Can you suggest what might be happening in this image? 
How might this image be linked to Oxfam? 
What more would you like to find out about this image?
Oxfam provides humanitarian aid in emergency situations.

This is Zaire (now Democratic Republic of the Congo (DRC)) in 1994. Millions of people walked out of Rwanda to escape the conflict where tragically 800,000 people were killed in just 100 days. They arrived in the town of Goma, creating the largest refugee encampment in the world (at the time). The people in the image are crossing the Ruzizi Bridge and carrying their bedding on their heads as well as other essentials.

When Oxfam responds to humanitarian disasters the priority is often to provide a clean water supply. Goma is situated on a volcanic hillside with a very low water table and so it was very challenging to meet the water needs for so many people. Oxfam supported the US Army and Oxfam engineers were successful in providing clean enough water for two million people.

RELATED IMAGES

Rwandan refugees fled to neighboring countries including Tanzania and DRC. When there are no available water sources nearby water needs to be trucked in. These images show water tanks being built (in Tanzania), and lorries carrying water to fill up some tanks (DRC).

Meanwhile in the UK Oxfam campaigned to try to influence those in power to end the bloodshed and support survivors. It ran petitions and held meetings with the UN as well as public vigils.

Here, famous actress Helen Mirren stands at a vigil for Rwanda in Trafalgar Square alongside other Oxfam supporters. She holds a ‘Don’t Look Away’ campaign placard.
Can you suggest what might be happening in this image?
How might this image be linked to Oxfam?
What more would you like to find out about this image?
Oxfam supports long-term development programmes to enable people to lift themselves out of poverty.

Pineapple farmers of Kirehe in Rwanda were struggling to feed their families. It was difficult to find local buyers and it was a constant worry for these women farmers. With local partners, Oxfam set up the Tuzamurane Co-operative to support farmers and now the women grow pineapples which are sold to be juiced or dried in the in-house processing plant. The profits from sales are invested back into the business and shared between the members. A co-operative means that different groups of people work together to improve their businesses and each member has a say in how the co-operative is run.

**RELATED IMAGES**

Valerie Mukangerero’s life has turned around since she joined the co-operative six years ago. Before that, she couldn’t afford to buy a pineapple. Now, though, Valerie (53, pictured left), is earning enough to support her family.

Today, when Valerie wants to buy something, she does just that: “What makes me proud in life is when I buy clothes or food when my children need it and when I can afford school uniforms without worrying.”

In the past these edible cassava leaves could only be sold whilst fresh. But supported by Oxfam’s enterprise programme, this factory dries the leaves so they can be preserved for a long shelf-life.

Uwera Gisele (left) has worked in the factory for a year and made enough money to buy a cow which provides her family with milk and fertilizer. She plans to study and start her own business.
Can you suggest what might be happening in this image?
How might this image be linked to Oxfam?
What more would you like to find out about this image?
**IMAGE 3: BACKGROUND INFORMATION**

Oxfam campaigns to change the things that keep people locked in poverty.

Until very recently, there were tighter controls on the trade of bananas and dinosaur bones than there were on the international trade of arms (weapons and ammunition)! But a banana cannot be used to blow up a house or shoot someone – clearly something had to change.

In 2014, after over a decade of campaigning, the world signed up to the first Arms Trade Treaty. The treaty means governments must take responsibility for every arms transfer that enters or leaves their territory.

In this picture, Oxfam participated in a global day of action run by the Control Arms Campaign. Stunts took place in cities across the world. One of Oxfam’s lead campaigners said “Driving a tank through central London is a dramatic way of highlighting all that is wrong with the arms trade today”.

**RELATED IMAGES**

This was a visual stunt organised by the Control Arms Campaign to highlight the devastation caused by unregulated arms trading. The tombstones laid out in Trafalgar square read: ‘One person every minute killed by arms’.

Credit: Crispin Hughes/Oxfam 2003

This was not the first time Oxfam used props and displays to get a point across visually. In 1971 these campaigners displayed telephone directories in order to represent the number of people in Bengal who were in distress as a result of the civil war.

Credit: B.S Tyrer 1971
Can you suggest what might be happening in this image?
How might this image be linked to Oxfam?
What more would you like to find out about this image?

Themes: Development, Innovation
IMAGE 4: BACKGROUND INFORMATION

Oxfam uses innovative ideas and appropriate technology to improve lives.

Oxfam's Pink Phones project in Cambodia empowers rural women by giving them mobile phones. Oxfam then contacts the women with vital information relating to farming, such as crop market prices and weather forecasts. The women also use their phones to call traders and to arrange collections of produce. This helps them to sell more vegetables, plan when to harvest and get a better price for crops. The information from Oxfam has given the women more opportunities to improve their livelihoods. The phones allow women to call doctors for medical treatment and to report emergencies and cases of abuse and violence.

But why are the phones pink? Firstly, because everyone knows that the pink phones were given specifically to women leaders and this deters the men from using them, and secondly because this was the colour chosen by the women themselves.

RELATED IMAGES

Both images (below) were taken after Typhoon Haiyan hit the Philippines in 2013 killing 5000 people and leaving 4 million homeless.

These specially designed bags have crystals inside them that break down pee and poo. Once they have been used, (either at home or in a public toilet), they are placed in peepoo bag bins to break down safely. It may just look like a little bag, but it saves lives by stopping deadly diseases from spreading.

Credit: Jane Beesley/Oxfam 2013

Drinking water from this yellow lifesaver cube has kept Lem (aged seven) out of hospital.

How does it work? Dirty contaminated water goes in one hole and then clean water is pumped out of the other through a filter. A family of 4 can use the lifesaver cube for a year before it needs replacing.

Credit: Tessa Bunney/Oxfam 2014
IMAGE 5
Themes: Fundraising, Supporters

Can you suggest what might be happening in this image?
How might this image be linked to Oxfam?
What more would you like to find out about this image?
IMAGE 5: BACKGROUND INFORMATION

Without fundraising Oxfam would not be able to work effectively. Oxfam raises money in a range of ways but public support has always been a crucial part of this.

In 1965, Grace Robertson from Great Stelford was fifteen years old and her fundraising efforts for Oxfam’s Freedom from Hunger campaign were captured by her local newspaper. She had designed and sold Christmas cards to friends and relatives for Oxfam and the Freedom of Hunger Campaign. Grace made £1.11 and was hoping to double that amount. Remember £1.11 in 1960 was worth more than it is today! These acts of fundraising enable Oxfam to carry out their humanitarian, development and campaigning work. In 1965 youth groups raised a stunning £7 million as part of the Freedom from Hunger campaign.

RELATED IMAGES

Children have often helped support Oxfam through Blue Peter appeals like this one for Mozambique in 1987.

Many women donate their wedding dresses to one of Oxfam’s specialist bridal stores. What a precious gift!

Physical challenges are a popular way to raise funds. This man trekked 100km across the South Downs in under 30 hours to help end poverty. He joins thousands of others also raising money for Oxfam through Trailwalker and sporting events.
Can you suggest what might be happening in this image?
How might this image be linked to Oxfam?
What more would you like to find out about this image?
Oxfam supports people who are vulnerable. This includes providing resources in refugee camps and campaigning to improve the rights of refugees.

Mohammad, a father of three from Ghouta, near Damascus in Syria, collects drinking water from an Oxfam supplied water tank in Zataari camp in Jordan which is home to around 80,000 Syrian refugees. Half of the camp's residents are under 18.

Mohammad used to sell vegetables in a supermarket in Syria. He told Oxfam: "I thought about going to Europe but I'm worried about the dangers I've seen on TV. If I leave the camp illegally the police might catch me and send me back to Syria. I want to go home but not like that."

Oxfam helps some 25,000 of Zaatari’s residents by providing drinking water, toilets and showers, community centres, hygiene promotion and waste collection.

In the 1950s Oxfam sent food and clothing to refugees who had escaped to Morocco and Tunisia from Algeria during its civil war. Here a girl is being measured for a dress.

1959 marked the UN’s World Refugee Year. Oxfam mobilised people and ran national and local events to raise money for work helping refugees. It raised nearly a million pounds. It's fair to say this was when Oxfam (who at the time were known as The Oxford Committee for Famine Relief) became a nationally recognised charity.

This image shows an Oxfam campaigner handing out a ‘Stand As One’ wristband to a festival goer at the Glastonbury Festival in 2017. The Stand as One campaign is fighting for improved rights for refugees in the UK.
Can you suggest what might be happening in this image?
How might this image be linked to Oxfam?
What more would you like to find out about this image?
Oxfam works with others to respond effectively to emergencies providing vital resources such as food, shelter and water.

In this image, brothers Rahmat and Ari look out from what is left of their home in Lampaya. When a tsunami hit Lampaya on 23rd of December 2014 it came from both sides of the peninsula, and was 30m high in some places (the height of a 10-storey building). Ari's family heard cries from the coastal villages and survived because they ran to the high ground in the mountains. The tsunami wave hit 14 countries and affected 5 million people, killing an estimated 230,000 people and making 1.7 million homeless.

Oxfam responded in seven countries providing water, food and shelter. It spent the next 5 years helping people to regain their incomes. Oxfam's work made a difference to the boys, especially through rebuilding their local community centre which was also their school.

**Related Images**

An unnamed boy carries a box of food away from an Indonesian military helicopter to take to residents of a village who have lost everything.

Oxfam baby hygiene kits in store at Oxfam warehouse awaiting distribution to camps for displaced people. The pink parasol is a mosquito net.

An unknown Oxfam staff member carries water buckets as part of its aid relief effort in a camp for internally displaced people, Banda Aceh, Indonesia.
Can you suggest what might be happening in this image?
How might this image be linked to Oxfam?
What more would you like to find out about this image?
**IMAGE 7.5: BACKGROUND INFORMATION**

Oxfam Shops are on high streets throughout the UK. Volunteers run the shops which provide a vital income to support Oxfam’s work.

This is the Queen visiting an Oxfam shop in Oxford in 1992. Oxfam shops have had many famous visitors including Princess Diana, Kate Moss, Ricky Gervais, Victoria Beckham, Miquita Oliver, Annie Lennox, Fatboy Slim, Loyle Carner, Lauren Laverne and Roots Manuva.

Oxfam has been turning shopping into a powerful way to end poverty since 1947. Oxfam’s first full-time shop manager Joe Mitty firmly believed that people would happily give away something they no longer needed, if it could be turned into help for someone in distress. Of his early days he explained: “I had two words - rage, and passion. Rage because of the inequality and injustice in the world, and a passion to do something about it.”

**RELATED IMAGES**

A pop up Oxfam shop at the Glastonbury Festival. One of many Oxfam Shops at festivals around the UK.

The first permanent Oxfam gift shop on Oxford’s Broad Street began trading in 1947.

Notice the name on the shop front – ‘The Oxford Committee for Famine Relief’. The shortened name of ‘Oxfam’ was adopted in 1965.
Activity 4 - worksheet

In 2030 I’ll be ___ years old. I’ll be living in ______________ and
I’ll be a ________________________________.

When we end extreme poverty for every person on the planet, the world will be better because:
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________.

In 2030 I’ll be ___ years old. I’ll be living in ______________ and
I’ll be a ________________________________.

When we end extreme poverty for every person on the planet, the world will be better because:
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________.

In 2030 I’ll be ___ years old. I’ll be living in ______________ and
I’ll be a ________________________________.

When we end extreme poverty for every person on the planet, the world will be better because:
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________.
In 2017 Oxfam turns 75 years old. It is often said that young people are the future – so before Oxfam embarks on its next 75 years we would like to hear from you! Oxfam is challenging you to create a film lasting precisely 75 seconds (or 7.5 seconds if you prefer).

What is your film's message? That's up to you. However, here are some prompts:

**Why do YOU think ending poverty is so important? What are your hopes for a better world in the future? What contribution can we all make to ending extreme poverty by 2030? What are you already doing to help?**

<table>
<thead>
<tr>
<th>Creating great content</th>
<th>Technical tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Plan what you want to film and the message you want to convey, this is called ‘pre-production planning’. You can use a storyboard or even just a short list.</td>
<td>• It is possible to make a film using nothing but a smartphone.</td>
</tr>
<tr>
<td>• Think of an attention-grabbing opening.</td>
<td>• It is best to film in landscape mode (unless you are making a film exclusively for Snapchat or Instagram).</td>
</tr>
<tr>
<td>• If it is for social media, include subtitles as people often watch with the sound off.</td>
<td>• Audio quality is very important. Find a quiet place to film as this will improve the quality of your audio and consider using a microphone.</td>
</tr>
<tr>
<td>• Speak clearly and be enthusiastic.</td>
<td>• Try to be steady. If you must move, do it slowly, steadily - small movements for us become giant movements for the camera phone.</td>
</tr>
<tr>
<td>• Aim for visual variety. If possible, film a variety of people and locations.</td>
<td>• You could use a tripod – if not, then make sure you hold the phone with both hands close to your body and keep your arms steady.</td>
</tr>
<tr>
<td>• Practice any performance elements before you film them.</td>
<td>• Think about your background. Find a good location with good light.</td>
</tr>
<tr>
<td>• Incorporate stills and film together – the combination is more pleasing to the eye.</td>
<td>• Avoid zoom to avoid excessive pixilation.</td>
</tr>
<tr>
<td>• Free software – you could edit your film with iMovie, Windows Movie maker, VideoShow, Video Maker Pro or YouTube.</td>
<td>• Avoid flash as it results in red eyes and unnatural skin tone.</td>
</tr>
<tr>
<td>• Paid-for editing software - your school might have access to programmes such as Adobe Premiere Elements or Power Director.</td>
<td>• Avoid backlight - i.e. don't point your camera towards your main source of light.</td>
</tr>
<tr>
<td></td>
<td>• Search online for ‘Royalty Free Music’. Don't use music unless it’s copyright free as this is illegal.</td>
</tr>
<tr>
<td></td>
<td>• Keep the transitions between scenes simple.</td>
</tr>
</tbody>
</table>

When your film is finished, Oxfam would love to see it!

Speak to your teacher about sharing your film on your school’s social media accounts. Remember to use the hashtags #WithOxfam, #75seconds. We’ll keep our eyes open for it.
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