



FOR IMMEDIATE RELEASE

AUSSIERS CALLED TO *LIVE BELOW THE LINE* AND TAKE ACTION ON THE RISE OF GLOBAL POVERTY

April 2021 // Oaktree's annual *Live Below the Line* campaign is running for the eleventh year this May! *Live Below the Line* is a fundraising campaign that challenges thousands of Australians to combat poverty by eating on \$2 a day for five days. It starts crucial conversations about global poverty and inequality and raises funds that enable Oaktree's work to empower young people.

COVID-19 disrupted the decrease of global poverty. **For the first time in twenty years, and for the first time in *Live Below the Line* history, global poverty is expected to rise.** This year's *Live Below the Line* participants face a unique opportunity to alleviate the escalation of famine and extreme poverty in the aftermath of the pandemic.

The pandemic also intensely disrupted the lives of young people in Australia. Rising economic insecurity and the insecure labour market saw Australia's youth disproportionately affected by COVID-19. **2021 *Live Below the Line* participants will not only be combating global poverty; they will be investing in the young Australian students, campaigners and volunteers that Oaktree engages.**

The Challenge

For Oaktree, *Live Below the Line* is all about creative cooking, rationing, and productive conversations. Participants feed themselves on \$2 a day for five days to gain insight into some of the hardships braved by those who live in extreme poverty. \$2 is the Australian equivalent of the global extreme poverty line, adjusted to reflect the real cost of items in Australia. Participants then ask friends, family, and co-workers to donate to their personal fundraisers and to join the cause.

The Impact

Live Below the Line gives us a glimpse into what life is like for people in poverty and the chance to invest in young leaders. **Since 2010, Australians have taken on The Challenge and raised over \$11,500,000.** These donations have allowed Oaktree to fund 12 empowerment projects in the Asia-Pacific. With a focus on Cambodia and Timor-Leste, our latest projects aim to develop a new generation of young champions who will inspire their peers and influence their community to demand and create change in pursuit of a more just world. With the increase of global poverty, it becomes clear that we need to empower even more young people in Australia and overseas to address injustices. We need to amplify our impact.

Oaktree is calling on all Australians to *Live Below the Line* - to take action on unprecedented levels of poverty and support young people as inspiring agents of change.

When: May 24th-May 28th

How: Sign up via the *Live Below the Line* website: <https://www.livebelowtheline.com.au/> from the 23rd of April.

Hashtag: #LBL2021

- ENDS -

For interview requests, assets, or more information please contact Lucinda Thomas-Keenan, PR & Strategic Partnerships Manager, Oaktree on +61 404 416 316 or at l.thomas-keen@theoaktree.org.

About Oaktree:

Oaktree is Australia's largest youth-led development not-for-profit. We work in three ways. One, we fund empowerment and leadership projects in the Asia-Pacific which build capacity and empower young leaders. Two, we build the capacity and influence of young people in Australia. Each year we transform hundreds of young Australians into agents of change, empowering them to advocate for a more just world and youth participation in decision-making. Three, we influence policy change towards youth participation and a more just world.

Oaktree believes that youth empowerment transforms lives. When a young person is given opportunities and skills, they are not just improving their current lives; they are amplifying their voice, so they can have autonomy over their futures and uplift their communities. That is why we partner with organisations that enact change on individual, community, and systemic scales.

For more information about Oaktree and Live Below the Line, you can visit our websites:

<https://www.oaktree.org/>
<https://www.livebelowtheline.com.au/>

and our social media pages:



[@oaktreeau](#) [@livebelowtheline](#)



[@oaktreeau](#) [@LiveBelowtheLine](#)



[@OaktreeAU](#)