



Leader's Guide

**YOUR  
ONE DAY**  
*Transforms*  
**THEIR EVERY  
DAY**

# TOMORROW DEPENDS ON TODAY

Since 1994, Convoy of Hope has been serving people in vulnerable communities around the world. From major metropolitan areas here in the U.S. to tiny towns tucked away in the Nepali mountains, our aim is the same: to demonstrate kindness and compassion to people who desperately need it.

Whether you're a longtime partner who has hosted *One Day* campaigns for years or you're simply seeing what this is all about, thank you. We are honored to serve alongside you as we bring help and hope where it's needed most.

A handwritten signature in blue ink, reading "Hal Donaldson". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.





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# DID YOU KNOW?

**820**  
**MILLION**

*people in the world do not  
have enough food to lead a  
healthy, active life.*

**149**  
**MILLION**

*children under the age of 5  
are too small for their age  
due to insufficient diets.*

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Like you, Convoy of Hope finds this unacceptable.

We believe every life has value. Because of that,  
we're determined to bring help and hope to the  
hurting.

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*Statistics obtained from 2019-2020 reports published  
by World Food Programme, UNICEF, World Health  
Organization, and World Bank Group.*



# ONE DAY IS SIMPLE

By participating in Convoy of Hope's *One Day to Feed the World*® campaign, you are demonstrating to your community that you and your organization are not content with simply feeling compassionate — you are committed to live a life of kindness and generosity to help others.

One of the best ways to do that is to give *One Day* of your life! So what does that look like?

**ONE DAY = 9 WORKING HOURS** **2 MINUTES OF EVERY WORKING DAY FOR A YEAR**

Everyone in your organization can participate in transforming the lives of impoverished children by giving one day of their annual wage.

It's about equal sacrifice, not equal giving.



### *Three big reasons to participate:*

1. Children throughout the world are fed nutritious meals and have better access to clean drinking water.
2. You get the awesome opportunity to transform lives through education.
3. Your generosity increases the generosity of others.





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# Robenson's Story

Robenson walks the short 15 minute trek to his school. A cool breeze breaks the relentless heat. He never misses a day of classes. "The food at school is very important to me because my parents do not have to worry about me if I do not eat in the morning. They always know that I will find a plate of hot food at the school," Robenson says.

Tucked away in the Haitian hillsides, the cement-block building is tidy and clean despite a wind full of fine, light-colored dust. Several of Robenson's schoolmates have arrived early, too, and are playing soccer barefoot to save the wear and tear on their shoes. After a few minutes, the children begin their day.

***‘The Convoy food helps motivate me to come to school every day ... It helps protect me against hunger.’***

For most kids living in Haiti, this is not the daily routine. As the poorest country in the Western Hemisphere, Haiti experiences constant political instability, chronic food insecurity, and extreme poverty. Stable access to electricity, water, basic sanitation, and medical care is unpredictable.

Convoy of Hope began feeding children in Haiti in 2006, but the program has grown to accommodate thousands of children at more than 500 program centers. Five days a week, these children receive a hot meal infused





with the healthy macro- and micro-nutrients that are necessary for them to thrive.

“The Convoy food helps motivate me to come to school every day and to get good grades,” Robenson says as he eats his lunch. “It helps protect me against hunger.”

On behalf of Robenson and the more than 387,000 children Convoy of Hope feeds every school day, thank you for providing nutritious food to kids in need.

*\*Name has been changed.*



We are a nonprofit, faith-based organization that has helped more than 163 million people worldwide.

## Our work is made possible by:

- Staying transparent, evident by the **Four Star Charity Award** we've received from Charity Navigator since 2002.
- Wisely stewarding the faithful generosity of many companies, individuals, and churches each year.

BANGLADESH  
BULGARIA  
BURKINA FASO  
EL SALVADOR  
ETHIOPIA  
GUATEMALA  
HAITI

HONDURAS  
INDIA  
KENYA  
LEBANON  
MOLDOVA  
NEPAL  
NICARAGUA

PHILIPPINES  
SOUTH AFRICA  
SPAIN  
SRI LANKA  
TANZANIA  
TOGO  
UGANDA

In 2020...



**387,000+**

**KIDS CURRENTLY IN OUR  
CHILDREN'S FEEDING INITIATIVE**



**46,200+**

**TOTAL WOMEN'S EMPOWERMENT  
PARTICIPANTS TO DATE**



**39,900+**

**TOTAL AGRICULTURE  
PARTICIPANTS TO DATE**



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# QUICK TIPS FOR SUCCESS

**1** We recommend that leadership engage with the *One Day to Feed the World* campaign. When you express your heart for the poor and suffering, you will send a powerful message about the DNA of your business or organization.

**2** Choose the length of your campaign. We recommend 2 to 3 weeks. Consider using a holiday such as Easter, Mother's Day, Thanksgiving, or even Super Bowl Sunday.

**3** If you haven't already, visit [convoyofhope.org/oneday](http://convoyofhope.org/oneday) to order materials and download videos.

**4** Set a goal for everyone to participate! As you know, your group will likely rise to any challenge your leadership sets for them. If your organization

held a *One Day* fundraiser last year, consider asking them to meet or exceed what they gave last year.

**5** Encourage your group to choose a specific day at work to wear their *One Day* sticker. Our hope is that it sparks opportunities to share with others about the good work they are doing through Convoy of Hope.

**6** Give the entire organization an update on how much was raised following your *One Day* campaign. Celebrate the good work you did together!

**7** Call your Convoy of Hope representative if you need additional ideas or encouragement. We're here to serve you.

# 3-WEEK SERIES EXAMPLE

## WEEK 1

Show a video.  
Distribute the handouts and stickers.  
Ask your group to consider giving.  
Announce the giving date.

## WEEK 2

Show another video.  
Ask your group to share why your organization cares about the poor and suffering within their circles of influence.  
Remind them of the giving date.

## WEEK 3

Show a third video.  
Distribute giving envelopes.  
Collect the donations.

## WEEK 4

Announce how much your organization generously gave.  
Celebrate the difference they made!

### A Powerful Sticker

*Wearing the One Day sticker in the workplace is a powerful statement. Doing so tells the world that your organization is determined to fight poverty, hunger, and suffering.*

*Encourage your people to proudly wear their One Day sticker on the day they choose to work for people in need.*





*Celebrate the difference  
you and your organization  
made in just One Day.*

*Send donations to:*

Convoy of Hope  
P.O. Box 1125  
Springfield, MO 65801

*Or visit:*

**[convoyofhope.org/oneday](https://convoyofhope.org/oneday)**