BACKGROUND INFORMATION

WORLD FOR WORLD ORGANIZATION (WFWO) is a Non Governmental Organization (NGO). Italian based non-profit organization, operating in Italy and internationally, WFWO was launched on 16 October 2001, on the occasion of World Food Day, and established in 2002 and is in Special Consultative Status with the Economic and Social Council (ECOSOC - DESA - UN NGO Section at the United Nations - New York - USA). ECOSOC is the Principal Organ to Coordinate the Economic and Social Council work of the United Nations and the Specialized Agencies and International Institutions.

The WFWO has designated representatives for each main United Nations Headquarters where the major meetings are held: New York, Geneva and Vienna.

The WFWO objectives is to increase public awareness about Global Development Issues, and focuses and development cooperation’s and resources mobilizations through fundraising Campaigns, to support the activities of United Nations Agenda for Global Development in 21st Century, in order to achieve the implementation of the Millennium Development Goals (MDGs) set by the United Nations, in which the world's leaders pledged to reduce poverty in the world by half by 2015, and to straighten Capacity to Enhance Contributions to Human Security and Local Sustainable Developments in Developing Countries.
The WFWO is open to contributions and collaboration from all and pursues the following goals: to work for international cooperation, for development, for solidarity among the peoples, and for the spread of a culture of global peace and human development, and also to give adequate response to United Nations call to act decisively on global concerns encapsulated in the Millennium Development Goals (MDGs).

WFWO ADVOCACY NETWORKS TO SUPPORT GLOBAL ISSUE

The Launching of the Advocacy Networks

In the occasion of the World AIDS Day 2006, the WFWO has launched: (a) Program Ambassadors for the Development (ADN); (b) Friends of WFWO (FWFW) with a specific aims and TOR’s to support the Global Development Issues Agenda, and the WFWO activities around the world. The Nominees he/she of the ADN and FWFW should be geographical selected and where the WFWO is operating and elsewhere, the role of the ADN and FWFW nominated in each respective country by the WFWO, and will be focus on public awareness to promote the Millennium Development Goals and WFWO activities in the country representatives.
| WFWO Facts |
|-----------------|---------------------------------------------------------------|
| **Period of Existence** | WFWO is entering its eight full year in operation. |
| **Legal Status** | WFWO is a non-profit organization incorporated in the state of Italy. With a granted a Special Status from the Economic & Social Council of the United Nations (ECOSOC). We are currently operating under the legal name “World For World Organization (WFWO)”, since 2001 and effective 2002. |
| **Partnership** | WFWO is an official Operating Partner of the United Nations ECOSOC/NGO Section DESA and UN NGO IRENE provides legal sanction, project consultation, and logistical support for WFWO to operate in UN mandate to support the MDG’s objectives, while WFWO provides all funding though its partners, and filed experts consultants. |
| **Funding Sources** | To date, WFWO has been solely funded through grassroots donations from the private sector - mostly individuals, financial group, or grant funding, partners, have financially contributed to the WFWO activities. |
| **Projects & Events** | Since the establishment of the WFWO, the WFWO has Co-financed more than 45 projects & Events around the world focus on MDGs targets in developing countries regions: Africa, Asia, Eastern-Western Europe & Latin America. The WFWO has played a catalytic role to raise public awareness trough a special events organized including: roundtable, briefing session to promote the MDG’s aims. |
The Launching of the WFWO Advocacy Ambassador for Development Network (ADN)

WFWO’s Ambassador for Development Network (ADN):

The launching of the WFWO Ambassador for Development Network (ADN) in the occasion of the World AIDS Day 2006, is to act for a tangible impact to support the implementation of the Global Commitments of the Millennium Development Goals (MDGs) of the United Nations Agenda committed by more than 189 head of states should be achieved by half 2015. The ADN will also focus on the WFWO activities, including; public relations, media, policy makers, projects, educate, empower, and support the lives of the poor people in the country representatives. The ADN’s utilizes a highly committed volunteer workforce for developments. The “WFWO Ambassador for Development Network” (ADN) represent the best of way to promote his country and communities what today’s all of us we expecting for a better world. The WFWO Ambassadors (ADN) he/she should have more experience on Global Development issues, and has spend minim 3 year experience in the field of development and international relations including; public relations, spokesman or spoke’s women, negotiations, education, social entrepreneurship, project cycle and fundraising activities, in order to be assigned country representatives. The WFWO ADN will have specific Terms of Reference and mission to developed service projects relevant to the needs of the community in the country representatives. The ADN will be effective upon received a candidates, and after the procedures and acceptance by the WFWO Board of Directors the nominees candidates he/she, will receive from WFWO all the necessary documents and promo materials toolkit, as well as the official nomination and communications to country where the candidates he/she has been selected, in order to facilitate the work of the Ambassadors (ADN) partner with the local authorities and community to ensure that the activities are locally-tailored, sustainable, and serve to develop leadership amongst the projects or activities launched in the country to support communities and the country representatives.

The ADN TOR’s and Mission is established by the WFWO Policy and Communications Team and under direct supervision the Executive President and its Board of Directors is comprised of proven by partners experts who are knowledgeable of and care deeply about Global issues.
The Advocacy WFWO Network (ADN) works is to raise public awareness and strengthen political will so as to transform the conditions that create poverty, peace and Human security, and disease in the first place. Recognizing that the change should begin at home with the participation of people and civil society in the country, the local communities, and the nation’s policies, the Advocacy Program seeks to raise public awareness of critical global issues and build up the political resolve to address to be implemented. Through the grassroots campaigns and events, WFWO/ADN Advocates seek to personalize and humanize the experience of extreme poverty and marginalization so often faced by poor people, by empowering younger people through education and campaign programs, to make a difference, the WFWO Advocacy Network is contributing to support communities, and country representative, in order to achieve their needs, and MDG’s implementation by 2015.
The FWFW Advocacy Network mission is to increase awareness about Global issues, mobilize support for hunger relief programs and activities, generate resources for FWFW operations and other activities that alleviate poverty and support the implementation of the MDGs targets by half 2015.

To achieve these goals, FWFW engages in advocacy, outreach, and fundraising activities. Through the generous support from governments, financial groups, private sector, national and international organizations, businesses, people, schools, universities and individuals from the FWFW, will help and channel resource mobilizations to support FWWO operations in developing countries.

The FWFW will also play an active catalytic role to strengthen the political will to support FWWO Humanitarian projects. The FWFW will also support to increase public awareness focus on MDGs objectives and FWWO aims through media outreach and special events, including award ceremony honoring the most active ADN country representatives and FWFW in the fighting hunger, HIV/AIDS disease, and the implementation of the MDGs targets.

FWFW TOR’s is established by the FWWO Policy and Communications Team and under direct supervision the Executive President and its Board of Directors is comprised of proven by partners experts who are knowledgeable of and care deeply about Global issues (see below FWWO Networks).
Why Humanitarian AIDs and MDGs?

The WFWO focus its work amongst Global Development issues and poor populations in developing countries for one simple reason: that’s where we believe our resources can go the farthest, and we lessen to the voices of people. WFWO’s objective is to maximize the impact by working with the communities that need assistance and support are in developing countries in particular Africa are amongst the most marginalized people on the Earth leave with less than 1 $ dollar a day, we should make a difference to act decisively to help them to build leadership capacity amongst communities in poor countries, that have been at post conflict and poor for decades and thus have not been opportunities to invest in education, and develop social services to communities. WFWO is inspiring and supporting communities to a peaceful and prosperous future for all.

What are the Millennium Development Goals?

The eight Millennium Development Goals (MDGs) – which range from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education, all by the target date of 2015 form a blueprint agreed to by all the world’s countries and all the world’s leading development institutions. They have galvanized unprecedented efforts to meet the needs of the world’s poorest.

"We will have time to reach the Millennium Development Goals – worldwide and in most, or even all, individual countries – but only if we break with business as usual. We cannot win overnight. Success will require sustained action across the entire decade between now and the deadline. It takes time to train the teachers, nurses and engineers; to build the roads, schools and hospitals; to grow the small and large businesses able to create the jobs and income needed. So we must start now. And we must more than double global development assistance over the next few years. Nothing less will help to achieve the Goals."

United Nations Secretary-General
To make the global change happened requires the solidarity and efforts of all, in order to achieve these goals. The ADN/FWFW engages in advocacy, outreach and fundraising activities, through the generous support from partners, governments, financial groups, private sector, national and international organizations, businesses people, schools, Universities and individuals volunteers and donors team through the networks of ADN/FWFW, will help and increase channel resource mobilizations to support WFWO operations in developing countries, working together we will be sure to reach our targets to global social justice for the poor people, and the implementation of the Millennium Development Goals targets by half 2015.
The WFWO Team workforce operates and composed in the following areas:
a) Primary management responsibilities fall in the hands of a part-time Executive Board Directors. In the areas of:
   (a) Fundraising; (b) Regional Resource Mobilizations; (c) Operations Team;
   (d) Public Affairs Activities; (e) Media; (f) External Evaluations Team (EET);
   (g) Policy & Strategy Team (PST); (h) Planning Strategy Team (PST);
   (i) Communications Team (CT); (j) Legal Advisers Team; (k) Experts Filed Consultants (EFC);
   (l) Ambassadors for Development Network (ADN);
   (m) Friends of the WFWO (FWFW) etc. (see below WFW Organizational Chart)
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