

Imagine



You live in hunger in a rural village;
it's always been like that, and it's like that now.

Your future looks like an extension of your past.

You feel deeply resigned to the way things
are as a result of failed aid or circumstance.

You struggle to survive today, let alone to think
about tomorrow.

This is what it can be
like living in chronic,
persistent hunger.

But it doesn't have to be.

The Hunger Project.

NEW ZEALAND



Our goal is to end chronic, persistent hunger by 2030.

We flip
the usual
way of doing
things on
its head.

Our approach is different – we see people living in hunger as the solution, not the problem. We shift the mindsets of women and men so they transform into leaders for the sustainable end of hunger. Then, through our programs such as education, microfinance, agriculture and health, we empower people with the skills, knowledge and resources they need to break the poverty cycle themselves.

From top-down, aid-driven charity models that perpetuate the cycle of dependency...to treating the cause, not the symptoms, in order to create an enabling environment for change.

From people living in hunger being seen as mouths to feed...to seeing people who are enterprising and resilient, whose potential lies untapped.

From hunger seeming an inevitable part of life...to having evidence that the cycle of hunger and poverty can be broken.

From women being subjugated and oppressed...to unleashing their leadership and their voice in decision-making.

From communities being told what to do...to putting communities in the driving seat of their own development as authors of their own future.

From cookie cutter strategies being applied...to educating and empowering people to find local, sustainable solutions to ending their hunger.

From resignation, dependency and despondency...to hope, empowerment and optimism.



“

The Hunger Project does not give handouts. The design principle is a powerful tool for completely circumventing the real risk (faced by most Non-Government Organisations) of creating welfare dependency. One of the greatest challenges in supporting development in poor communities is in moving to a point where people can sustain improvement on their own. The Hunger Project appears to have cracked the code on this.

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McKinsey & Company report

In a review of our work, McKinsey & Company found that our approach:

- Delivers uniquely efficient, sustainable impact
- Has a clear exit strategy
- Enables our partners on the ground to continue creating change beyond our exit

In addition, our methodology is replicable; it is proven to work in any context, in any environment, and can be adapted to any community's needs. We have tested our strategy across Africa, India, Bangladesh and Latin America.

“I love the multiplier effect. The fact is, I could see that my dollar would go far.”

– **David Gonski AC** *Investor. Chancellor UNSW*

“This is the most cost-effective and most sustainable model in development that we've seen anywhere in the world. So that then gave me the confidence that there is where I should give my hard-earned dollars.”

– **Michael Rennie** *formerly of McKinsey & Company*

“The Hunger Project is an organisation which does demonstrate measurable results, and it's actually making a permanent difference to people's lives.”

– **Belinda Hutchinson** *Investor. Chancellor USYD*

“I really like the way The Hunger Project works to help communities - through women - think about how they can take control of their own destiny and change their future. It really does give [our family] a sense of our place in the world and our responsibility to make a difference.”

– **Alison Watkins** *Investor. Group MD Coca Cola Amatil*



Solving hunger is not just an issue of food; it is a human issue that requires innovative thinking and action to solve it.



Vision, Commitment, Action

– Maggie's story.

The opportunity to create a vision for a future different to the past ignited Maggie's leadership. She now runs the primary school in the Mpigi community in Uganda, and teaches 79 children.

Years back, when Maggie first heard about The Hunger Project building a community hub in partnership with her village, she wanted to contribute. She didn't have any money but she knew she was strong and could carry water to help make mud bricks.

So she committed to carrying 7 large jerry cans of water a day, about 180 litres a week (while having an 8 month old baby strapped to her back). In return, she would receive a small wage.

She was so excited to have money for the first time and be able to contribute to the construction in a meaningful way.

Once the building was complete, she then set her mind to learning to write her name at The Hunger Project's adult literacy classes.

“

I started telling the other women all the things I was learning, and they came to class too. Eventually I mobilised all of them. Previously only 70% of women in my village were literate, now 98% can write their names!

”

Next, her vision was to send her own child to school. She achieved this, and in doing so discovered her real talent was in educating others, which is why she became a teacher.

Through Maggie's clear vision, she is shaping a different future for herself, her family and her community.

“

Thank you for the gift of life.

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“

I don't know where giving and receiving starts and ends.

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Claire Whitbread

Investor. Director of Whitbread Foundation

We invite you to go with us to the heart of the issue, and join our global community of people who are committed to the end of hunger.

In partnership with people living in rural, remote communities, we are participating at the cutting-edge of transforming one of the biggest issues of our time, hunger.

You can make a difference by investing your money at a level that is meaningful to you, and creating a world that works for everyone.



The Hunger Project.

NEW ZEALAND

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#THP #EndingHunger



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The Hunger Project New Zealand

Ending hunger starts with people.

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