



EAST AFRICA HUNGER CRISIS

MESSAGING GUIDE

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CONTENTS

Introduction.....	2
FOOD INSECURITY, HUNGER CRISIS, FAMINE: How are they different?	3
PRODUCT: East Africa Hunger Crisis One-Time Gift.....	4
PRODUCT: Sponsorship in East Africa—Kenya and Ethiopia.....	6
General messaging guidelines.....	10
Our response	13
Photos.....	14
FAQs.....	22
Resources.....	24

Introduction

This messaging guide creates a cohesive, consistent approach that *conveys* the urgency of the crisis, *communicates* what World Vision is doing to help, and *inspires* prospective donors to action.

WE'RE APPROACHING THE HUNGER CRISIS IN TWO WAYS:

1. The **East Africa Hunger Crisis One-Time Gift** offer is for urgent HEA contexts, where the motivation is immediate needs: *How can I help children suffering from hunger right now?*
2. The **Sponsorship in East Africa** offer is for contexts focused on the general problem of global hunger, where the motivation is changing the future: *How can I help children grow up safe from hunger?*

NOTE: For questions about current numbers and our response, contact Kathryn Reid (katreid@worldvision.org) or Chris Huber (chuber@worldvision.org). For questions about this guide, contact Sarah Witt (switt@worldvision.org).

A VOICE OF HOPE IN THE HUNGER CRISIS

World Vision's brand personality has been clearly defined: Courageous. Loving. Inspiring. In all our communications, we strive to both show the truth AND allow the light of God's hope to shine through. This is a very serious and deadly crisis, so we don't shy away from being **honest about what is happening**. In copy and photos, we courageously allow children and families to tell their stories to the world—even, and perhaps especially, when they're shocking.

However, **our ultimate message is one of hope**: We serve the Almighty God, the One who parted the sea, against whose church the gates of hell shall not prevail. The loving God who came "that they may have life, and have it to the full." The God who was greater than famine in Old Testament times, and still is today.

And we have proof the world is making progress against hunger. The global number of hungry people has fallen by over 200 million in the past 25 years—despite a surge in global population. And the number of children under 5 dying every day, many of them as a result of malnutrition, has dropped by more than half since 25 years ago.

We have many reasons to hope—and our messaging reflects that hope.

FOOD INSECURITY, HUNGER CRISIS, FAMINE: How are they different?

FOOD INSECURITY

Food insecurity is when **people have unreliable access to sufficient amounts of nutritious food.**

The international humanitarian community rates food insecurity on a scale of severity—if things are really bad, a food-insecure region is said to be in *hunger crisis*. If things get even worse, sometimes *famine* is declared (see below).

HUNGER CRISIS

Today, 22 million people in **Ethiopia, Kenya, Somalia, and South Sudan** are in urgent need of immediate humanitarian assistance. These 22 million in these four countries are what World Vision refers to as the **East Africa Hunger Crisis**.

FAMINE

Key words: “facing imminent starvation” / “starving to death”

Famine, the worst phase on the severity scale, is only declared by the U.N. when all three of these statements are true:

- At least 20 percent of households in a given area face extreme food shortages with limited ability to cope.
- More than 30 percent of children suffer from acute malnutrition.
- Hunger causes more than two deaths each day for every 10,000 people.

World Vision relies on U.N. communications (as do many international NGOs) for accurate and consistent measurements of humanitarian need. **At the time of this publication (July 2018), famine is not currently declared in any countries, though several are at risk. For guidelines on how to use “famine” in copy, see p. 11.**

WHAT CAUSES FAMINE?

A number of disasters have to converge to cause hunger crisis and/or famine. Often they include severe weather of all kinds like drought or flooding; conflict and instability; and global food price hikes and market fluctuations.

Resilient families and communities can weather a drought, economic depression, or violence and instability without starving to death or losing everything. They have the savings or resources to get by. But many countries have been in the grip of extreme poverty for decades, and lack basic infrastructure to help families stay safe in especially hard times. **Vulnerable families aren’t able to take any more hits**—they’re already stretched to the breaking point.

PRODUCT: East Africa Hunger Crisis One-Time Gift

PRODUCT MESSAGE

Your gift to the East Africa Hunger Crisis will help save precious lives and help stop the threat of famine. You can trust our expertise: Over the last five years, 89 percent of the severely malnourished children we treated made a full recovery. And because of grant funds, your gift will have 11X the impact to provide emergency food, clean water, access to life-saving medical care, and more to children and families fighting for their lives.

IN A NUTSHELL

Help save lives when they're at greatest risk.

AUDIENCE

All Christians. Motivators include "I've been blessed and I want to bless others," "I want to set a good example for my children," "When I see others suffer, I want to help." Somewhat reluctant to give to international poverty.

CALLS-TO-ACTION

- » Help stop the threat of famine with your \$50 gift toward the East Africa Hunger Crisis.
- » Help families fight hunger. Give \$50 toward the East Africa Hunger Crisis, and help save precious lives.
- » [Church] Help families fight hunger. Give a love offering toward the East Africa Hunger Crisis.

COUNTRIES

Ethiopia, Kenya, Somalia, South Sudan

KEY FACTS

- » There is a catastrophic **hunger crisis** in East Africa.
- » 22 million people in Ethiopia, Kenya, Somalia, and South Sudan need immediate life-saving assistance. And more than 12 million children go to bed hungry.
- » Natural disasters and conflict have forced 8.5 million people to flee their homes in the four countries—with children witnessing or experiencing horrific violence, exploitation, and abuse.
- » Some areas are at great risk of famine—the most devastating level of hunger crisis—being declared in summer 2018.
- » The severe drought that caused the crisis last year has been followed by heavy flooding caused by a cyclone and tropical rain. The ground's too dry to absorb the rains, so instead of helping they cause even more damage.

- » During the lean season, May through August, there's no food left from the last harvest—and none growing yet. Things are liable to get worse before they get better. The cyclone floods killed livestock and ruined crops, which affects future food security.
- » Immediate needs: clean water, healthcare, food, shelter for the displaced, protection
- » Because of grant funds, your gift will have 11X the impact to provide emergency food, clean water, access to life-saving medical care, and more to children and families in crisis.

KEY PHRASES

- » Help families fight hunger
- » Catastrophic hunger crisis
- » Time is running out for children
- » Children/families are fighting for their lives

KEY SCRIPTURE

"... I was hungry and you gave me something to eat ..."—Matthew 25:35 (NIV)

HOW WE WANT THE DONOR TO FEEL

- » The children of East Africa urgently need my help—right now.
- » The gift I send today will make a real difference in the lives of children and families in East Africa who desperately need food, clean water, and healthcare to survive.
- » World Vision is already at work in East Africa, and has decades of experience serving hungry children in crisis. Over the last five years, 89 percent of the severely malnourished children they treated made a full recovery. Through my gift, I can make a real difference for families fighting for their lives.
- » [Church] I hurt when my brothers and sisters are hurting. When one part of the body suffers, we all suffer.

PRODUCT: Sponsorship in East Africa—Kenya and Ethiopia

PRODUCT MESSAGE

By choosing to sponsor for \$39 monthly, you'll help a child, their family, and their community to become resilient against hunger through agricultural support, economic development, and more—so parents can provide nutritious food for their children over the long term. Because of our community-focused solutions, for every child you help, four more children benefit, too.

IN A NUTSHELL

Sponsorship builds resilience against hunger.

AUDIENCE

- » Committed Christian women, ages 35 to 54, medium to high income, with children in the home. Motivated more internally than through external recognition, driven more by feeling than thinking. “Because of my faith, I am called to care for those who are in need.”

CALLS-TO-ACTION

- » *Individuals:* You can help children and families in East Africa prevent the spread of hunger into their community. Sponsor a child in Kenya or Ethiopia for \$39 monthly today—and overcome hunger with hope.
- » *Pastors:* Lead your church in a Matthew 25 response to one of the world's greatest needs: “I was hungry and you gave me something to eat.” Partner with World Vision through sponsorship today, and help overcome hunger with hope.
- » *Artists:* Use your influence to help families in East Africa build resilience against hunger. Partner with World Vision through sponsorship today, and help overcome hunger with hope.

CHANNELS MESSAGING

Pastors to churches

- » As threats of famine spread across East Africa, Jesus' words in Matthew 25 ring out clearly: “I was hungry and you gave me something to eat ...”
- » As a sponsor, you'll do more than give food to a child—you'll help families grow resilient against hunger, and strong for life. You'll share in Jesus' mission “that they may have life, and have it to the full.” And because of World Vision's community-focused solutions, for every child you help, four more children benefit, too. Together, let's answer His call.

Artist audiences

- » If you're wondering how to prevent famine, the answer is resilience. When families are empowered against hunger, they can stay strong in crisis—and you can help.
- » Together, we're helping children and families in East Africa prevent the spread of hunger into their communities. Will you join us?

COUNTRIES

Kenya, Ethiopia

KEY FACTS

- » A severe hunger crisis is affecting Kenya and Ethiopia, where we are working with sponsorship communities to protect children. (Note: **Do not use “22 million” in a sponsorship context**; see p. 10).
- » Sponsorship funds in Kenya and Ethiopia address hunger through programs such as health and nutrition care, agricultural training, economic empowerment to build incomes, and even therapeutic feeding for kids as needed. Over the last five years, 89 percent of the severely malnourished children we treated made a full recovery.
- » Sponsorship helps mitigate the worst effects of malnutrition and drought and provides for all children in the community who need immediate assistance.

KEY WORDS AND PHRASES

- » Through sponsorship, families can grow strong and stay strong against hunger
- » Sponsorship helps families tackle hunger with dignity, not dependence
- » Food for today ... and for tomorrow

KEY SCRIPTURE

“... I was hungry and you gave me something to eat ...” —Matthew 25:35 (NIV)

HOW WE WANT THE DONOR TO FEEL

- » As a sponsor, I can enable communities to protect children from hunger, by helping them provide nutritious food, clean water, healthcare, and education in the long term.
- » By sponsoring, I can help families plan for the future, develop economic opportunities, and be self-sufficient—so all children have the chance to thrive. And because of World Vision's community-focused solutions, for every child I help, four more children benefit, too.
- » My sponsorship gifts will help communities stand tall, resilient to both natural and man-made disasters.

WHY SPONSOR A CHILD IN EAST AFRICA?

BECAUSE OF THE VERY REAL DIFFERENCE YOU'LL MAKE.

The following chart provides talking points by sector on how sponsorship equips communities to tackle crisis. Use these to paint a picture of the difference sponsorship makes for children, families, and communities affected by hunger.

HOW HUNGER HURTS CHILDREN

HOW SPONSORSHIP HELPS

FOOD

- » Failed crops mean no family food or income for today ... and no seeds for the future
- » Children are forced to work or migrate for food

- » Food interventions are life-saving in emergencies
- » Families are empowered with sustainable farming techniques and better market opportunities

*Sponsorship helps families **build resilience against hunger.***

WATER

- » Drought and other weather events cause most hunger crises
- » Malnutrition weakens children's bodies and invites waterborne disease

- » Sustainable water access is provided, lasting years or decades
- » Communities are equipped to maintain their own water sources

*Sponsorship helps keep water flowing, **so crops—and kids—can thrive.***

HEALTH

- » Children's growth is stunted—physically and mentally
- » They're more vulnerable to illness, and many have no healthcare

- » Parents learn to monitor warning signs of malnutrition
- » Kids get access to health assistance

*Sponsorship equips parents to **keep their children healthy.***

EDUCATION

- » Kids drop out of school to work or search for food
- » Hunger affects their studies
- » Future earning potential is affected

- » Communities learn to plan ahead for disaster
- » Education for all kids is valued

*Sponsorship supports schooling even in crisis, **so kids are educated for life.***

HOW HUNGER HURTS CHILDREN

- PROTECTION**
- » Children's health suffers
 - » Their education is at risk
 - » They're put in danger when searching for water or food

- CHRISTIAN WITNESS**
- » When physical needs aren't met, spiritual care can suffer
 - » Prolonged crisis can cause a sense of hopelessness

- SELF-SUFFICIENCY**
- » Crisis throws communities into discord, no longer safe for children
 - » Hungry, desperate families lack organization and direction

HOW SPONSORSHIP HELPS

- » Parents are equipped to meet all of their children's basic needs

*Sponsorship helps parents ensure **all children are cared for and protected.***

- » We serve as Christ's hands and feet by helping nourish children
- » His love shines through us even in contexts where we can't speak about Jesus

*Sponsorship **shows God's love to kids** who are hungry—physically and spiritually.*

- » Families are empowered to identify signs of trouble
- » Communities learn **self-sufficiency** and build **sustainable plans**

*Sponsorship can **lessen the likelihood of hunger** and its impact on children.*

General messaging guidelines

When communicating about the hunger crisis, approach the following words and phrases with caution to avoid inaccuracies or overuse of dramatic claims. Please keep these guidelines—approved by all stakeholders—in mind in the production of all materials.

22 MILLION PEOPLE IN NEED OF ASSISTANCE IN EAST AFRICA

This number has been calculated by IPG, and:

- Includes people in **four countries** only (Ethiopia, Kenya, Somalia, and South Sudan)
- Includes people in need of **immediate humanitarian assistance**, which includes food as well as other forms of aid related to the hunger crisis
- Does not include tens of millions more around the world in various stages of food insecurity (some in countries where World Vision does not work)

Guidelines:

- » DO mention the four included countries when you use this number.
- » Do NOT use “22 million” for sponsorship, as the people in most severe crisis aren’t usually the same as those in our sponsorship communities. (Instead, say “There is a severe hunger crisis in Ethiopia and Kenya, where we are working with sponsorship communities to protect children.”)
- » Do NOT use “70 million” (a worldwide estimate) or any other number for the East Africa Hunger Crisis unless updates have been posted to HEA Central on the Vine.

drought and flooding

The 2017 drought in Ethiopia, Kenya, and Somalia is responsible for a large part of the hunger crisis there. In 2018 Tropical Cyclone Sagar and later flooding wreaked havoc, affecting millions of people. The bone-dry ground couldn’t absorb the waters, which washed away livestock and crops. Note: Some drought has occurred in South Sudan, but the truth is that South Sudan’s hunger crisis is almost entirely man-made, caused by conflict. Do not emphasize the conflict in South Sudan for the East Africa Hunger Crisis offer.

food crisis

This term sometimes appears in place of “hunger crisis.” It is not inaccurate; however, for strength and consistency of marketing appeals, please use “hunger crisis” on all materials.

East Africa Hunger Crisis

When referring to our offer, this means four countries only: Ethiopia, Kenya, Somalia, and South Sudan. Always list these countries on first reference.

famine

Use the word “famine” and the key phrases “*facing imminent starvation*” / “*starving to death*” ONLY when the U.N. has officially declared famine in a given area.

- » Do NOT use “famine” to describe the entire East Africa hunger crisis. Ex. “East Africa famine,” “famine across East Africa,” “famine grips East Africa,” “Drought and devastating famine are sweeping across South Sudan, Somalia, Ethiopia, and Kenya.”
- » Do NOT use “famine” in a sponsorship context. Ex. “sponsorship saves children from famine,” “sponsorship stops famine before it starts,” “by sponsoring, you can bring a child back from the brink of starvation.” See pp. 6-9 for more.
- » Do NOT make superlative statements about the famine. Ex. “biggest famine since 1945,” “worst famine in 100 [or 60] years,” “unprecedented famine,” “one of the worst famines in the history of the world.”
- » Do NOT quote the U.N.’s statement about the size of the hunger crisis in general. Ex. “worst humanitarian crisis since 1945,” “worst humanitarian crisis on the planet,” “largest humanitarian crisis since the creation of the U.N.” See “*largest ...*” below.
- » Do NOT make predictive statements about famine. Ex. “famine will spread to Somalia.” Though the threat of famine is real, we are a Christian organization that believes in a God for whom nothing is impossible. We will not become a prophetic voice of doom. We speak life into dry bones as we work to help those who are suffering.
- » DO make clear that there is still a risk or threat of famine in many areas. Ex. “Experts warn that millions in South Sudan remain at high risk of famine.” “Families need help warding off the threat of famine in Somalia, especially during the summer lean season.”
- » DO mention famine if it is declared again in South Sudan or elsewhere, always in the context of that country. Ex. “[This month], famine was declared in [Country name], where millions more are at risk.”

“largest humanitarian crisis since the creation of the U.N./since 1945”

Do NOT use this statement. The U.N. was referring to a group of countries including Nigeria and Yemen, where we do not work. And great caution is needed with “worst” and other superlatives. They’re often overused, which makes the claims seem less credible each time.

malnutrition

Malnutrition develops when children's bodies do not get enough of the vitamins, minerals, and other nutrients they need to function and develop properly, both physically and mentally. Severe acute malnutrition (SAM) is the most extreme and deadly level.

Nigeria

This West African country is experiencing hunger crisis and is included in some international reports, but World Vision does not operate there. To minimize confusion, avoid mentioning Nigeria.

Somalia

World Vision is working in Somalia to serve children and families affected by the hunger crisis, but we do not offer sponsorship in this country.

South Sudan, South Sudan conflict

We have programs for South Sudanese families that address both hunger and displacement resulting from the ongoing conflict. However, as donors do not respond as well to man-made crises, our East Africa Hunger Crisis messaging should focus not on the conflict but on hunger. We do not offer sponsorship in South Sudan.

starvation

Take care with this word. Reserve descriptors such as “facing imminent starvation” and “starving to death” for people in declared famine areas, not all 22 million in hunger crisis. Ex. “In [Country Name], 100,000 people face imminent starvation.”

Uganda

Uganda does struggle with food insecurity, and we offer sponsorship there (as well as food assistance for South Sudanese refugees). However, Uganda is not featured in the East Africa Hunger Crisis or Sponsorship in East Africa offers. To minimize confusion, avoid mentioning Uganda in this context.

Yemen

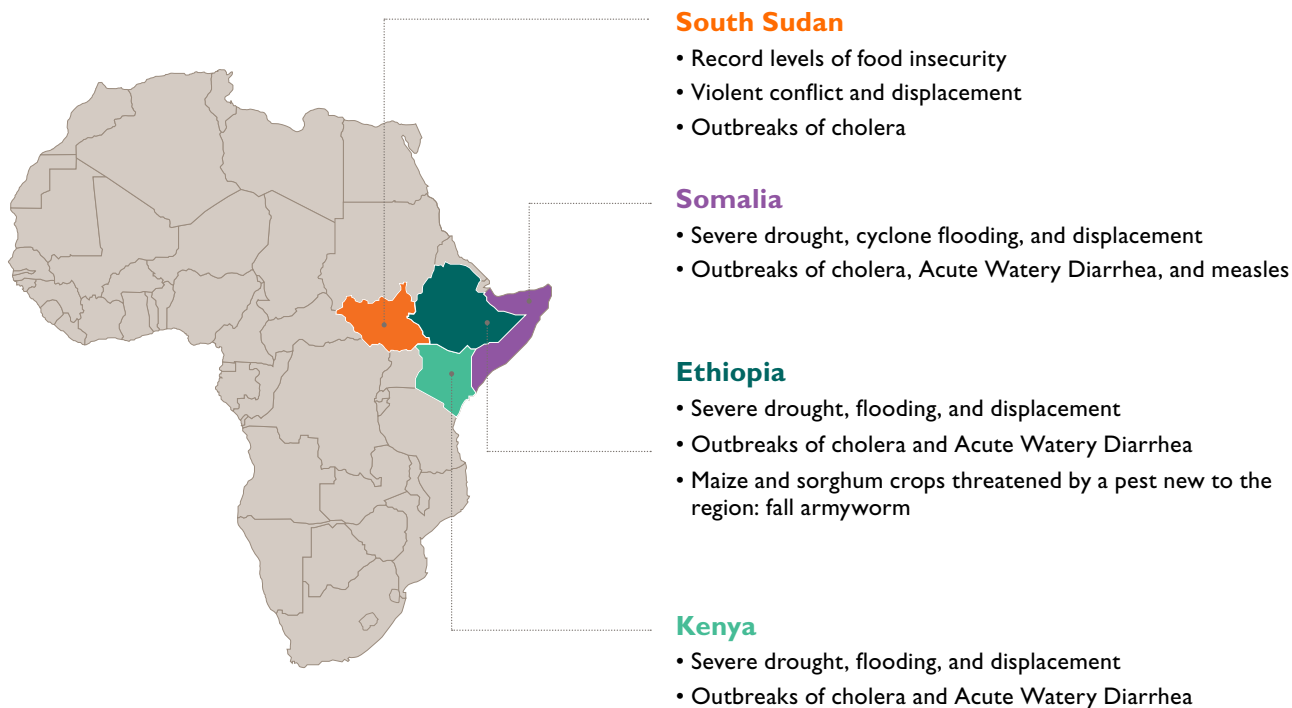
This country is experiencing hunger crisis and is included in some international reports, but World Vision does not operate there. To minimize confusion, avoid mentioning Yemen.

Our response

It's not just hunger—severe drought and now flooding in many areas is causing both disease outbreaks and massive displacement. Sponsorship funds in Kenya and Ethiopia enabled our local staff there to observe communities' needs early, in 2016, before the crisis intensified. And our staff in South Sudan and Somalia were already helping communities struggling with food insecurity and malnutrition due to conflict and years of persistent drought.

World Vision has scaled up its four-country response to the East Africa hunger crisis (for simplicity's sake, this map highlights only South Sudan, Somalia, Kenya, and Ethiopia,* though we work in many other African countries). We're focused on providing for the most urgent needs of children and families, whatever those may be.

Numbers of people reached are not printed here, as they are constantly changing. For current updates on our response, contact Kathryn Reid (katreid@worldvision.org) or Chris Huber (chuber@worldvision.org).



**Note: WVI has published a different set of numbers that include Uganda (which WVUS is keeping separate from the East Africa Hunger Crisis offer). Please do not use the WVI numbers.*

Photos

The images shown here have been carefully selected for specific purposes. Please refer to the guidelines for each category when using. **“Representational”** images may be used widely within each category; **“context-based”** images require contextual copy from the accompanying story (found on the Content Hub).

EMERGENCY NEED >> Countries: Kenya, Ethiopia, South Sudan, Somalia

Use these images, with the most severe details (Ex. animal bones, food or water lines, extreme thinness) to convey the urgency of the East Africa hunger crisis.

Kenya Representational (see above for details)



D200-0850-290



D200-0850-274



D200-0849-48



D200-0846-240



D200-0846-191



D200-0626-06



D200-0843-50



D200-0832-48



D200-0836-48



D200-0832-328



D200-0836-52



D200-0846-224-2

Kenya Context-based (see above for details)



D200-0831-11



D200-0838-108



D200-0855-39



D200-0832-447



W200-0102-173



W200-0102-178



W200-0102-177



W200-0102-078

EMERGENCY NEED



Countries: Kenya, Ethiopia, South Sudan, Somalia

Ethiopia



W115-0105-004



W115-0105-001



W115-0105-010

South Sudan



W363-0038-006



D363-0097-06



W363-0038-033



W363-0034-003



W363-0038-028



D363-0097-53



D363-0097-49



D363-0097-13



W363-0038-053



W363-0038-052



W363-0038-050



W363-0038-061



W363-0038-043



W363-0038-041



W363-0038-036



W363-0038-029



W363-0038-016

EMERGENCY NEED >> Countries: Kenya, Ethiopia, South Sudan, **Somalia**

Somalia



D345-0149-008cc



W345-0020-026



UK345-0002-028



D345-0154-001cc



UK345-0003-025



UK345-0002-00



UK345-0002-007



UK345-0002-019



UK345-0004-007



UK345-0002-020



W345-0020-008



W345-0013-004



W345-0020-022



D345-0154-009cc



W345-0016-014



D345-0155-010



D345-0154-004cc



W345-0016-017

SPONSORSHIP NEED >> Countries: Kenya, Ethiopia

Use these images to convey the need experienced by children in sponsorship communities (Ex. eyes and facial expressions, or visual contexts that are not clearly starvation). Sponsorship communities are usually more stable than emergency response areas, and the needs are different.

Kenya



D200-0846-126



D200-0832-277



D200-0832-303



D200-0832-164



D200-0843-62



D200-0832-129



D200-0845-1

Ethiopia



W115-0104-003



W115-0122-005

HOPE/INTERVENTION IN EMERGENCY >> Kenya, Ethiopia, South Sudan, Somalia

Use these images to show relief and hope in Kenya and Ethiopia in the context of our emergency assistance response (Ex. food distributions, etc.). **Do not use for sponsorship, as the emergency assistance response is separate from sponsorship programs in Ethiopia and Kenya, and we have no sponsorship programs in South Sudan or Somalia.**

Kenya



D200-0848-43



D200-0846-120



D200-0846-406



D200-0850-404



D200-0850-338



D200-0850-217



D200-0846-155



D200-0850-135



D200-0850-159



D200-0853-203



D200-0834-152



D200-0843-63



D200-0853-48



D200-0854-71



D200-0849-62



D200-0850-322



D200-0850-181



D200-0851-149



D200-0851-159



D200-0851-47



D200-0848-90

HOPE/INTERVENTION IN EMERGENCY >>>

Kenya, Ethiopia, South Sudan, Somalia

Ethiopia



W115-0092-004



HEA-CATIII El Nino crisis-Habro AP (5)



W115-0087-004



W115-0089-001



HEA-CATIII El Nino food crisis-Boset ADP (1)



W115-0087-003

South Sudan



D363-0097-05



D363-0097-61



D363-0097-52



D363-0097-24



D363-0101-031



D363-0097-39



D363-0095-08



W363-0038-057



W363-0038-078



W363-0038-056



W363-0038-030

HOPE/INTERVENTION IN EMERGENCY >> Kenya, Ethiopia, South Sudan, **Somalia**

Somalia



D345-0149-065cc



W345-0016-011



UK345-0005-034



UK345-0003-003



W345-0017-053



W345-0017-052



D345-0146-026



UK345-0005-017



UK345-0005-028



W345-0020-019



W345-0016-019



D345-0146-006cc



D345-0149-057cc



D345-0145-017



D345-0154-033

HOPE/INTERVENTION THROUGH SPONSORSHIP >> Kenya, Ethiopia

Use these images to convey the hope and long-term resilience associated with sponsorship in countries affected by hunger (Ex. crops, animals, wells).

Kenya



D200-0679-96



D200-0822-15



D200-0818-121



D200-0819-191



D200-0819-19



D200-0818-68



D200-0818-77



D200-0818-104



D200-0818-45



D200-0705-114



D200-0678-59



D200-0679-214

Ethiopia



DI15-0600-417



DI15-0608-85



DI15-0611-333



DI15-0611-307



DI15-0611-241



WI15-0090-001



WI15-0102-013



DI15-0611-328

FAQs

Q: What's the basic difference between the East Africa Hunger Crisis One-Time Gift and the Sponsorship in East Africa offers?

A: Families across East Africa are at risk of famine if we don't reach out to them with emergency food, water, and healthcare. Our expertise is needed more than ever: Over the last five years, 89 percent of the severely malnourished children we treated made a full recovery. **Gifts for immediate, life-saving assistance are vital. (East Africa Hunger Crisis One-Time Gift)**

But when this crisis is over, the question remains: How can we help stop the next crisis from taking lives? The answer is resilience. **World Vision sponsorship is focused on helping families and communities become self-sufficient, creating environments where children are protected from the threats that cause hunger. And because of our community-focused solutions, for every child you help, four more children benefit, too. (Sponsorship in East Africa)**

Q: How did things get this bad?

A: It's a culmination of several disruptive events—including drought, a cyclone, flooding, conflict, and displacement—compounded by long-term poverty and lack of infrastructure. See “East Africa hunger, famine: Facts, FAQs, and how to help”: worldvision.org/hunger-news-stories/famine-and-hunger-in-africa. **This question is a great opportunity to explain the long-term impact of sponsorship on hunger**—see pp. 6-9 for more.

Q: Why does it seem like there's always hunger and famine in Africa?

A: The drought/flood cycle in eastern Africa is compressing, coming at quicker intervals than in the past. And the more often hunger or conflict ravages a country, the harder it is for its people to bounce back (see “East Africa hunger, famine: Facts, FAQs, and how to help”: worldvision.org/hunger-news-stories/famine-and-hunger-in-africa). It all comes down to resilience. **This question is a great opportunity to explain the long-term impact of sponsorship on hunger**—see pp. 6-9 for more.

Q: How is World Vision responding to the hunger crisis?

A: See the map on p. 13 of this guide, and “East Africa hunger, famine: Facts, FAQs, and how to help” at worldvision.org/hunger-news-stories/famine-and-hunger-in-africa.

Q: When will people be able to get back to normal?

A: There's no substitute for life-saving aid in an emergency (see the East Africa Hunger Crisis offer). But World Vision also focuses on long-term solutions that build resilience: **Sponsorship (see p. 6) is the most powerful way to help hungry families move from vulnerability to stability.**

Q: I'd rather give to folks here at home. Does giving globally really make a difference?

A: The families affected by this crisis are some of the most vulnerable families in the world. Many were already the poorest of the poor, even before drought, flooding, hunger, and displacement took what little they had left. **The difference you can make with just a small gift is enormous.**

And with sponsorship, the long-term difference is even more remarkable. Decades of poverty have left many families feeling fundamentally disempowered, or trapped in dependence. World Vision supports empowerment through biblical principles, providing tangible tools and training so children and their families are freed to reach their own God-given potential. And because of our community-focused solutions, for every child you help, four more children benefit, too.

Q: How does this relate to the response to South Sudanese refugees in Uganda?

A: South Sudan's hunger crisis, in conjunction with long-running conflict, have caused millions to flee the country—over 1 million to Uganda alone. World Vision is doing great work in Uganda providing food assistance to South Sudanese refugees, but **these programs are not featured in the East Africa Hunger Crisis offer, nor are they part of regular sponsorship programming in Uganda.** To minimize confusion, avoid mentioning Uganda.

Resources

News: Food crisis in Kenya: 5 signs of hunger I've never seen (updated May 23, 2018)

<https://www.worldvision.org/blog/food-crisis-kenya-signs-hunger>

News: East Africa hunger, famine: Facts, FAQs, and how to help (updated July 10, 2018)

<https://www.worldvision.org/hunger-news-stories/famine-and-hunger-in-africa>

Prayer points: Matthew 25: Pray for the hungry

<https://www.worldvision.org/hunger-news-stories/matthew-25-pray-hunger>

Video: Rich Stearns Kenya trip recap (June 14, 2017)

<https://wvusso.sharepoint.com/News/Pages/Headlines/Rich-recaps-his-june-2017-trip-to-kenya.aspx>

Video: Hunger isn't just a stomach thing (2011)

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