

## Frequently Asked Questions – Speaker resources 2016

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### General Questions:

#### **Q. Have you stopped trafficking prevention work now? What's happened to No Child Taken?**

A. Tearfund is still continuing with its successful trafficking prevention work in several countries. This work has not reduced, and indeed our focus on disaster compliments our trafficking prevention efforts. We know that disasters cause loss, create confusion and limit choices, leaving people vulnerable to traffickers. If we help people in disaster prone and disaster affected areas we will help thwart traffickers.

No Child Taken has not only raised awareness of the terrible crime of trafficking but crucially has enabled us to continue our work in regions most affected by trafficking, disease and disaster. Our supporters have worked with us to pray, donate and campaign. This has meant that by April 2016 we will have been able to help protect over 100,000 children vulnerable to trafficking, disease and disaster. Our campaign has been successful, and our work continues in this area as we focus on communicating to friends and supporters about our work in disasters.

#### **Q. Hunger? That's not a disaster?**

A. Very often we associate the word disaster with a rapid event which causes damage we can see. However, a disaster is when an event causes significant damage to a group of people and/or their surrounding environment. The impact of the disaster reduces people's ability to live safely and often has an impact on health and a family's ability to earn a living. For instance, a lack of rains can cause the same level of significant damage to agricultural production as a flood, meaning a family cannot feed themselves or are forced out of their home in search of food. Equally, a conflict may mean a family is unable to cultivate their land or they are forced to flee. The numbers of people who are impacted by these "slow onset" disaster events across the world are often equal if not greater than the highly visible earthquake, hurricanes and floods.

In many of the places where Tearfund works, there are no safety nets (such as government support, emergency services or insurance) and the local community either have no ability to cope with the impact, or they choose ways of coping which undermine their long term ability recover from the disaster event (e.g. a family sell their plough so they can feed themselves, but when the rains do come they only have the ability to farm a smaller area of land, meaning it increases their poverty). Ensuring there is food accessible or affordable is a key part of any work that Tearfund does following a disaster, whether that be a hurricane or lack of rains.

#### **Q. How much work does Tearfund do on disasters? How does this link with your local church work?**

A. One of Tearfund's four clear aims (goals) is to ensure "communities affected by disaster recover quickly and are better equipped for the future". Every country where Tearfund works is vulnerable to disasters, so even when there is no disaster we are working with communities, government and the local church to prepare in case a disaster happens. For Tearfund, the local church is one of the best mechanisms to reach the most vulnerable and those in need - whether that be via a church network in Chad reaching to the remote villages, or whether that is in urban settings in hard to

access slums and hidden tower blocks. When Tearfund mobilises the church, we ensure that they recognise the threats and the risks that their community face, and we work with them to develop ways of coping and responding. And right at the heart of that is the passionate desire that we do not want to see the precious gains we have made in our development work lost to flood, war or drought.

**Q. Is this just in Chad?**

A: No, this is not just in Chad. The situation that we're seeing in Chad happens and is happening in many countries around the world. And the way that the communities respond when they are facing a crisis will also vary. In this area of Chad, people are digging up ants nests to find the grain. Other areas and other countries see people responding in different ways when faced with such acute food shortages. Some of these responses are equally as creative. However, other responses can be significantly more impacting on families and individual lives.

**Q. What is the money going towards? How are we making it clear?**

A: The money is going to support those in desperate situations, like the one in Chad, all over the world. We do try and make this clear in all of our correspondence

**Q. How will I know what my donation achieves?**

A. We want people to be inspired about what they are making possible and so will send updates every 6 months. We will also put more information about the progress of our work in Chad and with people suffering from hunger across the world on our website and in Teartimes.

**Q. We hear so much about corruption. How can I be confident my money will reach people in real need?**

A. Our money is not routed via government but is administered by local Christian NGOs and we use financial management assessment and monitoring systems to minimise the risk of corruption.

**Q. Why are you now choosing to advertise on TV? I'm not happy about so much money being spent on fundraising.**

A. A central part of the campaign is a TV advert - aimed specifically at the Christian audience. We're consciously not diluting ourselves - maintaining our Christian distinctive. Our existing supporters are incredibly generous but disasters are on the rise, creating a greater need than ever for those living in spiritual and material poverty. In order to fund this work, Tearfund needs to reach more potential supporters to enable us to meet the ever increasing need of those affected by disasters.

This year, we're aiming to reach and serve over 600,000 people, meeting their need through immediate food assistance (food, cash for food, nutrition) and through building their food security for the future.

At the beginning of 2016, just 18% of the evangelical Christian community were aware of Tearfund and only 12% have supported Tearfund. Through this campaign we are hoping to raise awareness of our work, and encourage even more people to partner with us. The decision to advertise on TV was one that was made after a great deal of thought and prayer. Having done the financial analysis, we know that advertising on TV is one of the most cost effective ways of reaching people with the news about our work. It doesn't cost as much as you might expect it to cost. For example, a 60 second advert on one of the Christian channels costs just £130 but has the ability to reach nearly 400,000 viewers.

**Messaging:****Q. What do you mean by Give Like Jesus?**

A: We are asking people to give like Jesus as a whole life response to our God who gave us everything and continues to give us all things. This whole life response can include any generous act such as giving your time, prayers, voice, love and money. As disciples of Jesus, we are motivated to give sacrificially on behalf of others because God first loved us and we love God and love our neighbour as ourselves [VL answer]

**Q. Jesus didn't feed everyone who he met who was hungry**

A. Yes that is true, but he did feed some. It is estimated that in Sahel region of Africa nearly 6 million children will suffer from acute malnutrition in 2016. Through this campaign, we want to reach as many hungry people as possible with lifesaving support and training to build a sustainable future but we recognise that, unfortunately, we are unlikely to reach them all.

**Supporter Journey:****Q. What will a supporter receive if they sign up for this Campaign?**

A: They will receive:

A welcome pack

A thank you telephone call (if they supplied their telephone number)

Tear Times mailings

A six month update.

**Chad and the Sahel:****Q. What's causing the Food Crisis in the Sahel?**

A. There are multiple causes of food crisis in the Sahel. These include vulnerability to environmental degradation and frequent droughts, exacerbated by climate change and El Nino, which make it hard to plan for growing crops. Conflict is a significant factor, with conflicts in Mali and Northern Nigeria spilling across the region. Poor governance, high population growth, political instability, poverty, market prices all contribute vulnerability to food crisis.

**Q. How does Sahel's need compare with that of other needy regions?**

A. The countries in the Sahel are some of the poorest countries in the world.

The 2015 Human Development Index ranks Niger at the bottom of the list (188/188), Chad at 185/188, Burkina Faso 183/188 and Mali 179/188.

**Q. Why are you focussing on Chad if there is need in other countries in the Sahel region/Africa/the world?**

A. We drew up a short-list of countries, which included several of the world's poorest nations. However, the scale of the campaign did not allow us to feature a whole region - or all these nations. Chad is the 4th poorest place on earth. We felt that the best way to raise awareness of the issue was to share the story of a single country, village, a real family and their child. We would never want to give the impression that we desire to help Chad over and above all other needy countries, but hoped to share something of the individual lives that disasters like this impact all over the world. Any support raised will be used to help children and families like Yasmin's in all of the desperate situations where we work.

**Q. If it's so hard for people to feed themselves in this region, wouldn't they be better off moving elsewhere?**

A. At Tearfund, we've found that in order to have a long term, stabilising impact on the community, it is better that we do not encourage people to leave their homes. In this instance, there is enough food to go around already; it's a lack of access and lack of support on good farming practices that's

the underlying problem. It is possible to build resilience to disasters, which would ultimately be cheaper and more effective than relocation. Additionally, as we have sadly witnessed after the Middle East Crisis, many countries are unwilling to receive those fleeing their homes, and the result is that often refugees find themselves in equally bad situations.

**Q. Isn't corruption really to blame for the hunger and poverty in this region?**

A. Poor governance is a factor, but there are multiple other factors - see answers above.

**Q. Isn't political instability/unrest likely to undo any progress made in this region through Tearfund?**

A. The lack of access to natural resources is one of the most substantial underlying cause of conflict so if we help people in the region have sustainable access to food and livelihoods then we'll help address underlying conflict causes.

**Q. The population of the region has grown enormously in recent decades. Wouldn't it be better to focus first on family planning given the area is unable to provide enough food for the people already living there?**

A. The evidence shows the reverse to be true - people have more children when they know many of their children are at risk of dying. When they know they have enough nutritious food, health, access to education then local people make their own choices to have smaller families. This change has been observed in the West and in many Asian countries.

At Tearfund, we hold that the responsible use of family planning within marriage is an important aid to being able to make effective decisions about the future. We recognise that some will prefer 'natural' methods while others will use modern contraceptives. We recognise that cultural attitudes to contraceptives differ widely across the world and that the choice of method must be culturally appropriate. Family planning is best provided in the context of education about health care, and also about those moral values which celebrate life and human relationships rather than destroying them.

Decisions about which contraceptive methods are promoted are taken by partners at the local level in a way which is appropriate to the culture and beliefs of the people they serve, and to the needs of the family.

**Q. How is the local church involved in this work?**

A. Tearfund works through local churches and Christian organisations across the Sahel. Working through local churches is effective because of the power of prayer and the quality of relationships and local understanding that this brings. In the case of Chad (in area where c16 focus is based), Tearfund are working through a local church to bring a range of interventions including market gardening, seed provision, irrigation schemes and food aid.

**Case Studies:**

**Q. How can I help Yasmin directly? Can I send her food/clothes/money?**

We are all incredibly touched by Yasmin's story and we're working with the partner to ensure that her family are supported through the additional grants we have made. However there are millions of Yasmin's around the world whose story we have not been able to tell and we want to make sure there is hope and a future for these children too. We can't do this without your help.