



MILLENNIUM CAMPAIGN
VOICES AGAINST POVERTY



Re: Appeal for Action – October 15th and 16th 2006 – *Stand Up Against Poverty*

Dear Colleagues,

We are writing to you about the actions planned around October 17th, the International Day for the Eradication of Poverty, which has been selected as this year's White Band Day by the Global Call to Action against Poverty (GCAP). The GCAP and the UN Millennium Campaign are planning a unique and exciting action to keep up the momentum and pressure on world leaders following the worldwide people's mobilisation in 2005. As you know, the ICFTU was a founding member of GCAP, one of the largest ever civil society anti-poverty movements, and has supported it ever since its inception.

Launched at the World Social Forum in January 2005, GCAP calls on Governments of poor and rich countries to keep their promise to meet and exceed the Millennium Development Goals (MDGs).

On October 15th and 16th, as part of the build up to the International Day for the Eradication of Poverty, in partnership with the Guinness World Records, GCAP is attempting to set a world record with people all over the world standing up against poverty and standing up for equality and the MDGs. We expect millions to take part and we want to show the breadth of public support on this issue with citizens, faith leaders, workers, women, children, youth and many more all standing together in their opposition to poverty and inequality.

To know more about the event, please visit: <http://www.standagainstopoverty.org/>

Many civil society groups across the world have expressed their willingness to take part in this action. By acting together in this simple but powerful way we aim to show the size and strength of public support for ending extreme poverty and meeting and exceeding the MDGs. In the last ten years extreme poverty has killed more people than all of the wars of the 20th century combined.

For this White Band Day, we invite you to bring the power of your members to this worldwide mobilisation through three actions.

First, on October 15-16, we hope you will be able to mobilise as many people as possible to ***Stand Up Against Poverty*** and join the world record setting event (attached please find a brief write-up on this). It is easy to do, it only takes a few minutes time from your staff and members on the day, and it is an excellent way of everyone taking action together.

Second, we draw your attention to the fact that some GCAP national coalitions will organise local and/or national events in which you are kindly encouraged to take part. If you wish to do so, please inform gcap@civicus.org for information about these events.

The full list of national coalitions is available at <http://www.whiteband.org>

Third, we are hoping that you could distribute the attached pack to as many members as possible. We need to demonstrate to governments the massive and diverse constituency calling for action against poverty. It is essential therefore that as many people as possible receive details of the activity and any help you can provide in distributing this will be greatly appreciated. The idea of **Stand Up** is a simple one for people to engage with and as the attached document shows it is very simple to communicate. The leaflet is available in an electronic or printed format in English, French, Spanish, Arabic and Portuguese and has been designed so that it is easy to photocopy and e-mail. Again, for further assistance, please contact gcap@civicus.org

Thanks for your continued efforts calling for more action on poverty. By standing together, we will succeed.

Best wishes,



Guy Ryder
General Secretary
ICFTU



Kumi Naidoo
On behalf of the Global Call to Action against Poverty (GCAP)



Salil Shetty
Director
UN Millennium Campaign