



# RATION CHALLENGE GUIDE

Rations, rewards, recipes and  
everything else you need to know  
to take the Ration Challenge.

In support of



**OXFAM**  
New Zealand

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charity with the New Zealand Charities  
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# HEY THERE

It's great to have you as part of the Ration Challenge community! And it's great to have you on board for the first ever Ration Challenge in New Zealand! You've joined thousands of passionate people, living on refugee rations for a week and raising money and awareness for refugees and people living in poverty around the world.

Together, we'll be making a real difference to the world's most vulnerable people. And there's never been a more important time to do it. Right now, there are more refugees and displaced people around the world than at any time since World War II – people who've fled conflict and disaster in their own country and now face a daily struggle for survival.

But by taking this Challenge you're giving refugees the food, medicine and support they desperately need. You're showing them that they're not alone. And you're showing that Kiwis are prepared to do what it takes to help others in their time of need.

Thank you for being part of this movement for change!

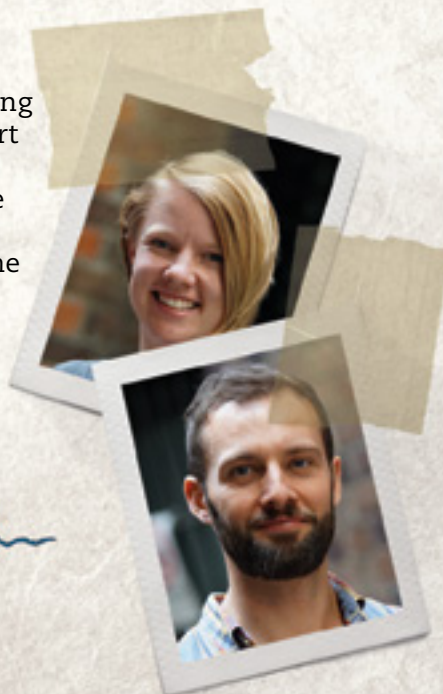
  
Kaz & Benny  
Ration Challenge Co-Founders

In its very first year in New Zealand, we're aiming to raise enough to **impact 2,000 lives!**

Around the world:

Over  
**25,000**  
people have taken the Challenge so far.

More than  
**\$5.9 MILLION**  
has been raised.



# WELCOME!

You are now officially part of an amazing community who are passionate about making a difference. Together, we're going to make the first ever New Zealand Ration Challenge a huge success so we can support thousands of refugees and people living in poverty around the world.

In this guide (and the online resources signposted inside) you'll find the low-down on the rations, rewards, recipes and everything else you need to know to have the best possible Ration Challenge experience and make the biggest difference you can. Good luck!

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# YOUR CHALLENGE

So here's what the Ration Challenge is all about:

## 1 Live on rations

During Refugee Week, 17-24 June 2018, you'll eat and drink the same as a Syrian refugee living in a camp in Jordan. No meat, no coffee, no alcohol. Can you do it?

## 2 Raise money & awareness

Ask all your friends and family to sponsor you, online and in person. Explain why refugees urgently need our support, and why this issue matters to you.

## 3 Make a difference

The money you raise will provide life-changing support to conflict- and disaster-affected communities worldwide. And by sharing your experience with those around you, you'll be opening people's eyes, hearts and minds to what refugees go through; creating a more compassionate New Zealand.

## The rules and serious stuff

The Ration Challenge works on an honesty policy, so it's down to you – and your conscience – to see it through properly. You'll need to commit to:

- Eating only the contents of the pack (plus the additional rice and flour bought with the 'coupons') and drinking only water for the 7-day duration of the Challenge – unless you've 'earned' other ingredients by working hard on your fundraising.
- Doing your best to raise a minimum of \$500 by 30 June (if this sounds scary, don't worry – last year people raised an average of \$710 each! Follow our fundraising tips and you'll be there in no time).

Keeping yourself healthy whilst you take the Ration Challenge, and fundraising within the law, are both incredibly important. Make sure you read our terms and conditions thoroughly to keep safe and legal during the Challenge. You can find these at [rationchallenge.org.nz/terms-and-conditions](http://rationchallenge.org.nz/terms-and-conditions)

More questions? Check out the FAQs at [rationchallenge.org.nz/faqs](http://rationchallenge.org.nz/faqs)





**“What a humbling experience! Taking part in the Ration Challenge was a chance to be part of something bigger than myself.**

**I felt that I could finally be part of a community taking action against an injustice that I often feel helpless about and show refugees we’re with them, not against them”**

- Jess





# LIVING ON YOUR RATIONS

What's it like living on rations? You're about to find out! We've designed the Ration Challenge to reflect as closely as we can, what it's like to eat rations as a Syrian refugee in Jordan.

You may get a shock - **it's not much for a week!**

|                     |       |
|---------------------|-------|
| Rice                | 420g  |
| Lentils             | 170g  |
| Dried chick peas    | 85g   |
| Tinned sardines     | 106g  |
| Tinned kidney beans | 400g  |
| Vegetable oil       | 300ml |

**Tip:** If you are vegetarian or vegan, or have a food allergy, you can substitute any items you can't eat for an alternative ingredient (use the same weight). e.g. swap sardines for tofu.

## Don't forget your coupons

In your ration pack, you'll also find two food 'coupons' for additional rice and flour.

They are representative of the coupons many refugees are given by the UN or other organisations that can be exchanged in local shops for essential staple foods, such as rice and flour.

To recreate your refugee experience, **buy an additional 1.5kg of rice and 400g of plain flour** and add these to your week's rations.

**Tip:** don't try to use your coupons at the supermarket, they won't work :-)

Your ration pack will contain exactly the same food, in almost the same quantities, that is distributed to refugees by the Ration Challenges local partner in Jordan.

FOOD COUPON  
**FLOUR**

Product:

Weight redeemable: **400g**

Expiry date: 01/01/2020

RATION CHALLENGE

RICE TRADERS  
HI - PAKISTAN  
info@rtraders.com

FOOD COUPON  
**RICE**

Product:

Weight redeemable: **1.5 KG**

Expiry date:



# FUNDRAISING TO EARN REWARDS

Refugees are resourceful people who do their best to find ways to provide for their families. This is made harder by the tight work restrictions they face in places such as Jordan. However some refugees are able to find ways to support their families thanks to the help of people like you.

For example, The Ration Challenge's local partner runs training courses to teach vulnerable women how to make handicrafts. They then sell or trade these handicrafts through local markets, helping to supplement their rations.

You probably won't have time to make and sell handicrafts to supplement your rations like refugees. So instead we've set up a system of rewards where you can 'earn' extra ingredients by working hard on your fundraising. When you reach the following fundraising goals, you can add the items listed to your rations (and feel great about helping even more people too)!

**Note:** These rewards are optional and should you be eligible for any of them, you need to source the food items yourself. Not all refugees are able to find ways to bring in extra food or income. In keeping with their situation, you might prefer to live just on the basic rations.

Reach the following fundraising goals and add these rewards to your rations!



Sponsor yourself  
**A spice**



Raise \$1,000  
**Coffee (2tsp) or tea bags (2)**



Raise \$100  
**Sugar (50g)**



Raise \$1,500  
**Any food item (<\$5)**



Raise \$250  
**Milk (210ml)**



Raise \$2,500  
**Any hot or cold drink (330ml)**



Raise \$500  
**Vegetable (170g)**

Have questions about the rewards? Jump online for rules and ideas!



Raise \$750  
**Protein (120g)**

"I've done the Ration Challenge twice now and the second time around I had earned three rewards before the Challenge started. It made a huge difference when my cravings kicked in on day three. I made rice pudding and it was absolute heaven!"

- Tia



# GET COOKING

You've got your rations, now what?! Syrian refugees share with us the recipes they use in the refugee camps to make the most of their rations.

## Maya's lentil soup

- 170g lentils
- Water (2:1 ratio)

Wash the lentils in water before starting to cook. Place in a pot, fill with water and bring to the boil.

Simmer and cook for 30 minutes.

Once lentils are soft, drain water and place mixture in a food processor. Mix until it makes a soup-like consistency. Add water if needed to make the consistency you would like.



## Fatima's flatbreads

- Flour
- Cold water
- Oil for frying

Mix flour and cold water together until you make a soft and sticky dough, the consistency that can be rolled.

Lightly sprinkle a little bit of flour on to a chopping board. Place the dough on to the board and knead until the dough is no longer sticky.

Leave to rest for ten minutes, covered with a damp cloth.

Separate the mixture into handfuls and flatten.

Fry in a little oil on a pan, flipping the bread to brown both sides.

**Note:** You can also add extra water to make a pancake-like consistency and make crepes instead of flatbread.



## Simple falafel

- 85g dried chick peas
- 1 tbsp flour
- 60ml oil

Put the chick peas into a bowl, cover them with 150ml of cold water (or enough so they are fully covered) and let them soak overnight.

Drain and rinse well with water.

Mix the chick peas and flour together in your food processor or using a mortar and pestle until you have made a coarse meal (somewhere between the texture of couscous and a paste).

Heat the oil and fry small nuggets of the mixture in a pan, browning on both sides.

Drain on paper towels.

**Note:** You can make both hummus and falafel with your rations. Just split your chick peas between the two.

You can find lots more recipes and videos from Fatima and Maya showing you how to cook on your fundraising hub!





# TEAM UP TO TACKLE IT TOGETHER

Ask any past Challengers for their top coping strategy and they will say:

***“...team up so you can share ingredients as well as support each other when you have rice-brain.”***

We are naturally better together. Cooking together. Missing coffee and sugar together. And of course, fundraising together.

Teamwork really comes into its own during the Ration Challenge: why not coordinate the rewards each member of your team earns? Choose your own favourite spice to add to the mix, batch cook or pool ingredients.

You'll make your meals more interesting as well as be able to reflect on your experience.

Mates never did so much good together!

## Ask your employer about dollar matching

Lots of companies encourage staff to fundraise and may sponsor them on behalf of the entire business. Talk to your boss or the HR department. In return for their support you could share a team presentation and give them a shout-out across your social media channels and professional networks.

*Double your donations*





# RAISE MONEY & AWARENESS

The Ration Challenge is about raising money to support refugees and other vulnerable communities; and raising awareness so together we can create a more compassionate society.

To raise money, simply ask people to sponsor you on the fundraising page we've set up for you.

And the best way to raise awareness is to share your experience with others. Your firsthand account of what refugees are going through will help open hearts and minds; and remind us that we can, and should, do more to help our fellow humans in their time of need.

To support you with all this, we've put together a bunch of great downloadable resources, including posters, meal plans, recipes and a guide to having tough conversations. Access these when you log in to your fundraising hub.

Follow these tips and you'll be amazed at how simple it is to make a difference!

## 1 Sponsor yourself

By showing your friends and sponsors how much you care about refugees, you'll inspire them to donate to your page. And make it generous – people will often follow your lead, so the more you give the more they will! On average you'll also end up raising twice as much. (Bonus – you also earn a spice to add to your rations)

## 3 Email everyone

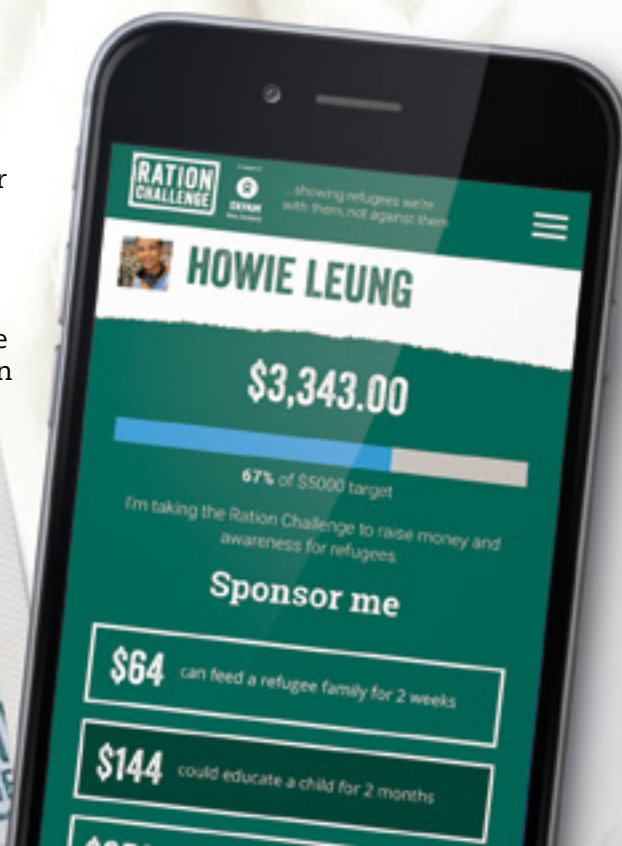
Email everyone you know! Just tell people why you care about the cause, include your page link, and ask for their support. After social shares, email is the most important source of sponsorship. If people see your Facebook post AND receive an email they are far more likely to sponsor you.

## 2 Get social

Share your page and story with everyone you know while asking for just \$64 to feed a family (over 60% of Ration Challenge donations come from people sharing their fundraising page link on Facebook, WhatsApp or Twitter).

## 4 Thank people

Be sure to say a huge 'thank you' to your generous friends. Tag them in social posts or hand-write a little 'thank you' sign for them which you can share as a pic online too. Videos work extremely well and have that extra bit of impact if you have the time to do a video shout-out!





# TIPS FROM CHALLENGE CHAMPIONS

What's it like? How do I make the biggest difference possible? How do I make it through the Challenge? We asked some of last year's Ration Challengers to share their wisdom.



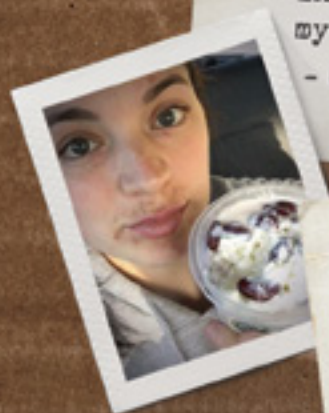
"The Challenge was very humbling and one of the most challenging experiences of my life. My biggest piece of advice? Keep in touch with your coach and with others taking the Challenge. With the help of my coach's tips through emails and the Facebook event I was able to raise over \$1,160. I have never been more proud of what I achieved and feel I made a real difference to refugees"

- Rachel



"I have taken the Challenge three times and my top tip is to start fundraising early. The more rewards you have earned the better. Last year I earned enough to make rice pudding. IT HAS NEVER TASTED SO GOOD! The other amazing thing about fundraising early? I saw my efforts making an impact straight away - two weeks out from the Challenge I watched the live Facebook feed of a food ration distribution to refugees in Jordan. I was blown away by how quickly my fundraising reached refugees"

- Gemma



"Eye opening, challenging and important. Before I began I hadn't a clue what to do when and hadn't even fundraised online before. The thing that worked for me? Opening up on Facebook about why I was doing the Challenge and how I felt at each step along the way. Each time I posted a new photo or reflection I got a few more donations and before long I had raised over \$500. I was brimming with pride! Doing the Challenge raised awareness of refugees and what they go through among my colleagues, family and friends"

- Tim





# WE'VE GOT YOUR BACK

Together we're going to make a huge change happen by each raising as much money as we can, despite our hangriness and rice brains!

When talking to our Challenge Champions from 2017, we found that the more support and great advice they got, the better their experience. Advice about how to kick-start your fundraising, preparing yourself for the big week and racking up those delicious rewards as soon as you can.

## Your coach

To help you at each step of your Ration Challenge journey we've matched you up with your own Ration Challenge coach, as well as the Ration Challenge team who are your very own support crew! We'll share weekly emails with you, post awesome tips into the Facebook event 'Ration Challenge New Zealand 2018' (which you should join!) and be at the end of the phone or email if you have any questions.

Call 0800 600 700  
Email [oxfam@oxfam.org.nz](mailto:oxfam@oxfam.org.nz)

You would have received a welcome email from your coach to say hi already so make sure you have checked your email inbox. As well as your coach we've developed a bunch of handy resources for you to download online based on the tips and feedback from past Challenge participants.



Jodee and Rifat

## An extra big thank you

We know first-hand how much work goes into raising big amounts, and we want to say thank you and recognise your dedication to the cause. If you raise over \$5,000 we want to say an extra big thank you by sending you a handmade gift from some of the inspiring women who are part of the Ration Challenge's program in Jordan. We also want to invite you to an exclusive online event to learn more about the difference you are making and talk with members of the team.



Go team!



# THE GLOBAL REFUGEE CRISIS

Right now, there are more refugees and displaced people around the world than at any time since World War II - 65.5 million according to the UN Refugee Agency (UNHCR). Of those, nearly 22.5 million are refugees (people who have been forced to leave their country to escape war, persecution or a natural disaster such as an earthquake, drought or famine).

The numbers are huge and difficult to comprehend. But behind those numbers are resilient people – elderly people who've lost their lifelong homes, people with no access to medical care, loving families struggling to meet their most basic needs, children unable to go to school.

It's a humanitarian crisis on an unprecedented scale. And one that we can, and must, respond to.





# THE SITUATION IN SYRIA

Like us, you've seen it across the news and in your social media feeds. The people of Syria have been caught up in almost seven years of bitter internal conflict in their country. During that time, hundreds of thousands of people, just like you and I, have been killed, towns and cities have been reduced to rubble and over 5.4 million Syrians have been forced to flee for safety.

Life is a daily struggle for the people affected. Few are able to find work to meet even their basic needs. As a result, many ordinary people are now dependent on humanitarian aid – food, medicines, shelter, clothing – for their very survival.

Despite their struggle and the trauma they have lived through, refugees continue to show amazing strength and resilience and will do all they can to build a safe, just and dignified future. We have travelled to refugee camps in Jordan to meet people living on rations, and see what the Ration Challenge community could do to help them. We saw first-hand the meagre food rations they have to live on and the conditions they face. It is now in their time of struggle, as they show the most resilience that we need to stand by them.



"We really enjoyed walking together as a family in the park, watching the sunset. We used to do this every day when we were back home in Syria. Life after the war would never be the same... Usually you hear the sound of the bomb before it comes. We heard it and looked up at the sky to see where it would fall but it was coming towards our house. When we ran outside our neighbour's building had been destroyed. It was very tragic, everything was destroyed, all of their belongings and their home. But thank God no one died. That day we left Syria"

Maya, a Syrian mother living in Souf Refugee camp, Jordan



Life in Syria was very sweet, because it's one of the most beautiful countries in the world. We didn't want to leave, we loved our home. We decided to leave the day when the army came to our neighbourhood and began setting up snipers in all the houses around our town. We were so worried for our family. No one could stay in their home."

Rasha, a mother, from Aleppo, Syria living in Talbiah camp, Jordan



# FINDING THE STRENGTH TO COPE

We have met many incredible refugees who have shared with us their stories of heartache but also of strength and perseverance. Refugees like Lilia.

Lilia lives in a tent in a refugee camp in Jordan with her husband Ahed and their three young sons. Back in Syria, they owned a house in Hama and worked on a farm but they had to leave everything behind and flee for their lives when their house was bombed in the war.

In the winter, life in the tent is very cold. They keep themselves warm, as best they can, with blankets. Both Lilia and Ahed suffer from poor health, which makes it difficult for them to work. Ahed has a stomach ulcer and tuberculosis, but he does farm work when he can to try to support his family. Despite his best efforts, though, the family often go to bed hungry.

Aida and her husband Rafet live in a small apartment in Amman with broken windows and hard concrete floors. Rafet was a pharmacist in Syria and before the war their life was prosperous and happy. But all of that changed when the bombing reached their village. They decided to flee their home on the day the pharmacy Rafet worked in was completely destroyed by bombing.

Since arriving in Jordan Aida has tried to remain positive but worries about her son's future without having an income and little available support. Unfortunately Aida's story is far too common, with many Syrian refugees struggling to find nutritious food or a safe home for their families.

"Life was good and we felt comfortable and safe. We lived the most beautiful life and didn't even consider this could happen. But when the war broke out we were terrified, our life was filled with pain and fear."

Food rations and access to medical care are crucial to the survival of these families. By taking part in the Ration Challenge, you'll be making a big difference for people like Lilia and Aida - people who've lost everything through no fault of their own, and whose future looks uncertain.

"Our lives of happiness and safety ended the day the bombing arrived. But still despite our pain, we must remember that our life is precious and better than the death we would have faced if we stayed in Syria."





# CHANGING LIVES IN JORDAN

By joining the Ration Challenge community you'll be raising funds to support people fleeing violence and conflict in Syria. You'll help provide families with food, medical care, household items and psychosocial support. And most importantly, you'll be helping them find the physical and emotional strength they need to cope with the horrors they've suffered, and the hardships of life as a refugee.

"I cried a lot before opening the package, as the package contained items I needed. When I receive a package, I feel so happy that there are people who remember me.

I would like to thank everyone who helped and remembered us - who put themselves in our situation and considered what we might need. I can't describe my thanks to you for supporting us."

Mona, Jordan

"I feel so happy and relieved that there are good people who can help me and my family with food we can't buy."

Assala, Jordan

**\$512** Emergency food rations

Can provide food rations (the same food you'll be eating during the Challenge) for two Syrian refugees for an entire year, ensuring they have enough to eat.

**\$680** Girls' education

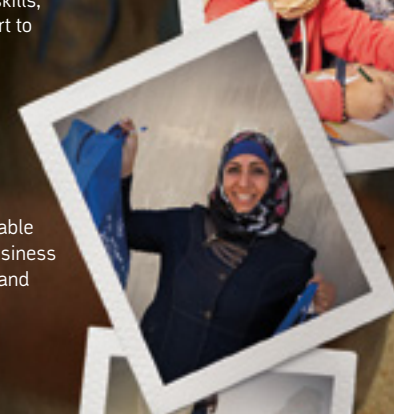
Enough for a girls' education course, where girls learn empowerment skills, improve their confidence, and start to come to terms with their trauma.

**\$1,135** Livelihoods training

A training course to teach vulnerable women how to start their own business so they can support their family and gain independence.

**\$3,307** Life-saving medical care

Can fund a community medical day, enabling 250 refugees to access life-saving treatment.





# CHANGING LIVES AROUND THE WORLD

By taking the Ration Challenge you'll also support the work of Oxfam to improve the lives of people living in poverty around the world. You'll be helping Oxfam to find practical, innovative ways for people to lift themselves out of poverty and thrive. You'll also be supporting our campaign efforts so that the voices of the poor influence the local and global decisions that affect them.

## Bangladesh

Oxfam is providing much needed food, water and protection to help save the lives of Rohingya refugees in Bangladesh. \$400 can construct a gender-sensitive latrine for several refugee families to use.

## The Pacific

When disasters like tropical cyclones strike the Pacific, Oxfam acts fast to provide vital assistance to people in need. \$50 can buy a life-saving hygiene kit to protect a disaster-affected family from disease.

## Horn of Africa

Oxfam is on the ground delivering life-saving food and water to families threatened by starvation, to prevent a catastrophic loss of life in South Sudan, Somalia, Ethiopia and Kenya. \$224 can provide food packs to feed two families of six for four months.



Oxfam New Zealand understands the need is much greater than what one organisation can achieve and it is important to work alongside other agencies who have similar programmes.



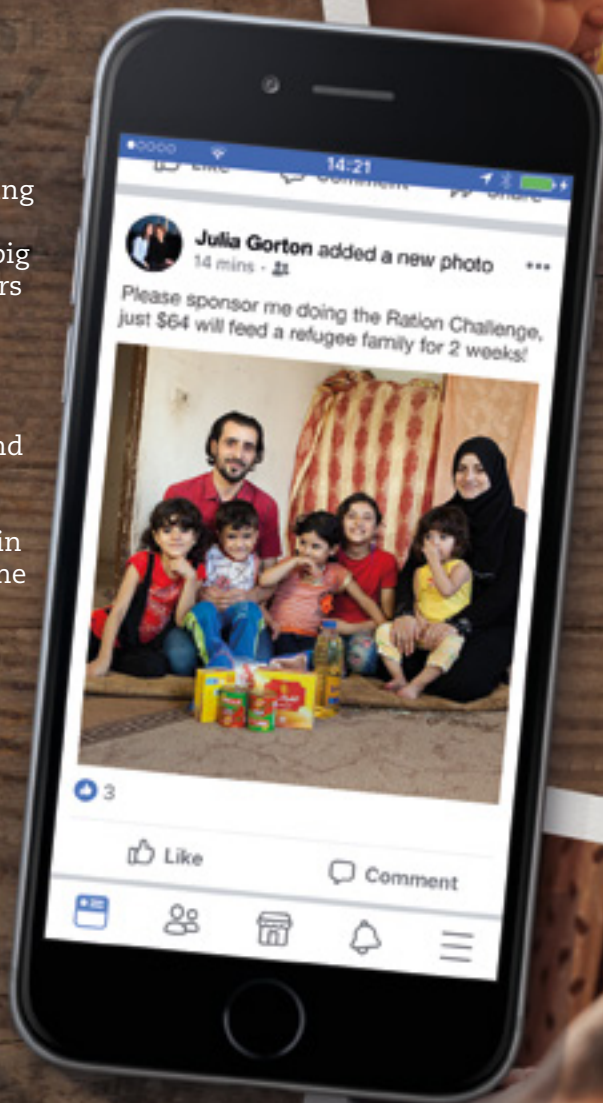


# HOW MUCH SHOULD I ASK FOR?

Every single donation you get during the Ration Challenge will be supporting refugees and people living in poverty around the world. From little things big things grow and the millions of dollars raised during the Ration Challenge are made up of thousands of smaller donations from people like you.

When you ask your friends, family and colleagues to sponsor you, it is really helpful to let them know how their money will be used. If you are direct in your ask for support, it helps overcome the moment when some people get stuck not knowing how much they should give.

In the Ration Challenge in Australia last year the most common amounts donated were \$64 and \$144. They seem like odd amounts to give but they directly relate to providing refugees with food and education which really hit home with sponsors and Challengers alike.



To help you chat about your Challenge to others and put each donation into perspective here is what those two important amounts can go on to do:

## \$64 Food

Two weeks' rations for a whole family in Jordan. Through Lilia's and Aida's stories, you've seen just how important that is for people fleeing conflict.

## \$144 Education

Help a child access education and counselling in a refugee camp for 2 months, enabling them to keep up their studies and receive support to cope with trauma.



2 weeks' rations







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