

# World Food Programme



## WFP's Fill the Cup Campaign



- The “Fill the Cup” campaign uses the power of this image to engage as many people as possible in the mission to end global hunger and raise awareness of what WFP is doing to alleviate it.
- Why a Red Cup? Plastic cups are widely used for WFP school meals of porridge or other food. Soon after she arrived at WFP, Executive Director Josette Sheeran was given a red cup with the name ‘Lily’ scratched on the bottom (discarded by Lily when she received her new cup). Seeing that the red cup was a powerful visual tool to help show the world how little food it takes to make a huge difference to a child’s life, Sheeran never travels without it.
- The Red Cup is a symbol that simultaneously defines the challenges facing WFP and the struggle for survival that is a daily concern for those living on the edge.
- School feeding is a powerful social safety net for children and their families. It can improve livelihoods, and is an investment in human capital through nutrition, health, education, and gender equality.
- About 66 million primary school age children attend school hungry across the developing world. It is more difficult for children without adequate food to learn, which means they lack the same opportunity for personal development as those who are nourished – resulting in poverty for their family, community and country.
- WFP school meals are a major incentive for poor families to send their children, particularly girls, to school. As a result, school enrolment and attendance rates are much higher in schools where meals are provided.
- School feeding programmes can contribute substantially to achieving the millennium development goals and in developing a country’s human capacity.
- WFP now provides meals to more than 20 million children in school, about half of whom are girls, in some 70 countries.



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- WFP calculates that US\$3.2 billion is needed per year to reach all of the 66 million children who attend school hungry across the developing world. US\$1.1 billion will allow us to reach 22 million children in Africa.
- Just 16 euro cents (25 US cents) will fill a cup with porridge, rice or beans and give girls a monthly ration to take home. One euro (\$1.5) – the price of a cup of coffee in Italy – is enough to feed a child through school for one week.
- “Fill the Cup” urges those in the international community to think; next time they fill their own cup with coffee,

soup – or any refreshment that they take for granted – they may consider it could mean a whole week of meals for one child.

- WFP is the world's largest humanitarian agency: this year, WFP plans to feed more than 90 million people in 73 of the world's poorest countries.
- Over the past 45 years, over 30 countries have become able to take over their own programmes or pay WFP to do it.
- **WFP goal:** No child goes to school hungry.

### An empty cup symbolises:

- Hunger
- Malnutrition & often disease
- Hungry families
- Children out of school
- Weakened communities



### A full cup symbolises:

- Health
- Education
- Hope
- Productive families
- Strong communities

