


breadfortheworld
HAVE FAITH. END HUNGER.

2011 Offering of Letters


Webinar
Robin Stephenson & Matt Newell-Ching
Monday, February 7, 2011





**Ummm...
Dad, you're
embarrassing
yourself.**

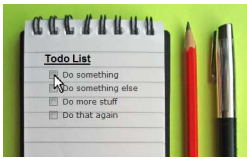
Matt Newell-Ching
Western Regional Organizer



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Today's Agenda...

- Who we are, what is the Offering of Letters?
- 2011 Campaign Overview
- The Politics...
- Offering of Letters Strategies
- Additional Resources
- Other ways to get involved
- Q&A
- Yes, we will email you this Powerpoint ☺



**WHO IS
BREAD FOR THE WORLD?**



We are moved by God's Grace in Jesus Christ to work for justice for hungry people. They may be in the next house. Or in the next country. No matter where they live, they are our neighbors. And we have the power to help.

Bread for the World is...

- A collective Christian voice urging our nation's decision-makers to end hunger
- Charity alone is not enough – we must change the policies that allow hunger to persist



**Hunger is a human issue.
Not a partisan one.**



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To his
right

To his
left

Sen. Richard Lugar
R-IN

David Beckmann
Bread for the World

Rep. Betty McCollum
D-MN

2010 World Food Prize Winner



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Jo Luck
Heifer International

David Beckmann
Bread for the World

**How Does Bread Work for
Change?**



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The Offering of Letters

- We offer our voices
- Handwritten Letters



Are Letters Effective?



Victories through the years...

- **1985** – Established Child Survival Account to provide vaccinations to billions of kids in the last 25 years
- **1999** – Successful Jubilee campaign to cancel debt of world's poorest countries



2010 Offering of Letters We Did It!



Extending key tax credits for low-income working families

- Bread's members successfully helped win a two-year extension of current levels of the Earned Income Tax Credit (EITC) and Child Tax Credit.
- This victory will help keep 1.2 million kids out of poverty over the next two years.





Robin Stephenson
Western Field Organizer

THE 2011 OFFERING OF LETTERS CAMPAIGN

2011 Offering of Letters

THE GOAL

- Enact reforms to strengthen U.S. foreign assistance so that it is more **effective** in reducing hunger and poverty.



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What Would Make U.S. Assistance More Effective?

<p>Short-term "strategic" objectives</p> <p>Not enough transparency and accountability</p> <p>Dozens of agencies carry out development programs</p> <p>Inflexible Washington-centric approach</p>		<p>Stronger focus on poverty reduction</p> <p>Clearer transparency and accountability</p> <p>A strengthened, coordinated development agency</p> <p>Meets needs and wants of local people</p>
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What Would Make U.S. Assistance More Effective?



Stronger Focus on Poverty Reduction

Examples:

- Shahraqi Mawjirin, Afghanistan
 - Project vs. Program Aid
- Rice production in Haiti
 - 1988: 47%
 - 2008: 15%
- Poverty Reduction in Ghana
 - Poverty in 1991: 37%
 - Poverty in 2008: 16%



What would make U.S. Assistance More Effective?



Increased Transparency

- Currently, the Millennium Challenge Corporation is the only U.S. foreign assistance agency that **publicly** posts how its money is spent, reports on its progress, and evaluates its impact.



What Would Make U.S. Assistance More Effective?



A Strengthened Development Agency

- Technical expertise: Since the 1980s, the number of agricultural development officers at USAID decreased by 90%.
- 12 departments and 25 agencies carry out assistance. Consolidate!
- Feed The Future



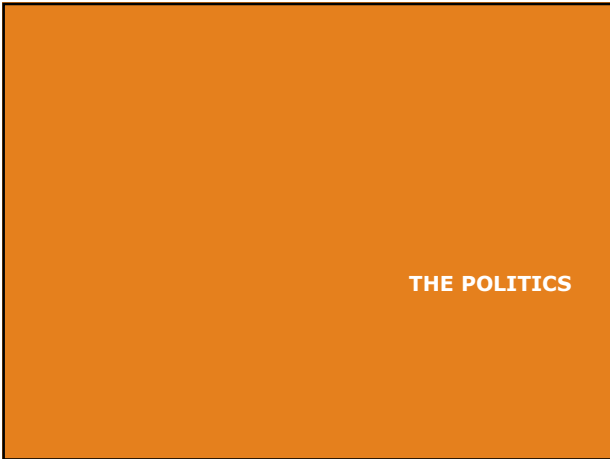
What Would Make U.S. Assistance More Effective?



Meeting the Needs and Wants of Local People

- Who knows best: Washington, DC or local people?
- Example: Burkina Faso vs. Western interests
- More flexibility: In 2008, 90% of assistance to Ethiopia was tied to HIV/AIDS and Food Aid.
- Haiti: "value chains"





There Ought to Be a Law



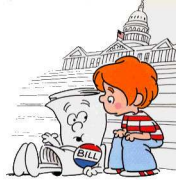
- House Foreign Affairs Committee
- Senate Foreign Relations Committee
 - Tom Udall (NM)
 - Jim Risch (ID)
 - John Barasso (WY)
 - Mike Lee (UT)



There Ought to Be a Law



- Focus on Reform, not new spending
- "Foreign Aid" does not poll well. "assistance for education, hunger, clean water, children's health" does.



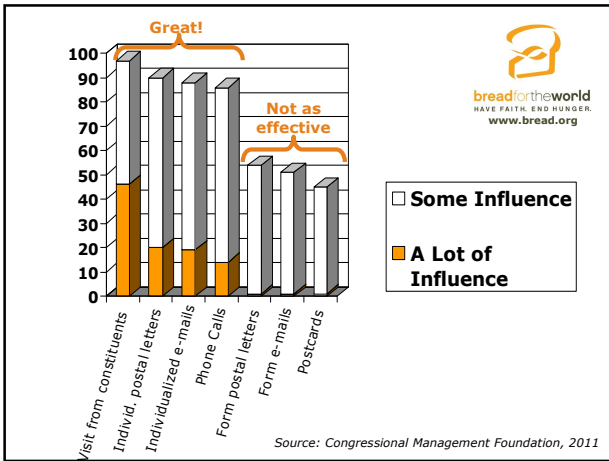
Who are our partners?



More Than 200 Endorsers Agree: Mr. President, Foreign Aid Reform Is Within Reach

- Lutheran World Relief
- Episcopal Relief & Development
- ONE Campaign
- Bread for the World
- WAL-MART
- United Methodist Church
- Taxpayers for Common Sense
- World Wildlife Fund

OFFERING OF LETTERS STRATEGIES



Why Handwritten Letters?

One hundred form letters have less direct value than a single thoughtful letter generated by a constituent of the Member's district.
 —House Correspondence Staffer

If every member of the House and Senate had received 100 letters from people back home saying we have to do something about Rwanda when the crisis was first developing, then I think the response would have been different.
 —The Late Senator Paul Simon

Offering of Letters Strategies

- Captive audiences are good: sermons, adult forums
- Set a goal!
- Bribery! Bread and fair trade chocolate are winners
- Use letters as a catalyst for a meeting with a local office.
- Get creative.

Letter Writing Tips!

- Make it personal. What motivates you to write?
- Make it clear. "I want you to reform foreign aid to make it more effective..."
- Include your return address in the letter



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Sample Letter

Date _____

Dear Sen. _____ or Dear Rep. _____,

I'm asking you to reform the way the United States delivers foreign assistance so it will help millions of people in poor countries move out of hunger and poverty. Streamlined and more efficient U.S. foreign aid programs will ensure that our tax dollars are used effectively and that the aid we give is what local people in poor countries such as Haiti and Liberia really need.

By focusing our aid dollars on moving people out of poverty, we help foster economic growth and opportunity. Fewer people struggling with poverty and stronger, growing economies in developing countries contribute to our own national security as well.

This is why I am asking you to support reforms in the ways we deliver and administer U.S. foreign aid.

Thank you.
Sincerely,

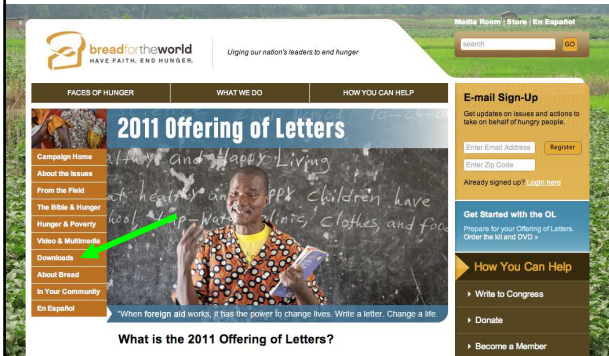
Your Name
Your Address

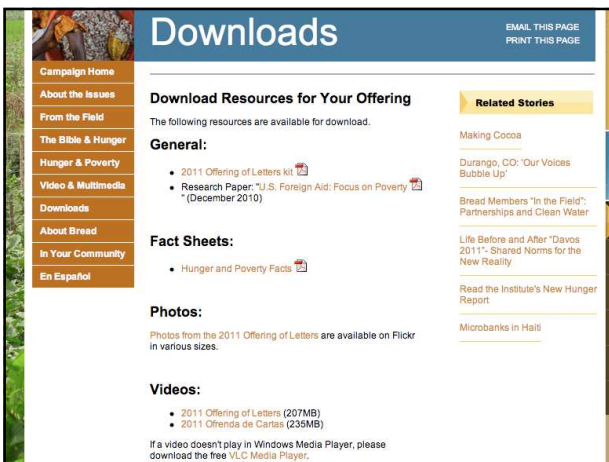


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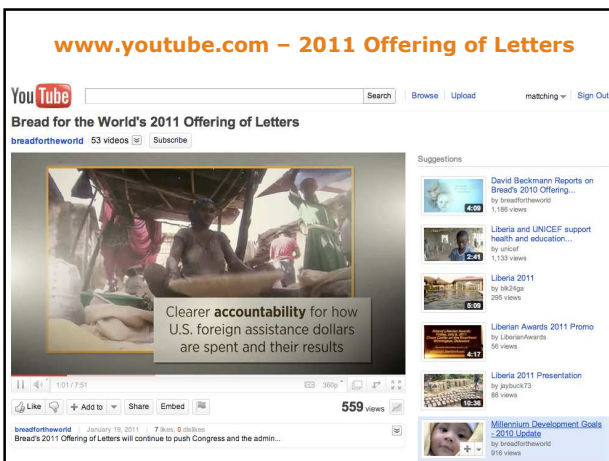
**RESOURCES
YOU CAN USE**

2011 Offering of Letters Website
www.bread.org/ol





www.youtube.com – 2011 Offering of Letters



2011 Hunger Report
www.hungerreport.org

Exodus from Hunger
 by David Beckmann

**OTHER WAYS TO
 GET INVOLVED**

Get Involved!

- Become a Bread member
- Join/Start a Local Bread Team!
- Visit your member of Congress
- Become a Bread Covenant Church
- Visit www.bread.org



Get Connected!

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-  twitter.com/bread4theworld
-  myspace.com/breadfortheworld
-  youtube.com/breadfortheworld







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