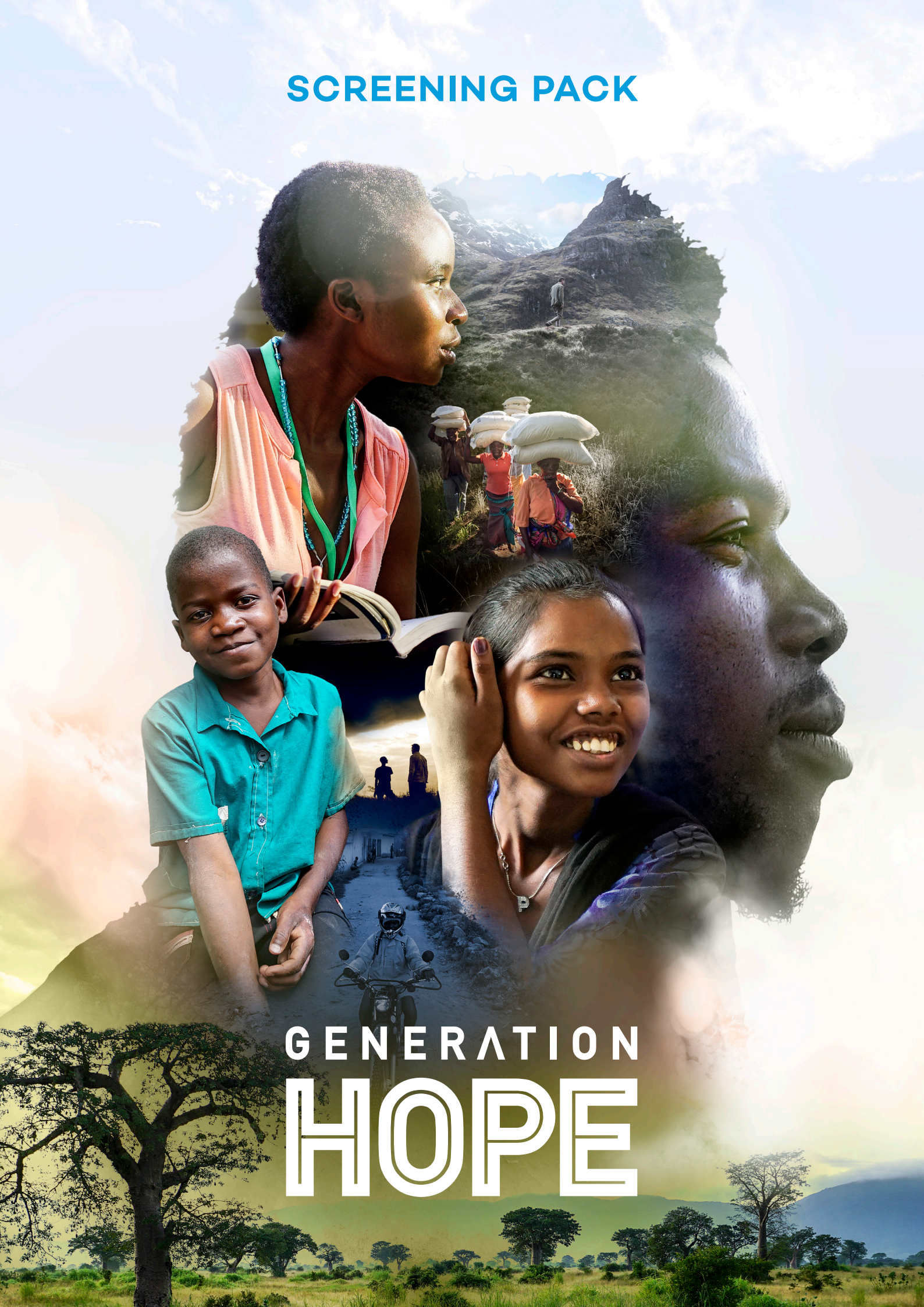


SCREENING PACK



GENERATION
HOPE

Top 10 tips for hosting a screening



① Choose your venue.

You could host a screening in your home, your office, your church, your school, your club or maybe even your local cinema! Wherever you choose, make sure that your venue is easy to find, accessible and welcoming – with good parking – and that there are sufficient seats and suitable audio-visual equipment.

It might go without saying but, for your guests' comfort, there should also be appropriate heating or air conditioning, and suitable bathroom access. As Alfred Hitchcock famously said: "The length of a film should be directly related to the endurance of the human bladder!"



② Choose a suitable date and time.

Consider when would work best for your expected audience. Would an evening after work and school suit, or would a weekend be better? Maybe a lunchtime screening would be more appropriate at your office or school? If it's intended to be a small screening, you could ask around to find out the best date for everyone.

You should also think about those who will use public transport to get to your event – what should the start time be to allow people to watch a 34-minute film, take part in any other activities you have planned, and also make the last bus or train home?

③ Ensure your audio-visual equipment is fit for purpose.

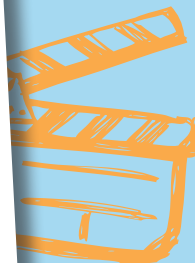
This will vary depending on where you host the screening. Requirements for your own living room to a large church hall will be hugely different. But consider whether your own television will suffice or whether you'll need to borrow a projector from a friend or colleague, and remember to test the equipment in the venue ahead of the screening. Ensure you have speakers which will allow everyone to hear clearly and check for any potential glare on the screen from sunshine or electric lighting.

④ Consider whether there will be a fundraising element.

Putting on a screening can be a great way of raising funds to feed more children! At your screening, could you organise a small raffle, sell some homemade baked goodies, host a fundraising quiz, or pass around a collection bucket? If you're showing the film at school or work, could you do a lunchtime screening and ask guests to donate the value of their lunch to Mary's Meals? There are many more potential fundraising ideas available on our website at www.marysmeals.org

⑤ Make it fun.

Inspired by the fact that Generation Hope has been selected to be shown as part of 'short film corner' at the prestigious Cannes Film Festival, could you roll out a red carpet and ask guests to dress up in their most glamorous outfits as though it were the Oscars? Maybe you could incorporate the screening into a dinner party or a cheese and wine event? Whatever you and your friends normally do for fun, could you combine it with a screening of Generation Hope?



⑥ Will there be drinks and snacks available?

To make the most of the movie theme, could you provide cinema-style popcorn and hot dogs, in exchange for small donations to Mary's Meals? Or to increase the community feel of the event, could you ask attendees to bring and share some snacks? Alternatively, if it's a breakfast event, you could serve bowls of porridge – to show solidarity with the children in Malawi and Zambia who receive nutritious mugfuls of likuni phala maize porridge every school day.

⑦ Do some research about Mary's Meals.

Those who attend the screening will hopefully want to find out more about Mary's Meals and our life-changing work which takes place daily around the world. We have lots of information and useful resources available on our website, so that you can be equipped with all of the key facts and messages to answer questions, and – if you're stuck – you can always direct your guests to visit www.marysmeals.org themselves. If you're interested in asking a Mary's Meals volunteer speaker to come to your event to talk before or after the film, then please get in touch!

⑧ Promote the screening in good time.

Planning and promoting the event a number of weeks in advance will make it more likely that people can attend. We've included some posters in this screening pack, onto which you can write your screening details and place the posters where others will see them. If you need more, you can also download the poster file from our website and print your own.

Personal invitations can be sent by post, email, Facebook or carrier pigeon! But make sure they contain all the relevant details – what, where, when and why? Be clear on start time, how long the event lasts (the film is 34 minutes long), what other activities you have planned, and when you expect the event to finish.

⑨ Recruit some volunteers.

Organising any event can involve a fair amount of effort and planning, but you can lighten the load by getting others involved. Even asking someone to help to lay out chairs, or to greet people as they arrive can make a big difference. Can you find help to put up posters around local businesses or your neighbourhood? Can someone assist with sending out the invitations? Do you know someone persuasive who could make an announcement at work, or school, or church, to invite others along? Mary's Meals can only operate because of the extraordinary generosity of volunteers all over the world – get some involved in your event!



⑩ Ask guests if they would like to find out more.

The event you organise might well be the first time some of your guests have experienced Mary's Meals' work. There are many ways for people to express their support for Mary's Meals – whether through offering their money, time, skills or prayer – and your event would be a great opportunity to highlight some of these.

Since it costs just £13.90 / €15.60 / \$19.50 to feed a child for a full school year, it is easy for anyone to have a huge impact on a child's life! But would your guests be interested in hosting their own screening or getting involved in our Sponsor A School initiative or The Backpack Project? Enclosed in this screening pack are some forms (complete with tear-off bookmarks!), which allow people to fill in their details and post to us, so that they can join the Mary's Meals mailing list. Your guests can also sign up for updates on our website.

About Generation Hope

GENERATION
HOPE

Generation Hope is the new half-hour documentary movie – from Charles Kinnane, the same award-winning director as Child 31 – which shows the extraordinary difference receiving a daily meal in school can make to children growing up in some of the world's poorest communities.

Filmed on location at Mary's Meals' projects in Malawi, Haiti and India, this uplifting film introduces us to members of what we call 'Generation Hope' – the group of young people who, having received our daily meals in school, have gone on to

further education or paid employment, something they insist would simply not have been possible without the support provided by Mary's Meals.

In Generation Hope, with its powerful score and beautiful cinematography, supporters of Mary's Meals can meet in a new way some of those children they have so generously helped towards brighter futures. People new to this important mission can also be inspired by this first captivating insight into the charity's life-changing and life-saving work.



About Mary's Meals

Mary's Meals is a global movement that sets up school feeding projects in some of the world's poorest communities, where poverty and hunger prevent children from gaining an education.

Our idea is a simple one that works. We provide one daily meal in a place of learning in order to attract chronically poor children into the classroom, where they receive an education that can, in the future, be their ladder out of poverty.

The Mary's Meals campaign was born in 2002 when Magnus MacFarlane-Barrow, from Scotland, visited Malawi during a famine and met a mother dying from AIDS. When Magnus asked her eldest son Edward what his dreams were in life, he replied simply: "I want to have enough food to eat and to go to school one day."

That moment was a key part of the inspiration which led to the founding of Mary's Meals, which began by feeding just 200 children in Malawi in 2002. Today, we feed more than one million hungry children every school day across five continents, in countries including Malawi, Liberia, Kenya, Zambia, Haiti, Uganda, South Sudan, Thailand and India.

The average worldwide cost for us to feed a child for a whole school year is just £13.90 / €15.60 / \$19.50. Where Mary's Meals is provided, there is a rise in school enrolment,

attainment and attendance. Wherever possible, Mary's Meals uses locally grown food to support the local economy and help smallholder farmers.

We work extremely hard to keep our running costs low and to ensure that at least 93% of donations goes directly on our charitable activities. This is only possible because most of our work is done by an army of dedicated volunteers – including more than 80,000 in Malawi alone – who carry out lots of little acts of love on behalf of Mary's Meals.

The charity is named in honour of Mary, the mother of Jesus, who brought up her own child in poverty. We consist of, we respect and we reach out to people of all faiths and none.

Counting on support from around the globe, Mary's Meals has registered affiliate organisations in Austria, Canada, Croatia, Germany, Italy, Ireland, the Netherlands, Spain, the United Kingdom and the United States, as well as international fundraising groups in Australia, Belgium, Denmark, France, Portugal, Slovenia, Switzerland and the United Arab Emirates.

To find out more about Mary's Meals and for ways to get involved, please visit www.marysmeals.org

mary's
meals
a simple solution
to world hunger