

# Less is More Campaign

## Supporter Services Q&A

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### Campaign-related questions

What do you mean by Less is More?

Less is More is a well-known phrase. It means 'simple but effective', and evokes a confidence that has no need for excess bells and whistles.

Less is More is about the power of simple gifts that go a long way in the hands of God. It's about individuals, communities, ideas and seemingly humble items that can become catalysts of amazing, widespread transformation, as people become able to change their

own lives and impact the world around them. It's about our faith in Jesus, who told us that the kingdom of heaven is like a tiny mustard seed which grows into a mighty tree – it might start small, but it doesn't end that way.

Less is More is an invitation to watch God take what we give and do immeasurably more.

Do we want supporters to give less?

No, it's the simplicity of the gift rather than the size. Less is More is the broad campaign concept and is about what God does with our simple gifts. Whatever the amount given, God will multiply it – he will always make it more.

We can grow through our generosity. Our gifts can lead to great transformation, both within ourselves and in the lives of others, and so through our giving, we receive.

What do you mean by 'your gift is powerful in God's hands'?

This is a reminder that what we give can be multiplied a thousand times over by God. What may feel like a humble thing to the giver, can do great things. Like the boy's packed lunch of loaves and fishes, offered freely to Jesus, which fed more than 5,000 people; God can increase the impact of what we are willing to give.

What is the more?

More expresses the desire that those living in poverty should be more able to fulfil their god-given, image-bearing potential in the world, by having more access to the various resources that they need to do this. These resources include economic, physical, emotional, spiritual and material resources, as well as increased skills and capacity to participate in their communities. This is the heart of the campaign – the simplest gift can make a profound difference in the lives of those living in poverty because we give it into God's hands and trust him to multiply it. A few loaves and fishes, when placed in God's hands, fed thousands of people.

Is the money raised being used only in Nigeria?

Tearfund has a calling to follow Jesus where the need is greatest and funds raised during this campaign will go towards work wherever that need is. Our work in Nigeria is just one example of the type of work that we're doing in places of greatest need around the world. Any gifts will go to support the work in Nigeria and across our work, transforming more lives like Ruth's.

How long will the Less is More campaign last?

The Less is More campaign will last from June 2019 to March 2020.

If Less is More, how big is the impact that we see?

In some ways, the world is becoming a more difficult place to live. Climate change and the ensuing increases in natural disasters make it much harder for the world's most vulnerable

people to survive, let alone flourish. This can mean that there appears to be little impact but for every person that is freed from poverty the impact is profound.

We here at Tearfund are confident the world is learning to help the poor and bring them out of poverty in sustainable and effective ways. We are hopeful for the future and believe in the immense progress which has already been made.

The model talk also talks about a yield of 70-80 beans per bean due to new farming techniques. What was the previous yield and what are the new farming techniques?

Ruth didn't use to grow beans she used to only grow maize. In her self help group, she and others in her community have learnt how to save, support and grow crops together. One of the things they have learnt to do is to save money and buy fertiliser which has helped them to grow a more diverse set of crops (beans). The beans grow up the maize crops so it allows their community to harvest at multiple times in the year.

In the film Ruth mentions that she is part of the self-help group. Does she get the money for this from the sale of firewood?

Ruth earns money during the dry season by trekking for many miles to gather and sell wood. She also works as a day labourer on other farms, using the farmer's equipment. This is how she supports her children and can save with the self-help group when there is no harvest.

What does Ruth's husband do?

Although Ruth's husband did not attend the Self Help Group, he does help to collect firewood and it is the main source of income for the family.

## Country-specific questions

Why did Tearfund focus on Nigeria for this year?

Following our celebration of 50 years of Tearfund last year, it seemed fitting to go back to a nation that was part of the very early days of Tearfund's work. It is a country of great need that we have not focussed on for some time. Also Tearfund has recently sought to focus on areas of our work with the greatest transformative impact. Our work in Nigeria exemplifies these areas.

Why should I give to people in Nigeria when we hear so much about child poverty, food banks and homelessness etc in Britain and our economy is vulnerable with the uncertainties of Brexit?

Tearfund was established to enable UK churches to respond to humanitarian crises and extreme poverty internationally. We focus our frontline work on global poverty where the economic needs are greatest.

By focusing our work on relieving economic poverty, we are able to support and enable local churches in extending Jesus' offer of life in all its fullness to people living in extreme poverty.

Who are Tearfund's partners in Nigeria?

For a list of Tearfund's partners in Nigeria, please refer to the where we are working section (under About Us) of our website.

What are the major environmental problems faced by Nigeria?

Nigeria's main environmental issues include soil degradation; rapid deforestation; urban air and water pollution; desertification; loss of arable land and rapid urbanisation. Oil industry operations in the Niger Delta and numerous oil spills in the past 50 years have resulted in extremely grave environmental damage. One of the areas particularly affected is Ogoniland in Rivers State, southern Nigeria. Household air pollution from burning solid fuels, biomass, or coal for cooking causes 57% of an estimated 130,900 child deaths due to acute lower respiratory infections. (source [ACAPS website](#))

Is Nigeria being affected by climate change and if so in which regions and how?

Nigeria is ranked 85th on the Climate Risk Index 2013. Climate change is expected to increase mean annual temperature and the intensity and frequency of heat waves. 621,000 people are estimated to be affected annually by climate change in Nigeria. Drought has become common in the north, while flooding is a major problem in the south, particularly during the May–September rainy season. It is projected that by 2030, an additional 800,000 people may be at risk of river floods annually. (source [ACAPS website](#))

Why does the model talk not mention about the pressing issue of climate change?

It's a big topic at the moment so shouldn't we be talking about it?

Yes it is a really important topic and something that is close to Tearfund's heart but below are two reasons why we haven't mentioned it in our 'Less is More' model talk:

The more we focus on various topics the more diluted our 'ask' or 'invitation' for people to respond becomes. As a speaker team, we are focused on asking people to join us by giving regularly (as you know). Whilst we cannot deny the impact of climate change, an issue we take very seriously, the reality is that Ruth's livelihood has been impacted by it more than anyone. We have put the emphasis on the long term invitation of supporting Ruth, knowing the impact that climate change is having on her life.

Our Advocacy Team have a new campaign that has just launched and it's called 'The Rubbish Campaign' (which has received tons of publicity already!) - Here is a link to the webpage if you haven't already seen it: [https://www.tearfund.org/en/about\\_you/action/#](https://www.tearfund.org/en/about_you/action/#). Our Teams must focus their energy on different topics to ensure we are doing everything we can for our beneficiaries.

Does Tearfund do any advocacy work in Nigeria and if so what?

Tearfund is giving 12 partners and 600 local churches a vision of a just and sustainable world, influencing people's values, attitudes and behaviours. We want to build a movement that will help bring about a just and sustainable Nigeria. The Global Advocacy team is also supporting partners and church denominations to organise and mobilise young people and churches to bring about lifestyle and policy changes.

## Country-specific statistics

Additional info from <https://www.acaps.org/country/nigeria>

- Despite its continued economic growth, poverty remains widespread and has increased in some areas, especially in rural areas, where 80% of the population lives **below the poverty line**.
- Nigeria has a particularly **high maternal mortality rate**, and women's access to quality healthcare is limited, particularly in rural areas. Nigeria accounts for 14% of global maternal deaths.
- **Neonatal mortality** in 2015 was 34 deaths per 1,000 live births, from 37 in 2011.
- In 2013, women in Nigeria had an average of 5.5 children. Women in urban areas have 4.7 children on average, compared to 6.2 children in rural areas.
- 60% of women receive **antenatal care (ANC)** from a skilled provider. About 40% of women in the North West zone received ANC from a skilled provider compared to 91% in South East.
- One-third of births occur in health facilities. Facility-based births are least common in the North West (12%) and most common in the South East (78%). Home births are more common in rural areas (77%) than urban areas (37%).
- According to the last census in 2006 the population of Nigeria was 140,431,790. In 2015, the population is estimated to be 182,000,000 and by 2050 is expected to reach 399,000,000. 51% are female and 49% male. 46% of the population is under 15 years, 4% over 65.
- **Food security:** 5.2 million people are estimated as severely food insecure (IPC Phases 3 to 5).
- **Protection:** 5.8 million people are in need of protection assistance in 2018, especially in northeast Nigeria.
- **WASH:** 2.9 million people in northeast Nigeria are in need of safe water in 2018.
- **Nutrition:** 3.5 million people are in need of nutrition assistance in 2018.