



# That Poverty Project

Over the next year, Sean Krausert will be bringing his passion for social justice, eclectic skill set and professional experience, and breadth of travel experience to bear on a high profile project bringing awareness to poverty issues.

## What is That Poverty Project?

That Poverty Project involves personal sacrifice via three poverty experiences, each three months in duration, combined with connecting with audiences through social and traditional media.

The poverty experiences include:

- **Homelessness** – For 3 months, Sean will experience living without the comforts of home. Following the model of impoverished workers in his home community in the Rockies, Sean will live in a sparsely equipped tent. And, looking to the plight of urban homelessness, Sean will only eat, bathe, wash clothes, and tend to his personal needs like one would do who lives on the streets.
- **Working Poor** – For 3 months, Sean will live like far too many Canadians (and others around the world) who have enough to cover their rent and utilities, but hardly any leftover funds to pay for food, clothes, transportation, entertainment, etc. Sean will have a set budget of \$7.50 per day to cover all of his needs.
- **Hunger** – For 3 months, Sean will live like hundreds of millions of people around the world . . . barely enough to eat to sustain him. Using World Food Programme rations as the guide, Sean will eat only his allotted portion each day.

The photo below shows an example of a daily ration that provides the required 2,100 Kilocalories (KCal) of energy.



#### **Ingredients**

400g of cereal flour/rice/bulgur  
60g of pulses  
25 g of oil (vit. A fortified)  
50 g of fortified blended foods  
(Corn Soya Blend)  
15g of sugar  
15g of iodized salt

#### **Nutritional value**

Energy 2,100 KCal  
Protein 58 g, Fat 43g

Besides energy, protein and fat, an adequate food basket supplies micronutrients such as vitamin A, iron, iodine and zinc. The food basket serves to prevent micronutrient deficiencies and other forms of malnutrition, or prevents them from deteriorating.

Throughout the year, Sean will be actively and continuously connecting with people through the following means:

- **Social Media (Facebook, Twitter, and Others)** – Sean will keep everyone updated on the “little things” he does and notices throughout each day, as well as notify people about upcoming events and activities. The project will also advertise on these platforms.
- **Website** – A source of incredible information about poverty in Canada and around the world, the website will be the hub connecting all activities.
- **Video Blog** – This will be Sean’s primary tool for recording personal observations, thoughts, feelings, and reflections on what he is experiencing. In addition to being a personal journal, the video blog will also capture interviews with people and organizations related to the subject matter of the poverty experiences.
- **Press Releases** – On a regular basis, plus in response to current events, Sean will send out releases to local and national media with respect to



significant events transpiring in *That Poverty Project* or relating to current events.

- **Freelance Articles & Social Justice E-Publication** – Sean will do significant writing (as he is able) for publication in his e-publication or 3<sup>rd</sup> party publications.
- **Utilization of Networks** – In addition to social media, Sean will utilize viral e-mail marketing techniques to increase traffic and followers of the project.
- **Book** – The culmination of the poverty experiences will be a book capturing the entire process and whatever transformation Sean experiences.
- **Documentary** – Throughout the entire project, video footage will be captured by a professional cinematographer with the end result being a documentary about the project.

### Why do That Poverty Project?

We live in a world of abundance. Despite the prevalence of “scarcity thinking”, the fact is that the world has sufficient resources to meet and exceed the basic needs of every woman, man, and child on Earth. Yet, over 1 billion people are hungry, over 2 billion people lack proper water or sanitation, and 3.5 billion people earn less than \$1,700 per year; homelessness due to conflict, natural disaster, or lack affects hundreds of millions of people; and, even in Canada, one in ten children live below the poverty line.

We are smart enough and rich enough to address all of the challenges facing our world, the question is . . . do we care enough? Until the political will and compassionate heart of people in the “have” countries are truly engaged, the problem of poverty in the world will not be resolved.



## Project Objective

To use social and traditional media to engage 100,000 people (or more!) in awareness and education about poverty issues, and inspire them to take action to help eliminate poverty at home and abroad.

## Project Rationale

Connecting builds relationship and understanding . . . relationship and understanding builds empathy . . . empathy brings about action.

## Potential Impact

- 100,000+ people aware of and engaged in poverty reduction;
- Less poverty due to millions of dollars raised by poverty focussed organizations from followers of the project;
- High profile of poverty issues in order to motivate and encourage communities and governments to address the root causes of poverty; and
- Development of tools and resources (website, published book, video) that will be used for many years to come with respect to poverty alleviation efforts.

## This, That, & the Other Thing

- The first poverty experience (Homelessness) will start on July 23<sup>rd</sup> and run through until mid-October. Following a short break to recuperate and prepare, the second poverty experience (Working Poor) will run from November 2011 through January 2012. The final poverty experience (Hunger) will run from March 2012 through May 2012.
- The first year of this next phase in Sean's ministry will be sustained by donations and sponsorships. The ministry will become self-sustainable



based upon speaking engagements, writing, and advertising/sponsorship opportunities.

- Your help will be appreciated in (i) praying for the project; and (ii) spreading the word (not yet . . . but when things officially get going in July).

Food & water, shelter, basic education, access to health care, and freedom from fear are basic human rights of all people . . . and each of us, with little impact on our own lives, can make a world of difference in the life of another.

Stay tuned!  
There'll be more  
info and details in  
the next month  
or so.

