

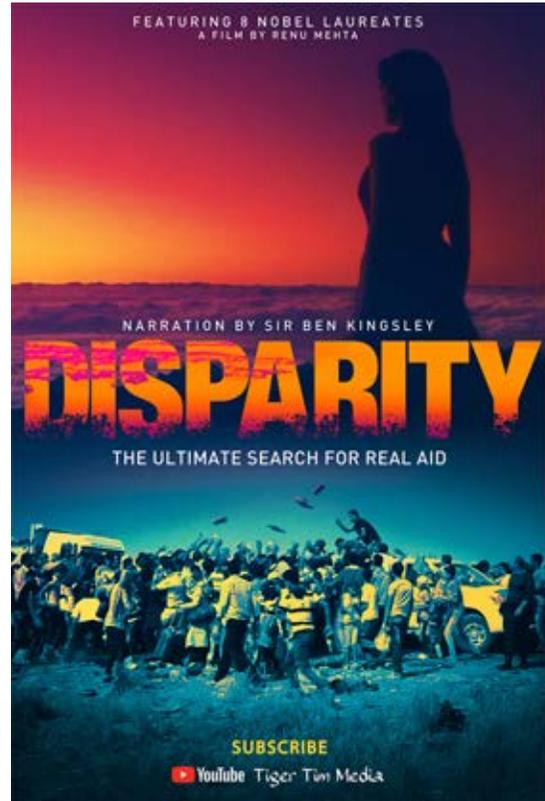
## HOST A FILM SCREENING - Your chance to help expose the causes of inequality

In an age of great advancements, in the shadow of unparalleled prosperity, why haven't we conquered the blight of our civilization, where almost half the world's population battle dire poverty?

With inequality spiralling out of control, DISPARITY pulls back the curtain on the opaque world of overseas aid, expose the aid industry to unprecedented scrutiny.

Activist Renu Mehta presents riveting analysis from an all-star cast of aid experts and insiders, eight Nobel Laureates, philanthropists and cultural figures.

Their captivating insights unravel the complexities and changing face of aid. Together with her colleague Nobel Laureate Economist Sir James Mirrlees, they set out a host of solutions in moving the needle on poverty and that can inspire a global movement for real aid.



Almost a billion people don't know where their next meal is coming from, against a backdrop of plenty. How can we change their destinies? How much do we really know about the Aid industry that we fund through our taxpayers' money?

DISPARITY is a groundbreaking film, examining the outrageous collusion of aid power structures and the vested interests of major donor nations. Aid is often given for military and strategic reasons whether to support contractors in the donor country or tied to its own political or trade interests, at the cost of prolonging merciless poverty. With only 11.6% of global aid budgets delivered through civil society organisations, where does the rest of the aid money go? With so much human suffering, stigma and instability attached to poverty, the stakes could not be higher.

## Why should you host a Film Screening?

As a global organization fighting for social justice the IFJ believes in promoting debate and securing change. IFJ affiliates can be at the forefront of asking the questions that need to be asked and campaigning for solutions.

There hasn't been a landmark film which lifts the lid on the foreign aid industry. DISPARITY has the potential to spark a wide public and media debate about how we can shift the needle on poverty. You can lead local efforts as part of a fully integrated international movement for real change and real aid. We will connect citizens to civil society organisations in an unprecedented way.



## Why should journalists be interested?

Media at its best exposes fraud, challenges beliefs and brings about change. Nowhere is such an analysis more vital than in the field of development. Billions are poured in to aid yet globally disparity and poverty are on the rise. Independent media reporting is the gateway to democracy; intrepid journalists who uncover aid injustices and inequalities are at the forefront of driving accountability and progressive policy reform, but free media and freedom of expression face constant and growing challenges. This campaign is partnering with the IFJ to launch the IFJ Development Portal – a resource for civil society and journalists to post, share and collaborate on stories and publish data, case studies and articles which can advance development and highlight the positive role of media in reporting uncomfortable truths and the need for society to defend media rights and freedoms.

Journalism has the power to shape opinions and bring about massive change. However, a lack of freedom, a lack of investment in investigative reporting and a lack of data about the use and abuse of aid allows world leaders the chance to avoid bringing about the changes necessary to address poverty and inequality. By sharing empirical data, story leads, case studies and more on one portal journalism can play a key role in helping to build a more convincing case and a stronger call for aid policy reform.



# TIPS FOR HOSTING A **DISPARITY** SCREENING BEFORE YOUR EVENT:

## 1 Download a copy of DISPARITY film

Download Disparity Film at the Tiger Tim Media YouTube Channel.

## 2 Define your event- Hosting at home\* or at a venue?

Either way, as host you should be committed to learning the Real Aid talking points so you can stand up in front of your friends and family to make a compelling case for why the Real Aid Campaign will make a huge systematic shift and how all of our efforts will count...

If you are only hosting a few friends you may decide to host this at your home or a friend's house. Decide how many people you want to attend your event (25? 50?) The more people who see the film, the more people will engage in the fight for Real Aid. REGISTER your event on our world map [www.real-aid.org/worldwide-disparity-screenings](http://www.real-aid.org/worldwide-disparity-screenings) for all to see.

Make a list of all your friends, family, co-workers, team members and any other social networks you may have. You could also ask everyone to bring a friend. Reach out to local community groups, charities, religious organisations etc. The more people you invite the better. Remember not everyone who says they will make it will be able to, so plan wisely. You may be an organisation yourself.

## 3 Invite your guests

Create a Facebook or EventBrite event & invite your friends and family to the page. You can also email & phone people to attend the event, use our email blast template. You could try posting flyers in your local community too. Remember to note down who says they will attend so you can plan for the right number of people.

Before the event send to your friends the Disparity SAVE THE DATE below which has a trailer link, movie poster and a link to the campaign website; where they can find out more information on the MM Aid Model. Start inviting people at least 4 weeks before the event date and confirm RSVP's a couple of days before.

## 4 Recruit a partner

You should think about inviting other organisations or a guest speaker who is passionate about aid reform to attend your screening. This will help make the event as successful as possible as your partner organisation can circulate the invitation to a different group of people & a guest speaker can help to attract an audience. A guest speaker doesn't have to be someone famous, it could be a local professor, political leader, aid activist, faith leader or a member of a community club.

\*If you are doing this at home you might want to introduce the evening and explain your reasons for supporting the campaign.

## Register your aid activism

Don't forget to register your name and actions at [www.real-aid.org/activists-actions/](http://www.real-aid.org/activists-actions/) page to be sure that your aid activism is duly recognised.

## 5 Find a venue

It's important to know how many people are attending before finding a venue, strive for intimacy and comfort, a balance between the size of your audience and the size of your space. Look for a space that is wider than it is deep, with the shortest distance from audience members to the stage. Find a venue that is part of the local community, that way it will be easily accessible for people. Make sure the venue has the necessary audio-visual capabilities to show the film. When you host in a public place you cannot have a ticket price for the film, it must be viewed for free, otherwise you may be infringing on the copyright owners rights who could prosecute guilty parties.

Think about providing refreshments and snacks for your guests, this doesn't have to be too complicated coffee & biscuits or wine and cheese is enough.

## 6 Supporting Materials

Be sure to use the supporting materials available to boost attendance for your event and to provide more information to attendees about the film and the Real Aid Campaign. Here is a link to some of the website campaign materials: [www.real-aid.org/watch-disparity-film/film-sharing-materials/](http://www.real-aid.org/watch-disparity-film/film-sharing-materials/)

# ON THE NIGHT:

## 1 Welcome

At the beginning of your event thank everyone who made the effort to come and do a round of introductions for any guest speakers or organisations. Go through what is to be expected for the evening, whether that is simply the film with a small discussion after or a guest talk with a panel discussion and audience Q&A, a breakdown of the evening's activities is a good idea.

Try and grab your guests contact info so you can keep them up to date with the latest news from the campaign.

## 2 Introduce the film

Read through about the film and about the campaign sections of the host a screening pack to familiarise yourself. Provide a brief overview of the film and how long it is so your guests are not surprised. Make sure all mobile devices are on silent.

## 3 Have a computer available

Have a computer/ tablet available so you can get audience memberst/friends to take action after the film, by signing the petition. This is crucial for the campaign as the more people that sign the online petition, the more impact we can make. You can use the talking points to create a compelling argument to persuade your friends to join the Real Aid Movement!

## 4 Products/website – more info!

As a host you may want to purchase our campaign mascot Tiger Tim to show him off to your audience and initiate a dialogue about the REAL AID Campaign, Tiger Tim is a great ice-breaker.

You can also get your audience to head to the campaign website [www.real-aid.org/shop](http://www.real-aid.org/shop) to purchase items to support the campaign. Not only will the money you spend help to drive the campaign forward, wearing the items will help to spread the word and influence more people to join the fight for Real Aid!

If they aren't ready to purchase items, get them to go to the website [www.real-aid.org/about-real-aid](http://www.real-aid.org/about-real-aid) to find out more about the campaign and the impact we have made so far!



## **Panel Discussions (for Organisations)**

Holding a panel discussion is a useful way of providing more in-depth information around the issues highlighted in the film. It can also be a useful tool to connect the film's themes to the wider issues and your organisation's objectives.

Possible panellists could be; local or national politicians, community leaders, faith leaders, union or community activists, media freedom campaigners etc.

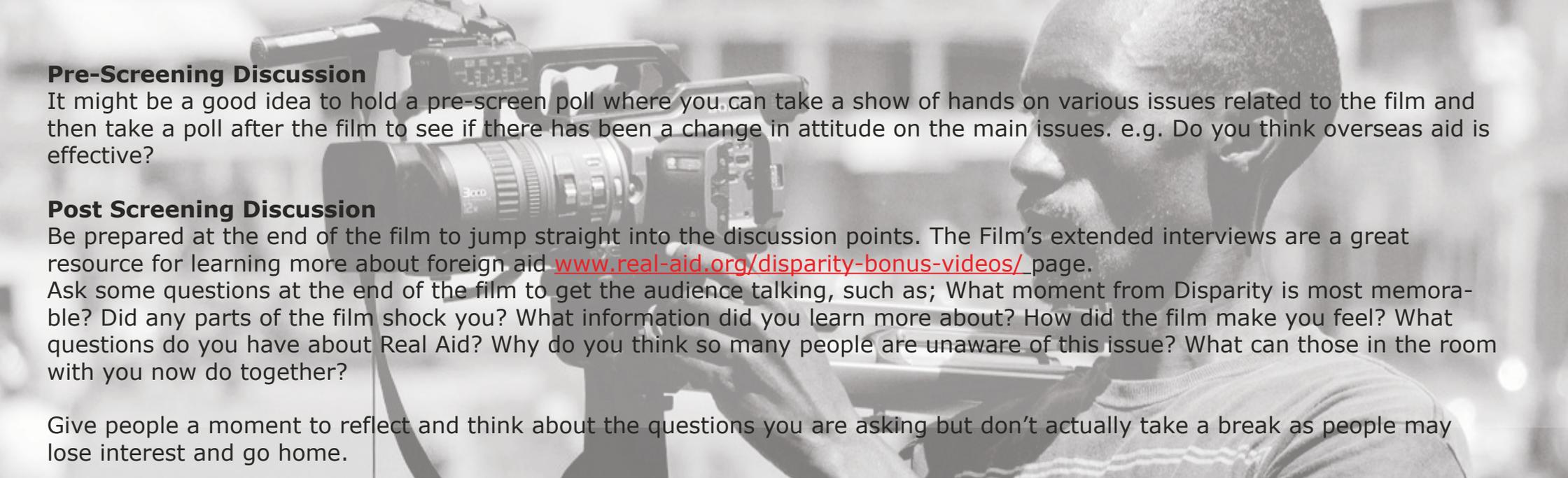
Things to consider when holding a panel discussion:

- It is important to portray multiple perspectives at the panel discussion and prevent it from being a one-sided debate.
- 3 to 5 panellists make a good discussion. Try to avoid too many panellists as this can lead to stifled conversation and a lack of audience participation
- Allow about 20 minutes for opening remarks and discussions, depending on how many panellists there are. Then allow ample time for the audience to get involved with their own Q&A and comments for the panel.
- Encourage the panellists to link their comments to issues or specific scenes in the film.
- Provide a panel chair to keep timings and discussions on track

## **Media (for Organisations)**

Remember to reach out to media to maximise interest in the event. Tell local media and use social media to drive up the audience for the event and to let them know what it is all about.

This will be a massive help for the campaign as you will be raising awareness about the film on a much larger scale with effective media



### **Pre-Screening Discussion**

It might be a good idea to hold a pre-screen poll where you can take a show of hands on various issues related to the film and then take a poll after the film to see if there has been a change in attitude on the main issues. e.g. Do you think overseas aid is effective?

### **Post Screening Discussion**

Be prepared at the end of the film to jump straight into the discussion points. The Film's extended interviews are a great resource for learning more about foreign aid [www.real-aid.org/disparity-bonus-videos/](http://www.real-aid.org/disparity-bonus-videos/) page.

Ask some questions at the end of the film to get the audience talking, such as; What moment from Disparity is most memorable? Did any parts of the film shock you? What information did you learn more about? How did the film make you feel? What questions do you have about Real Aid? Why do you think so many people are unaware of this issue? What can those in the room with you now do together?

Give people a moment to reflect and think about the questions you are asking but don't actually take a break as people may lose interest and go home.

It's important to thank your guests for coming to the screening. Do this the day after the screening with a thank you email, remember to include a link to the online petition: - [www.real-aid.org/sign-the-petition/](http://www.real-aid.org/sign-the-petition/), so people who didn't have a chance to sign it on the night can.

Try attaching some of the campaign materials to the email and sending the email to people who weren't able to attend. Why not consider setting up a regular meeting to discuss the campaign and it's progress, you could even set up your own action group helping to educate and mobilise your local community.

### **Thank you email template**

Dear Friend,

Thank you so much for taking the time and effort to come to our DISPARITY film screening - your attendance truly made a difference. If you didn't get the chance to sign the online petition, please take a moment and do so on the Real Aid website: [www.real-aid.org/sign-the-petition/](http://www.real-aid.org/sign-the-petition/).

Every person that adds their voice to the Real Aid Campaign makes an impact.

Best wishes,

**Use your screening to link it to and communicate your own Disparity agenda.**



 **POST YOUR EVENT** - Organisations can start submitting their event information which would be published on a private real-time platform with its contact details so that participating organisations and national unions can communicate directly with one another about co-hosting and coordinating their events. Kindly complete the [National Union Event Form](#) and return to [jeremy.dear@ifj.org](mailto:jeremy.dear@ifj.org) so we can offer your event to participating celebrity & Nobel Laureates.

The film will be available on YouTube initially in 6 languages; English, Spanish, French, Portuguese, Hindi & Arabic. Hosting a screening is easy. You need a computer, a projector and a screen – and commitment! And why not invite interested parliamentarians, high profile guests and your colleagues.

Tell us how your event went so your actions can be recognised on our [Activists Actions](#) page. And don't forget to take pictures to help underscore our organisation's global solidarity, which will be posted on-line.

 **MARKET YOUR EVENT** - You should start circulating your event information to members and friends – we've made it easy. You can use the Save The Date Email Teaser Template (see page 10). All you need to do is customise it to include your organisation's branding and event details.

### **IFJ Development Portal**

Journalism has the power to shape opinions and bring about massive change. However, a lack of freedom, a lack of investment in investigative reporting and a lack of data about the use and abuse of aid allows world leaders the chance to avoid bringing about the changes necessary to address poverty and inequality. By sharing empirical data, story leads, case studies and more on one portal journalists can play a key role in helping to build a more convincing case and a stronger call for aid policy reform.

**ASK YOUR MEMBERS TO POST & SHARE THEIR STORIES & DATA**– The Disparity Film Premiere provides a momentous hook for journalists around the world who have written about development, democracy and the defence of media to engage and share their findings and stories with other journalists so we can create a central hub to amplify and embolden Real Aid.

**To access all of the Real Aid Website links you would need to Log in-** <https://www.real-aid.org/wp-admin/>  
**Username:** ifjlogin **Password:** IFJlogin2019 (for IFJ National Union members only)

[IFJ Development Portal](#) log in and use your special IFJ authentication code - **IFJPORSUB19** - to submit and post your published stories.

News items will be searchable by Continent, Country and the 17 UN SDG topics in your very own [IFJ Hub](#). Many journalists have already researched and published rich analysis on issues that are explored across the film's 10 chapters; Inequality, Government Aid, Transparency, Delivery Channels, Growth, Philanthropy, Solutions, Success, To Cut or Increase aid? and People Power.



## Take action with the IFJ!

The IFJ fights for the rights of journalists - but it also campaigns for media freedom and the right to information - rights that should be enjoyed by all citizens. Find out how you can act for media freedom, ethical journalism and to tackle impunity.

IFJ affiliates from across the world have launched a new global charter of ethics for journalists - it's THE professional code for quality, independent journalism [Global Charter of Ethics](#)

The IFJ stands up for journalists and journalism - find out how! [IFJ video trailer](#)

In a world of fake news and disinformation journalism is facing enormous challenges. In this book, the IFJ looks at many of the challenges and the work journalists' unions are doing to stand up for [Ethical Journalism](#)

Across the world journalists face murder, harassment and violence - targeted to silence the messenger. Every year the IFJ publishes its list of media professionals killed - both as a tribute and a reminder of why we need to keep fighting impunity and for the safety and protection of journalists. [IFJ 2018 Killed Report](#)

The IFJ is demanding global action to stop impunity for violence against journalists. Sign up to our campaign [here](#)



And why not make a donation to the work of the IFJ's safety fund which helps brave journalists facing threats, violence and intimidation by providing legal support, medical assistance or protection measures.

[SAFETY - DONATE NOW](#)

## **The three main areas of concern raised in the film:**

### **Inequality and its threats**

In reality just a few countries and companies own most of the world's wealth and exhaust most of the world's resources. We live on a planet with incredible contrasts. Just 8 rich families own half the world's wealth and yet 1% of the world's wealth is split between half of humanity who barely survive on \$2 per day. Amidst all our wealth; people are hungry, thirsty, sick, homeless, desperate, isolated and ignored. What will our world look like if we do not act or if we work in isolation?

- A typical FTSE-100 CEO earns as much in a year as 10,000 people working in garment factories in Bangladesh.
- The world's 10 biggest corporations together have revenue greater than the government revenue of 180 countries combined.
- In 2012, roughly 85% of the developing world's population lived on less than \$13 per day, the same as – the official United States poverty line in 2005.

### **Tied aid - Foreign aid serving donor interests**

Taxpayers are concerned about how much of their government's foreign aid money is being lost through mismanagement, corruption and waste. The film reveals a web of truths behind an aid system that, on the one hand, suffers from losses to theft, corruption, poor project design and excessive administration costs, while on the other hand, donor countries often subordinate 'real aid' to their vested political and commercial interests.

- For several donor countries, more than 75% of contracts go back to suppliers from their own jurisdiction.
- In 2014, 17.4% of donor country to developing country aid was tied to the interests of the donor country. This is equal to USD 19 billion.
- In 2013, only 11.6% of major donor country aid (DAC) was channelled to and through non- government organisations (NGOs). So where does the rest of the foreign aid budget go?
- Collectively, developing countries lose \$100bn every year to tax dodging.



Instead of shaking your head and wishing you could do something about it – invest 105 minutes to watch DISPARITY film to find out about the solutions featured in the film!

The film explores the evolving composition of aid by assessing its true nature and trajectory through the eyes of an influential group of experts who dispel mistakenly held views about aid expenditure and who reveal effective interventions and illustrate the changing face of aid.

## Film Contributors

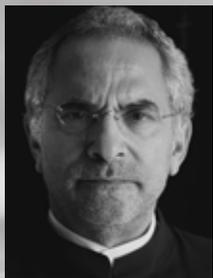
Narrated by Academy Award® winner Sir Ben Kingsley, DISPARITY was made on location in England, Scotland, United States, Peru, Switzerland, India, The Netherlands, Jamaica, Belgium and Germany. Award winning photographers infuse a rich tapestry of captivating cinematography from all seven continents whereby the facets of poverty are poignantly laid bare conveying the deep anguish of our human counterparts. DISPARITY challenges ordinary citizens to confront the fundamental connection between their silent consent of Foreign aid expenditure by their non-participation in holding Governments to account, and ultimately to challenge the very definition of what it means to be human by standing up for justice.

### Meet the Influencers who are featured in the film:-

**Prof. Abhijit Banerjee**, Poverty Action Lab MIT, **Sir Paul Collier**, The University of Oxford, **Prof. Noam Chomsky**, Prof. of Linguistics and Philosophy, MIT, **Amir Dossal**, Former UNOP Director, Global Partnerships Forum Chair, **Dr. Ian Goldin**, Prof. of Globalisation and Development, Oxford University, **Dr. José Ramos-Horta**, Nobel Peace Laureate, **Dr. Mo Ibrahim**, Tech Billionaire & Philanthropist, **Tawakkol Karman**, Nobel Peace laureate, **Kerry Kennedy**, President, Robert F Kennedy Human Rights Activists, **Sir Ben Kingsley**, Oscar winning Actor (Narration), **F.W. de Klerk** Nobel Peace Laureate, **Jan Pronk**, Former Minister for Development, The Netherlands, **Philippe Leruth**, Former President, International Federation of Journalists, **Sir James Mirrlees**, Nobel Laureate for Economics, **Prof. Kailash Satyarthi**, Nobel Peace Laureate, **Prof. Amartya Sen**, Nobel Laureate for Economics, **Salil Shetty**, Former Amnesty International, Secretary General, **Dame Stephanie Shirley**, UK Founding Ambassador for Philanthropy, **Clare Short**, Former UK Secretary of State for International Development, **Prof. Peter Singer**, Moral philosopher, Princeton University, **George Soros**, Investor & Philanthropist, **Hernando de Soto**, Economist, Institute for Liberty and Democracy, **Dr. Danny Sriskandarajah**, CIVICUS, Former Secretary General, **Prof. Joseph Stiglitz**, Nobel Laureate for Economics, **Prof. Lord Stern**, London School of Economics, **Ted Turner**, Media Mogul & Philanthropist, **Ruby Wax**, Comedian & Mental Health Campaigner, **Dame Vivienne Westwood**, Fashion Designer & Activist, **Prof. Muhammad Yunus**, Nobel Peace laureate.

For film information and to view the trailer: [www.real-aid.org/watch-disparity-film/](http://www.real-aid.org/watch-disparity-film/)

13 Film Partners Multi-awarding winning photographers who have generously donated usage of their spectacular imagery & footage; K M Asad, Younes Mohammad, Nic Bothma, Turjoy Chowdhury, Asmaa Waguih, Alfonso Moral, Samsul Said, Florian Buttner, David Goldman, Maria Turchenkova and Rob Sall. International NGOs & institutions providing archive footage; Organisations include Greenpeace, The International Red Cross, European Parliament, Oxfam, UNHCR, Doctors Without Borders – Medecin Sans Frontieres, The World Bank Group, Amnesty International, Direct Relief, Trocaire, 350.org, Global Witness and UNDP.



*Dr. Jose Ramos-Horta, Real Aid Campaign Co-chair, Nobel Peace Laureate and Former Timor Leste President is planning our international Film screening premier at the heart of the political establishment and its decision making at The EU Parliament and in Washington.*

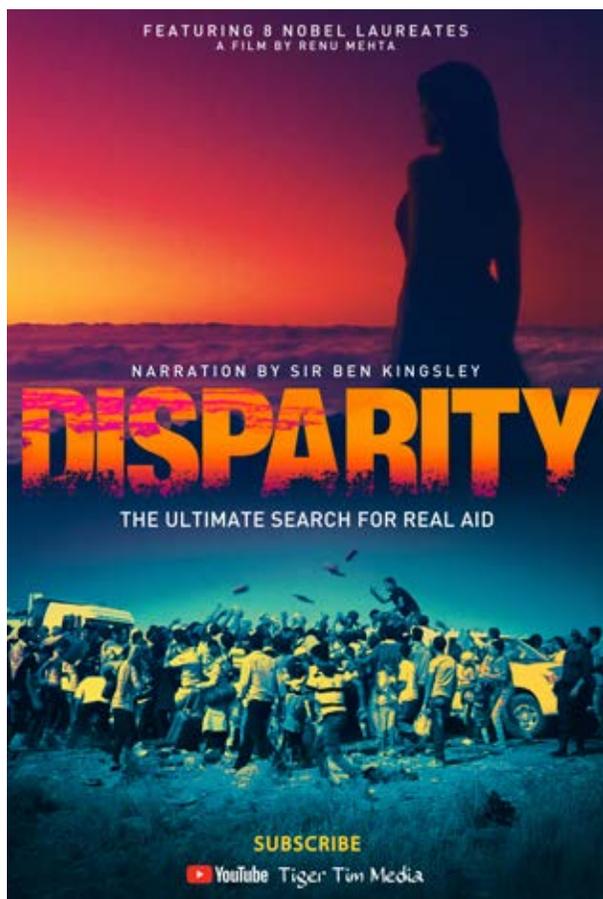
*His Excellency brings his unique aid experience and UN relations.*

## SAVE THE DATE EMAIL TEASER TEMPLATE

There are bigger forces than race and religion that are dividing us. Inequality has never been higher; in almost every country across the world the gap between the rich and poor is rising. We can't escape the fact that it is the biggest issue of our time. We are proud to present a major film about an issue that affects all of humanity but yet too often gets ignored - **DISPARITY** which features narration by Sir Ben Kingsley, 8 Nobel Laureates and an all-star cast. **WATCH *Disparity* Trailer now.**

It's up to us to change the trajectory – We need a massive show of public support to help make this **The World's Biggest Film Screening**. The film will bypass the traditional film industry to be available to watch and share freely worldwide, to empower YOU to be part of the movement to help defeat rampant inequality. Anyone anywhere who creates a *Disparity* Film view on YouTube will be taking a stand.

For an exclusive film preview - **SUBSCRIBE** to the **YouTube Tiger Tim Media** channel and be part of this historic worldwide screening event. **SHARE** this email widely across the globe to help change the destinies of the billions trapped in poverty. The stakes could not be higher.



**SAVE THE DATE** - JOIN US XXX (organisation) ON XXX (date & time) AT XXX (venue, city, country)

### **For the *Disparity* film world premiere.**

It's your chance to stand shoulder to shoulder with the victims of injustice and inequality and to share a landmark film that cries out for increased media freedoms and increased support and funding for civil society activists.

### **An unprecedented collaboration to help clean up global aid**

Journalists battle against all the odds to break the news, to expose the scandals that create the pressure to hold governments to account. By seeing and sharing this film YOU are standing in solidarity with these intrepid journalists who are the key to advancing democracy. YOU would be driving a grassroots movement for Real Aid and media freedoms.

The world's largest organisation of journalists **IFJ; The International Federation of Journalists** are co-presenting The World's Biggest Film Screening. The IFJ and its affiliates who represent 600,000 media professionals in more than 140 countries will co-host film screenings in every time zone. [www.ifj.org](http://www.ifj.org)

**Activists** who are concerned about our future such as students and civil society groups could be invited to co-host events, along with global **influencers**; opinion formers, cultural icons, bloggers & vloggers who will be sharing this vital message on social media. Celebrity activists & Nobel Laureates will be Skyping in to the main global events.

But this is about more than a film. Citizens can form a critical mass around the world, their voice can force governments to respond, leading to sweeping and systemic changes in aid policy. **HE Jose Ramos Horta**, Nobel Peace Laureate is co-chairing the **Real Aid Campaign** which is actively transforming aid policies to deliver more aid more directly through frontline organisations. [www.real-aid.org](http://www.real-aid.org)

To signal that you care WATCH, SUBSCRIBE to Tiger Tim Media Channel & SHARE this email widely to set in motion a Real Aid mass movement to empower the world's poorest to win their struggle against poverty. Silence is not an option.