

30-HOUR FAMINE 2008 (WEST MALAYSIA) FACT SHEET



INTRODUCTION

This year, our theme is 给孩子“无穷”的快乐 - **You've got the power!**

The 30-Hour Famine has always been about **enlarging worldviews** and **empowering people** to rise up and fight poverty and injustice.

This year we are taking it a step further and **giving West Malaysians the power to run their own unique Famine camps**. It is our hope that the Famine will be taken to every corner of the country!

HOW DOES IT WORK?

30-Hour Famine = 26 Hours + 4 Hours

“Do It Yourself (DIY)” Famine Camps are held in schools, colleges, offices, and any other place where there are a group of people who want to make a unique stand against poverty.

- **For 26 hours**, they fast and learn about global poverty issues, guided by the Famine Kit and training provided to camp leaders.
- **The last 4 hours** are spent at a star-studded Famine Countdown event, where they break fast together with Famine Campers from across the country.

WHY THE CHANGE IN FORMAT?

- We seek to empower people in the fight against poverty.
- We want to give them the avenue to run the Famine in their own unique way.
- We want the Famine to reach every corner of the country.

We believe decentralisation is the way forward, as proven by our counterparts in countries such as the United States, Canada, Australia, New Zealand, England, Taiwan and Korea.

WHEN WILL IT BE HELD?

23rd August || 10 am || Official Famine Weekend begins*

24th August || 12pm – 4pm || Famine Countdown event in National Hockey Stadium, Bukit Jalil

*Camp leaders are free to choose other dates between 1 August and 22 August 2008.



WHERE DOES THE MONEY GO?

World Vision HOPE Fund

Help prevent the spread of HIV/AIDS and care for those who have been infected/affected by the disease. The HOPE Fund will benefit World Vision's international projects and local HIV/AIDS organisations.

World Vision Malaysia Children's Development Fund

Reach out to children and families in need – improving their health, living conditions and prospects for a better future – both locally and internationally.

World Vision Malaysia Emergency Relief Fund

Help disaster-struck communities get back on their feet. This year, the Fund will go towards rebuilding homes destroyed in the Xinjiang, China earthquake and communities affected by Cyclone Nargis in Myanmar.

World Vision Capacity Building Fund

Hone talents, impart new skills – give families the training and support they need to improve their lives, and allow them to face the future with confidence and dignity. Our focus country this year is Laos.

Beautiful Gate Foundation for the Disabled

Help Malaysians living with disabilities to live productive and dignified lives.

Yayasan Sin Chew Retirement Village

Give Malaysian senior citizens a healthy and enriching environment to spend their twilight years.

Shemariah Foster Home for Children

Bring hope and meaning to local children who have been orphaned, abused or abandoned.

HOW CAN PEOPLE GET INVOLVED?

1. **Organise** a “Do It Yourself (DIY)” Camp amongst friends/colleagues/family members.
2. **Participate** in a “Do It Yourself (DIY)” Camp.
3. **Participate** as an **Individual Participant**, fast on your own.
4. **Donate** to the Famine Fund. Individual donations and corporate sponsorships are welcome.
5. **Volunteer** to help make the 30-Hour Famine happen.
6. **Spread the word!**

For more information, please log on to www.worldvision.com.my or call 03 7880 6414.

Co-organised by:
联办单位:



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FAQs: CAMP LEADERS

Are there any requirements I need to fulfill to become a DIY Famine Camp Leader?

We're counting on you to take the Famine to your campus, neighbourhood, friends, religious groups or workplace. This means you need to be someone who is committed to the cause, loves to rally people together, and will work hard to make it all happen!

How do I run my own DIY Famine Camp?!

World Vision will be organizing a Leaders Training Workshop in June to train leaders on how to run their own DIY Famine Camps. Participants will be given a Famine pack with ideas and guidelines on how to run their own camps.

The DIY Famine will be a unique experience that you and your camp mates share and reminisce over the years to come!

What happens at the Leaders Training Workshop?

Two workshops will be held – 21st of June 2008 and 28th June 2008. You need to attend only one. The workshop training is free

At the workshop, you will be trained on how to recruit campers, raise funds and run a Do-It-Yourself Famine camp. Also, leaders will be given a Famine pack. The Pack contains activity ideas and guides – just to get you going at the Camp.

Other trainings will include the basics of public speaking, event management and team building – all of which will be great for your personal and career development long after the Camp is over.

You will also be briefed on your responsibilities as a leader. This will include being responsible for distributing and collecting donation cards from your group members and how to keep proper records

How do I sign-up?

To sign-up as a DIY Camp Leader, kindly visit our website at www.worldvision.com.my or call 03 7880 6414 to request for the Camp Leader sign-up form.

Who do I recruit?

It's entirely up to you – your friends, club members, classmates, neighbours, colleagues, relatives, anyone whom you think may be interested

Is there an age limit for campers?

The Famine materials were designed to cater to teenagers as well as working adults. However, children below 12 years old may need guidance in understanding some of the educational parts of the Famine camp.

How many campers do I need to recruit?

The sky's the limit! Minimum number of campers per group is 10.



How do I collect donations?

At the Leaders Training Workshop, you will receive donation cards that you can distribute to your group members.

We find that it is best if you set a goal for your group (eg. We're going to raise RM100 each!), and motivate them to achieve the target – at least they have a goal to work towards.

All the donation cards have to be returned to World Vision by 31 July 2008. This means you have to collect the funds and donation cards from your DIY camp members, reconcile the accounts and pass them on to World Vision Malaysia by the closing date.

Is there a minimum amount that we need to raise?

Our goal is to raise RMI million through this year's 30-Hour Famine. Our target, therefore, is for each student participant to raise at least RM100 and each working adult RM150.

What if we are unable to hold our DIY Famine Camp on the 23rd August 2008?

The official Famine weekend is from 23rd & 24th August. We encourage campers to fast from 10am on Saturday, 23rd August so that we can all break fast at 4 pm the following day (at the Famine Countdown event)..

If you are unable to hold it on 23rd August, you choose to hold your DIY Camp any time between 1 August and 22 August 2008 but it must be held BEFORE the official Famine weekend.

How long are the DIY Famine Camps supposed to last?

DIY Famine Camps should last a minimum of 26 hours. The last 4 hours of your Famine experience will be spent together with everyone who has participated at the Famine Countdown event on Sunday, 24th August. However, if you are holding your DIY Camps in early August, you may want to challenge your member to do the full 30 hours then and you can still come for the 4 hour Countdown on the 24th of August.

What happens at the Famine Countdown event?

The Famine Countdown event will be on the 24th of August 2008. Together, we will count down the last 4 hours of the Famine. We will look back at what we have learned, share our experiences and enjoy a star-studded celebrity showcase.

Will T-shirts and break-fast meals be provided?

T-shirts will be provided for all who join the DIY Famine. Break-fast meals will be provided only if you come for the Famine Countdown activity. If you do not come for the Countdown, you will have to arrange for your own break-fast meals

Do I get a certificate?

Yes. Leaders will be responsible for giving certificates to your group members.



FAQs: INDIVIDUAL PARTICIPANTS (FAST ON YOUR OWN)

What is a donation card?

It is liken to your official participation card. With the donation card, you can go to friends and family and ask them to sponsor you as a participant of the 30-Hour Famine Camp. A word of caution – please ask for donations only from those you know. Don't go door-to-door or public areas to solicit for donations. That's illegal.

Why would they believe me?

The 30-Hour Famine has a 10-year history in Malaysia, so some of them would have heard of it. If they haven't, you can tell them what it's about, and read up more from this website, especially the "Where does the money go" section. Know your facts! ☺ They can also call up World Vision Malaysia at 03-7880 6414 to verify if they wish.

Where do I get a donation card?

[World Vision Malaysia Berhad](#) (link to "Contact Us")

Sin Chew Media Corporation Berhad offices:

Location	Contact Person	Contact No.
1. PJ Head Office (Cultural Department)	Ms. Chuah Siew Cheng, Ms Yap Yet Moi	03 7965 8521 03 7965 8522
2. Kuala Lumpur	Ms. Liew Chong Mooi	03 2070 4526
3. Seremban	Ms. Bong Fong Kang	06 761 9800
4. Johor Bahru	Ms. Chua Lee Ping	07 333 1904
5. Penang	Ms. Ho Li Kian	04 222 6666
6. Ipoh	Ms. Kok San Chan	05 208 8888
7. Klang	Ms. Lee Mei Leng	03 3343 3833

Donation Card Distribution Hours:

World Vision Office

Weekdays: 9am to 5pm

Saturday: 9am to 1pm

Period: 1 Jun 2008 – 31 Jul 2008

Sin Chew Office

Mon to Sat: 10am to 6pm

Period: 1 Jun 2008 – 31 Jul 2008

** Sunday opens from 1 July onwards

Is there a deadline for me to return the donation card?

Yes, you have to return the donation card and funds collected by 31 Jul 2008.

Is there a minimum amount I need to raise?

Our goal is to raise RM1 million through this year's 30-Hour Famine. Our target, therefore, is for each student participant to raise at least RM100 and each working adult RM150.



Can I get the donation cards via post?

You can request for donation cards to be delivered to you and this will be done via courier. We do not mail the cards in case they get lost or fall into the wrong hands.

All you need to do is:

- Call (03) 7880 6414 or post an online request for a donation card.
- Maximum number of cards per request: 10 pieces
- A courier charge of RM5.00 will be imposed to help us off-set the cost. Kindly send an additional payment of RM5.00 when returning the donation cards and fund back to us. This means, if your group of 10 participants collected RMI,000, you will need to mail us RMI,005 if you had requested the cards to be couriered to you

How do I return my donation card?

- Cash: Bring the cash and donation cards back to the place where you picked the cards from.
- Cheque/Wang Pos: Using registered mail, mail the cheque/wang pos and the donation cards to:
P.O. Box 8171,
Kelana Jaya,
46783 Petaling Jaya, Selangor.
- Please note that the cheque/wang pos needs to be made payable to **“World Vision Malaysia Bhd (30 Hour Famine Fund)”**

When should I fast?

The official Famine weekend is from 23rd & 24th August. We encourage campers to fast from 10am on Saturday, 23rd August so that we can all break fast at 4 pm the following day (at the Famine Countdown event). If you are unable to hold it on 23rd August, you choose to hold your own fasting any time between 1 August and 22 August 2008 but it must be held BEFORE the official Famine weekend.

What do I do during my fast?

It is entirely up to you to decide what to do during your fast. You may request for educational materials from World Vision and use the time to learn about global poverty issues.

Where do I fast?

You are free to fast anywhere as long as you complete at least 26 hours before coming to the Famine Countdown.

What happens at the Famine Countdown event?

The Famine Countdown event will be on the 24th of August 2008. Together, we will count down the last 4 hours of the Famine. We will look back at what we have learned, share our experiences and enjoy a star-studded celebrity showcase.

Will break-fast meals be provided?

Break-fast meals will be provided only if you come for the Famine Countdown activity. If you do not come for the Countdown, you will have to arrange for your own break-fast meals

Do I get a certificate?

Yes, you will get it at the Famine Countdown Activity.