

## About the film

*In an Age of great advancements, in the shadow of grand prosperity, why haven't we conquered the blight of our civilization, where almost half of the world's people battle dire poverty? With inequality spiralling out of control, DISPARITY pulls back the curtain on the opaque world of overseas aid to accomplish an unprecedented face-off with the Foreign Aid industry. Activist Renu Mehta presents riveting analysis from an all-star cast of aid experts and insiders, 9 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 reveal breakthrough solutions in moving the needle on poverty that inspire the 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 the first film ever to examine 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 charitable 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?

There hasn't been a landmark film which lifts the lid on the Foreign Aid industry and DISPARITY has the potential to spark a wide public debate and point to how we can move the needle on poverty. You can lead local efforts as part of a fully integrated international Campaign to set in to motion a Real Aid movement. We aim to connect citizens to charities like in no way before.

## REAL AID Campaign

The Real Aid Campaign is a global rallying call for governments to clean up the global aid system to power millions of effective charities working on the ground. We are urging citizens; ordinary people and policymakers alike to watch the Disparity film and to sign up to the online letter. We are empowering citizens like you to host private Disparity film screenings so that you can share the film's message with your community and persuade them to act fast with solidarity in order to speed up development and reach scale.

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## Why REAL AID?

Tax payers are concerned about much of Government Aid money being lost to mismanagement, corruption and waste. But donors still want to help their counterparts, the world's poorest to win their struggles against suffering, seclusion and stigma. Real Aid delivers aid more directly and more efficiently to NGO programmes on the ground. It increases the amount of aid available by inviting wealthier Countries, Companies and Citizens to give their fair share to aid.

*It is a political, economic and environmental reality that no individual or group, community or nation can live in isolation, given the interdependent world we now live in. I am happy to support the Mehta/ Mirrlees Model because we must take practical steps to achieve these goals. If we succeed in meeting these goals we all will benefit, whereas failure will harm us all.*

**His Holiness, The 14th Dalai Lama**  
Nobel Peace Laureate 1989

## How is REAL AID working?

'Real Aid' is a global campaign to advance the MM Aid Model; a proven, working and scalable Model to improve the quality of, and increase the quantity of international development aid, to help overcome the mass anguish and instability associated with poverty. Pioneered by Nobel Laureate Economist **Sir James Mirrlees** and Fortune Forum charity founder **Renu Mehta** the MM Model has the potential to unleash \$100b of REAL AID annually when taken up by the richer target nations to potentially reach over a billion people. We must help these people win their struggle.

The UK Government led the way in adapting the **MM Aid Model's** core ideas delivering £300m of **Real Aid** funds via their flagship UK Aid Match to 'on the ground' organisations, improving over 100m lives around the globe. \* see website for details



The MM Model 'Transforming Aid.'®

## How can this guide empower YOU?

People care about saving lives but they also feel that the situation is doomed and that things will never change. Well actually, an informed citizenry has the power to help create a world where almost everyone has a chance to prosper. They just need to be informed and inspired because its difficult to stop a movement energised by its people when empowered and united. If enough citizens form a critical mass around the world, their voices would influence governments to respond leading to sweeping and systematic changes in aid policy.

Your knowledge gained from this guide would inspire others to rise up so that Governments would respond to the will of the people. Geography doesn't matter because everyone is a stakeholder in improved Foreign Aid. But a massive, connected global response is essential to drive the Real Aid Campaign, to bring justice to an unfair aid system. If enough of us get behind it now we can defeat poverty. You can take the #DisparityChallenge to help fix the structural problems with Foreign Aid.

## What is the end game?

Your ability to grasp the REAL AID Campaign basics and to convince your friends that we have a rescue plan that has already positively impacted over 100m lives and has the potential to reach billions of lives will make a tremendous impact on the campaign. If enough people join the campaign we will reach a tipping point where we have enough momentum to directly impact global policy and revolutionise the international aid system, saving countless lives around the world.

Use the screening guide script for pointers on how to effectively communicate the campaign message to your friends, this will help you to deliver some of our key successes and our campaign aims.

OVER **1 BILLION** PEOPLE  
HAVE RISEN OUT OF EXTREME POVERTY SINCE 1990



# 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 local notice boards in and around your community.

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.

### #DisparityChallenge

Use this hashtag to ask your friends to Swap 2 hours of entertainment to make a stand for Equality

## 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 take email addresses to follow up with the audience memberst/friends. This is crucial for the campaign as the more people find out about the MM Aid Model, 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!



## SAVE THE DATE EMAIL TEASER TEMPLATE

Dear Friends,



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. There hasn't been a major film on this topic. Until now.

Giving to global charities is great but it's not enough if we want to fix the structural problems of rampant inequality and poverty that ravage more than half the world's populations, people need to see how Governments use our \$150bn aid money. **Disparity** features narration by Sir Ben Kingsley, 9 Nobel Laureates & an all-star cast in an urgent call for action to tackle the systemic disparity which blights the world.

In an unprecedented collaboration – **The Real Aid Campaign** in association with the world's largest organisation of media professionals – **The International Federation of Journalists (IFJ)** co-presented a major new documentary film, *Disparity*, to demand more inclusive, human-centred and fairer foreign aid policies and greater press freedoms.

It's up to us to change the trajectory – **We need a massive show of public support** By seeing and sharing this film YOU can help change the destinies of the billions trapped in poverty. The stakes could not be higher. **Disparity** feature film is now available to watch and share freely worldwide on the **Tiger Tim Media YouTube channel**, to empower YOU to be part of this mass movement for Real Aid. **WATCH Disparity Trailer now.**

**SAVE THE DATE** - JOIN US XXX (Name) ON XXX (Date & Time) AT XXX (venue, city, country)

**Take the #DisparityChallenge** - Swap 2 hours of Entertainment to make a stand for Equality

**Step.1** Ditch the addictive box sets, reality tv shows and gaming consoles to **watch Disparity**

**Step.2 Share Disparity** to clean up Foreign aid and to double its funding for global charities

**Step.3 Nominate** someone you know or famous on social media to take the same challenge

Activists, Influencers and civil society are sharing this vital message on social media under the unifying hashtag #ourdisparity so united and ultimately we can take on these entrenched vested interests. Join them by posting this message on your social media:-

*WATCH Disparity featuring 9 Nobel Laureates exploring solutions to #EndPoverty Millions of us need to Take the #DisparityChallenge-To Swap 2 hours of Entertainment to make a stand for Equality #ourdisparity*



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. **The Real Aid Campaign** is actively transforming aid policies to deliver more aid more directly through frontline organisations. [www.real-aid.org](http://www.real-aid.org)

Silence is not an option.

Tim



## Panel Discussions (for Organisations)

Holding a panel discussion is a useful way of providing more in depth information around the surrounding issues highlighted in the film. It can also be a useful tool to connect the films themes to the wider issues and your organisations objectives. Possible panellists could be; government ministers, organisations CEO's, community leaders, faith leaders, activists, charity CEO's/ leaders, local politicians, local activists 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 confusion and stifled conversation.
- Allow about 20 minutes for their remarks and discussions, depending on how many panellists are there. Then allow ample time for the audience to get involved with their own Q&A for the panel.
- Encourage the panelists to link their comments about surrounding issues to specific scenes in the film.
- Provide a panel chair to keep timings and discussions on track
- Provide fully working microphones.

If there are any questions on the MM Aid Model be sure to refer to the FAQ's on our website. [www.real-aid.org/mm-policy-faqs](http://www.real-aid.org/mm-policy-faqs)

By hosting a screening of DISPARITY film you will be helping to raise awareness about the REAL AID Campaign, attracting new allies, members & supporters to both our organisation & yours.

Remember to highlight any benefit your organisation may have had as a result of the MM Aid Model policy ideas positively impacting their income being doubled through UK Aid Match.

## 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 involvement.

## Pre-Screening Discussion

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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

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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. This will avoid people wanting to leave and not knowing what is going on. 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. Any questions you want to add for the audience would be a great addition. If you are having a panel discussion with guest speakers after the event get the panel to ask the audience questions.

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 Real Aid Campaign website so that they can read up about the \$100bn MM Aid Model: - [www.real-aid.org/](http://www.real-aid.org/). Try attaching some of the campaign materials to the email and send the email to people who weren't able to attend. Why not consider setting up a regular up your own action group helping to educate and mobilise your local community.

## Thank you email template

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Dear Friend,

Thank you so much for taking the time and effort to come to my DISPARITY film screening, your attendance truly made a difference and shows how much you care about the fight for Real Aid.

Please take a moment to find out about the \$100bn MM Aid Model on the Real Aid website: [www.real-aid.org/](http://www.real-aid.org/). Every person that adds their voice to the Real Aid Campaign by sharing DISPARITY film makes an impact.

Best wishes,

**<NAME>**



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

### Inequality and its threats

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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 in a planet with dire contrasts. A rich handful of 8 families owns half the world's wealth and yet 1% of the world's wealth is split between half of humanity who barely exists on \$2 per day. I am worried about the social repulsion that this represents – and a backlash against the global economy. 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? – if we work in isolation; we are seeing waves of migration, pockets of instability and loss of human expression.

- 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.

### Foreign Aid serving Donor interests namely; tied-aid

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Tax payers are concerned about how much of Government 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. 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 charitable organisations (NGOs). So where does the rest of the foreign aid budget go?
- Collectively developing countries lose \$100bn every year to tax dodging.

### Solutions and the role of philanthropy & citizen action

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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. One should invest 105 minutes to watch DISPARITY film to find out about the solutions featured in the film!



# REAL AID ACTION STEPS



**Find out about the \$100bn MM Aid Model.** Go to our website [www.real-aid.org](http://www.real-aid.org) to see how the Model is cleaning up Aid aid doubling its income for charities.



**Buy the Tiger Tim Tote** which is made with Cotton Made in Africa to help support the campaign and to show your solidarity by posting pictures of you wearing the Tiger Tim Tote.



**Ask your leaders to back the Real Aid Campaign.**

First research what is happening in your state or constituency then email your MP, party representative, or local mayor. If you don't know your representative find an online tool to search. You can also publicise your ask on social media to hold your representative to account!



**Share the film with at least 1 friend.** Help spread this important story unmasking the opaque world of international aid to your friends and community. Try posting the DISPARITY film trailer on your Facebook page or email it to 5 friends & get them to watch it too.



**#DisparityChallenge** Use this hashtag to ask your friends to Swap 2 hours of Entertainment to make a stand for Equality



**Bonus Videos.** 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.

## Why the Real Aid Campaign?



Poverty isn't history and Climate change is here; two of the world's greatest challenges that confront us all. Our humanity is on the line but Government Aid is currently inadequate to meet these threats because;

Firstly, not enough Aid is pledged; at present only around half of the money that's needed annually to fix these problems (around \$150b shortfall as estimated by the UN) is being pledged by richer Governments.

Secondly, only around half of that Aid reaches the people on the ground due to losses to theft, corruption, poor project design and excessive administration costs. Aid is often misdirected due to tying to political and commercial interests.

So, only around a quarter of what's needed is getting through. We need bigger & better Aid. **REAL AID.**



Donor Governments should:-

- 1
- Match our Inputs** - Attract private donations by offering matching funds from existing Aid budgets, from which at least 10% should be allocated for matching NGO appeals. *This would nearly DOUBLE Global Government Aid to overseas NGOs and Agencies' projects AND would boost private giving to overseas aid.*
- 2
- Clean up aid** - Aid should serve the poor, not tied to serve donor, trade and political priorities. Corruption, fraud, waste and high administration costs must be reduced. *The quality of aid is as important as the quantity.*
- 3
- Accountable Outputs** - Aid should be delivered to the best performing projects, dispersed through an independent, coordinated, transparent and competitive process. *Aid should be properly evaluated, more effective and fully accountable to the public.*
- 4
- Responsible Companies & Countries** - Businesses should pay 1% of their profits to Foreign aid. BRIC's and emerging economies should divert 2% of their company profits to development initiatives within their own Nations. *Offshore territories' should encourage residents to donate to Real Aid.*



UK Aid Match  
Success in Numbers

- 202,549,021 distributed
- Across 41 charities
- To 113 projects
- In 39 Countries
- Reaching 109,774,399 lives

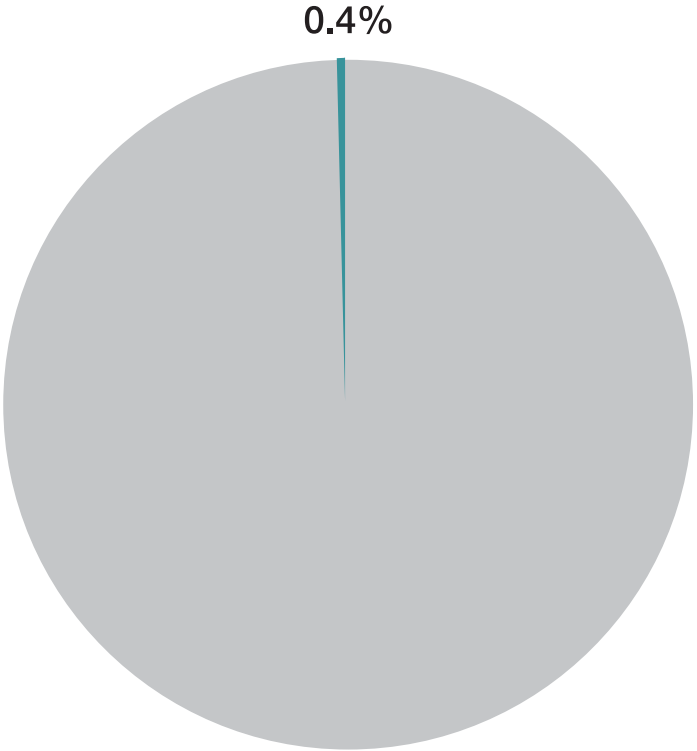
\*This impact reporting success is for UK funding up to May 2015.



**BUT UK Aid Match only matches 0.4% of UK Foreign Aid Budget\***

While we applaud the UK's leadership on adapting the MM Model ideas, the UK can do so much more. Such as increasing the match funding available. Such as working with us to 'export' this Aid Match success around the globe. Such as untying aid.

\*We have based our calculation on the £212m Total UK Aid Match running between 2011-2015 as a percentage of the £52,376m Total Official Development Assistance (ODA) running between 2011-2015 (2015 ODA is estimated to be the same as 2014) to give a yearly average percentage of 0.4%



**Imagine if 5%** of the UK Foreign Aid Budget is used to match fund the organisations that we want to support, this could positively impact over a **billion people around the globe.\***

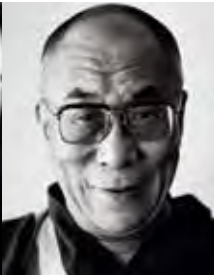
If the major G8 Countries used 5% of their aid budget to match fund private donations this could bring in enough money to **reach all of the world's poorest people.\***

Governments largely respond to strong public opinion - if you take action, you can help influence all of the richer OECD Nations to take on the MM Aid Model, this could bring in **around \$100bn that can be invested in the world's poorest so they can take charge of their own lives.**

## The MM Model has been praised by: -



**Archbishop Desmond Tutu,**  
Nobel Peace Laureate 1984



**HH, The 14th Dalai Lama,**  
Nobel Peace Laureate 1989



**FW de Klerk,**  
Nobel Peace Laureate 1993,  
Former President, South Africa



**Ban Ki-moon,**  
Former UN Secretary  
General 2007-2016



**George Soros,**  
Legendary Investor  
& Philanthropist



**Prof. Amartya Sen,**  
Nobel Economics Laureate  
1998, Harvard University



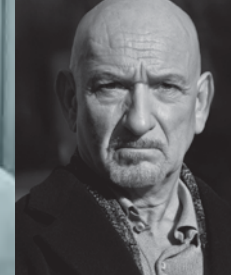
**Prof. Eric S. Maskin,**  
Nobel Economics Laureate  
2007, Princeton University



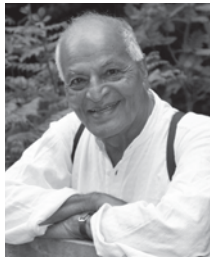
**Lord Stern,**  
Stern Review,  
London School of Economics



**Mairead Maguire,**  
Nobel Peace Laureate 1976,  
The Nobel Women's Initiative



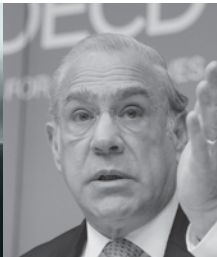
**Sir Ben Kingsley**  
Oscar Winning Actor



**Satish Kumar,**  
Peace & Environmental  
Activist



**Douglas Alexander,**  
Former Secretary of State for  
International Development, UK



**Angel Gurría,**  
Secretary General OECD



**Prof. Kwame Anthony Appiah,**  
Philosopher, Princeton University



**Arun Gandhi,**  
Activist



**Gordon Brown,**  
Former Prime Minister, UK



**Lord Mervyn King,**  
Former Governor,  
Bank of England



**Jan Pronk,**  
Former Development Minister,  
The Netherlands



**Prof. Ian Goldin,**  
Oxford Martin School,  
University of Oxford



**David Cameron,**  
Former Prime Minister, UK



**Simon Pegg,**  
Actor



**Waris Dirie,**  
Model, Author & Activist



**Lester Brown,**  
Founder, Earth Policy Institute



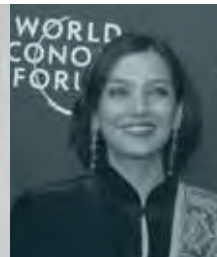
**Dame Stephanie Shirley,**  
Founding UK Ambassador for  
Philanthropy



**David de Rothschild,**  
Adventurer & Ecologist



**Valentino Achak Deng,**  
Refugee & Activist



**Shabana Azmi,**  
Actress & UN Goodwill  
Ambassador



**Justine Greening,**  
Former Secretary of State for  
International Development, UK



**Paul Haggis,**  
Oscar Winning Filmmaker



**Andrew Mitchell,**  
Former, International  
Development Secretary of State,  
UK



**Dr. Jose Ramos Horta,**  
Nobel Peace Laureate 1996,  
Former President, East Timor



**Deepak Chopra,**  
Best Selling Author



**Stephen Fry,**  
Writer & Actor



**Prof. Noam Chomsky,**  
Linguistics & Philosophy, MIT



**Vivienne Westwood,**  
Fashion Designer



**Prof. Edmund Phelps,**  
Nobel Economics  
Laureate 2006



**Paulo Coelho,**  
Best Selling Author & UN  
Messenger for Peace



**Rajendra Pachauri,**  
Former Chair of IPCC



**Lord Rogers,**  
Architect



**Helen Clark,**  
Former Prime Minister,  
New Zealand & UNDP  
Administrator





**"TO AID  
EACH OTHER  
IS WHAT  
MAKES US  
HUMAN."**

**DISPARITY**

[www.real-aid.org](http://www.real-aid.org)

*Courtesy of Turjoy Chowdhury,  
Documentary Photojournalist ©*



**AID IS  
ULTIMATELY  
ABOUT  
INVESTING  
IN THE  
POTENTIAL OF  
OUR HUMAN  
COUNTERPARTS.**



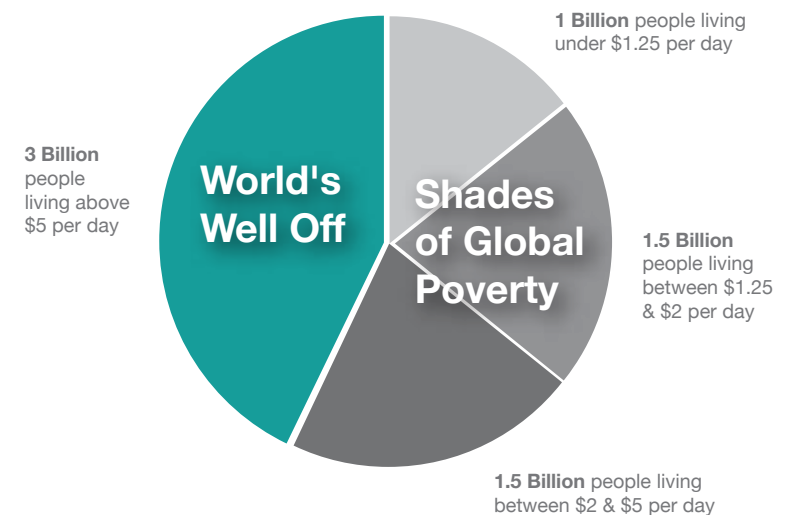
**REAL AID**

**[www.real-aid.org](http://www.real-aid.org)**

*Courtesy of Oxfam International ©*

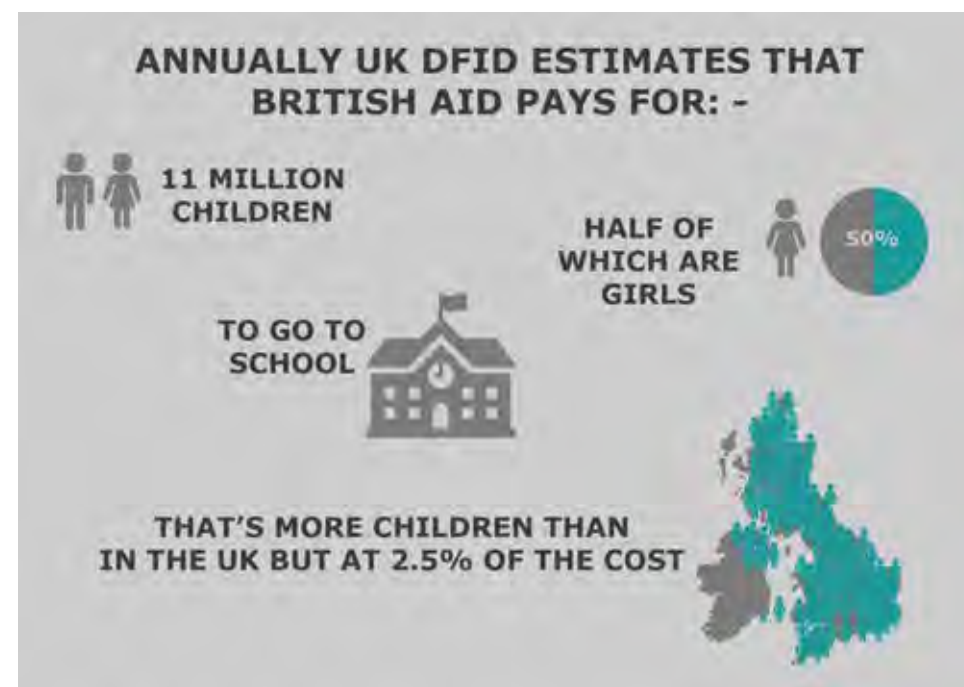
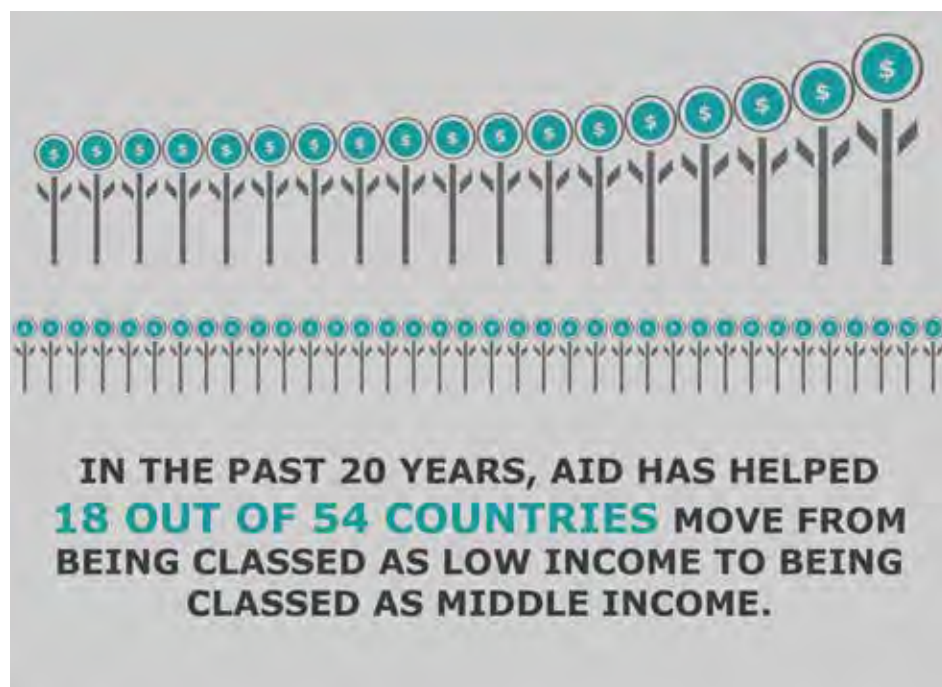
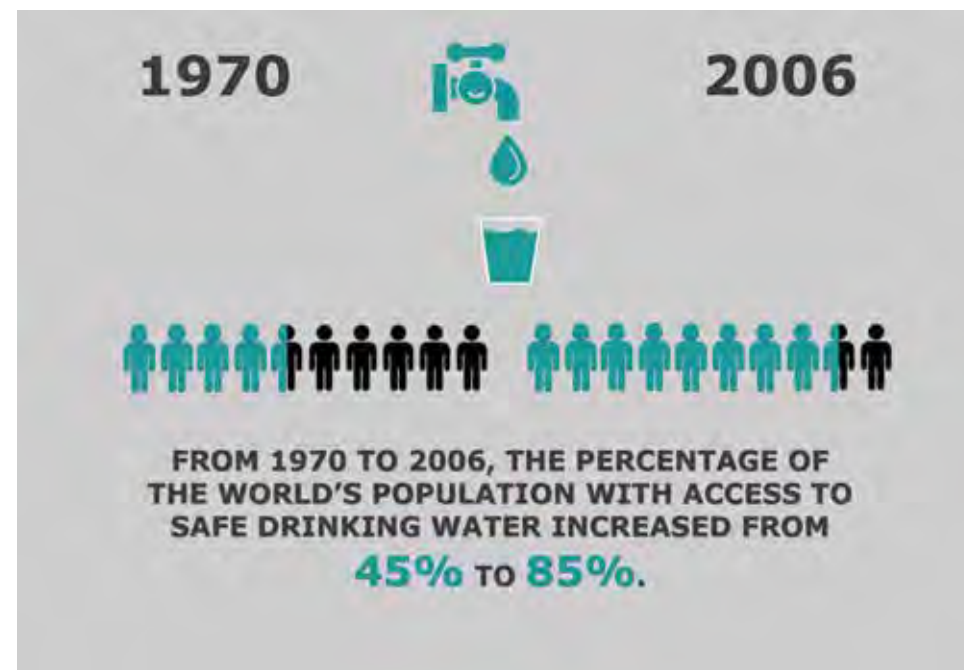


We must help the poorest people win their struggle.



Source: World Bank & ODI, based on 2012 data





## 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, Nobel Laureate for Economics, 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/)

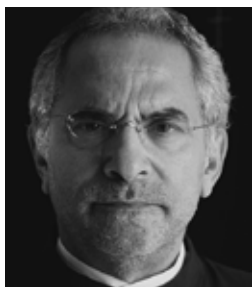
## Film Partners



**A Film by Renu Mehta**, Executive Producer and Fortune Forum founder high profile charity has been utilising her wide entertainment industry and NGO contacts to pull in the 'who's who' of the aid world; securing interviews and aid footage without incurring fees. [www.fortuneforum.org/the-diary.html](http://www.fortuneforum.org/the-diary.html)

**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 Frontiere, 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.

## Hosting Materials and Templates

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Below are some useful printable materials to help you with your screening.

They include:

- An event flyer template
- Campaign and film logos/images
- Email blast template
- Campaign flyer
- Signup sheet

To access these materials:

- Go to: [www.real-aid.org](http://www.real-aid.org)



# REAL AID

[www.real-aid.org](http://www.real-aid.org)



FEATURING 9 NOBEL LAUREATES  
A FILM BY RENU MEHTA

# FILM SCREENING INVITATION

WHERE: \_\_\_\_\_

WHEN: \_\_\_\_\_

NARRATION BY SIR BEN KINGSLEY

# DISPARITY

THE ULTIMATE SEARCH FOR REAL AID

RSVP: \_\_\_\_\_

SUBSCRIBE

 YouTube Tiger Tim Media

# DISPARITY

## THE ULTIMATE SEARCH FOR REAL AID

Please join us at **<TIME>** on **<DATE>** in **<VENUE>**, for a special screening of DISPARITY. With inequality spiralling out of control, DISPARITY pulls back the curtain on the opaque world of overseas aid to accomplish an unprecedented face-off with the Foreign Aid industry. Activist Renu Mehta presents riveting analysis from an all-star cast of aid experts and insiders, 9 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 reveal breakthrough solutions in moving the needle on poverty that inspire the global movement for Real Aid. For more information go to [www.real-aid.org](http://www.real-aid.org)

**<INDIVIDUAL/ SCHOOL/ORGANIZATION>** is showing the film as part of a national screenings campaign in colleges, universities, nonprofit organizations and places of worship. The goal of the campaign is to spread awareness of the Real Aid movement and create dialogue about foreign aid.

Please feel free to forward this invitation to your friends!

Hope to see you there,  
**<NAME>**

# I WANT JUSTICE



'Real Aid' is a global campaign to advance the MM Aid Model; a proven, working and scalable Model to improve the quality of, and increase the quantity of international development aid, to help overcome the mass anguish and instability associated with poverty.

The MM Model has the potential to unleash \$100 billion of REAL AID annually when taken up by the richer target nations to potentially reach over a billion people.  
We must help these people win their struggle.

Join the Fight for **REAL AID!**

[www.real-aid.org](http://www.real-aid.org)



## Tiger Tim Tote featuring CmiA

**Wear & post this double slogan Tote as part of the #DisparityChallenge to demand Real Aid**

50% of net proceeds will support the work of CmiA,

50% of net proceeds will power the Real Aid Campaign.



With this tote you support the Cotton made in Africa (CmiA) initiative. CmiA cotton is rain-fed cultivated thereby saving scarce water resources which protects nature.

CmiA works with one million smallholder cotton farmers across Africa who benefit from agricultural trainings and trading opportunities so they can work themselves out of poverty.



## Sign-up Sheet

Don't stand for any more nonsense; help make the MM Aid Model a reality by joining the Real Aid Movement today.



## REAL AID

[illegible]