



Friends of WFWO

One World One Hope

“The Millennium Development Goals is Common Vision and Global Commitments”

Friends of WFWO mission and objectives is to:

Increase awareness about Global issues;
Mobilize support for hunger relief programs and activities;
Generate resources for WFWO operations and other activities that alleviate poverty and support the implementation of the MDGs.

To achieve these goals, Friends of WFWO engages in advocacy, outreach and fund-raising activities. With generous support from governments, financial groups, private sector, national and international organizations, businesses people and individuals, Friends of WFWO, will help and channel resource mobilizations to support WFWO's operations.

In collaboration with other groups, Friends of WFWO will also play an active catalytic role in building political support WFWO aid programs. Friends of WFWO will also support to increase public awareness on MDGs objectives through media outreach and special events, including an annual award ceremony honoring leaders in the fight against hunger in order to achieve MDGs aims.

Objectives

More generally,

- Support the implementation and the achievement of MDGs objectives by country representatives;

Specifically,

1. Build the communication capacities, trained and provide support to WFWO/ADN, improve the efficiency and effectiveness of WFWO's investment in regional communication through communication planning and evaluation;
2. Strengthen the capacities of the poor and their organizations to communicate;
3. Improve relationships with governments and regional organizations and enhance advocacy to sensitize decision-makers on poverty and influence policies;
4. Provide support to regional intergovernmental organizations;
5. Develop learning and sharing culture among projects and programs participants and design a process of results dissemination;
6. Develop strong partnerships with regional media and reinforce their capacities on Global issues;
7. Enhance WFWO's visibility in the region, especially among experts in the field and peers of like-minded organizations;

Goals



The goals to be achieved are the following:

- Empowering rural poor people to communicate so that they can better organize themselves communicate their ideas and needs and lead their own development;
- Increasing the level and effectiveness of investing in poverty eradication to that required to achieve the [Millennium Development Goals \(MDGs\)](#) targets by 2015;
- Encouraging supportive policy environments for poverty eradication at all levels;
- Increasing understanding of WFWO's role and demonstrating WFWO's effectiveness as an instrument for poverty eradication and for achieving the MDGs;
- Building and strengthening a community of practice dedicated to poverty eradication;
- Ensuring that WFWO/ADN and partners have the information and knowledge they need to act to support their country;

Pledge to inspire on people in the country representatives to work together in take action to make the difference against Hunger, HIV/AIDS and other diseases, access to clean water, sanitary, education for all and promote the MDGs objectives.

Audience

Primary audiences

- Internal WFWO's Managements, Operations and Communications Team;
- Beneficiaries: poor, farmers, peasants and their organizations, processors, traders, marketers, exporters, urban consumers, rural and traditional leaders, women and youths;
- Local government officials, central government officials;
- Cooperating institutions and partners;
- Media and especially community based radios;

Secondary audiences

- Donors;
- Country regional organizations;
- Development partners and coordination institutions (others projects and programs);
- Civil society, politicians, senior civil servants;
- Local NGOs;
- Research institutes, knowledge centre;
- Private sector, initiative bearers, entrepreneurs;
- General public;

Friends of WFWO TOR's was established by the WFWO Policy, 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.



World For World Organization (WFWO)
Via Andrea Millevoi, n°35, Rome - 00178 (Italy)
Tel: + 39 0651530985 - Fax: +39 0651960227
E-mail: info@worldforworld.org - Website: www.worldforworld.org