



# \$2 A DAY CHALLENGE

F U N D R A I S I N G   P A C K

Featuring recipes, tips, shopping lists and posters



**ENOUGH**

END CHILD HUNGER NOW



# ENOUGH

END CHILD HUNGER NOW

A life of plenty for every child is possible, yet every day more children go hungry. **ENOUGH** of the right food and nutrition is still not reaching the children who need it. This is just not good **ENOUGH**. Children are speaking out against this injustice and proposing solutions – together we will answer their call.

Let's eliminate child malnutrition.  
Let's end child hunger now.

**ENOUGH** of the right foods — even in crises.

**ENOUGH** funding for nutrition.

**ENOUGH** food policies and services centred on and influenced by children.

Every child should enjoy **ENOUGH** nourishing food to thrive.



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BELOW: Now that Charity doesn't have to spend her days walking to collect water, she can join her husband, Moris Imbuwa, in the corn field.  
© Laura Reinhardt World Vision 2023



## INTRODUCING THE \$2 A DAY CHALLENGE

### THANK YOU FOR JOINING WORLD VISION TO RAISE CRUCIAL FUNDS AND AWARENESS, TO ENSURE ALL CHILDREN HAVE A HOPE AND FUTURE

Global poverty is one of the most urgent issues facing our world today, affecting **9.2%** of the world's population. In fact, did you know that **719 million people** are living on less than **\$2.15 a day**? Unfortunately, children and young people make up two thirds of this group.

Some parts of the world have made progress in reducing poverty levels. But the pandemic, ongoing conflict, and natural disasters have exacerbated poverty rates and slowed progress towards the United Nations' **Sustainable Development Goals (SDG)** for eliminating inequality by 2030. It is now estimated that by 2030 more than half of the world's poor will live in fragile contexts.

World Vision is committed to putting an end to extreme poverty. We aim to achieve this by targeting the root causes and ensuring every child can experience fullness of life. But we can only do this with your help. That's why we're asking you to take on the **\$2 a day challenge** for one week this **World Food Day**. Fundraise for a brighter future and help us **eradicate poverty on a global scale** - with your support we believe that we can make real progress.

### THANK YOU



A handwritten signature in blue ink, which appears to read "M. Sheard".

**MARK SHEARD**  
CHIEF EXECUTIVE



## \$2 A DAY CHALLENGE

# THE CHALLENGE

The **\$2 a day challenge** exists to raise awareness and funds for those who live in poverty.

**NB** *If you aren't well enough to take on this challenge, please do not attempt it.*

### THE GUIDELINES:

1. You have \$2 a day to spend on all your food and drink. You don't need to factor in tap water - it's counted as 'free' and we encourage you to drink as much as possible to stay hydrated.
2. You cannot accept 'free' food. If a friend offers you some, encourage them to donate instead.
3. You can use food already in your house but only if you factor in the full cost of an item. For example, if you have a bag of flour in your cupboard and only use 200g, you should factor in the cost of the whole bag.
4. Teaming up with colleagues helps you bulk buy!
5. If you've got plants growing in your garden, you can use them – but try to factor in the cost of the seeds.



ABOVE: In Agua Blanca, Honduras, agricultural training at Field Schools has improved the community's economy and increased food security. © Andre Guardiola/World Vision 2023

## \$2 A DAY CHALLENGE

# TIPS & TRICKS



**DO** **SHARE YOUR FUNDRAISING JOURNEY AND PAGE WITH FRIENDS AND FAMILY**



**DON'T** **KEEP IT A SECRET**



**DO** **EAT HEALTHY AND VARIED MEALS THROUGHOUT THE WEEK**



**DON'T** **LIVE ON BEANS AND TOAST**



**DO** **PAIR OR GROUP UP WITH COLLEAGUES TO TAKE ON THE CHALLENGE WITH YOU – POOLED FUNDS GO SO MUCH FURTHER!**



**DON'T** **STICK IT OUT SOLO**



**DO** **CAPTURE YOUR EXPERIENCE THROUGH PHOTOS AND JOURNALS**



**DON'T** **KEEP ALL YOUR DISCOVERIES TO YOURSELF**



**DO** **PLAN YOUR MEALS AHEAD FOR THE WEEK**



**DON'T** **TAKE PART IF YOU DO NOT FEEL WELL ENOUGH**



### Fundraising Booster Tip:

Ask your company if they offer match funding



Encourage family and friends to add **Gift Aid** to their sponsorship – this will boost their donations by **25%** without any additional cost to them!

NB. An ideal daily intake of calories varies depending on age, metabolism and levels of physical activity, among other things. Generally, the recommended daily calorie intake is 2,000 calories a day for women and 2,500 for men. Please consult your GP before taking part.



## \$2 A DAY CHALLENGE

# SAJAL'S STORY

**Due to poverty, many children in Nilphamari, Bangladesh, drop out of school and become involved in child labour. It could be repairing motorcycles, welding, hotel service, farm work or other dangerous jobs.**

Sajal is 14 and lives in a remote village with his father – a day labourer – and his mother. His younger sister is still at school. But because of extreme poverty, Sajal's family could not afford his school fees and he had to drop out in 2021. After this, Sajal had to get a job at a motorcycle repair shop to support his family. He makes BDT 1,500 (USD 16) a month working **12 hours every day**. Where once he dreamed of becoming a doctor, now Sajal must face dangerous work in a hazardous environment.

"The work I do at the workshop is very painful. I often get cuts and bruises on my hands and I have to lift very heavy machinery," says Sajal. "I don't want to work here but I will starve if I don't work. The kids I used to go to school with now bully me sometimes. They tell me that I don't belong with them anymore now that I have to work while they get to go to school."

Since Covid many children like Sajal are out of school. It can be even worse for young girls, who are often forced to get married. **In Nilphamari, 8.8% of children are forced into child labour and 36% of girls aged 15-19 are married.**

City Councillor Mohammad Mustofa Jaman says, "The local government is trying to reduce the rate of child labour in this community with the help of NGOs working here. But, due to the lack of awareness among parents about the dangers of child labour and the high rates of poverty in the area, children continue to be forced out of school and into labour. We believe that through collective effort we can reduce child labour in the community."

World Vision has been operating in Nilphamari since 2009. Our senior programme manager, Swapon Mondol, says, "World Vision has achieved much success in this community in terms of child wellbeing. Children's school enrolment rates has increased since 2009, livelihoods have increased, social violence has decreased. These are some of our accomplishments here. But, especially since the pandemic,

child labour is still a problem in this community."

He adds, **"We do our best but we still have limited resources, which is why we can see that a lot of children from vulnerable families are being forced into hazardous jobs."**

BELOW: Sajal, age 14, is working as a day labourer at a motorbike repair workshop. © Aboni Albert Rozario/World Vision 2022





\$2 A DAY CHALLENGE

## SHOPPING LIST

Your base is FLOUR

### INGREDIENTS

- |  |       |
|--|-------|
| 1. 15 pack Everyday Essentials Mixed Weight Scottish Eggs        | £1.99 |
| 2. Everyday Essentials Plain Flour 1.5kg                         | £0.69 |
| 3. Everyday Essentials Chopped Tomatoes in Tomato Juice 400g x 2 | £0.70 |
| 4. Highland Kitchen Red Split Lentils 500g                       | £1.29 |
| 5. Four Seasons Mixed Vegetables 1kg                             | £0.85 |
| 6. Nature's Pick Bananas 5 Pack                                  | £0.85 |
| 7. Nature's Pick Carrots 500g                                    | £0.33 |
| 8. Nature's Pick Mini Apples 6 Pack                              | £0.95 |



## BANANA PANCAKES

(SERVES 1)



### INGREDIENTS

1 banana

1 egg

30g flour

### METHOD

1. Mash one banana, add an egg and beat until combined
2. Add 30 grams of flour and mix to a batter
3. Heat a non-stick pan to a high heat and cook the pancake batter. There will be enough to make three pancakes

## FRESH PASTA

(SERVES 5)



### INGREDIENTS

400g flour

3 eggs

Salt

Water

### METHOD

1. Mix 400g flour, 3 eggs and enough water to form a stiff dough, add a pinch of salt
2. Knead until smooth
3. Wrap in cling wrap and refrigerate for at least 2 hours
4. Knead again and roll out until 1mm thick. Cut into fettuccine-width strips and lightly dust with flour to prevent them sticking together.



# SPLIT PEA SOUP

(SERVES 5)



## INGREDIENTS

- 500g split Peas
- 1kg vegetables
- 2l water

## METHOD

1. In a large pot, combine the split peas (500g) and 2l of boiling water. Cook for 1½ hours on a low heat, stirring occasionally
2. In the last 30 minutes of cooking, add the chopped up vegetables
3. Serve with flatbread (see recipe below)

ABOVE: Photo by Katie Rosario on Unsplash

# PASTA AND SAUCE

(SERVES 1)



## INGREDIENTS

- Fresh pasta
- 400g tinned tomatoes

## METHOD

1. Heat a pot of boiling water on the stove
2. Add a serving of fresh pasta to the boiling water and cook for 3 minutes
3. Drain well
4. Heat 160g of tinned tomatoes in a small pot and add to the pasta

# FLAT BREAD

(SERVES 5)



## INGREDIENTS

- 400g flour
- 3 eggs
- Water

## METHOD

1. Mix a little water with flour until a soft, sticky dough is formed
2. Roll the dough out
3. Heat a non-stick pan to a high heat
4. Fry on either side for about a minute or until golden brown

ABOVE: Photo by Nancy Hann on Unsplash

## \$2 A DAY CHALLENGE

### Meal Plan... FLOUR



	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
BREAKFAST					
LUNCH	YOU GOT THIS!				
DINNER			KEEP UP THE GOOD WORK!		
SNACK					ALMOST THERE!

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\$2 A DAY CHALLENGE

## SHOPPING LIST

Your base is RICE

### INGREDIENTS

- |   |       |
|---|-------|
| 1. Worldwide Foods Long Grain Rice 1kg                    | £0.52 |
| 2. Ready, Set...Cook! Coconut Milk 400ml                  | £0.85 |
| 3. Village Bakery Medium Sliced White Bread 800g          | £0.75 |
| 4. Everyday Essentials Strawberry Jam 454g                | £0.39 |
| 5. Four Seasons Mixed Vegetables 1kg                      | £0.85 |
| 6. 15 pack Everyday Essentials Mixed Weight Scottish Eggs | £1.99 |
| 7. Everyday Essentials Oranges 5 Pack                     | £0.95 |
| 8. Nature's Pick Mini Pears 550g                          | £0.99 |
| 9. Nature's Pick Loose Bananas Each x 2                   | £0.18 |



## RICE PUDDING

(SERVES 5)

### INGREDIENTS

- 200g rice
- 400ml coconut milk
- Jam

### METHOD

1. Rinse 200g of rice under water until the water runs clear
2. Combine the coconut milk and 1l of water in a large pan
3. Add the rice, bring to boil and reduce heat to medium-low. Cook, stirring for 20 minutes until the rice is tender
4. Serve warm or cold with a dollop of jam!



## VEG FRITTATA

(SERVES 5)

### INGREDIENTS

- 500g frozen vegetables
- 5 eggs

### METHOD

1. Add 500g of the frozen vegetables to a high sided frying pan on a high heat
2. Beat five eggs together
3. Pour the egg mixture over the vegetables and turn heat to low
4. Cook for 8-10 minutes or until the eggs begin to set
5. Finish cooking on the hob or place under a preheated grill until golden
6. Cut into five wedges
7. Serve hot or cold





# FRIED RICE

(SERVES 5)



## INGREDIENTS

- 375g rice
- 1 egg
- 500g frozen vegetables



## METHOD

1. Cook 375 grams of rice
2. Heat to high in a large non-stick frying pan
3. Beat one egg at a time and fry in the pan
4. Lift out and cut into thin strips
5. Add 500g of frozen vegetables and cook through
6. Add the cooked rice and egg

\$2 A DAY CHALLENGE

# SHOPPING LIST

Your base is PASTA



## INGREDIENTS

- |  |       |
|--|-------|
| 1. Everyday Essentials Penne Pasta 500g x 2                  | £0.82 |
| 2. Everyday Essentials Chopped Tomatoes in Tomato Juice 400g | £0.35 |
| 3. Highland Kitchen Red Split Lentils 500g                   | £1.29 |
| 4. Four Seasons Mixed Vegetables 1kg                         | £0.85 |
| 5. Everyday Essentials Porridge Oats 1kg                     | £0.90 |
| 6. Quixo Vegetable Stock Cubes 120g/12 Pack                  | £0.59 |
| 7. Mixed fruit   | £3.00 |

\$2 A DAY CHALLENGE

## Meal Plan... RICE



	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
BREAKFAST					
LUNCH	YOU GOT THIS!				
DINNER			YOU'RE HALF WAY!		ALMOST THERE!
SNACK					

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# PORRIDGE

(SERVES 1)



## INGREDIENTS

½ cup oats

1 cup water

## METHOD

1. Measure half a cup of oats into a bowl and add one cup of water
2. Heat in 1½ minute intervals in the microwave until it reaches the desired consistency
3. If you have spare bananas or other fruit, add some in!

ABOVE: Photo by Klara Avsenik on Unsplash

# PASTA NAPOLITANA

(SERVES 4)



## INGREDIENTS

1 tin of tomatoes

800g frozen vegetables

100g pasta



## METHOD

1. In a large saucepan, heat the tinned tomatoes with one cup of stock
2. Add in 800g of frozen veg and cook until soft
3. To serve, cook 100g of pasta per person and serve with the sauce on top

ABOVE: Photo by Louis Hansel on Unsplash

# SPLIT PEA AND VEGETABLE SOUP

(SERVES 5)



## INGREDIENTS

2l stock

## METHOD

1. Make 2l of stock
2. In a large pot combine the split peas (500g) and stock, cook for 1 ½ hours on a low heat stirring occasionally
3. In the last 10 minutes of cooking add 200g of frozen veg
4. Before serving chop up some pasta into small pieces
5. Cook separately and add to a serving of soup

ABOVE: Photo by Katie Rosario on Unsplash

\$2 A DAY CHALLENGE

## Meal Plan... PASTA



	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
BREAKFAST					
LUNCH	YOU GOT THIS!			YOU'RE HALF WAY!	
DINNER					
SNACK					MAMA MIA!

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MAMA MIA!

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\$2 A DAY CHALLENGE

## SHOPPING LIST

Your base is **POTATO**

### INGREDIENTS

- |   |       |
|---|-------|
| 1. Cucina Smooth Tomato Pasta Sauce 500g                    | £0.89 |
| 2. Nature's Pick Maris Piper Potatoes 2.5kg                 | £1.59 |
| 3. Everyday Essentials Penne Pasta 500g                     | £0.41 |
| 4. Everyday Essentials Baked Beans in Tomato Sauce 420g x 2 | £0.56 |
| 5. The Fishmonger Tuna Chunks in Spring Water 4x145g        | £2.69 |
| 6. Mixed fruit  | £1.66 |



## HASH BROWNS

(SERVES 1)

### INGREDIENTS

- 1 potato
- 170g baked beans

### METHOD

1. Grate a potato and squeeze the water out as well as you can
2. Heat a non-stick pan to a very high heat and add the potato
3. Keep the potato moving so it doesn't burn
4. Serve with 170g of baked beans



## PASTA AND SAUCE

(SERVES 1)

### INGREDIENTS

- 100g pasta
- 1 jar pasta sauce

### METHOD

1. Cook 100g of pasta
2. Serve with the jar of pasta sauce



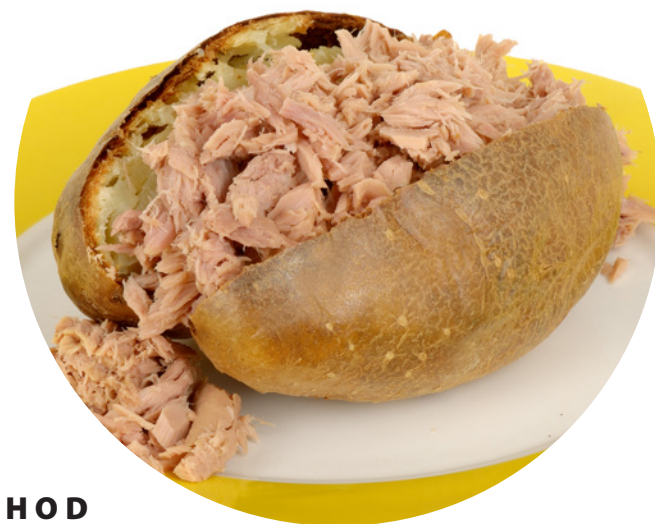


# BAKED POTATO AND TUNA

(SERVES 1)

## INGREDIENTS

- 1 large potato
- 1 tin tuna



## METHOD

1. Preheat oven to 150 degrees Celsius
2. Scrub the potato, pierce several times with a fork
3. Place in the oven for 90 minutes (or more/less depending on size of potato)
4. Slice the potato down the centre and serve with some tuna and oil

\$2 A DAY CHALLENGE

### Meal Plan... POTATO

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
BREAKFAST					
LUNCH	YOU GOT THIS!				
DINNER			YOU'RE HALF WAY!		
SNACK				ALMOST THERE!	

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## \$2 A DAY CHALLENGE

# SPOTLIGHT ON A SAVINGS GROUP



### "The community saving group is my bank"

Djounaida, 11, lives with her mum, Yvonne, who runs a small business in Haiti to take care of the family. Sometimes Yvonne takes out loans to strengthen her business and pay her daughter's school fees. **The exorbitant interest rates were destroying her profits.** But thanks to the support of World Vision, Yvonne now has access to affordable credit. She has joined a community savings group and receives loans. In addition, she has benefited from several World Vision programmes, such as the donation of goats and the strengthening of small businesses in her community. Djounaida now owns a goat. And she goes to school.

Yvonne says: *"In the past, I had loans from micro-credit institutions. These loans with high-interest rates are not favourable for vulnerable families."*

A World Vision staff member explains: *"We make sure that the communities have enough knowledge to set up a community savings group. We train them and show them step by step everything they have to do to make it real, and it works."*

The savings group helps Yvonne take care of her five children in a context where inflation is rampant in her community.

*"Djounaida should not stay at home,"* she says. *"When my daughter goes to school, she is happy."* After the savings group meeting, Yvonne was so happy to receive the money to re-invest in her small business. *"The saving group is my bank,"* she adds.



RIGHT: Djounaida, 11, pictured with mum, Yvonne and a younger sibling. "The community-saving group is my bank" says Yvonne © Dominique Moussignac/World Vision 2023



# A SHARED JOURNEY



LET PEOPLE KNOW THAT YOU ARE TAKING THE CHALLENGE

Participating in the \$2 a Day challenge for World Vision with someone else can offer numerous benefits, making the experience more enjoyable, motivating, and rewarding. Here are some of the advantages of doing a challenge with a partner or a group:

**Increased motivation:** When you have a challenge buddy, you can motivate and encourage each other to stay committed and focused on the goal. A little healthy competition can also push you both to perform better and strive for success.

**Accountability:** Having a partner creates a sense of accountability. You are less likely to cheat on your challenge or slack off when you know someone else is counting on you and watching your progress.

**Social support:** The challenge can be tough, and having someone to share the experience with can provide emotional support during both triumphs and setbacks. You can celebrate achievements together and work through challenges as a team.

**Shared goals and progress:** Working with someone else allows you to share your goals and progress. It becomes an opportunity to celebrate each other's successes and keep each other on track, making the journey more enjoyable.

**Learning and growth:** Collaborating with others often involves learning from each other's experiences and knowledge. You can exchange skills, techniques, and knowledge related to the challenge, which contributes to personal growth.

**Strengthening relationships:** Participating in a challenge together can strengthen your bond with your challenge partner. It provides opportunities for shared experiences, mutual respect, and a sense of achievement that can positively impact your relationship.

**Celebrating success together:** When you both successfully complete the challenge, the feeling of accomplishment is amplified when you can share it with someone who went through the journey with you.



# \$2 A DAY CHALLENGE POSTER AND SIGN



## TAKE THE CHALLENGE!

CLICK HERE TO DOWNLOAD ME



**Download** and print some posters for your work space and try to encourage your colleagues to **join you on the challenge**.



I'M DOING THE CHALLENGE

Say hello! Ask me how I'm doing then...

## SPONSOR ME PLEASE

We are committed to putting an end to extreme poverty - please help us.

CLICK HERE TO DOWNLOAD ME



**Download** and print some **SPONSOR ME** tent cards for your desk and try to encourage your colleagues to **join you on the challenge**.

TO GET YOUR COLLEAGUES INVOLVED  
**SHARE THE LINK WITH THEM**



[www.worldvision.org.uk/\\$2aDay](http://www.worldvision.org.uk/$2aDay)









## World Vision UK

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At World Vision, our focus is on helping the world's most vulnerable children overcome poverty and experience fullness of life. For over 70 years, we have worked together with communities – of all faiths and none – even in the most dangerous places, inspired by our Christian faith. World Vision UK is a registered charity no. 285908, a company limited by guarantee and registered in England no.1675552. Registered office as above.

**FRONT COVER IMAGE:** Stella sports a big, bright smile as she tends to an assortment of healthy, lush vegetables in her garden. She leads her siblings in harvesting ripe tomatoes, spinach and sweet pepper for lunch. © Martin Muluka/World Vision 2022.