

# Live

2021

# Below

live below  
the line

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**Live**  
AN  
**Below**  
OAKTREE  
**the**  
CAMPAIGN  
**Line**

**“We’re young people  
leading, demanding, and  
creating a more just world  
- one free from economic  
inequality and injustice.”**

Live Below the Line is an annual fundraising campaign  
run by Oaktree.

We believe in the power of young people to drive  
meaningful change and transform their communities  
for the better (we’re the generation that can create  
powerful social movements with a single tweet).

For over a decade, our programs have educated young people across the Asia-Pacific and Australia with the skills and confidence they need to advocate for themselves and make a real difference on the issues that matter to them.

But that's not all. With the help of MP's across the political spectrum, we've been making some pretty big moves in the development sector to ensure young people's voices are heard in the debates, discussions and politics that directly affect us.

Right now, we make up over 40% of the world's population. This means we're also the ones that are going to be bearing the brunt of inaction on issues like climate change, poverty and war.

**IT'S ABOUT TIME OUR  
VOICES ARE HEARD!**

**40%**  
**of**  
**the**  
**world's**  
**population**



# The Cause

**launched in 2010**

**largest youth-run**

**anti-poverty  
campaign**

**raised over \$11.5  
million**

**more than 64,000  
people have  
taken up the  
challenge**

Live Below the Line is Australia's largest youth-run, anti-poverty campaign. Since its launch in 2010, more than 64,000 people across Australia have taken up the challenge and raised over \$11.5 million for Oaktree's programs across the Asia-Pacific.



# Change Conversation Community

To us, Live Below the Line isn't just about raising funds - it's also about change, conversation and community.

We're not going to lie to you - poverty is a really complex issue that can take various different forms and doesn't come with a simple answer. At its core, it's all about injustice. And that can take a lot of different forms. Whether it's rooted in economic, social or political circumstances, injustice creates situations where people - through no fault or choice of their own - are unable to access the opportunities they need to thrive.

For the past 10 years, Live Below the Liners have made it possible for us to fund essential youth programs across the region that provide young people with the skills and confidence they need to chip away at the issues of poverty and inequality in the world.

**How? We'll show you!**

IN 2020 WE RAISED AN  
INCREDIBLE \$210,186. SO  
THIS YEAR, LET'S HIT IT  
OUT OF THE PARK!



# Why This Year Matters

For the first time since we've started Live Below the Line, global poverty is on the rise. The pandemic has put famine and extreme poverty on our doorsteps once again.

For our partners in Timor-Leste and Cambodia, this year is vital. It is the one chance we have to stop global poverty from rising any more, and continue to do the work each year to support them in breaking the cycle of poverty.

Right now, Timor-Leste is experiencing flooding which has driven people from their homes, destroyed their infrastructure and obliterated their means of livelihood. With emergency efforts putting people in small spaces together, the risk of COVID-19 breakouts drastically increases.

This is the year we need to rise up to the challenge and stand in solidarity with young people in Australia and the Asia-Pacific region. If not now, when?

**SO IF YOU'RE READY, LET'S GET TO IT!**



# The Challenge

**challenge  
week**

**24th to 28th  
may**

## CHALLENGE TIME!

All you have to do is raise money and eat on \$2 a day for five days during challenge week 24th - 28th May.

## BONUS!

Consider yourself the host with the most? Bring your best LBL hospitality to the table! Invite your friends and family over for a home cooked meal valued at \$2 per head.

Ask your guests to donate what they'd normally pay for a meal when eating out.



# The Rules

1. You have **\$2 to spend on all your food and drinks for a day**, excluding water (we're considering that one a freebie and trust us - you'll want to make the most of it).

2. It pains us to say this but - **no accepting free food**. If a friend offers you some, just encourage them to donate to your fundraiser instead!

3. You can use food already in your house but only if you **factor in the full cost of that item**, e.g. if you have a bag of flour in your cupboard and only use 200g, you should still factor in the cost of the whole bag.

You **don't have to do the challenge during challenge week** - you can choose to do it at any time as long as all donations are in by October 16th!

We're not complete sticklers for rules though. For us, the main thing is to start some conversation about poverty and injustice and raise money to help us empower young people to break out of the poverty cycle. We're not going to hold it against you if you cave during that midday slump - you're still a winner in our eyes!

# Why \$2

It's simple - **\$2 is the Aussie equivalent of the poverty line**, adjusted to reflect the real cost of items in Australia. For a person living in extreme poverty, that's \$2 to cover all of their daily expenses. **And we mean everything - from food and accommodation to transport and medicine.**

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IS THE AUSSIE EQUIVALENT OF THE POVERTY LINE \$2 IS THE AUSSIE  
VALENT OF THE POVERTY LINE EQUIVALENT OF THE POVERTY LINE \$2

But it's also a bit more complicated than that (sensing a theme here?). Poverty is a multifaceted, complex experience that affects every aspect of someone's life. We're not even going to pretend that doing this challenge will replicate that - it's not meant to anyway. What it will do though is give you an insight into what it's like to experience a lack of choice on a very small scale and challenge your perspectives on poverty and injustice.

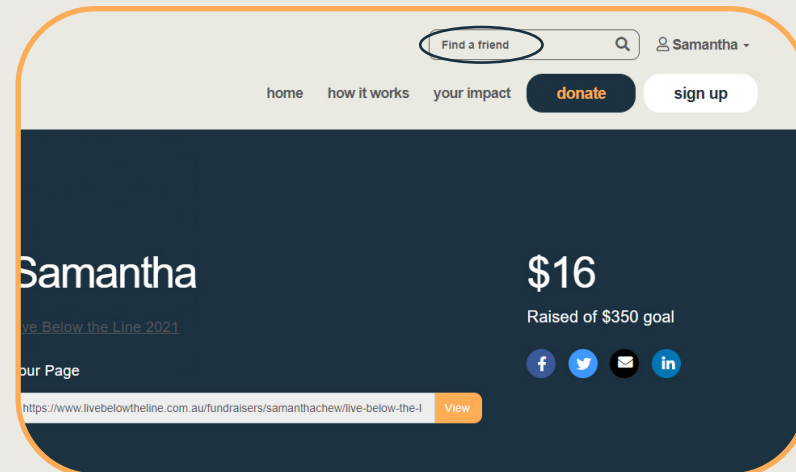
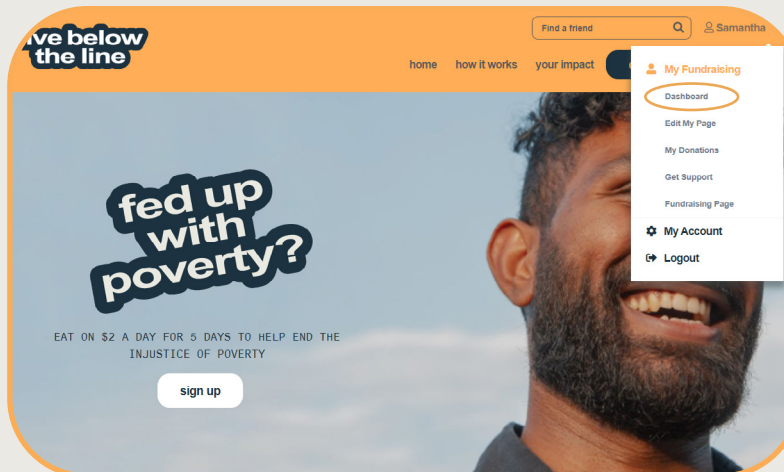


# Getting Those Donations In

**The easiest way to get donations is through your Live Below the Line dashboard.** It's your one stop shop for all your Live Below the Line fundraising needs! All people have to do is search your name on our website and donate!

But hey, we all have that one family member who still doesn't believe in bank transfers. No stress - we also accept offline donations. The easiest way to add an offline donation to your fundraising total is to visit your own profile and donate to yourself (under your friend's name) and pocket the cash. But if you're not about that life, **email us at [hello@lbt.com.au](mailto:hello@lbt.com.au)** and we'll give you directions on how to send us your donation by mail.

Unfortunately, we can't issue receipts for mailed donations.



# Tips and Tricks

**1. Plan ahead.** Work out your meal plan, research recipe ideas and anticipate mush-brain. Take the challenge when you don't have big assignments or deadlines.

**2. Invite your friends to take on the challenge with you.** They'll not only be a sympathetic ear when you're struggling through those coffee cravings but it'll also make shopping for the week a whole lot easier. You can pool resources, buy in bulk and swap out items to get a bigger variety of foods for the week.

**3. Keep an eye out for those little yellow tags at the supermarket.** Some products might go on sale early on and would be great buys to keep you under budget.

**4. Do your shopping in one go.** It's so much easier to drop \$10 for food that will last you 5 days rather than trying to find \$2 worth of food each day.

**5. Try and aim to have 60c remaining after you purchase your food for the week.** It'll come in handy when you find yourself with a sugar craving near the end of the week or will buy you some instant noodles if one of your planned meals falls through.

**6. Head to a market near closing time** - there'll be heaps of discounted bags of fruit and veggies.

**7.** Having to compost something that's gone bad is heartbreaking during Challenge Week. **Don't forget to store vegetables in a crisper and buy dairy, meat and eggs with a long use-by date.**

**8. Cook most of your food early on, and freeze individual portions** - your future self will thank you for the organisation and you'll avoid stuff going off!

# Tips and Tricks

Looking for sure-fire ways to increase your impact and make the most of challenge week? We've got you sorted with these easy to follow steps!

**Share your fundraising journey with your friends and family.** Social media will be your best friend in the weeks to come and it's also a great way to get your circles involved. Here are a few creative ways to share your experiences on your own socials that worked for last year's LBL-ers:

## ***Foodie Flatlay***

Channel your inner foodie and put your groceries on display! It'll be a stylish addition to your Instagram grid and will make people feel like they're part of your journey.

## ***A Day in the Life***

Channel your inner vlogger for the week and share all the fun moments and thoughts that come your way during LBL on insta stories or snapchat.

## ***Hashtag it up***

Don't forget to tag all your Live Below the Line posts with #livebelowtheline or #LBL2021. You just might get a cheeky comment from us!

## ***Don't overthink it***

Content creation not your thing? We've got some fool-proof social media tiles ready for you at the bottom of this guide.

**Join the LBL Connect Facebook group and follow us @livebelowtheline** on Instagram and Facebook for competitions, handy tips, fundraising ideas, recipes and support from the LBL community.



# Your Impact

## why we need you

### Investing in the power of young people

From education programs that help young people in Cambodia and Timor-Leste to amplify their voices and create better opportunities for themselves, to workshops in Australia that encourage young Aussies to get involved in politics and advocate for change on the issues that matter to them - Oaktree's projects invest in the power of young people to demand, lead and create a more just world.

**Our Programs focus on providing them with the leadership and skills they need to be the leaders of today - not just tomorrow.**

Our current international programs are run in Cambodia and Timor-Leste. To learn more, [click here.](#)

### Closed loop cycle of impact

Oaktree's domestic programs engage youth across Australia to develop their leadership, advocacy and campaigning skills to transform them into powerful agents of change. This is because we believe young people here can champion young people around the world, thus creating a cycle of impact.

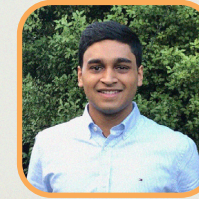
We learn from our partners overseas while building our capacity and they do the same in turn. **This is young people supporting other young people to thrive.**

To learn more about Oaktree's domestic programs such as our Student Ambassador Program and Campaigners for change, [click here.](#)



# Testimonials

## Introducing: Dhanush Girish



### What made you want to take on the challenge?

Oaktree has a unique, innovative development model that focuses on partnering with local orgs and youth empowerment, which motivated me to be a part of LBL. Further, Oaktree's new KYLA program was truly inspirational by leveraging past scholars to become mentors to the next generation. When I first heard about KYLA, it made me reflect on how fortunate I have been to have incredible mentors and I would not have the privilege of working at Oaktree if it had not been for those mentors. The KYLA program really energised me to do LBL round 2 and I believe that it motivated me to smash how much I had raised in 2018.

### What was your experience of LBL like?

Really amazing, heaps of support from Oaktree and running a DBL was really fun! I was really fortunate to have my family onboard and we actually did the challenge together (which made it a lot easier). It was a really nice family moment to do the challenge together for such a great cause. Further, I joined my DBL with my birthday to have a 'Birthday DBL Dinner' and it was a really nice occasion to bring my friends and family together for Oaktree.

### What did you try eating throughout your challenge?

Did the challenge with my family so it was easier, ate a lot of rice and roti. Given how cheap wheat is to buy, making your own roti saved a lot of money.

### How much did you manage to raise?

A lot! \$2,620 I finished in third place overall. I am so grateful to all my friends and family for being so generous.

### Are there any secrets to kicking your fundraising goals?

I did a birthday DBL and invited a heap of people, that was a great way to raise funds. I think it is really important to have a casual elevator pitch on why you are doing LBL and who the donation will support.

### Who did you ask to donate?

### Who should we be asking to support us in our challenge?

I asked friends, family and ex-colleagues

### Do you have any tips when asking for donations?

Show your passion for the cause and be specific as to how Oaktree is different from other charities.

# Testimonials

## Introducing: Subi Ramesh



### What made you want to take on the challenge?

I love everything about Oaktree. I love that we are young, I love that we are passionate and I love that we are striving to create a more just world. I also trust that Oaktree is genuine and transparent in its fundraising efforts and I have the confidence that the money raised through LBL goes towards amazing projects. I wanted to do DBL because I wanted to contribute towards Oaktree's inspiring vision but also because I wanted to raise awareness amongst my friends and family about the challenges faced by youth around the world.

### What was your experience of DBL like?

Even though DBL was only one day, it was still a challenge to cater for 20 people with \$40. It sounded a lot easier when I started but actually doing the challenge, I experienced how difficult it was to make a fulfilling, tasty and nutritious meal on a budget. I really enjoyed the mind exercise of making the best meal possible on a budget but moreover, I enjoyed the many conversations about youth empowerment that I had with my peers as a result of doing the challenge.

### What did you make for your dinner?

I made garlic bread for the entree, two types of pasta for mains and I bought the classic Woolies caramel cake for dessert.

### How much were you able to raise?

\$1579!

### Are there any secrets to kicking your fundraising goals?

Don't feel shy or scared about reaching out multiple times through your networks. I found that people wanted to donate but forgot. So reminding them actually helps get donations. Also, ask everyone! Donations come from the most unexpected people.

### Who did you ask to donate?

Everyone. I posted on Facebook, I posted on family whatsapp chats and I emailed my old teachers.

### Who should we be asking to support us in our challenge?

Again, everyone. Oaktree's cause is important, Oaktree's projects are amazing and Oaktree's impact is phenomenal. Everyone should be supporting us!

### Do you have any tips when asking for donations?

Try and do something eye-catching in your Facebook posts. Tag people or make jokes or post photos or write something moving. Do anything that makes people stop mindlessly scrolling for long enough to consider donating.



# Five - Day Meal Plan

Now that we've pretty much covered everything you need to know about LBL, I guess we can get to the fun stuff... **food!** Eating on \$2 a day (\$10 weekly total) can seem a bit daunting but have no fear, your recipes are here. Get prepped and inspired for Challenge Week with a 5-day meal plan.

Click [here](#) to check out our Ultimate Recipe Guide and view the full recipes.

**DAY 1**

**DAY 2**

**DAY 3**

**DAY 4**

**DAY 5**

**Lunch**

Flatbread  
with Roasted  
Pumpkin

Thai Pumpkin  
Soup

Pumpkin Wrap

Flatbread  
with Tomato-y  
Beans

Spiced  
Flatbread

**Dinner**

Udon Stir Fry

Pantry Pasta

Curry Udon

Creamy Vegan  
Gnocchi

Thai Pumpkin  
Soup

**Snack**

- Pumpkin Seeds
- Pumpkin & Coconut Dip
- Flatbread Chips

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# Become part of the fam by following us on our socials!



## *Instagram*

@livebelowtheline  
<https://www.instagram.com/livebelowtheline/>

## *Facebook*

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<https://www.facebook.com/LiveBelowtheLine>

## *Tik Tok*

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<https://www.tiktok.com/@oaktreeau?lang=en>

## *Email*

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## *Email*

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**Need inspo for your challenge?**  
**download your social media tiles**  
**here**



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