

## Worthing woman living off £1 a day in global fundraising challenge for Oxfam

A florist from Worthing is 'living below the poverty line' this week as part of a global campaign bringing awareness to extreme poverty.

Sarah Brown, 44, will be living on a food budget of just £1 per day from 28<sup>th</sup> April for five days. She is raising money for Oxfam, one of the 35 charities supporting 'Live Below the Line' - a global fundraising challenge by the Global Poverty Project.

Sarah said: "Tackling extreme poverty is something I am extremely passionate about and Live Below the Line doesn't just raise money to help do this, but is something practical I can do that gets people, including me, asking questions and discussing the issue."

This is the second year that Sarah has taken part in the challenge for Oxfam and this year she has planned ahead to ensure she can make the budget stretch. Sarah continues: "Living on such a tight budget means you have to really think about every meal. When £1.00 doesn't even cover the cost of a loaf of bread, it starts to put things into perspective."

Now in its fourth year, **Live Below the Line** ([www.livebelowtheline.com/uk/partner/oxfam](http://www.livebelowtheline.com/uk/partner/oxfam)) challenges people to spend just £1 a day, on food and drink – the extreme poverty threshold beneath which 1.2 billion people worldwide have to survive on each day.

Sarah said: "For over 1.2 billion extreme poverty is a day to day reality. From my experience, I cannot see how living on such a tight budget is healthy; it is too difficult to get enough nutrition and balance, which in the long term starts to affect health. I hope that through raising awareness, I can help bring this reality to the forefront and get people discussing this important issue."

**Ben Ansell, Community Fundraising Manager for Sussex** said "Live Below the Line is a unique experience and campaign, to help understand a bit better the issues faced by people who currently live in extreme poverty. It's not just a 5 day experience for so many people, but the experience of day to day life. We hope that through raising awareness we can start changing this reality."

The money Sarah raises will go towards Oxfam's lifesaving work during the Live Below the Line campaign, to sponsor her visit: **([Link to website or other point of contact](#))**

For more information about 'Live Below the Line' and to sign up visit:  
<http://www.oxfam.org.uk/get-involved/fundraising/fundraising-events/live-below-line-2014> OR  
<https://www.livebelowtheline.com/uk/>

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For more information contact X (**Contact details**)

**Note to Editor: (This goes at the bottom with more details if necessary, along with any photographs. For fewer than 5 people, always include first and second name from left to right. For a bigger group, just name any key people, for example the person being quoted or an MP).**

#### About Live Below the Line

Live Below the Line is an initiative of The Global Poverty Project – a global awareness raising organisation committed to battling extreme poverty. Live below the line currently takes place in three countries – the UK, the USA, and Canada. It challenges people to live below the poverty line for 5 days each year, and use their experiences to create conversations and raise awareness of the issue of extreme poverty.

#### Why £1 a day?

The World Bank has developed an objective way of saying what it means to be in extreme poverty, and therefore how many people are trapped in this scenario. They set an 'Extreme Poverty Line', stating that anyone who survived on less than this amount per day would be considered to live in extreme poverty. Since 2005, this line has been set at \$1.25 per day in the USA. This is calculated for each country using Purchasing Power Parities, and for the UK has been calculated to be £1.

#### About Global Poverty Project

The Global Poverty Project is an international education and campaigning organisation with the vision of a world without extreme poverty within a generation. Launched at the UN High Level Summit on the Millennium Development Goals in September 2008, the Global Poverty Project exists to increase the number and effectiveness of people taking action to end extreme poverty.

[www.globalpovertyproject.com](http://www.globalpovertyproject.com)