

POORER IF YOU'RE A WOMAN?

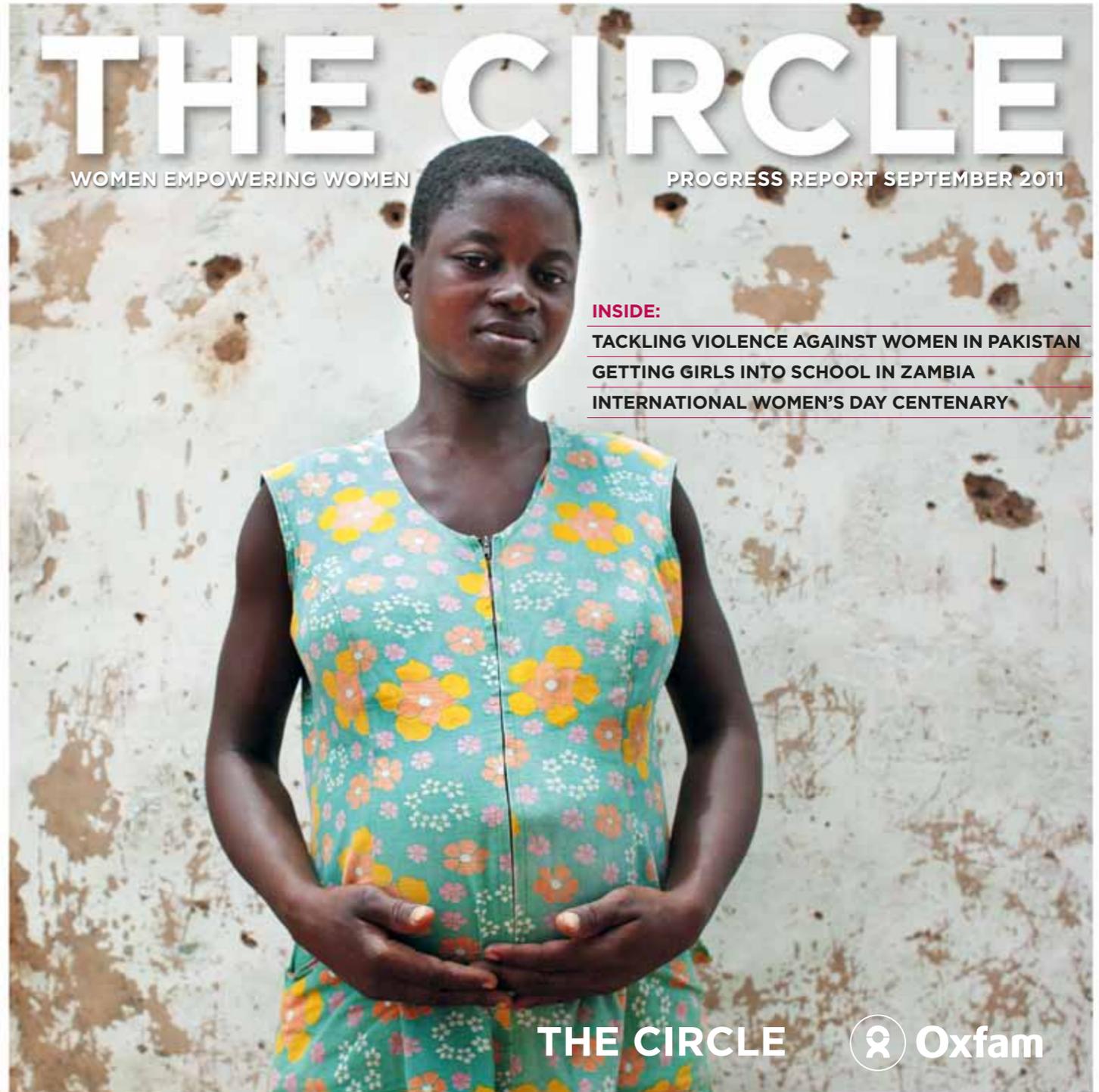
There are around 1.3 billion people living in extreme poverty worldwide. More than two-thirds of them are women and girls. Statistics like these reflect the bleak reality of life for millions of women in the developing world. Entrenched attitudes deny them their rights, effectively keeping them poorer than men.

In the UK and abroad there are so many women who want to do something in response to these issues, but they don't always know how to make a start.

The Circle creates a way for women to get together to connect, discuss and inspire one another as to the best ways that they can make a difference. Set up in 2008 by Annie Lennox and Oxfam, The Circle is a partnership of influential women who work with Oxfam, bringing ideas, skills and resources to the table to help Oxfam fight poverty and inequality. To date, The Circle has raised almost a million pounds for Oxfam.

THE CIRCLE  **Oxfam**

For more information about how to get involved
contact Claudia Codsì: ccodsi@oxfam.org.uk 01865 473959



A WORLD OF INEQUALITY

Globally, the facts show that women are getting the rawest deal:

Education - Two-thirds of all children denied a school education are girls.

Work - Women earn only 10% of the world's income, yet work two-thirds of the world's working hours.

Welfare - Domestic violence is the single biggest cause of injury and death to women worldwide.

Democracy - Women hold only 14% of the world's parliamentary seats.



Photo: Abbie Trayler-Smith

Cover: Asibi from Ghana is pregnant with her first child (see page 14).

This year, with Oxfam's support:

- > 160,000 women have improved their economic position (for example, through businesses and markets).
- > 1,250,000 women and men have been involved in activities to reduce gender-based violence.
- > 120,000 women received support to enhance their political participation.
- > 875,000 women gained improved access to essential services.

Oxfam is a registered charity in England and Wales No 202918 and Scotland SC039042. Oxfam GB is a member of Oxfam International. Inhouse: 5016



Photo: Anette Kay

This year so far, The Circle has raised over a quarter of a million pounds for Oxfam projects that support vulnerable women. We've helped to bring women's issues to a new generation by celebrating the centenary of International Women's Day, and right now new Circles are coming together in the UK and abroad.

The Circle is a proactive, hands-on affiliation of women supporting and empowering women. From Malawi to Manchester, women are being short-changed on life chances. From Islington to India, women face violence just for being female. The statistics are sobering. Of the 1.3 billion people living in extreme poverty worldwide, 70% are female. Across the globe, gender-based violence causes more deaths and disabilities among women of child-bearing age than cancer, malaria, traffic accidents, and war combined.

The Circle is changing lives and building brighter futures for women across the world. Hear some of their stories and judge for yourself how we are making a difference.

Be shocked. Be moved. Be angry. Be inspired. But most of all... Be part of the solution by becoming engaged.

Annie



Photo: Alan Davids

A QUARTER OF A MILLION POUNDS RAISED BY THE OXFAM CURIOSITY SHOP

The Oxfam Curiosity Shop raised an impressive £264,951 for projects that empower women living in chronic poverty in Africa and Asia. From 1-10 April, Selfridges' Ultralounge was transformed into The Oxfam Curiosity Shop for the second year running, after the first event in 2010 broke all records for an Oxfam shop.

Annie Lennox and Jane Shepherdson were instrumental in providing an oversight of the event, while Kim Chappell provided event management. Many other Circle members contributed ideas, advice and

practical support – helping to set up and stock this amazing treasure trove of designer and vintage fashion. The Circle donated beautiful second hand clothes for the shop, and

shoppers browsed fabulous one-offs from fashion icons including Scarlett Johansson, Vivienne Westwood, Alice Temperley and more. The shop was filled with thousands of hand-picked items from Oxfam shops across the country. Influential fashion bloggers and fashion teams from The Guardian, Glamour.com and Grazia visited the shop to offer tips to customers and help create outfits. Several A-list items were auctioned online so that fans from across the world had the chance to bid for iconic pieces such as Livia Firth's Bafta dress.

The shop got off to a flying start with a private launch night auction and party. Circle entertainers Zoe Ball and Ruby Wax encouraged generous donations to 'money can't buy' prizes donated by The Circle. A fantastic night of fundraising was topped off by our wonderful host Annie Lennox performing some of her best-loved songs for the highest bidders – her performance alone raised £45,000.

THE OXFAM CURIOSITY SHOP
£37,966
Shop and online auction

£170,000
Launch night auction

ADMIT ONE
£56,985
Ticket sales



Photo: Beth Crosland

EQUALS MAKES A BIG NOISE

8 March 2011 marked the centenary of International Women's Day. What better excuse to celebrate women's achievements and reinvigorate the women's movement?

Annie Lennox was the driving force behind EQUALS – a coalition of charities, including Oxfam, who came together to make a big noise about women and inequality worldwide.

Thousands of women joined marches in London and around the world. Special events included the EQUALS Soul Train – where Gaby Roslin hosted as Paloma Faith and VV Brown joined Annie Lennox to get the dancing going. All three singers went on to perform at the EQUALS Live concert in the Royal Festival Hall, part of the Women of the World Festival. And The Circle film, of Laura Bailey visiting Oxfam's maternal health project in Ghana, was featured for the Birds Eye View film festival Oxfam screenings night.

We couldn't have made so much noise for International Women's Day

if it wasn't for Annie's commitment to getting media coverage, with interviews in Time Out, the Andrew Marr Show, The Independent, CNN, Sky, the Alan Titchmarsh show and This Morning, to name just a few.



BOND SHOWS HIS FEMINIST SIDE

Thanks to the inspiration of Circle friends Maryam D'Abo and Carolyn Dailey, and Bond producer Barbara Broccoli, a powerful short film commissioned for International Women's Day went viral. The film, which features Daniel Craig (above) and the voice of Dame Judi Dench, was directed by Sam Taylor-Wood and scripted by Jane Goldman. It achieved over two million hits on YouTube within 48 hours, and was the most-viewed YouTube video in the UK on 9 March. International Women's Day and Daniel Craig trended globally on Twitter. High profile twitterers included Coldplay, REM, Kylie Minogue and Yoko Ono. Watch it at www.youtube.com/watch?v=aC8Ls-5nRxM



Photo: Oxfam

20,000 WOMEN GET TOGETHER TO SHOW THEIR SUPPORT

Inspired by The Circle, and fronted by Zoe Ball, almost 20,000 women came together for International Women's Day to celebrate women, have fun with friends, and raise money for Oxfam's ongoing work with women around the world. Dame Helen Mirren showed her support by sharing her dinner party tips with Oxfam online, while Zoe Ball invited her friends to a tea party at Claridges. "I am passionate about improving the rough deal that women in developing countries face" said Zoe. "What could be better than getting together a few girlfriends to talk about the amazing things women have achieved."



Photo: Aubrey Wade

LAURA BAILEY CAMPAIGNS FOR FREE MATERNAL HEALTH CARE IN GHANA

“Last autumn, I visited Ghana to witness the positive impact of free health care. The Government there has made huge strides over the last decade to improve basic care, with free health care for pregnant women and children under five years – and I felt a real sense of hope and optimism among the mothers I met. But more investment is vital to bring down high maternal mortality rates. More clinics – especially in rural areas – more medicines, more doctors, midwives and nurses are desperately needed. Governments of developed countries must help to end the tragedy of needless maternal deaths that are ripping families apart in Ghana and across the globe. Worldwide, 1,000 women die each day in pregnancy and childbirth, and a child born without a mother is three times as likely to die before the age of five. Health care should be a right, not a privilege, no matter where you live.”
 Laura Bailey, Model

Photo: Laura Bailey speaks with a new mother at Tamale teaching hospital.



Photo: Charlotte Schattmann

LAWYERS' CIRCLE VISITS OXFAM'S 'RAISING HER VOICE' PROGRAMME IN EAST AFRICA

“Miriam Gonzalez and I founded the Lawyers' Circle with a view to exploring how lawyers might use their skills to support Oxfam's work on women's rights. In June 2011, two groups from the Lawyers' Circle visited Uganda and Tanzania in order to explore how we might support Oxfam's 'Raising Her Voice' programme. Across Africa, 'Raising Her Voice' focuses on implementing comprehensive laws to protect women's rights reflected in the African Women's Protocol. Thanks to Oxfam, we were able to have inspirational and informative discussions with womens groups, lawyers, NGOs, parliamentarians, ministers, academics and embassy staff. We are now in a position to use our skills as lawyers to help support and uphold the rights of women in both countries.”
 Melanie Hall, QC,
 Monckton Chambers

Photo: Melanie Hall QC with the Lawyers' Circle in Uganda.



Photo: Sarah Sharp

HOUSE FESTIVAL RAISES £26,000 FOR EDUCATION IN ZAMBIA

“I was so inspired by The Circle and its work that I chose it as the charity partner for the 2011 House Festival. Attended by over 5,000 people, the festival in July was a huge success. Circle members contributed vintage and designer labels for a silent auction at a joint Circle/Oxfam stall, and in total the event raised over £26,000 to support the education of orphans and vulnerable children in Zambia. I'm looking forward to travelling to Zambia in the next few months to see the impact these funds have made.”
 Chloe Baird-Murray,
 CSR Director, Soho House group

Photo: The Oxfam/Circle stall at the House festival.



Photo: Alan Davids

THE CIRCLE TO LAUNCH IN ITALY IN OCTOBER

“I travelled to my home country of Italy earlier this year and we have started a wonderful partnership with Marie Claire Italia, who are keen to help launch The Circle in Italy later on in 2011. This is an incredibly exciting opportunity, and I'm really looking forward to going back and watching this new initiative grow and develop. On the 13 October, Annie Lennox and I go to Italy to kickstart The Circle.”
 Livia Firth,
 Creative Director, Eco-Age

Photo: Annie Lennox, Livia and Colin Firth at the Oxfam Curiosity Shop launch event.



Photo: Timothy Allen

THE SCOTTISH CIRCLE GAINS MOMENTUM

“We have all been very inspired by what The Circle has achieved so far and by the women's projects that have been supported. We have a great group of women in Scotland and we are hoping to use our networks and resources to organise a vintage fashion and music event in Glasgow next year to raise funds for Oxfam's 'We Can' project.”
 Jo Mickel,
 Chairperson, Scottish Circle
 (For more on We Can, see page 15)

Photo: Husna la Shari in Shikapur, Sindh province, Pakistan where Oxfam is working



Photo: Pierre Peron

THE MUSIC CIRCLE FUNDRAISES FOR THE DRC

“The Music Circle got off the ground in spring this year. My co-director Laura Martin and I invited a selection of key women across the music industry to come together and discuss ways in which they can use their skills or contacts to help raise money and awareness for Oxfam's work with women worldwide. The group started the ball rolling by coming up with a 'Calendar for Congo': a year of events which the Music Circle women will take part in, culminating in a music industry event next October.”
 Emily Cooper,
 Director, Anorak London

Photo: Marie who was displaced by the violence in Beni, North Kivu, DRC.

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SUPPORTING WOMEN'S CO-OPS IN LIBERIA

“Through the first six months training in tailoring and business development, I have set up my own shop. I am now computer literate and have been appointed secretary for the co-operative. I hope to grow my business and build a house for me and my children.”

Doris Nemely, mother of three and member of the Virtuous Women Co-operative

Despite economic growth, up to 80% of women in Liberia are unemployed. Economic dependence on men makes it hard to tackle inequality or combat widespread gender-based violence. This project is helping two women's co-operatives, by providing:

- Industrial machines for mass production to meet large orders for the tailoring co-operative, as well as training in marketing and business development.

- Tools, seeds and fertiliser for members of the farming co-operative, plus training in environmentally-friendly farming practices that increase productivity.
- Training in leadership, networking and advocacy for women from both co-operatives to help them negotiate better contracts.

Thanks to the project, 150 women are benefiting from an increase in their income of up to 20%. Financial independence raises their standing in society, their families have better nutrition, and around 50,000 people in surrounding communities are also benefiting from the women's produce and increased spending power.



Jestina Klichee at work.

Photo: Aubrey Wade

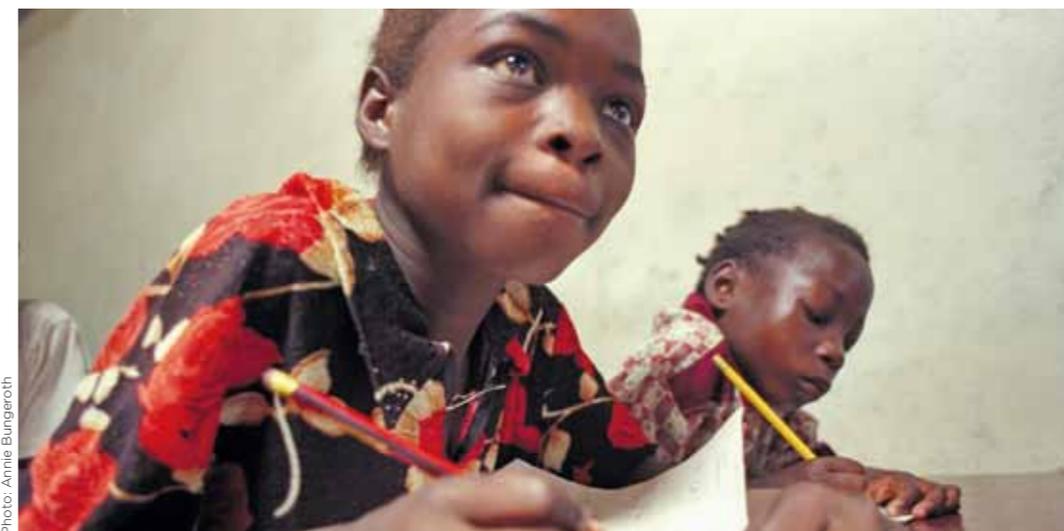


Photo: Annie Bungeoth



EDUCATION FOR ALL IN ZAMBIA

“After the training on school management and rights-based approaches to education, my school committee was able to acquire land and lobby successfully for a government grant to build a new block of two classrooms.”

Evelyn Zulu (above right), Head of Sekelela Community School

Government schools are free in Zambia, but pupils have to pay for books, uniforms and transport. In a nation devastated by the HIV and AIDS pandemic, and where two-thirds of the population live below the poverty line, these costs are impossible for most families to meet.

Community schools offer a lifeline for one million Zambian children. They are run by local volunteers, most of whom lack training and resources, and few are aware of the help available from the Ministry of Education.

The Circle is helping these schools by:

- Building toilets and water points at schools, providing desks and educational materials, and supporting after-school clubs.
- Delivering professional training for teachers.
- Helping school committees to lobby the government, and produce and broadcast radio programmes about education.

- Training pupils and teachers to educate their peers about HIV and AIDS prevention.
- This project will directly help 18,000 learners at 25 community schools and is part of Oxfam's strategy to ensure education is recognised as a right for all Zambian children, especially girls.

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PREVENTING HIV AND AIDS IN

SOUTH AFRICA

“When you empower women you develop the nation; women raise the leaders of tomorrow.”

Jessie Nhlapho, Director of Thusanang Advice Centre

Photo: Kaya Ngwenya

Nearly one in five adults in South Africa is HIV positive. Women and girls shoulder the main burden of caring for those affected. They are also disproportionately vulnerable to infection because of widespread violence and sexual abuse.

This project has empowered women and girls to protect themselves against HIV and AIDS. Project activities include:

- Facilitating home visits to households affected by HIV and AIDS, providing support, care and food.
- Establishing connections between hospitals, health centres and local organisations, ensuring people living with HIV and AIDS are adequately referred for home-based care.
- Training men on the prevention of sexual violence, and documenting successful techniques so that these can be used more widely.
- Producing and distributing brochures informing women about their rights, and holding monthly workshops for women on how to seek justice if they suffer sexual violence.

Around 2,000 people are directly benefiting from the home-based care and training provided.

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Photo: Tharangaa Gunasinghe

SUPPORTING WOMEN ENTREPRENEURS IN

SRI LANKA

Oxfam has been working with women coir workers in Sri Lanka since the 2004 tsunami destroyed the coir pits on which thousands depend for a living. The vast majority of people working with coir (the fibre of the coconut husk) in Sri Lanka are women, but they are limited to the labour intensive work at the bottom of the value chain. Women sell their produce to middlemen who then reap the profits, while the women themselves struggle to make ends meet.

This project helps women coir producers to gain the skills, knowledge and confidence to become entrepreneurs – improving their income and their quality of life. This year, we have been:

- Providing advanced training in business leadership and management to co-operative leaders.
- Developing coir co-operatives and providing capital for new equipment.

- Training co-operative members in technical skills to operate their new equipment.

The average monthly income of women coir producers will increase by up to 30%. More than 1,700 women coir producers are benefiting from the skills, resources, capital and support that this project is providing, enabling them to run profitable business enterprises.

“We, as a women’s co-operative, have been able to work with a private export company to secure a better market for our products. I am happy to say that our organisation has signed an agreement with the company to supply export-quality brushes to Japan.”

Sriyani D. M., President of Saubhagya Co-operative

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Photo: Dan Chung

HELPING WOMEN COPE WITH DISASTERS BANGLADESH

Salma Akhter is 23. In the last big flood, Salma and her baby were stranded inside their house on a raised platform. She had to tie the baby to the platform at night so it wouldn't get washed away. Her second child is due during the monsoon, when floods inundate her village. "It's very worrying," says Salma. "I worry for the one who'll be born and the one who's already here. What will I feed the elder one? How will I look after the baby during the flood? How will I keep it in the house when the water comes in?"

Bangladesh suffers frequent and devastating floods. And as climate change affects sea levels, the situation is predicted to get worse: floods will be more frequent, deeper, and will last longer. Desperately poor families like Salma's are extremely vulnerable. Their homes and livelihoods are precarious, and any food shortages could lead to malnutrition.

This project is working with communities living on coasts and low-lying lands to ensure people have a reliable income, even after disaster strikes. We are:

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"I worry for the one who'll be born and the one who's already here. What will I feed the elder one? How will I look after the baby during the flood? How will I keep it in the house when the water comes in?"

Salma Akhter (left)

- Training volunteers in disaster management, search and rescue, and community health.
- Raising homes and livestock refuges above flood level, and building raised latrines, wells and rainwater tanks.
- Distributing seeds and saplings to women, and providing them with either a cow or two goats as well as training in livestock rearing.
- Supporting community food and seed banks.

Women make up at least 80% of the 11,000 people who will benefit directly from these initiatives, which are saving lives and livelihoods.



Photo: Dave Clark

GETTING GIRLS INTO SCHOOL IN MALI

In rural parts of Mali, girls traditionally marry early and do not complete their school education. They are responsible for domestic duties such as collecting water, often from sources many kilometres from home. And because the water they drink is often unsafe, many children fall ill, reducing school attendance even further. This project is improving education for 25 communities in remote rural areas in Mali. It is benefiting more than 10,000 children, by:

- Supplying safe water and sanitation facilities, so fewer children drop out of school through sickness.
- Raising the standard of education by training teachers and supporting their development.
- Working with mothers' associations, teachers, and school committees to retain children in school, especially girls.

"Since we joined the project, the number of girls has risen from 51 to 71. In future, we will enrol even more girls because the school offers good conditions for learning."

Bouchira Wallet Noh, Chairwoman of Tondikarey School Mothers' Association

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£15,000
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Photo: Abbie Traylor-Smith

Asibi (left), is pregnant with her first child. She hopes to go to hospital to deliver her baby, but fears what will happen if she has no transport when the time comes. There is only one doctor to every one million patients in the region where Asibi lives.

IMPROVING MATERNAL HEALTH CARE IN GHANA

In Ghana, 75 women die each week from complications in pregnancy and childbirth. A combination of causes lie behind this shocking statistic: a lack of qualified health-care workers; the cost of health care; the distances that people have to travel to reach a doctor; a lack of awareness of available resources; and a cultural reluctance to use anything other than traditional, often unskilled, care.

This project contributes to Oxfam's global campaign, which is putting pressure on international policy-

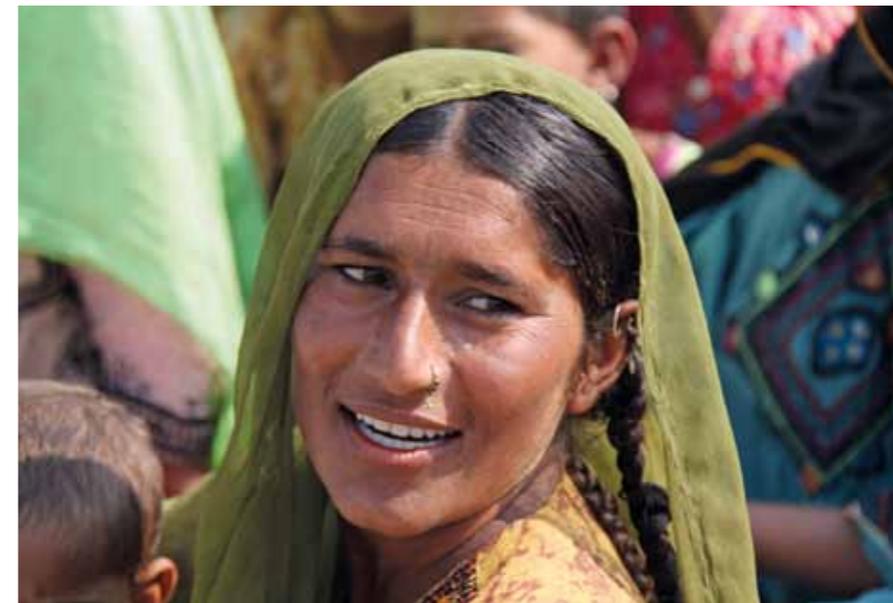
makers to reduce maternal deaths by supporting and promoting free health care.

Specifically, we are:

- Training traditional birth attendants in basic maternal care.
- Producing radio shows to raise local awareness of maternal health care.
- Empowering women to demand maternal health care by forming Community Health Care Committees to champion local health issues, deliver information to the community, and lobby the government.

- Supporting local and national organisations to influence key policy-makers and realise the government's commitment to free, accessible health care.

This project is helping to ensure a 10% drop in maternal mortality rates in six focus communities. More than 30,000 people are benefiting directly - learning their rights and accessing free public health care. As a result of this project, we expect government funding for free, accessible maternal health care to increase.



“Women have to learn to stand up for their rights and demand a dignified living. Through the success of the ‘We Can’ campaign, we have shown that the vision of a violence-free society is possible.”

Runina Chandio, Change Maker (above)

TACKLING VIOLENCE AGAINST WOMEN IN PAKISTAN

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Violence against women is endemic in Pakistan. Strict family, tribal and religious customs mean some intimidating activities have become cultural norms. There is a pervading attitude of acceptance: domestic violence is seldom reported and rarely investigated.

This project is part of the ‘We Can’ campaign, which works at grassroots level to effect social change and end violence against women.

Women are even more vulnerable to physical abuse and rape in post-emergency situations, such as after

the devastating 2010 floods. As well as providing clean water, Oxfam is working directly with people in emergency camps to make life safer for women and girls, by:

- Recruiting 80,000 new ‘Change Makers’ - women and men who commit to personal change and seek to influence others. Change Makers are given access to legal support, social networks, local media and training to increase their campaigning effectiveness.

- Broadcasting radio and TV shows to raise awareness of domestic violence. We are also producing and distributing posters, newsletters and story books.
- Recruiting and training teacher and student Change Makers to recognise the impact of domestic violence on children, and take action so that schools can become zero tolerance zones.

Through this work we have the potential to reach 800,000 people with the We Can message.

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Photo: D'haese/Oxfam Solidarité

SUPPORTING VICTIMS OF ABUSE IN DRC

People in eastern Democratic Republic of Congo (DRC) live in terror, under constant threat by marauding militia and the army. The most notorious threat is sexual violence, leading the DRC to be christened the 'Rape Capital of the World'. Widespread sexual violence has a devastating effect on victims and their communities. Survivors often don't know who to turn to for help. There is a lack of knowledge about human rights and national law. Medical help, psychosocial support

and legal services are important for victims' recovery - but these aren't always easy to come by. Oxfam works to improve the protection of communities subjected to a wide range of attacks and abuses. This project is improving access to vital services, giving victims of abuse and violence the chance to benefit from care and support that will help them recover from and deal with the consequences of such attacks.

- We are:
- Ensuring people who have suffered from violence and abuse receive urgent medical care.
 - Helping victims seek legal support.
 - Training local partner organisations in how to identify appropriate referral services for victims.

"I joined the Community Protection Committee because women were subjected [to violence] before the committee began to do its work. We are beginning to learn about women's rights through this committee."
Female Community Protection Committee member



Photo: Anette Kay

PROMOTING SUSTAINABLE LIVELIHOODS IN MALAWI

Malawi has one of the highest HIV and AIDS infection rates in the world. Five years ago, Oxfam's programme in Chiradzulu, one of the country's poorest districts, focused on providing home-based care for the most vulnerable people affected by HIV. Now that this support is in place, women want to work their way out of poverty by starting their own businesses. This project is:

- Providing start-up loans to help women develop profitable businesses.

- Training women in business and negotiation skills to increase profitability.
 - Enabling women to create enterprise groups that will increase their power in markets.
- Annie Lennox visited the project in February 2011. She says: "I met some incredibly strong and determined women in Malawi. In communities devastated by HIV and AIDS, women are grabbing the opportunity of economic empowerment. Some are setting up market gardens, others are venturing into pig farming. I met

Margaret (left) is just one of the 5,000 women who will benefit from this programme, thanks to support from The Circle.

£30,000
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Margaret; she's HIV positive and is often unwell. But thanks to a sewing machine bought with an Oxfam loan she's turned her life, and her family's lives, around. The income she earns from making and selling clothes means she can send her children to school."

With your support, we're transforming the lives of thousands of women and their families. Here are just two examples of work The Circle will fund in the coming year.

PROVIDING LEGAL SUPPORT IN YEMEN

Women in Yemen face widespread discrimination and are often denied their legal rights. Domestic violence, sexual harassment and forced marriages are rife. Women can be imprisoned for 'moral crimes', including just being seen alone with a man or walking alone at night. Oxfam is providing legal aid and counselling to women who have nowhere else to turn.

PROMOTING GIRLS EDUCATION IN MALI

The Circle has already raised £20,000 for Oxfam's education programme in Mali, where Oxfam is working in communities that have the lowest school enrolment and retention rates in the country. However, there is still a need for an additional £20,000 this year to continue to get more children, particularly girls, into school. This money will help fund a campaign in 25 communities to promote girls' enrolment, and support existing girls' clubs and mothers' associations. As mothers become more involved in their children's schooling, attendance and retention in schools - particularly of girls - will increase. And with more girls in education, whole families - and eventually whole communities - will reap the benefits.



Foto: Abbie Trayler-Smith



7 OCTOBER 2011 GREEN SCARF DAY IN SOLIDARITY WITH AFGHAN WOMEN

7 October 2011 marks the tenth anniversary of western intervention in Afghanistan, and is three months before the global peace conference where foreign ministers will set out their aid commitments and involvement for the next ten years. To demand that women are placed at the heart of the peace process and Afghanistan's future, Oxfam is calling on people to wear green scarves and join an online photo petition in solidarity with the women of Afghanistan. The women's movement in Afghanistan has long used green scarves in their campaigning as a show of strength and unity. Add your support by uploading your photo, and blogging on the day.



8 MARCH 2012 INTERNATIONAL WOMEN'S DAY

Get together with your friends on 8 March 2012, and raise money for women around the world. Earlier this year, thousands of women had 'a bit of a do' with their friends for International Women's Day (see page 5). The huge success of the event has inspired us to make it even bigger and better next year. The idea is simple - on 8 March 2012, we're asking women across the UK to meet up and raise money for women living in poverty. From a dinner with friends to coffee and cake, just get your female friends together and show your solidarity with women all over the world. Register for your fundraising pack at www.oxfam.org.uk/womensday or phone **01865 473959**.

15-22 OCTOBER 2011 GROW WEEK

Spanning Blog Action Day and Rural Women's Day (15 October), World Food Day (16 October) and Poverty Eradication Day (17 October), GROW action week will inspire people all round the world to call for a better future where everyone has enough to eat. From global dinner conversations to mass blog actions, there are lots of ways to get involved...

INTRODUCING OXFAM'S NEW CAMPAIGN



BE PART OF A FUTURE WHERE EVERYONE HAS ENOUGH TO EAT, ALWAYS. JOIN THE GROWING CONVERSATION ABOUT FOOD, LIFE AND THE PLANET.

We all love food. Food is family, friendship, culture, community, and survival. But in 2011, almost a billion of us go to bed hungry every night, not because there isn't enough to go round, but because our global food system is broken.

GROW is Oxfam's new campaign where we're asking millions of people to join a public conversation about good food, better ways of living, and the future of our planet. Together, we can demand and create a future for food that isn't dependent on resource-intensive industrial agriculture, controlled by a few big corporations. A future that isn't governed by volatile commodity markets that ramp up the price of foods that mums around the world rely on.

To help us change how we produce, consume, share and manage food, GROW will be asking us all to pile the pressure on governments and companies and take small steps in our own lives to ensure that everyone has enough to eat, always.

It starts here, and it starts with all of us. Be part of it. Take the first step now at www.oxfam.org/grow