



**John Legend**



**Bono**





GLOBAL  
CITIZEN

13.75 billion

social media impressions

5.5 billion

media impressions

211 million

radio and TV impressions

35 million

watched the live stream worldwide

21 million

print impressions

6 million+

page views on GlobalCitizen.org

5 million

donated in advertising

1.5 million

actions on GlobalCitizen.org





**LIVE BELOW  
THE LINE**

# THANK YOU

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Toronto, ON M5A 1K8

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